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PROFESSEUR FULL

DÉPARTEMENT : MARKETING

DIRECTEUR ACADÉMIQUE DU DÉVELOPPEMENT PÉDAGOGIQUE ET DE LA RECHERCHE

ÉQUIPE DISCIPLINAIRE : MARKETING (MKG)

FORMATION ET DIPLÔMES

- 2015 Habilitation à Diriger des Recherches (HDR) Université de Rennes I, Rennes, France
- 2000 PhD en Marketing Cardiff University Business School, Cardiff, Royaume-Uni
- 1998 DipEcon - Diploma in Social Research STudies Cardiff University Business School, Cardiff, Royaume-Uni
- 1997 MBA - Full-time Master of Business Administration Cardiff University Business School, Cardiff, Royaume-Uni
- 1996 BSc in Industrial Management University of Piraeus, Piraeus, Grèce

EXPÉRIENCE PROFESSIONNELLE

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- 2022 - ... Full Professeur de Marketing (Burgundy School of Business, Dijon, France)
- 2018 - 2024 Conseil d'Administration (Academy of Marketing Science, Autres pays)
- 2019 - 2022 Directeur de recherche, Full Professeur de Marketing (EMLV, Paris, France)
- 2019 - 2022 Directeur du centre de recherche De Vinci (Pôle Léonard de Vinci, Paris, France)
- 2017 - 2019 Chef du département Marketing (NEOMA Business School, Rouen, France)
- 2018 - 2019 Directeur de Recherche (NEOMA Business School, Rouen, France)
- 2014 - 2018 Vice-président des adhésions internationales (Academy of Marketing Science, Autres pays)
- 2014 - 2017 Professeur Associé de Marketing (IESEG School of Management, Paris, France)
- 2014 - 2017 Chef du département Marketing et Négociation internationale, Professeur associé de marketing (IESEG School of Management, Paris, France)
- 2012 - 2016 Professeur invité (ESAN, Santiago de Surco, Pérou)
- 2012 - 2016 Professeur invité (Asian Institute of Management, Makati, Philippines)
- 2004 - 2014 Professeur Associé de Marketing (IESEG School of Management, Paris, France)
- 2005 - 2014 Chargé de cours en Marketing (Open University of Greece, Aristotelous, Patras, Grèce)

- 2005 - 2008 Chargé de cours invité en leadership (Greek Ministry of Defense, National Defense School, Mesogion, Grèce)
- 2005 - 2007 Professeur Visiteur en Gestion des Ventes (ALBA, Athènes , Grèce)
- 2003 - 2005 Professeur invité en marketing des services (The American College of Greece, Agia Paraskevi, Grèce)
- 2003 - 2004 (Service Militaire , Grèce)
- 2001 - 2003 Professeur Assistant de Marketing (IESEG School of Management, Paris, France)
- 1998 - 2001 Professeur Assistant & de Recherche (Cardiff Business School, Pays de Galles, Royaume-Uni)

AUTRES ACTIVITÉS

- 2014 - 2016 Gerant (Emphasis France SARL, France)
- 2010 - 2015 PDG (Emphasis Marketing Services Ltd, Greece, Grèce)
- 2008 - 2010 Directeur Marketing (EXUS S.A, Autres pays)
- 2007 - 2008 R&D Manager (European Dynamics S.A, Autres pays)
- 2005 - 2007 Spécialiste Marketing (EFG Eurobank, Autres pays)
- 1993 - 1996 Assistant Comptable (Ideal Photo S.A, Autres pays)

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Marketing (MKG)

LANGUES D'ENSEIGNEMENT

- Anglais
- Français

ACTIVITÉS SCIENTIFIQUES

DOMAINE D'INTERVENTION

- B2B Marketing - Supply Chain Management - Relationship Marketing : .
- Business Intelligence (Banking, Retail, Manufacturing, Telcos), : .
- Business Process Management (Banking, Retail, Manufacturing, Telcos) : .
- CSR, Eco Innovation, Ethical Consumption : .
- Design & Development, Mobile Marketing) : .
- Digital Marketing (Search Engine Optimization, Search Engine Marketing, Social Media, Web : .
- Marketing Efficiency (frontier analysis, optimisation methods) : .
- Marketing Strategy - International Collaborative Strategy/ Alliance Staffing : .
- Sales Management/Relationship Selling - Leader-Member Exchanges (LMX) : .
- Service quality - Customer satisfaction - Service recovery : .

PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

Révision d'articles

- European Journal of Marketing
- Industrial Marketing Management
- Journal of Business Ethics
- Journal of Business Research
- Journal of International Marketing
- Journal of Product Innovation Management
- Journal of the Academy of Marketing Science

PARTICIPATION AUX ACTIVITÉS D'ASSOCIATIONS OU DE RÉSEAUX ACADÉMIQUES

Affiliation à une association au niveau international ou national

- Academy of Marketing Science (AMS)
- American Marketing Association (AMA)
- Association Française du Marketing (AFM)
- European Academy of Management (EURAM)
- European Marketing Academy (EMAC)

Coordination ou participation à l'organisation d'une conférence à portée nationale ou internationale

- 2019 2019 IMP Conference
- 2018 2018 AMA SERVSIG Conference
- 2016 Organizing Committee for the 2016 AMS World Marketing Congress
- 2014 Academy of Marketing Science 2014
- 2010 Academy of Marketing Science 2010

PRIX / DISTINCTIONS

- 2018 2018 AMA Winter Best Paper Award in a theme
- 2018 BEST PAPER AWARD 2018), Does It Really Matter? The Impact of Cultural Intelligence on Customer Satisfaction and Loyalty in Intercultural Service Encounters
- 2018 Member of the distinguished Consortium faculty 2018 AMA Sheth Foundation Doctoral Consortium
- 2016 2016 The Harold and Muriel Berkman Faculty Achievement and Development Award
- 2009 STAN HOLLANDER AWARD FOR BEST RETAILING PAPER (2009) Sales Managers' Learning Orientation, Salespeople Goal Orientation and Overall Organisational Performanc

AUTRE

- 2021 - ... PhD Supervision : Nedjib Benleulmi: The role of Institutional Pressures, AI Orientation and Climate on Organisational, Financial and Market Performance in the Manufacturing Sector (LAREQUOI / SSH / Université Paris Saclay)

- 2015 - 2019 PhD Supervision : Thi Than Huong Tran: Consumer Innovativeness: exploring the market of Internet of Things (LEM / Université de Lille)

CONTRIBUTIONS INTELLECTUELLES

Articles dans des revues à comité de lecture

Tran, T.T.H., Robinson, K., Paparoidamis, N., Sharing with perfect strangers: The effects of self-disclosure on consumers' trust, risk perception, and behavioural intention in the sharing economy. *Journal of Business Research*, 2022, vol. 144, p. 1-16. **CNRS 2, FNEGE 2, HCERES A**

Alhussan, F.B., Paparoidamis, N., Al-Hussan, F.B., Batt, P., Editorial: IMP 2019 Conference Special Edition "Value co-creation in B2B markets". *Industrial Marketing Management*, 2021, vol. 96, p. 163-165. **CNRS 2, FNEGE 2, HCERES A**

Tran, T.T.H., Paparoidamis, N., Taking a closer look: reasserting the role of self-accountability in ethical consumption. *Journal of Business Research*, 2021, vol. 126, p. 542-555. **CNRS 2, FNEGE 2, HCERES A**

Van De Broeke, M., Paparoidamis, N., Engaging in or Escaping Co-creation? An Analytical Model. *International Journal of Production Economics*, 2021, vol. 231. **CNRS 1, FNEGE 1, HCERES A**

Tran, T.T.H., Paparoidamis, N., Leonidou, C., Eco-Innovations in Global Markets: The Effect of Ecological (In)Congruence on Consumers' Adoption Intentions. *Journal of International Marketing*, 2020, vol. 28, n°3, p. 64-83. **CNRS 2, FNEGE 2, HCERES A**

Paparoidamis, N., Katsikeas, C.S., Chumpitaz, R., The Role of Supplier Performance in Building Trust and Loyalty: A Cross-Country Examination. *Industrial Marketing Management*, 2019, vol. 78, p. 183-197. **CNRS 2, FNEGE 2, HCERES A**

Paparoidamis, N., Tran, T.T.H., Making the world a better place by making better products: eco-friendly consumer innovativeness and the adoption of eco-innovations. *European Journal of Marketing*, 2019, vol. 53, n°8, p. 1546-1584. **CNRS 3, FNEGE 3, HCERES B**

Paparoidamis, N., Tran, T.T.H., Leonidou, C., Building customer loyalty in intercultural service encounters: the role of service employees' cultural intelligence. *Journal of International Marketing*, 2019, vol. 27, n°2, p. 56-75. **CNRS 2, FNEGE 2, HCERES A**

Paparoidamis, N., Tran, T.T.H., Leonidou, L., Zeriti, A., Being innovative while being green: an experimental inquiry into how consumers respond to eco-innovative product designs. *Journal of Product Innovation Management*, 2019, vol. 36, n°6, p. 824-847. **CNRS 1, FNEGE 1, HCERES A**

Bartsch, F., Diamantopoulos, A., Paparoidamis, N., Chumpitaz, R., Global brand ownership: The mediating roles of consumer attitudes and brand identification. *Journal of Business Research*, 2016, vol. 69, n°9, p. 3629-3635. **CNRS 2, FNEGE 2, HCERES-ECO A, HCERES-GESTION A**

Chumpitaz, R., Kerstens, K., Paparoidamis, N., Staat, M., Measuring Market Efficiency Revisited: How to Make Comparisons Across Markets?. *European Journal of Operational Research*, 2010, vol. 205, n°3, p. 719-728. **CNRS 1**

Paparoidamis, N., Chumpitaz, R., Kerstens, K., Staat, M., Hedonic Price Function Estimation in Economics and Marketing: Revisiting Lancaster's Issue of "No combinable" Goods. *Annals of Operations Research*, 2010, vol. 173, n°1, p. 145-161. **CNRS 2**

Paparoidamis, N., Guenzi, P., An empirical investigation into the impact of relationship selling and LMX on salespeople's behaviours and sales effectiveness. *European Journal of Marketing*, 2009, vol. 43, n°7/8, p. 1053-1075. **CNRS 4, AERES Gestion B**

Chumpitaz, R., Paparoidamis, N., Service quality, relationship satisfaction, trust, commitment, and business-to-business loyalty. *European Journal of Marketing*, 2007, vol. 41, n°7/8, p. 836-868. CNRS 3.

Paparoidamis, N., Learning Orientation and Leadership Quality. Their impact on Sales Person's Performance. *Management Decision*, 2005, vol. 43, n°7/8, p. 1054-1063. CNRS 4.

Katsikeas, C., Paparoidamis, N., Katsikea, E., Supplier's performance on purchasing decision criteria and its impact on Distributor's performance. *Industrial Marketing Management*, 2004, vol. 33, n°8, p. 766-764. CNRS 2.

Paparoidamis, N., Chumpitaz, R., Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction. *Managing Service Quality: An International Journal*, 2004, vol. 14, n°2-3, p. 235-248.

Robson, M.J., Paparoidamis, N., Ginoglou, D., Top Management Staffing in International Strategic Alliances: A Conceptual Explanation of Decision Perspective and Objective Formation. *International Business Review*, 2003, vol. 12, n°2, p. 173-191. CNRS 3.

Chapitres d'ouvrages

Paparoidamis, N., Chumpitaz, R., Services Marketing: Reviewing Customer Satisfaction, Service Quality and Customer Loyalty. Newlands, D., Saeed, J., *Global Business Handbook: The eight dimensions of international management*, Farnham: Gower Publishing, 2008, p. 307-322.

Chumpitaz, R., Kerstens, K., Paparoidamis, N., Performance in Marketing: From Uni – to Multi – Dimensional and From Function to Frontier Concepts. Bauer, H.H., Staat, M., Hammerschmidt, M., *Marketing-Effizienz: Messung und Steuerung mit der DEA – Kincept und Einsatz in der Praxis*, Munchen: Verlag Vahlen, 2006, p. 3-30.

Conférences académiques

Robinson, K., Paparoidamis, N., Huong Tran, T.T., Innovating for sustainability: unpacking drivers, outcomes, and boundary conditions of sustainable innovativeness. *2023 AMS Annual (48th) Conference*, 17-19 mai 2023, La Nouvelle-Orléans, Louisiane, Etats-Unis.

Paparoidamis, N., Tran, T., Does It Really Matter? The Impact of Cultural Intelligence on Customer Satisfaction and Loyalty in Intercultural Service Encounters. *AMA Winter Academic Conference*, 23-25 février 2018, New Orleans, Etats-Unis.

Paparoidamis, N., Tran, T., The role of cultural intelligence in intercultural service encounters: a cross-cultural examination. *2018 AMA Global Marketing Conference*, 21-23 mai 2018, Fira, Grèce.

Hota, M., Paparoidamis, N., Changing the mindset of 'green' international buyers. *American Marketing Association Global Marketing Conference*, 6-8 avril 2017, La Havane, Cuba.

Paparoidamis, N., Tran, T., A cross-national examination of the relative effectiveness of marketing communication channels in service innovation adoption. *2017 Summer AMA Conference*, 4-6 août 2017, San Francisco, California, Etats-Unis.

Paparoidamis, N., Tran, T., Exploring the effects of perceived cultural intelligence on customer trust, commitment and loyalty. *Winter Marketing Academic Conference 2017*, 17-19 février 2017, Orlando, Florida, Etats-Unis.

Chen, V., Chumpitaz, R., Paparoidamis, N., Customer Analytics: predicting and managing customers across digital markets. *EMAC 2016*, 24-27 mai 2016, Oslo, Norvège.

Chen, V., Chumpitaz, R., Paparoidamis, N., Dealing with structural variance in cross-cultural consumer research . *11th Royal Bank International Research Conference*, 24-26 juin 2016, Jiangnan, Chine.

Chen, V., Chumpitaz, R., Paparoidamis, N., Mythology in the air: Elitism, frequent flyer program, flying classes and consumer expectations and satisfaction. *11th Royal Bank International Research Conference*, 24-26 juin 2016, Jiangnan, Chine.

Hota, M., Paparoidamis, N., Thiebaut, C., Changing The Mindset Of Skeptical Green Business Buyers. *6th Global Innovation and Knowledge Academy (GIKA) Conference*, 21-23 mai 2016, Valencia, Espagne.

Paparoidamis, N., Tran, T., Marketing Communication Mix Effectiveness in Mobile Banking Adoption: A Cross-Country Study . *Summer AMA Conference 2016*, 5-7 août 2016, Atlanta, Georgia, Etats-Unis.

Articles dans des revues/supports digitaux professionnelles

Paparoidamis, N., Covid-19 et son impact sur la Recherche dans les écoles de commerce. *Site internet de la Conférence des Grandes Ecoles*, 2020. www.cge.asso.fr

Paparoidamis, N., Moysan, Y., Digital, Data et Contenu transforment le métier. *Survey Magazine : nouvelles technologies et méthodologies d'enquêtes*, 2017, p. 27-29.

Paparoidamis, N., Moysan, Y., Can beacons be a source of inspiration for banks to increase sales and improve customer experience? . *Journal of Digital Banking*, 2016, vol. 1, n°1.

Paparoidamis, N., Moysan, Y., Le beacon au service des réseaux bancaires?. *Revue Banque*, 2016, vol. 796, p. 74-77.