CURRICULUM VITAE

MERUNKA Dwight
Aix Marseille GSM - IAE
Chemin de la Quille-Puyricard
13089 Aix-en-Provence Cedex 2
France

Date of birth: October 1951

Status
Professor
(Professeur des Universités - Full Tenured Professor)

Associate Dean for Faculty, Aix-Marseille Graduate School of Management - IAE

Phone: +33 (0)4.42.28.08.08
Fax: +33 (0)4.42.28. 08.00
E.mail: dwight.merunka@iae-aix.com

BIOGRAPHY

Dwight MERUNKA is Professor of Marketing at the Aix-Marseille Graduate School of Management (Aix-Marseille University), France. He previously was Professor at Paris-Dauphine University and at Toulouse University. He held different positions such as Associate Dean for Research, Associate Dean for Faculty, Director of the Research Center or Director of doctoral studies. He taught in various international Universities such as the University of Texas at Austin, Renmin University of China, Shanghai Jiao Tong University, or the Universities of Dakar, Abidjan and Cotonou in Africa. He holds an Master degree from Ecole des Hautes Etudes Commerciales (HEC Paris) and a PhD from Aix-Marseille University.


EDUCATION

- 1985 : AGREGATION DE L’ENSEIGNEMENT SUPERIEUR EN SCIENCES DE GESTION (Equivalent to TENURE)
  1st National rank
- 1984 : DOCTORATE IN MANAGEMENT (PhD)
  Aix-Marseille University, France
- 1980 : I.T.P. – International Teachers Program
  Manchester Business School, U.K.
- 1974 : MASTER in MANAGEMENT (Marketing major)
  H.E.C. Paris, Ecole des Hautes Etudes Commerciales, France

Foreign languages (mentioned with an X)

<table>
<thead>
<tr>
<th>Language</th>
<th>Read</th>
<th>Spoken</th>
<th>Written</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>German</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

ACADEMIC ACTIVITIES

Courses currently given at Aix Marseille Graduate School of Management - IAE

- Marketing Decision Making (MSc Marketing & Brand Management)
- Marketing Planning and Strategy (Marketing & Brand Management)
- Branding Research (MSc Research, PhD seminars)
- Branding and Brand Management (elective)

International research & teaching

- The University of Texas at Austin, visiting research scholar (2 years)
- Renmin University of China (Beijing, PRC)
• Shanghai Jiao Tong University (Shanghai, PRC),
• Korea University Business School (Seoul, Republic of Korea)
• C.E.S.A.G. Dakar (Senegal)
• University Félix Houphouët-Boigny (Abidjan, The Ivory Coast)
• University Abomey-Calavi (Cotonou, Benin)
• University of Parakou (Benin)

SCIENTIFIC ACTIVITIES

Editorial Activities
• Editorial Board of Applied Research in Quality of Life
• Editorial Board of Recherche et Applications en Marketing
• Invited editor of Décisions Marketing, 2005.
• Invited editor of Recherche et Applications en Marketing, 2002.

Ad Hoc Reviewer
• European Journal of Marketing
• International Marketing Review
• Journal of Business Research
• Journal of Business Ethics
• Advanced Research in Quality of Life
• Recherche et Applications en Marketing
• Revue Française du Marketing
• Décisions Marketing

Organization of Academic Conferences
• President of the Organizing Committee and of the Scientific Committee of the 19th International Annual Conference of the French Marketing Association (A.F.M.), Tunis, Tunisia, May 2003.
• President of the Scientific Committee of the 11th International Annual Conference of the French Marketing Association (A.F.M.), Reims, France, May 1995.
• President of the Scientific Committee of the 9th International Annual Conference of the French Marketing Association (A.F.M.), Marseilles, France, May 1993.

National or International Committees
• President of the national committee for the selection of French University professors (concours national d'agrégation de l'enseignement supérieur) in 2012-2013.
• Member of the national committee for the selection of French University professors (concours national d'agrégation de l'enseignement supérieur) in 1991 and 1993.
• Expert for the Portuguese Foundation for Science and Technology (FCT) – 2010-2012.
• Member of the international committee for the selection of University professors in French speaking African countries (Conseil Africain et Malgache pour l'Enseignement Supérieur) – 2013 and 2015.

CURSUS
• Since 1985: Full Tenured Professor
  • 1995 - present: Aix-Marseille Graduate School of Management - IAE,
  2017 – present: Associate Dean for Faculty
  1996-2004: Associate Dean for Research
  Director of the Research Center
  Director of the doctoral program
1985 -1989: Toulouse University – Toulouse School of Management

1980 – 1984: Associate Professor
Toulouse Business School, France.

1977 – 1980: THE QUAKER OATS Company, Brand Manager, France
1974 – 1977: C & A, Brand Manager, France

RESEARCH AND PUBLICATIONS

Best Papers

• 1999: Best Paper Award, American Marketing Association, « Explaining and Enhancing the Salespeople Effort towards Competitive Intelligence: Evidence from the CIA Salesperson Scale » (with J. Le Bon)


Articles in refereed journals


Books and Book Chapters


Refereed proceedings - Conference papers


• LEMSTRAD Conference, “Modelling and Explaining Purchase for Symbolic Cobranded Products”, (with Marc Mazodier), December 2014, Dakar, Senegal.

• AMA 2014 Summer Marketing Educators’ Conference, “Does Relating to Corporate or Product Brands Generate Similar Emotions?”, (with R. Ashraf), August 2014, San Francisco, CA, USA.

• 2014 AMS Conference, « Adapting Communication Messages to Reward and Punishment Sensitivity of Targeted Audiences in Fighting Obesity», (with O. Petit and O. Oullier), May 2014, Indianapolis, USA.

• 2014 AMS Conference, « Engaging Customer Preference through Trade Credit: An Investigation of the Impact of Payment Terms on Brand Equity», (with J. Le Bon), May 2014, Indianapolis, USA.


• 2013 Macro-Marketing Conference, “The Impact of Consumption Deprivation and Materialism on Perceived Quality of Life” (with B. Bartikowski and M.J. Sirgy), June 2013, Toronto, Canada.


• 2013 Academy of Marketing Science Annual Conference, “Consumer-Based Fashion Equity: Proposition of a New Concept and Theory to Understand and Explain Loyalty toward Fashion Products” (with C. Le Bon), May 2013, Monterey, Ca., USA.

• CBR 2012, Third International Colloquium on Consumer Brand Relationships, “Does relating to Brands or to Companies generate similar Emotions”? (with R. Ashraf), June 2012, Boston, Mass., USA.


• 2012 FEMISE Annual Conference, “Consumption and Well-being in the Euromed Region” (with Boris Bartikowski), Marseille, France, December 2011.

• First Annual Positive Marketing Conference, “Distinguishing consumer satisfaction from consumer well-being in brand post-purchase behavior: A positive psychology perspective” (with M. Joseph Sirgy), November 2011, Fordham University, New York, NY, USA.


• 2011 AMA Winter Educators Conference, « The Impact of Brand Sponsorship on Brand Loyalty », (with M. Mazodier), February 2011, Austin, Texas, USA.


• 2010 German French Austrian Conference on Quantitative Marketing, “Convenience Samples of College Students and Research Reproducibility: An Empirical Investigation”, (with Robert A. Peterson), September 2010, Vienna, Austria.

• 2010 AMA Summer Marketing Educators’ Conference, “Consumer Response to Negative Information: The Role of Regulatory Focus and Information Ambiguity”, (with Hua Li), August 2010, Boston, Mass., USA.

• European Association for Consumer Research Conference, “Eager Vigilance in Consumer Response to Negative Information” (with Hua Li), July 2010, London, United Kingdom.

• First International Colloquium on Consumer Brand Relationships, “Brand Love: Antecedents and Consequences” (with Noël Albert and Pierre Valette-Florence), April 2010, Winter Park, FL, USA.


• ANZMAC 2009 Annual Conference “Consumer-Based Fashion Equity: A New Concept to Understand and Explain Fashion Products' Adoption” (with Caroline Le Bon), December 2009, Melbourne, Australia.

• ANZMAC 2009 Annual Conference, “Sales technology relationship building role: cognitive insights from salespeople and customers” (with Othman Boujena and Wesley Johnston), December 2009, Melbourne, Australia.

• 2009 Royal Bank International Research Seminar, “Creating Consumer-Based Brand Equity: Should you know who Engineered it or who Manufactured it?” (with L. Hamzaoui and B. Bartikowski), September 2009, Montreal, Canada.

• 2009 UH Sales Excellence Institute / MSI Conference on Sales and Sales Management, “Investigating the Relationships between Customers Credit Granting by the Sales Organization and Brand Equity” (with Joël Le Bon), April 2009, Houston, Texas, USA.

• 2009 National Conference in Sales Management (NCSM), “The Impact of SFA on Customer-Salesperson Relationship Quality: A Conceptual Model,” (with Othman Boujena and Wesley J. Johnston), March 2009, Norfolk, Virginia, USA. (Best Paper Award)


• 2008 Academy of International Business Annual Meeting, "Web Site Cultural Adaptation as a Driver in Online Trust in Global E-Commerce", (with B. Bartikowski and N. Singh), June 2008, Milano, Italy.

• 2nd Annual Global Sales Science Institute (GSSI) Conference, "Developing the Sales Force’s Participation to Competitive Intelligence Activities: A Marketing and Sales Perspective", (with J. Le Bon), June 2008, Athens, Greece.


• 24ème Congrès de l’Association Française de Marketing "La mesure du sentiment d’amour pour une marque : premiers résultats" (with N. Albert et P. Valette-Florence), May 2008, Vincennes, France.


• MSI Conference on Enhancing Sales Force Productivity, “SFA Benefits for Buyers: a Qualitative and Cognitive Mapping Approach” (with O. Boujena and W. J. Johnston), April 2006, Columbia, Mo, USA.


• Fifth International Congress on Marketing Trends, "Peu de consommateurs fidèles habitent au paradis" (with C. Bozzo and J.L. Moulins), January 2006, Venice, Italy.

• Consumer Personality and Research Conference, "The Impact of Store Personality on Attitude and Commitment towards the Brand" (with S. Ben Sliman, P. Valette-Florence and J.M. Ferrandi), September 2005, Dubrovnik, Croatia.


• 2004 Administrative Sciences Association of Canada Annual Conference, «L’influence de l’image et des compétences perçues des pays de conception et pays de fabrication sur l’évaluation de produits bi-nationaux », (with Leila Hamzaoui), June 2004, Québec City, Québec.


• Colloque Etienne Thil, « Première application du Baromètre de mesure de la personnalité de la Marque à deux enseignes françaises, (with L. Ambroise, P. Valette-Florence and J.M. Ferrandi), September 2003, La Rochelle, France.

• 2003 La Londe Conference, "The transfer of a reduced human personality scale to brands: an initial cross-cultural test" (with J.M. Ferrandi, P. Valette-Florence and V. De Barnier), June 2003, La Londe les Maures, France.


• 18ème Congrès de l’Association Française de Marketing, « Une typologie des consommateurs « fidèles » : le Bon, la Brute et le Truand », (with C. Bozzo and JL Moulins), May 2002, Lille, France.


• VIIIth Cross-Cultural Research Conference, « Transposition of the Human Personality Scale to Brands: An Initial Cross-Cultural Test », (with JM. Ferrandi, P. Valette-Florence and V. De Barnier), December 2001, Hawaii, USA.


• 1999 American Marketing Association Summer’s Educators’ Conference, « Explaining and Enhancing the Salespeople Effort towards Competitive Intelligence: Evidence from the CIA Salesperson Scale » (with J. Le Bon), August 1999, San Francisco, Ca, USA.

• 26th International Research Seminar in Marketing, "Marketing Intelligence Activities of Salespeople: Does Motivation Count or else Attitude?" (with J. Le Bon), 1999, La Londe les Maures, France.

• 1999 INFORMS Marketing Science Conference, « The Role of Attitude in Competitive Intelligence Activities of Saleseople » (with J. Le Bon), June 1999, Syracuse, NY, USA.


• American Marketing Association 1999 Winter Educator's Conference, « Measuring the Competitive Intelligence Attitude of Salespeople: Validation of the C.I.A. Salesperson Scale » (with J. Le Bon), February 1999, St Petersburgh, Florida, U.S.A.

• American Marketing Association Marketing Exchange Colloquium, « Conceptualizing, Measuring and Managing the Salespeople’s Attitude towards Competitive Intelligence » (with J. Le Bon), 1998, Vienna, Austria.

• 1997 INFORMS Marketing Science Conference, « A Catastrophe-Based Brand Preference Model » (with P. Bourgeat), 1997, San Francisco, California, USA.


• 2ème Colloque International ANSEG, « Modeling Brand Choice with the Multinomial Logit and Neural Networks: A Comparison and Outlook » (with Y. Bentz), 1995, Poitiers, France.


• 6ème Congrès Annuel de l'Association Française du Marketing, « Un Modèle de Mesure de la Concurrence entre les Marques appliqué à des Données de Panel Consommateur » (with I. Le Roy), 1990, La Baule, France.

• 14ème Séminaire International de Recherche en Marketing, "Un Modèle de Mesure et de Représentation de la Concurrence entre les Marques" (with P. Bourgeat), 1987, La Londe les Maures, France.

• 1987 ORSA-TIMS Marketing Science Conference, “How well do Perceptual Measurements converge with Buying Behavior?” (with P. Bourgeat), 1987, Jouy-en-Josas, France


