



## Caroline CLOONAN



**Department of Marketing**  
**Professor in Marketing**  
Faculty Position: Assistant Professor

Administrative responsibilities:  
Department Head, Marketing

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**Caroline CLOONAN** is a professor at the ISG International Business School. She holds a Ph.D. in Management Sciences and is specialized in the field of marketing.

- Her current professional activity is assistant professor in marketing.
- Her areas of publication and expertise are consumer behavior and sales promotion.
- Her teaching specializations concern digital marketing, sensory marketing, consumer behavior, marketing studies and statistics. She is responsible for courses in marketing.

## Teaching Areas

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Course 1: Marketing studies

Course 2: Consumer behavior

Course 3: Trade Marketing

Course 4: Digital Marketing

MOOC: Consumer Behavior and Marketing Studies

## Research Interests

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Interest 1: Consumer Behavior

Interest 2: Digital Marketing

Interest 3: Sensory Marketing

Interest 4: Pedagogy

## Education

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**2015**

PhD in Marketing, Paris Dauphine University, France, " **The influence of brand usage and seasonal sales on the customer satisfaction- loyalty relationship in the clothing sector** "

Research Supervisor: Professor Bernard Pras.

**2008**

Master of Science in Marketing Research Research, Paris Dauphine University, France

## Teaching Experiences

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**2007 – 2012**

-Teaching assistant of Marketing at Paris Dauphine University, France.

- Statistics with SPSS
- Studies in Marketing (Qualitative and Quantitative methodologies)
- Introduction to Marketing

## Other Professional Experiences

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Consulting in Marketing and Sampling methods, NEXINT, France

## Publications

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### *Conference Presentations*

- Cloonan C., Sassi N., "Analyse des freins à l'adoption des MOOCS par les enseignants et les étudiants : cas des classes inversées", Colloque international en education CRIFPE, Montréal, Canada, May 2017
- Cloonan C. Sassi N., "Les classes inversées : Analyse des freins à l'adoption des pédagogies numériques par les enseignants et les apprenants", QPES, Grenoble, France, June 2017
- Cloonan C., Sassi N., "Obstacles to the adoption of MOOCs in flipped classrooms: students' and teachers' perspectives", Ed Media Educational Media & Technology Conference, Washington DC, USA, June 2017
- Cloonan C. "The effect of exclusive price promotions on consumer subsequent buying behavior ", 7th International Research Meeting in Business and Management, Nice, France, June 2016
- Cloonan C., Briand Decré G., "The Cross-Modal Effects Of Packaging Glossiness On Haptic Perception", Proceedings of the Association for Consumer Research, Asia-Pacific Conference 2015 (AP-ACR 2015), Hong Kong, June 2015.
- Cloonan C., Briand Decré G., "The Effects Of Packaging Glossiness On Haptic Perception", Research conference, University of Angers, July 2015.
- Briand Decré G., Cloonan C., Zoghaib Z., " It Sounds Good! The Impact of Packaging Sound on the Perception of Packaging Material and Product Evaluation", Proceedings of the 42th Conference of European Marketing Academy, Istanbul, Turkey, June 2013.

- Cloonan C., Bourjot-Deparis J., Caffier de Kerviler G., Giving voice to customers: the impact of behavioral commitment, Proceedings of the 41th Conference of European Marketing Academy, Lisbon, Portugal, May 2012.
- Cloonan C., "The effects of exclusive sales, Proceedings of the 10th International Conference on Research in Advertising", Berlin, Germany, June 2011.
- Cloonan C., "Are exclusive sales before seasonal sales worth it?" Proceedings of the 40th Conference of European Marketing Academy, Ljubljana, Slovenia, May 2011.
- Cloonan C., "Do the temporality and the control of gift lottery affect the incentive effectiveness on a web survey?" Proceedings of the 39th Conference of European Marketing Academy, Copenhagen, Denmark, June 2010.

## Professional Associations

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- Member of the ACR (Association for Consumer Research)
- Member of the EMA (European Marketing Academy)