

Olga UNTILOV

28 years

French-Romanian-Moldavian

IREGE – Université Savoie Mont Blanc
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CURRENT SITUATION

2019-currently Assistant Professor (Attaché Temporaire d'Enseignement et de Recherche – ATER),
Research Centre Magellan, Institute of Business Administration (IAE) and University
Institute of Technology (IUT), University Jean Moulin Lyon 3, France

2016-currently PhD candidate, Institut de Recherche en Gestion et en Economie (IREGE), IAE,
University Savoie Mont Blanc (USMB), Annecy-le-Vieux, France

Research area: Consumer behaviour

Thesis: “Combined effects of an ecolabel and the mention of geographical origin on
consumer's product evaluation”, under the direction of Professor Rémi MENCARELLI
(IREGE) and Associate Professor Stéphane GANASSALI (IREGE)

EDUCATION

2018 The European Center for Advanced Training in Management (Centre Européen de
Formation Approfondie à la Gestion – CEFAG) – created and sponsored by the
French Foundation for Management Education (Fondation Nationale pour
l'Enseignement de la Gestion des Entreprises – FNEGE), a high-level training
program for French doctoral students which included short stays abroad

2016-2019 Research and Higher Education Label (Label Recherche et Enseignement Supérieur
– RES) – training modules offered by the University Grenoble Alpes and dedicated
to higher education and research professions based on pedagogy, didactics,
communication and professional integration

181 hours/13 modules of training completed

2015-2016 Second year Master's Degree in Economic and Statistical Studies – sandwich course
with an internship at IREGE, IAE, USMB

With distinction (Mention Très Bien), head of the class

2014-2015 First year Master's Degree in Economics and Finance, IAE, USMB

With distinction (Mention Bien)

- 2010-2013 Licence Degree in Economics and Finance, Faculty of Economics and Business Administration (Facultatea de Stiinte Economice si Gestiunea Afacerilor – FSEGA), Babes-Bolyai University, Cluj-Napoca, Romania
- 2010 Baccalaureate S (specialization: mathematics), Theoretical High School Alexandru cel Bun, Bender, Moldova

SCIENTIFIC ACTIVITIES

Articles in peer-reviewed journals – under revision

Untilov O. et Ganassali S. (2019), Product-harm science communication: halo effect and its moderators, *Journal of Consumer Affairs* (Impact factor 1.860 / CNRS cat.3 / HCERES B / FNEGE rank 3) – second round, Major revision, re-submitted on 14 January 2020

Conferences

Untilov O. (May 2020), Mention of geographical origin: a vector of inferences about the quality of eco-labelled generic food products, *2020 Academy of Marketing Science Annual Conference*, Coral Gables, United States of America

Untilov O. (May 2020), Congruity and product-specific ecological image as underlying elements of geographical origin impact on the quality evaluation of eco-labelled generic products, *36ème Congrès International de l'Association Française de Marketing*, Biarritz, France

Untilov O. (2019), Congruity and product-specific ecological image as underlying elements of geographical origin impact on the quality evaluation of eco-labelled generic products, *14ème Journée AFM du Marketing Agroalimentaire à Montpellier*, France

Untilov O. et Ganassali S. (2019), Halo effect and its moderators in the context of a product-harm crisis communication, *International Conference on Enhancing Consumer Awareness*, Katowice, Poland

Hagen B., Carcagnì A., **Untilov O.** et Santiago J.L. (2019), Food consumer segmentations in five European countries, *46th Academy of International Business (UK & Ireland Chapter) Conference*, Brighton, United Kingdom

Hagen B., Carcagnì A., Sepe G., Matullat I., Menozzi D., Santiago J.L., Taskov D. et **Untilov O.** (2018), Food consumer segmentations across five European countries: evidence for divergence or convergence? *44th European International Business Academy (EIBA) Conference*, Poznań, Poland

Untilov O. (2018), Impact of geographical origin on ecolabel's effectiveness: construction and validation of a conceptual model, *13ème Journée AFM du Marketing Agroalimentaire à Montpellier*, France

Ganassali S. et **Untilov O.** (2018), Predicting the impact of negative information on consumers' attitudes and intentions, *21st Academy of Marketing Science World Marketing Congress*, Porto, Portugal

Hagen B., Carcagnì A., Sanguinetti F., Menozzi D., Matullat I., Lucas S., Santiago J.L., Taskov D. et **Untilov O.** (2018), Similar or dissimilar? Food consumer segmentations across five European countries, *45th Academy of International Business (UK & Ireland Chapter) Conference*, Birmingham, United Kingdom

Internal seminars on thesis advancement

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| 2018 | Internal seminar at MAPP (Research on Value Creation in the Food Sector for Consumers, Industry and Society), University of Aarhus, Denmark |
| 2018 | Internal seminar at IREGÉ, USMB |
| 2017 | Internal seminar at IREGÉ, USMB |

Other communications on thesis advancement

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| 2019 | <i>Ateliers de Thésée</i> , University of Strasbourg, France |
| 2017 | <i>Tutorat Doctoral Grand Sud</i> , Montpellier, France |

Reviewing activities

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| 2019 | Reviewer for 2020 American Council on Consumer Interests Conference |
| 2019 | Reviewer for 2020 Academy of Marketing Science Annual Conference |

Research projects

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| 2015-2019 | PrimeFish project (www.primefish.eu) funded (total budget € 5 million) by the European Commission as part of the Horizon2020 Program and bringing together a consortium of 16 European and non-European institutions.

The main objective of the PrimeFish project is to ensure the economic sustainability and the competitiveness of the European fisheries and aquaculture sector. IREGÉ was responsible for Work Package 4 "Products, consumers and market trends". |
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Scientific valorisations

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| 2019 | PrimeFish final review meeting (48 months) at Research Executive Agency, European Commission, Brussels, Belgium |
| 2016 | PrimeFish intermediary review meeting (18 months) at Research Executive Agency, European Commission, Brussels, Belgium |

Research visits

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| 2018 | Research visiting (10 weeks) at MAPP research centre, in collaboration with Professor John Thøgersen |
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Awards

- 2019 Best Communication Award, *14ème Journée AFM du Marketing Agroalimentaire à Montpellier, France*
- 2019 Best Communication Award, *International Conference on Enhancing Consumer Awareness, Katowice, Poland*

TEACHING ACTIVITIES

Teaching

2019-2020

Course	Type	Level	Language	N° of hours	Faculty
Discovery of the economic and regional environment	Lecture course +Tutorials	Technological University Degree (DUT) in Administrative and Commercial Management of Organizations (GACO) – first year (26 students/1 group)	French	15	IUT Lyon 3
The world of very small enterprise (VSE) and its environment	Lecture course +Tutorials	Professional Licence Entrepreneurship Trades – Business Creation (MECE) (10 students/1 group)	French	40	IUT Lyon 3
Introduction to marketing	Tutorials	DUT GACO – first year (85 students/3 groups)	French	30	IUT Lyon 3
Market analysis and marketing action	Tutorials	Licence Management and Human Sciences (MSH) – second year (121 students/4 groups)	French	32	IAE Lyon 3
Strategic marketing	Tutorials	Licence Management and Human Sciences (MSH) – third year (70 students/2 groups)	French	33	IAE Lyon 3
Strategic marketing	Tutorials	Licence Management Science (SG) – third year (63 students/2 groups)	French	30	IAE Lyon 3

2018-2019

Course	Type	Level	Language	N° of hours	Faculty
Marketing and case studies	Tutorials	Licence Marketing and Communication – third year (62 students/2 groups)	French	20	IAE USMB
Marketing research	Lecture course	Master International Semester – first year	English	20	IAE USMB

2017-2018

Course	Type	Level	Language	N° of hours	Faculty
Business Simulation Markstrat (Dukenet)	Tutorials	Master – first year (more than 100 international students)	English	10	IAE USMB
Statistics applied to marketing research	Lecture course	European Master in Business Studies (EMBS) – first year (24 students/1 group)	English	15	IAE USMB
Marketing research	Lecture course	Master International Semester – first year (10 students/1 group)	English	10	IAE USMB

Other activities related to teaching

2020	Recruitment of first year students in DUT GACO – sandwich course, IUT, University Jean Moulin Lyon 3
2020	Supervision of companies visits for first year students of DUT GACO, IUT, University Jean Moulin Lyon 3
2020	Internship supervision for third year Licence degree students in Management Sciences, IAE, University Jean Moulin Lyon 3
2019-2020	Participation in the review board for DUT GACO, IUT, University Jean Moulin Lyon 3
2018-2019	Evaluation of two second year Master Thesis of EMBS (EPAS accredited) students, IAE, USMB
2018	Supervision of four second year Master Thesis of Marketing students, IAE, USMB Dittrich D., The willingness-to-pay for local fresh vs. local non-perishable food products

Goyet M., Social influence on the practice of vegetarian consumption

Lacoste L., To what extent do “made in France” marketing strategies influence the perception of brand value for the consumer on French ready-to-wear brands?

Piccoli V., Multichannel synergies: the case of Drive food shopping

2017 Mentoring first year EMBS students in carrying out a market research for Amer Sports (focus on Salomon et Wilson brands), IAE, USMB

OTHER EXPERIENCES AND RESPONSIBILITIES

2019 Speaker at TEDxUSMB, talk title: “From a country that does not exist to obtaining a PhD degree in France”

2018-présent Elected doctoral student’s representative on the Council of the Doctoral School of Sciences and Engineering of Environmental Systems and Organizations (SISEO)

2017 Participation in the documentation preparation for EMBS’s EPAS accreditation

2015-2018 Organisation of several meetings for PrimeFish project

SKILLS

Computing: Microsoft Office (Word, Excel, PowerPoint, Access)

Data Mining: EViews, R, SPSS (Amos), Stata, SAS

Survey software: Sphinx Declic, Sphinx IQ2

Languages: Romanian (fluent), Russian (fluent), French (C1 TCF), English (990 TOEIC)

REFEREES

Rémi Mencarelli – professor – deputy director of IAE USMB – remi.mencarelli@univ-smb.fr

Stéphane Ganassali – associate professor (habilitated to supervise research) at USMB – scientific advisor at Le Sphinx – stephane.ganassali@univ-smb.fr

Mareva Sabatier – professor – director of IREGE USMB – mareva.sabatier@univ-smb.fr

Hervé Laroche – professor at ESCP Europe – director of CEFAG program – laroche@escpeurope.eu

John Thøgersen – professor at Aarhus University – jbt@mgmt.au.dk

Dominique Vallin – teacher and DUT GACO head of department at University Jean Moulin Lyon 3 – dominique.vallin@univ-lyon3.fr

Guðmundur Stefánsson – coordinator of PrimeFish project – gudmundur.stefansson@matis.is

Birgit Hagen – associate professor at University of Pavia – researcher in PrimeFish project
birgit.hagen@unipv.it