



Professeure associée Camille SAINTIVES

Département de rattachement: Marketing and Retailing

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INTÉRÊTS DE RECHERCHE

- Comportement du consommateur
- Émotions
- Marketing sensoriel
- Packaging

DOMAINE D'ENSEIGNEMENT

- Marketing

FORMATION

Diplôme le plus élevé :

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| 2012 | Doctorat, Sciences de gestion, 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 Recherche, Université de Reims, France |

EXPÉRIENCE ACADÉMIQUE ET PROFESSIONNELLE

Expériences académiques

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| Depuis 2024 | Professeure associée, ESSCA School of Management, France |
| 2020 - 2024 | Professeure associée, INSEEC, France |
| 2014 - 2020 | Professeure assistante, INSEEC, France |
| 2019 - 2019 | Chercheuse invitée, University of South Australia, Australie |
| 2012 - 2014 | Professeure assistante, Excelia Group, France |

PRIX, DISTINCTIONS ET BOURSES

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| 2014 | Prix du meilleur papier : Saintives, C., Lunardo, R. "See it under a better light": When guilt and rumination promote positive reinterpretation and satisfaction, Association Française du Marketing (AFM), France |
| 2008 | Prix de la meilleure thèse de master, Trophées Syntec des études, Syntec Conseil, France |

Articles évalués par les pairs

LUNARDO, R., SAINTIVES, C., JAUD, D.A., CORSI, P. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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.

Conférence proceedings

LUNARDO, R., BOMPAR, L. et SAINTIVES, C. (2022). When humor usage in the selling process backfires: assessing the effects of humor on inferences of manipulative intent and relational outcomes. Dans: *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. Dans: *Proceedings of 12th International Marketing Trends Conference 2013 Venice*, ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann. Paris-Venice Marketing Trends Association.

Communications (conférences avec comité de sélection)

SAINTIVES, C., FAVIER, M. et JAUD, D.A. (2026). The influence of embossing on willingness to buy: the mediating role of sophistication. Dans: *Academy of Wine Business Research Conference*. Adelaide.

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

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

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

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

LUNARDO, R., BOMPAR, L. et SAINTIVES, C. (2021). When Humor Usage in the Selling Process Prompts Inferences of Manipulative Intent: Assessing the Effects on Relational and Behavioral Outcomes. Dans: *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. Dans: *Advances in Consumer Research Conference*. Paris.

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

BOMPAR, L., LUNARDO, R. et SAINTIVES, C. (2018). The effects of humor usage among salespersons and buyers: the roles of humor type and business sectors, Dans: *Academy of*

Marketing Science Annual Conference. New Orleans, LA.

SAINTIVES, C. et LUNARDO, R. (2017). The Risk of Autonomy: A Dual-Process Model of How Autonomy Makes the Experience Pleasurable Depending on Risk Perception. Dans: Association for Consumer Research Conference. San Diego, CA.

SAINTIVES, C. et 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. Dans: Academy of Marketing Science Annual Conference. Coronado Island, CA.

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

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

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

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

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

LUNARDO, R. et SAINTIVES, C. (2013). Feeling a Little Guilt but Ruminating a Lot: How Indulgence Impacts the Effects of Guilt. Dans: 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. Dans: Academy of Marketing Science (AMS) Annual Conference. Reims.

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

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

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

Contributions intellectuelles orientées vers la pratique, diffusion des savoirs

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

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