



Associate Professor Camille SAINTIVES

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Consumer behavior
- Emotions
- Sensory marketing
- Packaging

TEACHING DOMAINS

- Marketing

EDUCATION

Highest degree :

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| 2012 | Ph.D., Management Science, Université de Reims, France
<i>La culpabilité post-consommation : un modèle de ses effets sur les stratégies d'ajustement et la satisfaction envers la consommation</i> |
| 2008 | Master 2 Research, Université de Reims, France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2024 | Associate Professor, ESSCA School of Management, France |
| 2020 - 2024 | Associate Professor, INSEEC, France |
| 2014 - 2020 | Assistant Professor, INSEEC, France |
| 2019 - 2019 | Visiting Research Fellow, University of South Australia, Australia |
| 2012 - 2014 | Assistant Professor, Excelia Group, France |

GRANTS AND HONORS

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| 2014 | Best Conference Paper Award: Saintives, C., Lunardo, R. "See it under a better light": When guilt and rumination promote positive reinterpretation and satisfaction it under a better light": When guilt and rumination promote positive reinterpretation and satisfaction, Association Française du Marketing (AFM), France |
| 2008 | Best Master Thesis, Trophées Syntec des études, Syntec Conseil, France |

Peer-reviewed Articles

- LUNARDO, R., SAINTIVES, C., JAUD, D.A., CORSI, P. and RICKARD, B.J. (2025). Why and when should brands turn organic? A twofold market-offering perspective. *European Journal of Marketing*, 59(13), pp. 1-30.
- FAVIER, M., JAUD, D.A. and SAINTIVES, C. (2025). Make it unique! Why embossed product labels increase purchase intentions and willingness to pay. *Journal of Product and Brand Management*, 34(2), pp. 173-185.
- SAINTIVES, C. and MERAL, H. (2024). Is it really natural? How minimalist food packaging influences consumers' perception of product naturalness. *British Food Journal*.
- BOMPAR, L., LUNARDO, R., SAINTIVES, C. and BRION, R. (2023). Humor usage by sellers: effects of aggressive and constructive humor types on perceptions of Machiavellianism and relational outcomes. *Journal of Business & Industrial Marketing*, 38(10), pp. 2183-2196.
- LUNARDO, R., SAINTIVES, C. and CHANEY, D. (2021). Food packaging and the color red: How negative cognitive associations influence feelings of guilt. *Journal of Business Research*, 134, pp. 589-600.
- LUNARDO, R., BOMPAR, L. and SAINTIVES, C. (2021). Briser la glace avec de l'humour : la propriété soulageante de l'humour et ses effets sur la performance des vendeurs. *Recherche et Applications en Marketing*, 36(2), pp. 3-23.
- SAINTIVES, C. (2020). Guilt online vs. offline: What are its consequences on consumer behavior? *Journal of Retailing and Consumer Services*, 55, pp. 102114.
- MANITA, R., ELOMMAL, N., DANG, R., SAINTIVES, C. and HOUNATI, L. (2020). Does board gender diversity affect firm performance The mediating role of innovation on the French stock market. *International Journal of Entrepreneurship and Small Business*, 39(1-2), pp. 263.
- LUNARDO, R. and SAINTIVES, C. (2020). Comment l'autonomie rend-elle une expérience agréable ? Les rôles de la perception du risque et du contrôle personnel. *Recherche et Applications en Marketing*, 35(1), pp. 45-64.
- BOMPAR, L., LUNARDO, R. and SAINTIVES, C. (2018). The effects of humor usage by salespersons: the roles of humor type and business sector. *Journal of Business & Industrial Marketing*, 33(5), pp. 599-609.
- LUNARDO, R., BOMPAR, L. and SAINTIVES, C. (2018). Humor usage by sellers and sales performance: The roles of the exploration relationship phase and types of humor. *Recherche et Applications en Marketing (English Edition)*, 33(2), pp. 5-23.
- LUNARDO, R. and SAINTIVES, C. (2018). Coping with the ambivalent emotions of guilt and pride in the service context. *Journal of Services Marketing*, 32(3), pp. 360-370.
- SAINTIVES, C. (2016). Comment les consommateurs gèrent-ils leur culpabilité post-consommation ? Une typologie des consommateurs selon les stratégies de coping adoptées. *Management & Avenir*, 86(4), pp. 35 -53.
- SAINTIVES, C. and LUNARDO, R. (2016). Coping with Guilt: The Roles of Rumination and Positive Reappraisal in the Effects of Postconsumption Guilt. *Psychology and Marketing*, 33(5), pp. 344-357.
- SAINTIVES, C. and LUNARDO, R. (2016). How guilt affects consumption intention: the role of rumination, emotional support and shame. *Journal of Consumer Marketing*, 33(1), pp. 41-51.

CHANEY, D., LUNARDO, R. and SAINTIVES, C. (2015). In-store quality (in)congruency as a driver of perceived legitimacy and shopping behavior. *Journal of Retailing and Consumer Services*, 24, pp. 51-59.

LUNARDO, R. and SAINTIVES, C. (2013). The effect of naturalness claims on perceptions of food product naturalness in the point of purchase. *Journal of Retailing and Consumer Services*, 20(6), pp. 529-537.

LUNARDO, R., SAINTIVES, C. and ROUX, D. (2012). Une étude exploratoire des inférences de contrôle du consommateur face à l'atmosphère du point de vente. *Management & Avenir*, 55(5), pp. 58-78.

Conference proceedings

LUNARDO, R., BOMPAR, L. and SAINTIVES, C. (2022). When humor usage in the selling process backfires: assessing the effects of humor on inferences of manipulative intent and relational outcomes. In: *AMA Educators Proceedings. AMA winter conference. Reconnecting and reconceiving the marketplace*. Las Vegas NV: Proceedings - AMA.

SAINTIVES, C. (2013). Comment les consommateurs gèrent-ils leur culpabilité post-consommation ? Une typologie des consommateurs selon les stratégies de coping adoptées. In: *Proceedings of 12th International Marketing Trends Conference 2013 Venice*, ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann. Paris-Venice Marketing Trends Association.

Conference paper (with selection committee)

FAVIER, M., JAUD, D.A. and SAINTIVES, C. (2024). Look how unique is my wine! When and why embossed wine labels increase consumers' responses. In: Association of Wine Business Research Annual Conference. Verona.

LUNARDO, R., SAINTIVES, C., JAUD, D.A., CORSI, A. and RICKARD, B. (2023). Does turning organic work? A perceived process-based explanation. In: Association of Wine Business Research Annual Conference. Acadia University in Wolfville, Nova Scotia.

SAINTIVES, C., MERAL, H. and AMMARI, A. (2023). L'effet du design minimaliste d'un packaging sur la naturalité perçue des produits alimentaires, In: Congrès de l'Association Française du Marketing. Vannes.

LUNARDO, R., BOMPAR, L. and SAINTIVES, C. (2022). When humor usage in the selling process backfires: assessing the effects of humor on inferences of manipulative intent and relational outcomes. In: American Marketing Association Annual Conference. Las Vegas NV.

LUNARDO, R., BOMPAR, L. and SAINTIVES, C. (2021). When Humor Usage in the Selling Process Prompts Inferences of Manipulative Intent: Assessing the Effects on Relational and Behavioral Outcomes. In: Society for Marketing Advances Conference. Orlando FL.

SAINTIVES, C. (2020). Food Packaging and Guilt: the Effects of the Color Red and Negative Cognitive Associations For Vice Versus Virtue Food Products. In: Advances in Consumer Research Conference. Paris.

LUNARDO, R. and SAINTIVES, C. (2018). The effect of risk perception on the relationship between autonomy and pleasure in the consumption experience. In: Academy of Marketing Science Annual Conference. New Orléans, LA.

BOMPAR, L., LUNARDO, R. and SAINTIVES, C. (2018). The effects of humor usage among salespersons and buyers: the roles of humor type and business sectors, In: Academy of Marketing Science Annual Conference. New orleans, LA.

SAINTIVES, C. and LUNARDO, R. (2017). The Risk of Autonomy: A Dual-Process Model of How Autonomy Makes the Experience Pleasurable Depending on Risk Perception. In: Association for

Consumer Research Conference. San Diego, CA.

SAINTIVES, C. and LUNARDO, R. (2017). When the service experience drives negative and positive emotions: the moderating role of pride in the effects of guilt on coping and satisfaction. In: Academy of Marketing Science Annual Conference. Coronado Island, CA.

LUNARDO, R. and SAINTIVES, C. (2015). Consumption, guilt and rumination: how positive reinterpretation can help and drive satisfaction. In: Academy of Marketing Science Annual Conference.

SAINTIVES, C. and PIRIOU, J. (2014). Le Cognac: mondialisation d'un spiritueux et développement touristique d'un vignoble. In: 5es Journées scientifiques du tourisme durable. Barcelona.

SAINTIVES, C. and LUNARDO, R. (2014). See it under a better light": When guilt and rumination promote positive reinterpretation and satisfaction. In: Congrès de l'Association Française du Marketing. Montpellier.

LUNARDO, R. and SAINTIVES, C. (2013). I Can't Stop Thinking About It! How Guilty Pleasures Make You Ruminant and Feel Less Satisfied. In: European Marketing Academy Conference. Istanbul.

SAINTIVES, C. and LUNARDO, R. (2013). L'influence de la culpabilité post-consommation sur la satisfaction : le rôle médiateur des stratégies d'ajustement, In: Congrès de l'Association Française du Marketing. La Rochelle.

LUNARDO, R. and SAINTIVES, C. (2013). Feeling a Little Guilt but Ruminating a Lot: How Indulgence Impacts the Effects of Guilt. In: Academy of Marketing Science Annual Conference. Monterey, CA.

SAINTIVES, C. (2011). Why do you consume this product again? The role of consumption guilt on consumer's behavior. In: Academy of Marketing Science (AMS) Annual Conference. Reims.

LUNARDO, R. and SAINTIVES, C. (2010). Consumer inferences of manipulative intent in the store environment: the effects of atmospherics and perceived appropriateness. In: Academy of Marketing Science (AMS) Annual Conference. Portland, OR.

SAINTIVES, C. (2010). L'influence de la culpabilité post-consommation sur l'intention de réachat. In: 10e Colloque Doctoral de l'Association Française de Marketing. Angers.

SAINTIVES, C. (2009). Consumers' preferences for Champagne: determinants and typology. In: 3rd Annual Conference of the American Association of Wine Economists. Reims.

Practice-oriented contributions

SAINTIVES, C. and MERAL, H. (2025). El poder del diseño minimalista: cómo los envases simples transforman nuestra percepción de los alimentos. Envasespres.

SAINTIVES, C. and MERAL, H. (2024). Quelle est l'influence des emballages sur la perception des produits alimentaires ? The Conversation, France.