

STÉPHANE GANASSALI

Born on September 7th, 1967 – French nationality

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Training

- 1991: M.S.C. in Management Sciences (*Diplôme d'Etudes Supérieures Commerciales Administratives et Financières*) at Grenoble Ecole de Management (France).
- 1995: PhD in Business Sciences (major marketing), University of Grenoble Alpes, with honours.
- 2017: Research habilitation (*Habilitation à diriger des recherches*) - University of Grenoble Alpes.

Occupation

- Since 1996: Associate then Full Professor (since 2022) at IAE and academic researcher at IREGE (University Savoie Mont-Blanc).
- Since 1997: Scientific advisor and consultant for Sphinx (France), surveys/data analysis software and research services.

Teaching and educational experience

- Courses currently taught in English (2/3) or French (1/3): methodology of marketing studies, data analysis, fundamental marketing, brand marketing, consumer behaviour, experiential marketing, marketing simulation Markstrat, at both Bachelor and Master levels.
- Educational institutions: IAE Savoie Mont-Blanc, IAE Grenoble, EM Lyon - European Universities: Universities of Trento (Italy), Aschaffenburg (Germany), BGE Budapest (Hungary), University of Economics in Katowice (Poland).
- Executive training (Sphinx software and methodology of marketing studies) in the following companies or organizations: Autoroutes Paris-Rhin-Rhône, Bouygues, Carlson Wagonlit Travel (Accor Group), Hospitals of Paris, INRA, L'Oreal, Louis Vuitton, MANE, Orange, Salomon, for ex.
- Quantitative Methodology module at Geneva and Paris campuses - Executive DBA of the Business Science Institute.

Applied research projects

- As a teacher at IAE SMB, within my Marketing Research course, I conduct applied research projects with my students for companies like Avialpes in 2019, Amer Sports in 2017 and 2018, Decathlon in 2016, Salomon in 2015 and 2021, Quechua in 2022 and 2023.
- As a scientific advisor for the Sphinx research institute from 2008 to 2013, I participated in many research projects for institutions and companies like Autoroutes Paris-Rhin-Rhône, BASF, Credit Agricole, Daimler, MANE, Montpellier Agglomeration, Pomona for ex.

Key areas of expertise: marketing, marketing research and survey methodology, consumer behaviour, customer experience management, branding.

Research funding from international funding agencies

- Project leader for intensive Erasmus programs, a dozen times since 1997.
- Recent participation in four Erasmus + "Strategic Partnerships", on the themes of entrepreneurship (Marciee), consumer protection (Consume Aware), intercultural competences (Prominence), international brand management training (BrandY – see <https://brandygame.eu>)
- Member of the Steering Committee of COBEREN - International Research Network (2009-2012), European Network on Consumer Behaviour Studies - 38 partners - 30 countries.
- Member of PrimeFish - Horizon 2020 project on the competitiveness of European fisheries and aquaculture industries (2015-2019), Coordination of the Work Package "Product and Consumer Trends" - 16 partners - 13 countries.

Supervision Bachelor and Master theses

- In the last fifteen years, supervision of three to five Master theses every year.
- Co-supervisor of a doctoral thesis in marketing (Dr. Olga Untilov) submitted at the University of Savoie Mont-Blanc in October 2020, with Pr. Rémi Mencarelli.

Outreach activities

Main scientific publications since 2008:

- Ganassali S. & Matysiewicz J. (2021), "What a lot of things I don't need!": consumption satiation, self-transcendence and consumer wisdom, *Journal of Consumer Marketing*, 38(5): 540-551.
- Ganassali S. & Matysiewicz J. (2020), Echoing the golden legends: Storytelling archetypes and their impact on brand perceived value, *Journal of Marketing Management*, 37:5-6, 437-463.
- Untilov O. and Ganassali S. (2020), Product-Harm Science Communication: The Halo Effect and its Moderators, *Journal of Consumer Affairs*, 54(3): 1002-1027.

- Ganassali S. (2019), Status of brands in children's consumption: What letters to Santa posted on La Poste website tell us, *Psychology & Marketing*, 36: 5-14.
- Sanchez Bengoa D., Ganassali S., Kaufmann H.R., Rajala A., Trevisan I., van Berkel J., Zulauf K. and Wagner R. (2018), Shared experiences and awareness from learning in a student multicultural environment: Measuring skills' development in intercultural intensive programs, *Journal of International Education in Business*, 11(1): 27-42.
- Ganassali S. & Matysiewicz J. (2018), Assessing visual survey protocols to capture brand-related emotional insights, *Qualitative Market Research: An International Journal*, 21(1): 2-17.
- Ganassali S. (2016), Presenting online multi-image elicitation: The contributions of a hybrid protocol, *Recherche et Applications en Marketing (English Edition)*, 31(4): 65-82.
- Ganassali S. (2014), *Enquêtes et analyse de données avec Sphinx*, Pearson.
- Rodriguez Santos C., Ganassali S. Casarin F., Laaksonen P. & Kaufmann H.-R. (2013), *Consumption Culture in Europe: Insight into the Beverage Industry*, IGI Global, Hershey.
- Ganassali S. (2008), Faire parler les mots : vers un cadre méthodologique pour l'analyse thématique des réponses aux questions ouvertes. *Décisions Marketing*, 51: 55-67.
- Ganassali S. (2008), Design of Web Survey Questionnaire and Quality of Responses, *Survey Research Methods*, 2(1): 21-32.

Presentations in many academic (like AFM, EMAC, AMS) congresses and professional conferences, such as Salon des Etudes Marketing et d'Opinion or Printemps des études.

Administrative and organizational activities related to the field of teaching and research

- 2007-2017: Founder and director of a European joint master's in business studies (EMBS)
- 2015-2017: EPAS Accreditation Project Manager (EFMD) for the EMBS Master at the IAE Savoie Mont-Blanc.
- Since 2019: Academic advisor for mercuri joint European Master (<https://www.mastermercuri.eu>)
- Since 2021: Head of Master 1 International Marketing at the IAE (University Savoie Mont-Blanc)
- Since 2021: European University UNITA - Faculty referent - <http://www.univ-unita.eu>. Project leader for Collaborative Online International Learning (COIL) and blended intensive programmes.

Others

- Marketing Trends Conference Award in 2007 - ESCP Europe and Università Ca' Foscari di Venezia.
- Reviewer for academic journals like *Recherche et Applications en Marketing*, *Décisions Marketing*, *European Journal of Marketing*, *Qualitative Market Research*.
- Expert reviewer for the Erasmus program at the Education, Audio-visual, and Culture Executive Agency of the European Commission.

Languages

- French: mother tongue / English: fluent / Italian: very good / German: beginner.
- Able to teach and conduct research in French, English and after refreshment, in Italian.