



06 69 44 20 83

romain.debru@gmail.com

Annecy

University of Savoie Mont Blanc,
IREGE Laboratory

SKILLS

Autonomy

Quantitative methods

Qualitative methods

Softwares JASP, SPSS

English Niveau B2

PH.D. ACTIVITIES

2022

Best thesis prize by the Doctoral School of Management Science (Grenoble)

2021

Member of the Research Ethic and Deontological Commission of the AFM

2020

Participation to the CEFAG program organized by the FNEGE

2019/2020

Secretary of the Responsible Behaviors and Social Challenges axis, CERAG Laboratory

2019

- Participation to the AFM Doctoral Bootcamp
- Participation to the AFM doctoral consentium

EDUCATION

- **Ph.D. in Management Sciences, specializing Marketing** (2018/2022, University of Grenoble Alpes)
- **Master 2 Advanced Research in Marketing** (free auditor, 2018/2019, IAE Grenoble)
- **Master Nutrition and Human Health** (2016/2018, University of Clermont Auvergne)
- **Master STAPS, Adapted Physical Activity** (2014/2016, University of Clermont Auvergne)

ROMAIN DEBRU

Assistant professor of marketing at IAE Savoie Mont Blanc

RESEARCH AREAS

Social Marketing

Health Behaviors

Self-Determination Theory

Socio-Ecological Model

CURRENT RESEARCH

• Currently working on:

1) One paper based on in-depths interviews which seek to better understand physical activity and sedentary behaviors among disadvantaged adults (target journal: Journal of Consumer Behavior, ranking 4 FNEGE)

2) One systematic literature review based on the efficacy of social marketing programs for improving physical activity and sedentary behaviors among disadvantaged adults (target journal: Health Policy, ranking 2 FNEGE)

3) One paper based on two online experiments which seek to reduce sedentary behaviors among disadvantaged adults through online communication (target journal: Social Science & Medicine, ranking 2 FNEGE)

4) Development of two online experiments on basic psychological needs frustration according to the Self-Determination Theory (funded)

TEACHING EXPERIENCE

2022 - 2023 **ATER at IAE Tours Val de Loire**

Teaching

Licence 3 Mention Management Science:

Quantitatives studies (10h CM; 30h TD); Marketing (36h TD); Commercial Negotiation (2h CM; 12h TD); Management simulation (38h TD); Social networks and E-communication (10h CM; 36h TD)

Licence 1 Mention Management Science:

Introduction to the Management (4h CM)

2019 - 2022 **Assistant teacher at IAE Grenoble**

Teaching

Licence 3 Management : Marketing case studies (36h - TD)

Master 1 Marketing/Sale : Services Marketing (9h CM); Social and Societal Marketing (18h TD); Marketing Management (36h TD)

Student supervision

Licence 3 Management: 1 dissertation

Master 1 Marketing/Sale: 9 dissertations

Master 2 Digital Marketing: 2 dissertations

RESEARCH PRODUCTION

Publications

- **One book chapter** "Debru, R., Helme-Guizon, A., Lépine, V., Guizani, H. & Pison, C. (2022). Chapitre 3. Vers une meilleure compréhension des comportements de santé en vue de les faire évoluer : l'intégration de la théorie de l'auto-détermination au modèle socio-écologique. Dans : Karine Gallopel-Morvan éd., Marketing social et nudge: Comment changer les comportements en santé ? (pp. 60-67). Caen: EMS Editions." <https://www.cairn.info/marketing-social-et-nudge--9782376875482-page-60.htm>
- **One article** in the journal "Décisions Marketing" (ranking 3 FNEGE) "Helme-Guizon, A. & Debru, R. (2020). Aging well and well-being: the role of smart devices in older adults' physical activity practice. Décisions Marketing, 98, 15-36." <https://www.cairn.info/revue-decisions-marketing-2020-2-page-15.htm>

Communications

- **Academy of Marketing Science 2023** "Debru, R. Motivations to Compensate Physical Activity and Sedentary Behaviors: A Formative Research among Disadvantaged Adults: A Structured Abstract"
- **International Congress of the French Association of Marketing 2023** "Debru, R. Understanding physical activity compensation process among disadvantaged adults: the role of the behavior's imposed nature"
- **European Marketing Academy Conference 2022** "Debru, R. Understanding physical activity and sedentary behaviors among disadvantaged adults: a qualitative approach based on motivational and interactional dynamics"
- **European Social Marketing Conference 2022** "Debru, R et Helme-Guizon, A. Towards a theory-based model to induce behavioural change in terms of physical activity and sedentarity: an application to adults living in a low socioeconomic position"
- **International Congress of the French Association of Marketing 2021** "Debru, R. Comprendre Les activités physiques et les comportements sédentaires chez des adultes défavorisés : Une approche par les dynamiques motivationnelles et interactionnelles"
- **Symposium Time To Move 2020** "Debru, R., Helme-Guizon A., & Pison C. Social marketing program for improving physical activity practice and reduce sedentary lifestyle (poster). "Time to Move": 3rd edition of the International Transplantoux Symposium"