



Assistant Professor Joshua MAHANEY

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Creativity
- The Idea Journey
- Psychology
- Consumer Behavior

TEACHING DOMAINS

- Creativity and Innovation
- Attention and Persuasion
- Consumer Behavior
- Market Research

EDUCATION

Highest degree :

2024	Ph.D in Business Administration, Grenoble School of Management, France
2020	Masters of Philosophy in Business Administration, concentration in Marketing, Grenoble School of Management, France
2013	Master of Science in Creative Studies, State University of New York (SUNY), United States of America
2013	Bachelor of Science in Individualized Studies, concentration in Creative Marketing, State University of New York (SUNY), United States of America

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2023	Assistant Professor, ESSCA School of Management, France
2018 - 2023	PhD Student, Grenoble School of Management, France

Professional experience

2015 - 2018	Innovation Catalyst, The Orlando Magic, National Basketball Association (NBA), United States of America
2014 - 2015	Design & Research Strategist, Disney Design Group, The Walt Disney Company, United States of America
2012 - 2014	Creative Inc Manager, Global Creativity and Development, Marketing and Sales, The Walt Disney Company, United States of America

PROFESSIONAL EXPERIENCE

Professional experience

GRANTS AND HONORS

- 2021 Runner-Up Award for the Thomas P. Hustad Best Student Paper: "How Champions Win Commitment for Their Ideas", with Thomas Gillier and Fiona Schweitzer, Innovation and Product Development Conference, -

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

MAHANEY, J., GILLIER, T. and SCHWEITZER, F. (2025). Championing new ideas with consultation. *Journal of Product Innovation Management*, 42(3), pp. 614-638.

Chapters in book

MAHANEY, J. (2016). Musings on creativity applications in business. In: Jon Michael Fox, Ronni Lea Fox eds. *Why study creativity?* 1st ed. Buffalo: ICSC Press - at SUNY.

Conference proceedings

MAHANEY, J., GILLIER, T. and SCHWEITZER, F. (2021). How Champions Win Commitment for Their Ideas. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

MAHANEY, J., SCHWEITZER, F. and GILLIER, T. (2020). Creative Contribution, Psychological Ownership and Willingness to Invest. In: *Proceedings of the European Marketing Academy, 49th*, (64703). Proceedings - EMAC.

Conference paper (with selection committee)

MAHANEY, J., GILLIER, T. and SCHWEITZER, F. (2021). Perceived Ownership: How Champions Win Commitment for Their Ideas. In: Innovation and Product Development Management Conference.

MAHANEY, J., GILLIER, T. and SCHWEITZER, F. (2021). Creative Contribution, Psychological Ownership and Willingness to Invest. In: Innovation and Product Development Management Conference.

RESEARCH ACTIVITIES

Service to the academic discipline

Reviewing activities for an academic conference

Since 2021 Reviewer: Technology & Innovation Management, and Organizational Behavior, Academy of Management (AOM), United States of America

Membership in an academic association

Since 2021 Member, Academy of Management (AOM), United States of America

Organising committee of a conference

2015 - 2017 Florida Creativity Conference, Florida Creativity Alliance, Inc., United States of America

Service to professional community

Practice-oriented contributions

2022 - 2022 Presenter, FourSight Online: Research Presentation, "FourSight U: How to Sell and Idea"