



Associate Professor Anna MARDUMYAN

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Service Marketing
- Customer relationship management
- Claims management

TEACHING DOMAINS

- Data analytics
- Market dynamics
- Customer relationship management
- Customer experience management
- Services marketing

EDUCATION

Highest degree :

- | | |
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| 2018 | <p>Doctorate, Business administration, Marketing, Université Jean Moulin Lyon 3, France</p> <p><i>"Seeking redress from third parties : the role of the mediator in the service recovery process" (in English) under the supervision of Prof. William SABADIE</i></p> |
| 2013 | <p>Master 2, Management Studies and Research, Université Jean Moulin Lyon 3, France</p> |
| 2012 | <p>Master 2, Finance-Control-Diagnostics, Université Jean Moulin Lyon 3, France</p> |
| 2010 | <p>Licence 3 (Bachelor), Law, Economics, Management, French University in Armenia, Armenia</p> |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2024 | Associate Professor, ESSCA School of Management, France |
| 2018 - 2024 | Assistant Professor, ESSCA School of Management, France |
| 2016 - 2018 | Temporary Research and Teaching Assistant, Université Jean Moulin Lyon 3, France |
| 2013 - 2016 | Contractual PhD student, Université Jean Moulin Lyon 3, France |

PROFESSIONAL EXPERIENCE

Professional experience

- 2012 - 2013 Customer experience manager, Orange, France
- 2011 - 2012 Financial controller, Orange, France
- 2010 - 2011 Financial consultant, Armenian Software, Armenia

GRANTS AND HONORS

- 2023 Journal of Business Research' Editor's Choice 2023, section "Interactive Marketing & Social media": MARDUMYAN, A., and SIRET, I. (2023). When review verification does more harm than good: How certified reviews determine customer-brand relationship quality. *Journal of Business Research*, 160, 113756., -

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

MARDUMYAN, A. and SABADIE, W. (2024). When a third party is a third chance: The impact of mediation on relationship quality with the firm in the post-recovery stage. *Recherche et Applications en Marketing (English Edition)*, 39(1), pp. 36–58.

MARDUMYAN, A. and SIRET, I. (2023). When review verification does more harm than good: How certified reviews determine customer-brand relationship quality. *Journal of Business Research*, 160, pp. 113756.

Conference paper (with selection committee)

MARDUMYAN, A. and SABADIE, W. (2024). The Consequences of Mediator Intervention in Service Failure-Recovery Situations: An Examination of Coalition Effects. In: AMS World Marketing Congress. Bel Ombre, Mauritius.

MARDUMYAN, A. and FAVIER, M. (2024). The Effects of Cookie Notice on Customers' Avoidance Behavior: The Role of Perceptual Fluency. In: AMS World Marketing Congress. Bel Ombre, Mauritius.

MARDUMYAN, A. and SIRET, I. (2022). You better think twice: when review certification does more harm than good. In: Frontiers in Service Conference. Babson College, Wellesley.

MARDUMYAN, A. and SABADIE, W. (2019). Third Party Can Be a Chance for Consumer-Brand Relationships in Service Recovery Context. In: 6th International Consumer Brand Relationship Conference. Cancun.

MARDUMYAN, A. and SABADIE, W. (2018). Management des insatisfactions : étude de l'impact de la médiation sur la relation client. In: 34e Congrès international de l'Association Française du Marketing. Strasbourg.

MARDUMYAN, A. and SABADIE, W. (2017). Better call the mediator : reasons to get a third party into the relationship. In: 26e Conférence Frontiers in Service. New-York.

MARDUMYAN, A. and SABADIE, W. (2017). Gestion des insatisfactions : l'impact de la médiation sur la fidélité. In: 33e Congrès de l'Association Française de Marketing (AFM). Tours.

MARDUMYAN, A. and SABADIE, W. (2016). The role of mediator in customer-firm relations in banking sector. In: 19th World Marketing Congress. IÉSEG campus, Paris La Défense.

MARDUMYAN, A. and SABADIE, W. (2016). Why do customers want a mediator? Case of triple deviation. In: 25th Conférence Frontiers in Service. Bergen.

MARDUMYAN, A. and SABADIE, W. (2016). The mediation in complaint handling : what motivates customers to turn to the mediator ? In: EMAC Annual Conference. Oslo.

Research / consulting reports

MARDUMYAN, A. (2023). Enquête de satisfaction de la Médiation pour le groupe Engie 2022. France.

MARDUMYAN, A. (2022). Enquête de satisfaction de la Médiation pour le groupe Engie 2021. France.

MARDUMYAN, A. (2021). Enquête de satisfaction de la Médiation pour le groupe Engie 2020. France.

MARDUMYAN, A. (2020). Enquête de satisfaction de la Médiation pour le groupe Engie 2019. France.

MARDUMYAN, A. (2019). Enquête de satisfaction de la Médiation pour le groupe Engie 2018. France.

MARDUMYAN, A. and SABADIE, W. (2018). Rapport annuel de satisfaction des clients ayant recours au médiateur, pour le Groupe Engie. France.

MARDUMYAN, A. and SABADIE, W. (2018). Rapport d'étude sur le recours au médiateur, pour JCDecaux. France.

MARDUMYAN, A. and SABADIE, W. (2017). Rapport d'étude sur le recours au médiateur, pour JCDecaux.

MARDUMYAN, A., BREAL, M. and SABADIE, W. (2016). Rapport sur les pratiques de gestion des réclamations et leur impact sur l'attitude et le comportement des clients, pour le Crédit Agricole Centre Est. France.

MARDUMYAN, A. (2013). Rapport sur l'impact de la satisfaction post-réclamation des clients sur le taux de churn, pour le groupe Orange. France.

Invited in Academic Conferences

MARDUMYAN, A. (2017). Conférencière invitée, HEC Montréal, Canada.

MARDUMYAN, A. (2016). Conférencière invitée, ASUE, Erevan, Armenia.

RESEARCH ACTIVITIES

Service to the academic discipline

Scientific committee of an academic conference

2021 - 2021 Organization committee, Doctoral Colloquium, Association Française du Marketing (AFM), France

2017 - 2017 Session chair, 26th Conference, Frontiers in Service, United States of America

2016 - 2016 Organization committee, Doctoral Colloquium, Association Française du Marketing (AFM), France

Membership in an academic association

Since 2015 Professional affiliation, Association Française du Marketing (AFM), France

Since 2015 Professional affiliation, Academy of Marketing Science (AMS), United States of America

Since 2015 Professional affiliation, European Marketing Academy (EMAC), Belgium