



Alice AUDREZET

Department: Marketing
Professor in Marketing
Faculty Position: Assistant Professor

Alice Audrezet is a Professor at the ISG International Business School. She holds a Ph.D. in Management Science, major marketing.

- Her areas of publication are methods in market research and fashion behaviors
 - Her teaching specializations concern marketing and methodology
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Teaching Areas

- Course 1: Marketing Fundamentals
- Course 2: Innovation Marketing
- Course 3: Market Research
- Course 4: Quantitative Methods for decision-making

Research Interests

- Interest 1: Methods in market research
- Interest 2: Fashion behaviors

Education

2014

PhD in Management Science, major Marketing, Paris-Dauphine University, France,
"Consumer ambivalence: proposition of a new measurement tool".

Supervisor: Christian PINSON, Emeritus Professor at INSEAD

Teaching Experiences

2012 – Present

Professor of Marketing at Institut Supérieur de Gestion, Paris

2011-2012

- Lecturer in Marketing Fundamentals at Paris-Dauphine University
- Lecturer in Consumer Behavior at ISC Paris
- Lecturer in Market Research at Reims Management School

2010 - 2011

- Lecturer in Marketing Communication at Paris-Dauphine University
- Lecturer in Marketing Fundamentals at Paris-Dauphine University

2009 - 2010

- Lecturer in Marketing Fundamentals at Paris-Dauphine University

Professional Experiences

- Consulting in Marketing (since 2011): Notes Parfumées (sensory marketing consulting), AFNOR, STIF
- Communication assistant at *Comité National Contre le Tabagisme* (French anti tobacco association), France

Publications

Academic Article

Audrezet A., Olsen S.O. & Tudoran A.A. (2016) The GRID Scale: a New Tool for Measuring Service Mixed Satisfaction, *Journal of Services Marketing*, 30 (1) p. 29-47.

Professional Article

Réflexion sur le flou sémantique associé aux points des échelles de mesure, *Survey Magazine*, T2 2016, p.13.

Conference Presentations

Audrezet A. & Parguel B. "What does this central point stand for? Exploration of a tool for distinguishing ambivalence from indifference and uncertainty," *Proceedings of the Emerging Trends in Marketing and Management International Conference, Bucharest, Romania, September 2016.*

Audrezet A. & de Kerviler G. "Consumer brand relationship in the age of Instagram," *Proceedings of the Academy of Marketing Science World Marketing Congress, Paris, France, July 2016.*

Audrezet A. & Charry K. "To disclose or not to disclose? Bloggers and the consequences of their transparency about the nature of the relationship with the brands they recommend," ***Proceedings of the Marketing and Public Policy Conference, Sans Luis Obispo, CA, USA***, June 2016.

Audrezet A. & Parguel B. "Square but straight: Measurement tool design to improve response task fluency and certainty," ***Proceedings of the European Conference on Research Methodology for Business and Management Studies, London, England***, June 2016.

Audrezet A. & de Kerviler G. « Comment les blogueurs gèrent la relation entre leur marque personne et les marques produits ? Stratégies de co-branding des blogueuses mode sur Instagram », ***GEMode – Sorbonne, Groupe d'Etudes et de recherche sur la Mode***, Février 2016.

Audrezet A. "Ambivalence, Indifference, or Uncertainty? Exploration of a Measurement Tool That Distinguishes Neutral Evaluations," ***Proceedings of the European Conference on Research Methodology for Business and Management Studies, Valletta, Malta***, June 2015.

Audrezet A. & de Kerviler G. "The Effect of Contextualized Background Picture in the Context of an Online Purchase of Clothes," ***EMAC Conference, Leuven, Belgium***, May 2015 & ***Global Fashion Management Conference, Florence, Italy***, June 2015.

Audrezet A. "Ambivalence, Indifference, or Uncertainty? Exploration of a Measurement Tool that Distinguishes Median Evaluations," ***Symposium "Do I Like What I Prefer?: Integrating Research on Attitudes and Preferences"***, Konztanz, Germany, December 2014.

Audrezet A. « Indifférence, incertitude ou ambivalence ? Exploration d'un outil de mesure permettant de distinguer les évaluations médianes », ***Proceedings of the 30th Congress of the French Marketing Association, Montpellier, France***, Mai 2014.

Ardelet C., Audrezet A. & de Kerviler G. "Combining metaphors and gain versus loss framing to enhance the efficiency of persuasive communications", ***Proceedings of the 42nd Conference of the European Marketing Academy, Istanbul, Turkey***, June 2013.

Ardelet C., Audrezet A. & de Kerviler G. « Faut-il inquiéter pour convaincre ? Deux études exploratoires sur l'effet de la valeur d'imagerie des messages », ***Proceedings of the 28th Congress of the French Marketing Association, Brest, France***, Mai 2012.

Audrezet A. & de Kerviler G. "How to reduce perceived distance to a humanitarian «cause»? Influence of abstraction and valence of a message", ***Proceedings of the 40th Conference of the European Marketing Academy, Ljubljana, Slovenia***, May 2011.

Ardelet C., Audrezet A. & de Kerviler G. « Comment réduire la distance perçue vis-à-vis d'une cause humanitaire ? L'influence de l'abstraction linguistique et de la valence d'un message »,

Proceedings of the 27th Congress of the French Marketing Association, Bruxelles, Belgium,
Mai 2011.

Reviewing activity

Reviewer for the *Conference of the European Marketing Academy (EMAC)*

Professional Associations

Member of Association Française du Marketing (AFM)

Member of European Marketing Academy (EMAC)