

STATEMENT FOR THE EMAC POSITION OF VICE-PRESIDENT EDUCATION AND PROFESSIONAL DEVELOPMENT

Your EMAC Experience (50 words) (years of membership at EMAC, Your contribution, activities involved)

2019-2022 Vice-President Education and Professional Development
2021, 2022 EMAC-AiMark Doctoral Competition, Chair
2015-2018 Chair (organizer), EMAC Doctoral Colloquium (4 years in a row)
2013-2014 Track Chair, EMAC Doctoral Colloquium (2 years)
2010-2012 Faculty Member, EMAC Doctoral Colloquium (3 years)
2014-2016 EMAC Representative for France (national elections, second term)
2011-2013 EMAC Representative for France (national elections, first term)
Since 2011 Editorial Board Member, IJRM
2011 Jury Member, EMAC McKinsey Marketing Dissertation Award
2007-2009 Track Chair, EMAC Conference, New Technologies & e-Marketing Track
Since 2005 Reviewer, EMAC Conference
Since 2003 EMAC Member (without discontinuity)

Your Personal Bio (100 words) (your professional background – a short C.V.)

I am Professor of Marketing Analytics at ESSEC Business School (France), Associate Dean for the Ph.D. Program, and Distinguished Visiting Research Scholar at Penn State University (USA).

Our work has been published in IJRM, JMR, Marketing Science, Management Science, JCP, ISR, and a few others. We received the Jan-Benedict Steenkamp Award for Long-Term Impact (2018), the IJRM Best Paper Award (2008), and the Emerald Citations of Excellence Award (2012).

My teaching focuses on data-driven marketing decision-making, marketing analytics and artificial intelligence. I have developed a MOOC on marketing analytics with Coursera, and I am one of the developers behind Enginius (<http://www.enginius.biz>). I have also won the Marketing Best Teacher Award at ESSEC.

Your Policy Statement (300 words)

I had the pleasure to join the EMAC Doctoral Colloquium as a faculty member back in 2010, became track chair in 2013, and have had the privilege to be the chair and academic organizer for the next four years. It is immensely rewarding to work with Ph.D. students, have the opportunity to listen to their ideas, learn from them, and give them –sometimes highly needed– feedback. But after 9 years of involvement, I have decided to step down and seek other ways to contribute to EMAC, and became VP Education.

The EMAC Doctoral Colloquium is the premier vehicle our organization uses to help and support the professional development of Ph.D. students. And when I compare our Colloquium to its INFORMS or AMA counterparts, I wouldn't change much to it. Everyone involved, from Ph.D. students to faculty alike, agree that the EMAC DC is, in its current form, a lifting and very productive event.

But the EMAC DC has one major weakness... It can only accommodate 60 students per year, whereas there are hundreds of students –in Europe and abroad– who could potentially benefit from some form of guidance.

Over the last few months and years, we have worked on an initiative called “little nuggets of academic wisdom”, which is a series of webinar recordings, interviews with top scholars, available on-demand, covering the most common questions Ph.D. students have regarding the publication process, the job market, how to review a paper, how to write well, etc. Although these topics might seem self-evident to most of us, they are often obscure to many Ph.D. students.

One of the core reasons I am seeking to re-elected is to continue working on this project and bring it to completion before the end of my possible second term.