



Associate Professor Cynthia ASSAF

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Consumer behavior and social communication
- Generativity
- Environmental performance

TEACHING DOMAINS

- Luxury marketing
- Strategic marketing
- Operational marketing
- Marketing and innovation
- Customer Relationship Management
- Luxury industry and trends

EDUCATION

Highest degree :

2018	Doctorate/PhD, Management Sciences, Marketing, IAE Grenoble, France <i>Communication persuasive et préventive, comportement du consommateur, générativité, imagerie mentale, agentique et communal</i>
2014	Master, Research and Consultancy in Marketing, IAE Grenoble, France
2012	Master, Research in Management Sciences, Lebanese University, Lebanon
2011	Master, Finance and Financial Institutions, Lebanese University, Lebanon
2009	French Bachelor, Finance and Financial Institutions, Lebanese University, Lebanon

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

Since 2024	Associate researcher, Centre d'études et de recherches appliquées à la gestion - CERAG, France
Since 2024	Associate Professor, ESSCA School of Management, France
2023 - 2024	Associate researcher, Research Institute on the Management of Organizations (IRGO), France
2019 - 2024	Assistant Professor, ESSCA School of Management, France
2017 - 2019	Temporary Research and Teaching Assistant, IAE Grenoble, France

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

2014 - 2017 Adjunct Lecturer, IAE Grenoble, France

Company career path

2010 - 2013 Sales consultant, Blom bank SAL- Beyrouth, Lebanon

2010 - 2010 Financial and Commercial Advisor, Antaki GPPK Holding SAL- Beyrouth, Lebanon

GRANTS AND HONORS

2019 Prix de thèse AFM 2019, Association Française du Marketing (AFM), France

2019 2nd Prix – Grand prix BVA de la recherche en marketing, BVA Xsight , France

2015 Best Presentation Award at the 11th Annual Management Sciences Graduate Student Conference, Université Grenoble Alpes, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed articles

ASSAF, C., MONNE, J. and HARRIET, L. (2025). Gender and ESG Investing: Same Behavior but Different Motivations. *International Review of Financial Analysis*, 104(A), pp. 104327.

HARRIET, L., ASSAF, C. and DOSQUET, F. (2024). Understanding Marketing Experiences with the AOL: The Case of Wine. *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*, 164(5), pp. 415-440.

ASSAF, C., BENLEMLIH, M., EL OUADGHIRI, I. and PEILLEX, J. (2024). Does policy uncertainty affect nonfinancial disclosure? Evidence from climate changerelated information. *International Journal of Finance and Economics*, 29(4), pp. 4613-4629.

BENLEMLIH, M., VURAL YAVAŞ, and ASSAF, C. (2024). Economic policy uncertainty and access to finance: An international evidence. *International Journal of Finance and Economics*, 29(4), pp. 4836-4856.

ASSAF, C., MONNE, J., HARRIET, L. and MEUNIER, L. (2024). ESG investing: Does one score fit all investors' preferences? *Journal of Cleaner Production*, 443, pp. 141094.

CHEBLI, Y., ASSAF, C. and VALETTE-FLORENCE, P. (2024). Global Corporate Reputation: a projective qualitative approach from a customer perspective". *Qualitative Market Research*, 27(1), pp. 108-128.

ASSAF, C., GROLLEAU, G. and MZOUGH, N. (2023). Transforming Scandals into Entrepreneurial Opportunities. The Case of the Hospitality Industry. *Hospitality and Society*, 13(1), pp. 29-40.

BENLEMLIH, M., LI, Y. and ASSAF, C. (2022). Executive compensation and environmental performance: Evidence from CEO inside debt. *Energy Economics*, 116, pp. 106403.

ASSAF, C. and HARRIET, L. (2022). Données, produits, valeurs : Le shopper fait le plein. *Gestion 2000*, 39(6), pp. 139-161.

BENLEMLIH, M., ASSAF, C. and EL OUADGHIRIC, I. (2022). Do political and social factors affect carbon emissions? Evidence from international data. *Applied Economics*, 54(22), pp. 6022-6035.

HARRIET, L. and ASSAF, C. (2022). Identité, valeurs, transmission : L'influence de la marque sur l'expérience automobile. *La Revue des Sciences de Gestion*, 2(314), pp. 71-80.

ASSAF, C. and GAVARD-PERRET, M. (2018). Mieux comprendre le concept de la générativité : dimensionnalité, mesure et influence de l'âge - Le cas du Liban. *Review of Economics and Business Administration*, pp. 319-338.

Chapters in book

ASSAF, C. (2017). Integrating the Notion of "Generativity Desire" in the Elaboration of Persuasive Health Campaigns: An Extended Abstract. In: Patricia Rossi (ed.). *Marketing at the Confluence between Entertainment and Analytics*. 1 ed. Springer, Cham, pp. 617-622.

ASSAF, C. (2017). Integrating the Notion of "Generativity Desire" in the Elaboration of Persuasive Health Campaigns: An Extended Abstract. In: Patricia Rossi (ed.). *Marketing at the Confluence between Entertainment and Analytics*. 1 ed. Springer, Cham, pp. 617-622.

Conference proceedings

RUSU, C.R., BEN NASR, I. and ASSAF, C. (2024). Exploring the Interplay of Customer Journey, Brand Authenticity, and Customer Engagement: A Cyclical Pattern for Marketing Success. In: *AMA Winter Academic Conference 2024*. St. Pete Beach: Proceedings - AMA, pp. 811-815.

Conference papers (with selection committee)

YOUNESS, C., ASSAF, C., VALETTE-FLORENCE, P. and JAIN, V. (2024). Enhancing User Engagement on Destination Brand Facebook Pages. In: *2024 AMS World Marketing Congress*. Bel Ombre, Mauritius.

ASSAF, C., HARRIET, L. and SALVETAT, D. (2024). Images of the seven deadly sins shared on social networks : An asset during the recruitment process? In: *4e édition des journées de recherche en éthique : Le monde professionnel à l'heure du management éthique*. ESSCA School of Management, Bordeaux.

CHEBLI, Y., ASSAF, C. and VALETTE-FLORENCE, P. (2023). L'engagement des touristes avec les marques de destination sur les réseaux sociaux. In: *Colloque international "Tourisme Technologie et Transition"*. Luxembourg.

ASSAF, C. and SALVETAT, D. (2023). Dilemmes agentiques, examen de l'influence des opinions collectives sur le comportement individuel : le cas des dons philanthropiques. In: *3e édition des journées de recherche en éthique « L'éthique en situations complexes et contemporaines : vers de nouvelles perspectives »*. UQAM Montréal.

ASSAF, C. and HARRIET, L. (2022). Données, Produits, Valeurs : le Shopper fait le Plein. In: *3rd DIF Conference*. Lyon.

ASSAF, C. and GAVARD-PERRET, M.L. (2020). Générativité : proposition d'une nouvelle conceptualisation mobilisant une générativité situationnelle. In: *36e congrès international de l'Association Française de Marketing (AFM)*.

ASSAF, C. (2020). Mediational role of mental imagery and situational generativity in the prosocial persuasive process toward the donation of placental blood'stem cells. In: *EMAC 2020 Conference*. Budapest.

ASSAF, C. (2018). Agentic vs. Communal perception of generative behaviors. Examining the role of parenthood. In: *European Marketing Academy (EMAC)*. Glasgow.

ASSAF, C. (2018). Mieux comprendre le concept de la générativité: dimensionnalité, mesure et influence de l'âge- Le cas du Liban. In: *International Academic Conference on Economics and Business*. Beirut.

ASSAF, C. and GAVARD-PERRET, M.L. (2018). Dépendance de la générativité aux variables sociodémographiques. Différences culturelles entre la France et le Liban. In: *18e Colloque doctoral AFM 2018*. Strasbourg.

ASSAF, C. (2018). Influence de la motivation générative dominante sur la perception agentique/communale de comportements génératifs : Une comparaison interculturelle. In: Congrès International de l'AFM. Strasbourg.

ASSAF, C. (2017). Generativity: re-examining its structure and its relation with sociodemographic variables in a French context through a conceptual and methodological approach. In: 46th European Marketing Academy Conference. Groningen.

ASSAF, C. (2016). Integrating the notion of 'generativity desire' in the elaboration of persuasive health campaigns. In: 2016 AMS World Marketing Congress. Paris.

RESEARCH ACTIVITIES

Editorial activities

Editorial board of scientific journals

2025 - 2025 Guest Editor: Responsible AI and Data Governance in the Age of Emerging Technologies, Journal of Consumer Behaviour

Reviewing activities for scientific journals

Since 2022 Ad-hoc reviewer, Journal of Cleaner Production

Since 2022 Ad-hoc reviewer, Journal of Business Research

Since 2021 Ad-hoc reviewer, Recherche et Applications en Marketing (French edition)

Service to the academic discipline

Scientific committee of an academic conference

2025 - 2025 Session Chair, Track: Consumer Behavior. MICA's International Communication Management Conference (ICMC 2025), India

Participation in a research consortium

Since 2024 Chair "Marketing for Society", IAE Grenoble, France

Since 2024 "Responsible Behavior and Societal Issues" focus area, Centre d'études et de recherches appliquées à la gestion - CERAG, France

2024 - 2025 MICA - Mudra Institute of Communication - Leading Innovation and Global Thought Leadership, India

Membership in an academic association

Since 2024 Member, Academy of Marketing Science (AMS), United States of America

Since 2024 Member, American Marketing Association (AMA), United States of America

2019 - 2024 Professional affiliation, Association Française du Marketing (AFM), France