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## Alice ZOGHAIB

Department : Marketing - Professor in Marketing  
Faculty Position : Assistant Professor

**Alice ZOGHAIB** is a professor at the ISG International Business School. She holds a Ph.D. in Management Sciences and specialized in the field of Marketing.

- Her current professional activity is Assistant Professor and founder of an Institute of sensory marketing studies
  - Her areas of publication are sensory marketing and brand communication
  - Her teaching specializations concern marketing studies and consumer behavior.
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### Teaching Areas

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Course 1: Marketing Studies & Marketing Strategy (in English)

Course 2: Operational Marketing (in English)

Course 3: International Marketing (in English)

### Research Interests

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Interest 1: Advertising music

Interest 2: Brand communication

Interest 3: Sensory marketing

## Education

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### 2012

PhD in Management (marketing), Université Paris Dauphine, France, " The influence of music on brand cognitive and attitudinal responses: the role of music symbolism", jury honors, prizes for the best marketing thesis (EAISM / EDAMBA, SPHINX)

### 2006

Research Master's in Musicology, Université Paris 8  
"Audience behavior in pop music festivals: the European rock generation"

### 2004

Double diploma EDHEC Business School (Lille) and Master's at ASTON Business School (Birmingham, England), specialization in Marketing and International Business

## Teaching Experiences

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### 2011 – Present

Professor of Marketing at ISG

### 2011

Lecturer in Marketing at Université Paris Dauphine and IAE d'Amiens

### 2008-2011

Professor of Marketing and lecture coordinator at IES Study Abroad

## Other Professional Experiences

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### 2011 – Present

Co-founder, director of research and studies in an institute of research and studies based on the PhD thesis, Sound Value, France.

Market researcher, RTL Group, France.

Consultant in organization, Accenture, France.

## Publications

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### Articles

Ardelet-Massieu C., Briand-Décré G., Zoghaib A. (2010), Need for stimulation? The role of symbolic associations in evaluating an environment, working paper 2010-04 of Dauphine Recherches en Management.

### *Evaluation in process*

Briand-Décré G., Cloonan C., Zoghaib A., « It sounds good! The impact of packaging sound on perceived thickness and on product evaluation », submitted to Journal of Product and Brand Management.

Zoghaib A., « L'irritation sonore : le nouvel enjeu de la communication des marques », submitted to *Décisions Marketing*.

*Writing in process:*

Zoghaib A., « The influence of advertising music on brand image: an approach combining musicology and connectionist psychology » (*Psychology and Marketing*).

Zoghaib A., « Le symbolisme de marque et la construction du capital marque : une application à la musique identitaire de marque » (*Recherches et Application Marketing*).

### **Conference Presentations**

Zoghaib A., « Stop this music! What are the antecedents and impacts of irritation towards advertising music, and how to prevent it », accepted to ***the 45th congress of the European Marketing Academy (EMAC)***, Oslo, Norway, May 2016.

Zoghaib A., Briand-Décré G., Cloonan C., « It sounds good! The impact of packaging sound on perceived thickness and on product evaluation », accepted to ***the 42nd congress of the European Marketing Academy (EMAC)***, Istanbul, Turkey, May 2013.

Zoghaib A., Changeur S., « Brand music, brand concept and brand associations: an approach by music symbolism », proceedings of the ***27th congress of the Association Française de Marketing***, Brussels, May 2011.

Zoghaib A., « Brand music's symbolism and consistency within brand family: impacts on brand associations and brand extension evaluation », proceedings of the ***10th doctoral colloquium of the Association Française de Marketing***, Angers, France May 2010.

Ardelet-Massieu C., Briand-Décré G., Zoghaib A., « Need for stimulation? The role of symbolic associations in evaluating an environment », Proceedings of the ***26th congress of the Association Française de Marketing***, Le Mans, May 2010.

Zoghaib A., Goudey A., « Sonic branding: what if communication agencies were wrong? », proceedings of the ***25th congress of the Association Française de Marketing***, London, May 2010.

Zoghaib A., « The semantic power of sonic branding », proceedings of the ***22nd doctoral colloquium of the European Marketing Academy***, Nantes, France, May 2009.

### **Case Studies – Pedagogical Material**

*Writing in process:*

Sebti H., Zoghaib A., « Funky Business : les enjeux du contrôle de gestion au sein de l'industrie musicale »

## Reviewing activity

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Reviewer for the best thesis price "SPHINX", 2015.

## Professional Associations

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Member of AFM

## Academic Awards

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EAISM / EDAMBA, SPHINX