

CURRICULUM VITAE

BOZZO Cécile

Date of Birth : September 27, 1972

Status : Assistant Professor

Aix-Marseille Graduate School of Management-IAE

Chemin de la Quille-Puyricard

13089 Aix-en-Provence Cedex 2

France

Phone : +33(0)4 42 28 08 08

Fax : +33(0)4 42 28 08 00

E.mail : cecile.bozzo@iae-aix.com

EDUCATION

- 2000 Ph.D. in marketing – Aix Marseille University / Aix Marseille GSM - IAE
- 1996 DEA (Master 2 Research) in management science - Aix Marseille University / Aix Marseille GSM - IAE
- 1995 EDHEC Business School
- 1992 DEUG (two-year university degree) in economics – Nice University

Foreign languages (mentioned with an X)

Language	Read	Speak	Written
English	X	X	X
Spanish	X	X	X

ACADEMIC ACTIVITIES

Courses given currently at AMGSM

- introduction to marketing
- consumer behavior
- communication
- CSR

Programme management

- Co-director of the MSc1 programme
- In charge of internships and gap-year

SCIENTIFIC ACTIVITIES & OTHER

- Ph.D. Student co-supervision

2009: Belkis Ernez : « poids de la valeur de la relation et de ses changements dans une relation de fidélité en B to B. »
Ph.D. co-directed with Pr Bernard Pras - Paris Dauphine University.

2012: Muhammad Asif Khan : « pre-purchase determinants of brand avoidance : a study of negative attitudes and intentions » Ph.D. co-directed with Pr Dwight Merunka – Aix Marseille University / Aix Marseille GSM - IAE.

CURSUS (prior to joining Aix Marseille GSM - IAE)

- 2008- 2011 : Assistant professor - Aix Marseille University / Faculté d'Economie appliquée
- 2001 – 2008 : Assistant professor - Paris Dauphine University
- 1999 – 2001 : Temporary lecturer and Research Assistant - Aix-Marseille University
- 1996 – 2000 : Junior lecturer - Aix-Marseille University

RESEARCH AND PUBLICATIONS

- publications in refereed journals

Bozzo C. (2007) Trust in long term relationship: the customer, the firm and the salesrepresentative, Finanza Marketing e Produzione, 25, 1, 103-122.

Bozzo C. Merunka D. & J. L. Moulins (2007) Pochi consumatori fedeli abitano in paradiso, Micro & Macro Marketing, XVI 2, agosto, 223 – 247

Bozzo C. , Merunka D. & J. L. Moulins. (2003) Fidélité et comportement d'achat : ne pas se fier aux apparences, *Décisions marketing*, 32, 9-17

Bozzo C. (2002) Understanding Inertia in an Industrial Context, *Journal of Customer Behaviour*, 1, 3, 335-355
(DOI : 10.1362/147539202764441083)

● books and books chapters

Le marketing industriel, collection Topo, Dunod, septembre 2007. (ISBN – 2100500910)

Le groupe Européen pour l'Administration Publique (1975 – 2010) *Perspective pour le futur*, Alaux C. Bozzo C. et O. Keramidas *La stratégie marketing comme outil de développement d'un territoire : Etude comparative des capitales européennes de la culture*, Editions Bruylant, 2012.

● refereed proceedings conference papers

Khan, M.A., Bozzo, C. and Tafaoui, D. (2012) "Self Concept and Brand Preference: Moderating Role of Type of Product Usage", *International IJAS Conference for Academic Disciplines*, 13-16 March, Las Vegas, USA.

Khan, M.A., Bozzo, C. and Khan, H. (2012) "A Study of Pre-Purchase determinants of Brand Avoidance: Moderating role of familiarity with country-of-origin", *IBA International Conference on Marketing: Contemporary Marketing Trends*, 5-6 May, Karachi, Pakistan. Bozzo C. & B. Ernez (2011) *La fidélité du client industriel: le rôle du changement de valeur souhaité par le client et de la réactivité du fournisseur*, 27ème Congrès International de l'AFM (Association Française du Marketing), Bruxelles, Belgique.

Ernez B. & C. Bozzo (2010) *Customer's loyalty: the role of customer desired value change and supplier's response*, 26th IMP (Industrial Marketing and Purchasing) Conference, Budapest, Hungary.

Bozzo C. (2010) *Insatisfaction et stabilité du comportement : le cas des clients industriels*, 26ème Congrès International de l'AFM (Association Française du Marketing), Le Mans.

Bozzo C (2009) *Non-switching dissatisfied customers: explanations for a paradox*, 25th IMP (Industrial Marketing and Purchasing) Conference, Euromed, Marseille

Alaux C. Bozzo C. et O. Keramidas (2009) *La stratégie marketing comme outil de développement d'un territoire : Etude comparative des capitales européennes de la culture*, Conférence MED 2 Dialogue Euro Méditerranéen de Management Public, Portoroz-Piran, Slovenia

Bozzo C. (2008) *Different reasons why dissatisfied customers stay with their supplier*, 24th IMP (Industrial Marketing and Purchasing) Conference, Uppsala, Sweden

Bozzo C. Merunka D. Moulins J. L. & P. Valette Florence (2008) *Tous les Praticants ne sont pas des Fidèles : Analyses Typologique et Causale des acheteurs réguliers d'une Marque*, 7th International Congress Marketing Trends, ESCP-EAP Ca' Foscari, Venice, Italy.

Fouchet R., Bozzo C. & O. Keramidas (2007) *Public utility performance: Marketing in the public sector, maybe a not so bad idea*, EGPA Annual conference, Public Administration and the Management of Diversity, Madrid, Spain.

Bozzo C. (2006) *Trust in long term relationship: the customer, the firm and the salesrepresentative*, 22nd IMP (Industrial Marketing and Purchasing) Conference, Bocconi University, Milan, Italy.

Bozzo C. , Merunka D. & J. L. Moulins (2006) *Peu de consommateurs fidèles habitent au paradis*, Fifth International Congress on Marketing Trends, Venice, Italy.

Bozzo C. (2004) *Gérer la relation client : les services consommateurs*, 17èmes Journées des IAE, IAE de Lyon

Bozzo C., Merunka D. & J. L. Moulins (2002) *Une typologie des consommateurs « fidèles » : le Bon, la Brute et le Truand.*, 18ème Congrès International de l'AFM (Association Française du Marketing), Strasbourg.

Bozzo C. & S. Palmero (2002) *Le marketing relationnel : application à une problématique RH*, 16èmes Journées des IAE, IAE de Paris.

Bozzo C. (2002) *Understanding inertia in an industrial context*, 18th IMP (Industrial Marketing and Purchasing) Conference, ESC Dijon, Dijon (France).

Bozzo C. (2001) *Regular and stable industrial buying behavior : classification based on the determinants of customer's behaviour*, 17th IMP (Industrial Marketing and Purchasing) Conference, B. I., Oslo (Norway).

Bozzo C. (2000) Regular and stable industrial buying behavior : are the customers really loyal?, 5th Conference on Relationship Marketing, Emory University, Atlanta (USA).

Bozzo C. (2000) Les comportements d'achat stables et durables :fidélité, rétention ou inertie ?Une étude auprès de clients et de fournisseurs industriels. 15èmes Journées des IAE, IAE de Bayonne - Biarritz.

Bozzo C. (1999) Regular and stable industrial buying behaviour : loyalty, retention or inertia? 15th IMP Conference, University College Dublin (Ireland).

Bozzo C. (1999) Fidélité, rétention et inertie des clients industriels : proposition d'un modèle conceptuel. 15ème Congrès International de l'AFM (Association Française du Marketing), Strasbourg.