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**ASSOCIATE PROFESSOR**  
**DEPARTMENT: MARKETING MANAGEMENT**

**DISCIPLINARY TEAM: MARKETING**  
**RESEARCH AXIS: DECISIONS AND BEHAVIOUR**

## EDUCATION AND DEGREES

- 2001 BSBA: Marketing West Virginia University, Morgantown, United-States
- 2001 BA: Political Science West Virginia University, Morgantown, United-States
- 2006 Master of Education: Curriculum and Instruction Bowling Green State University, Bowling Green, United-States
- 2020 Habilitation à Diriger des Recherches (HDR) Université de Reims Champagne-Ardenne, Reims, France
- 2015 Doctor of Philosophy in Business Administration ESADE Business School, Ramon Llull University, Barcelona, Spain

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2022 - 2023 Associate Professor of Marketing (ICN Business School, Nancy, France)
- 2016 - 2020 Assistant Professor of Marketing (ICN Business School, Nancy, France)

### OTHERS ACTIVITIES

- 2016 - 2023 Researcher (CEREFIGE, Nancy, France)
- 2020 - 2023 Comité Académique (ICN Business School, Nancy, France)
- 2021 - 2023 PhD Committee (ICN Business School, Nancy, France)
- 2015 Visiting Instructor (University of California-Irvine, Irvine, United-States)
- 2013 Visiting Instructor (University of California-Irvine, Irvine, United-States)
- 2013 Visiting Instructor (University of Arkansas, Fayetteville, United-States)
- 2013 Visiting Instructor (Universidade Nova de Lisboa, Lisbon, Portugal)
- 2012 Visiting Instructor (University of Arkansas, Fayetteville, United-States)

## TEACHING

## **DISCIPLINARY TEAM**

- Marketing

## **TEACHING LANGUAGES**

- English

# **SCIENTIFIC ACTIVITIES**

## **RESEARCH FOCUS**

- Decisions and Behaviour

## **PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS**

### **Reviewing of articles**

- Ad-hoc Reviewer European Journal of Marketing
- 2019 - ... Ad-hoc Reviewer Journal of Brand Management

## **PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK**

### **Coordination or participation of a conference organisation**

- 2023 Purchase Type on Well-Being and Subjective Time Value French Marketing Association

## **VISITING RESEARCH FELLOW**

- 2014 Visiting Researcher Aalto University

## **OTHER**

- 2019 - ... Associate Editor Journal of Strategic Marketing

# **INTELLECTUAL CONTRIBUTIONS**

Articles in peer refereed journals

Angelopoulos, S., Canhilal, K.S., Hawkins, M.A., From Groups to Communities: A Resource Mobilization Theory Perspective on the Emergence of Communities. *Information Systems Frontiers*, 2023. **FNEGE 3, HCERES B (published on line)**

Hawkins, M.A., Biga-Diambeidou, M., Jacob Leal, S., Facilitating knowledge creation and team performance through behavioral integration and skill-based identity. *Industry and Higher Education*, 2023. **(published on line)**

Hawkins, M.A., Saleem, F.Z., Influencer Advertising: Facilitating Poor Fitting Influencer Posts. *Management Decision*, 2023. **CNRS 4, FNEGE 4, HCERES B (published on line)**

Hawkins, M.A., Thyroff, A., The Consumer-Activity Relationship and Separation Distress. *European Journal of Marketing*, 2023, 57,(4): 930-956. **CNRS 3, FNEGE 2, HCERES B**

Hawkins, M.A., Thyroff, A., Rome, A.S., Consumer-activity identification: identifying antecedents and outcomes. *Journal of Strategic Marketing*, 2023. **CNRS 4, FNEGE 4, HCERES C (published on line)**

Thyroff, A., Hawkins, M.A., Akdevelioglu, D., Thinking Big About Going Small: Conceptualizing the Human-Technology Integration Spectrum. *Journal of MacroMarketing*, 2023, 43,(4): 433-440. **CNRS 3, FNEGE 3, HCERES B**

Hyun, H., Park, J., Hawkins, M.A., Kim, D., How luxury brands build customer-based brand equity through phygital experience. *Journal of Strategic Marketing*, 2022. **CNRS 4, FNEGE 4, HCERES C (published on line)**

Saleem, F.Z., Hawkins, M.A., Employee-generated content: the role of perceived brand citizenship behavior and expertise on consumer behaviors. *Journal of Product and Brand Management*, 2021, 30,(6): 819-833. **CNRS 4, FNEGE 3, HCERES B**

Hawkins, M.A., The moderating effect of need for belonging and communal-brand connection on counterfeit purchasing. *Journal of Retailing and Consumer Services*, 2020, 57. **CNRS 3, FNEGE 3, HCERES B**

Hawkins, M.A., The Effect of Activity Identity Fusion on Negative Consumer Behavior. *Psychology and Marketing*, 2019, 36,(4): 395-409. **CNRS 3, FNEGE 2, HCERES A**

Hawkins, M.A., Rome, A.S., Identity relevant possessions. *Journal of Strategic Marketing*, 2019, 29,(3): 206-226. **CNRS 4, FNEGE 4, HCERES C**

Hawkins, M.A., Researching and marketing to consumption collectives. *International Journal of Market Research*, 2018, 60,(5): 517-530. **CNRS 4, FNEGE 3, HCERES B**

Jiang, T.H., Cheng, L.M., Hawkins, M.A., A study of regulatory policies and relevant issues concerning electronic cigarette use in Taiwan. *International Journal of Health Planning and Management*, 2018, 33,(1): e119-e130. **CNRS 4, FNEGE 4, HCERES C**

Hawkins, M.A., Brand network communities: Leveraging brand relationships within the supply-chain, 2017, 24: 516-521.

Shin, J., Mendoza, X., Hawkins, M.A., Choi, C., The relationship between multinationality and performance: Knowledge-intensive vs. capital-intensive service micro-multinational enterprises. *International Business Review*, 2017, 26: 867-880. **CNRS 3, FNEGE 2, HCERES A**

Hawkins, M.A., Market identification to generation: a practice theory market orientation. *Journal of Strategic Marketing*, 2015, 23,(2): 112-121.

Hawkins, M.A., Rezazade, M.H., Knowledge boundary spanning process: Synthesizing four spanning mechanisms. *Management Decision*, 2012, 50,(10): 1800-1815. **CNRS 4, FNEGE 4, AERES C**

Hawkins, M.A., Saleem, F.Z., The omnipresent personal narrative: story formulation and the interplay among narratives. *Journal of Organizational Change Management*, 2012, 25,(2): 204-219.

### **Papers in Academic Conferences**

Hawkins, M.A., Rome, A., Thyroff, A., Purchase Type on Well-Being and Subjective Time Value. *39ème Congrès international de l'Association Française de Marketing*, May 10th-12th 2023, Vannes, France.

Hawkins, M.A., Thyroff, A., When Breaking the Consumer-Activity Relationship Leads to Separation Distress. *Fifty years of Consumer Research*, June 8th-9th 2023, Reims, France.

Rome, A., Hawkins, M.A., And... Action! Implementing Self-Directed Interview Research Designs. *8th Workshop on Interpretive Consumer Research*, April 16th-17th 2015, Edinburgh, United Kingdom.