



Pablo Brice LAMBERT de DIESBACH

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

Pablo LAMBERT de DIESBACH is a professor at the ISG International Business School. He holds a Ph.D. in Management Sciences and is specialized in the field of E-Marketing and Consumer Psychology:

- His current professional part-time activity is consultant in emotional communication in Health and Luxury goods marketing at EMOTION-ATMOSPHERE, Switzerland
 - His areas of publication are Consumer behavior, Tourism marketing, E-Marketing and Social Media
 - His teaching specializations concern Consumer behavior, Luxury goods-services, E-Marketing and Social Media, Services marketing.
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Teaching Areas

Course 1: Consumer Behavior,

Course 2: Services Marketing, BBA (ENG)

Course 3: International Marketing, International MBA (ENG)

Course 4: Luxury Branding, Luxury MBA (ENG)

Course 5: Leadership, International MBA (ENG)

Course 6: E-Marketing, *Programme Grande Ecole* (FR-ENG)

Research Interests

Interest 1: Consumer behavior, emotional and symbolical reactions to brand communication

Interest 2: Virtual agents online, E-Marketing (Website and Social media content) effects on brand relationship construction, WOM & Loyalty

Interest 3: Tourism & Hospitality marketing and operations, and Luxury products-services marketing and operations, their effects on brand relationship construction, WOM & Loyalty

Interest 4: pain, illness, death, their effect on patients, caregivers, doctors, volunteers (currently focusing specifically on oncology). Illness, death and value systems/spirituality. How to bring a "good/better" death in hospitals

Education

2006

PhD at IAE of Aix-en-Provence/ Université of Aix-Marseille Paul Cézanne, France, « **Agents virtuels et pouvoir de retention du site de marque** », *European award for the best thesis in E Commerce-E Marketing (Golden Cube) 2007*; Selected for AFM award competition.

1989

MBA ESSEC (AQUIS + AACSB Accredited)

Teaching Experiences

2008 – 2011

-Professor of Marketing, Sales, at ECOLE HOTELIERE DE LAUSANNE, Switzerland

2007 – 2008

-Professor of Marketing at ESC ROUEN, France

-Professor of Marketing at ESC La Rochelle, France

2006

Post-Doc, ESSEC-ASIA, Singapore

Professional Experiences

1994-1998 Key account manager, Permanent Education: SYNTHESIS, Paris, France

1992-1993 Export Sales Manager, DIDIER LAMARTHE, ANDRE Group, Paris, France

1990-1992 Area sales manager, CELINE-LVMH Group, Paris, France

Publications

Articles

Diesbach P. (2011), « Les ambassadeurs de la marque dans le secteur horloger: concepts et implications de l'approche affective et symbolique », in L'Horlogerie et ses Ambassadeurs- Recherche en Marketing Horloger, LEP, Lausanne, *Ed. Zorik K. & Courvoisier F.*, pp. 173-214 (+ publication in 14^{ème} Journée de Recherche en Marketing Horloger).

Diesbach P. (2010), « L'image et le renforcement de la relation avec le consommateur: Etude sur la communication de quelques marques horlogères de luxe », in ***L'utilisateur horloger dans un monde en mutation-Recherche en Marketing Horloger***, LEP, Lausanne, Ed. Zorik K. & Courvoisier F., 22 pp.

Diesbach P. (2010), "Persuasive Technology, Embodied Agents, E-Service Quality and Stickiness: Improving existing models", Ed. Springer LNCS, pp. 150-163 (Best Paper Award nomination).

Diesbach P., Midgley D. (2008), *Advances in Consumer Research*, Embodied agents on a branding website: Modeling effects through an affective persuasion route, pp. 22-29.

Midgley D., de Diesbach P. (2008), *Persuasive Technology, Embodied Agents on Commercial Websites: Modeling their effects through an Affective Persuasion Route*, Ed. Springer LNCS 5033, pp. 283-296.

Diesbach P., Midgley D. (2007), *Persuasive Technology, Embodied agents on a website: Modeling an attitudinal route of influence*, Ed. Springer LNCS 4744, pp. 223-230.

Lambert De Diesbach P., Jeandrain A.C. (2004), *Advances in Consumer Research*, Online immersion and emotional reactions online: proposal of an integrative model, pp. 1-8.

Conference Presentations

Lambert De Diesbach P. (2011), "Touristic Destination Ambassadors, conceptualization and reflections: from a cognitive to an experiential persuasion approach", ***4th Advances in Tourism Marketing***, 30 pp. (Best Paper Award nomination).

Lambert De Diesbach P. (2010), LeBel J., "Accounting for pleasure: An attempt to improve experiential consumption modeling", ***15ème Journée de Recherche en Marketing de Bourgogne (JRMB)***, Ed. Filser M., 16 pp.

Moinat V., Lambert de Diesbach P. (2009), "Rejuvenating touristic consumption: From a cognitive approach to a symbolic intent of modelization", ***3th Advances in Tourism Marketing***, Ed. Sibila S., 20pp.

Lambert De Diesbach P., Chandon J.L., Midgley D. (2008), "Embodied agents on a branding website: Deepening on website stickiness through an attitudinal route", ***8ème Journée de Recherche sur le E Marketing***, Ed. Lemoine J.F., 17 pp.

Lambert De Diesbach P., Midgley D. (2008), "Embodied agents on a branding website: Deepening website stickiness through an attitudinal persuasion route", ***37ème Conférence European Marketing Academy***, 10pp.

Lambert De Diesbach P., Jeandrain A.C. (2008), "Immersion in an online merchant environment: Are consumers ready to feel their presence in such Environment?" ***37ème Conférence de European Marketing Academy***, 10pp.

Lambert De Diesbach P., Midgley D. (2007), "Embodied virtual agents: an affective and attitudinal approach of the effects on man-machine stickiness", *Human Computer Interaction Conference*, 10pp.

Lambert De Diesbach P., Galan J.P., Chandon J.L. (2007), « Effets de la présence et la congruence d'un agent sur le pouvoir de rétention du site », *13ème Conférence Annuelle de l'AFM*, Aix-les-Bains, 27 pp.

Lambert De Diesbach P., Galan J.P., Chandon J.L. (2006), « Impact de la présence d'un agent virtuel incarné sur le pouvoir de rétention du site web : une analyse comportementale par les fichiers log », *11ème Journée de Recherche en Marketing de Bourgogne (JRMB)*, Ed. Filser M., 17 pp.

Lambert de Diesbach P., Galan J.P. (2006), "L'agent virtuel incarné dans la distribution en ligne : cadre théorique et revue de littérature *6ème Journée de Recherche sur le E Marketing* », Ed. Lemoine J.F., 24 pp.

Lambert de Diesbach P. (2003), "Virtual agents & stickiness online, an integrative model", *ACM 8th International Web 3-D Technology Conference*, ISBN: 1-58113-644-7, Ed. Beitler M., U. Pennsylvania, 20 pp.

Lambert de Diesbach P. (2002), "Ambiance factors, emotions, and web user behavior: a model integrating an affective and symbolical approach *International Symposium on Atmospheric*", Ed. Gallopel K. & Rieunier S., 19 pp.

Lambert de Diesbach P. (2001), "Ambiance factors and approach behavior in the e-commerce: a theoretical framework", *1st Experiential E-commerce Conference*", Ed. Edwards St., Michigan State U., 14pp.

Lambert de Diesbach P. (2001), "Impact of ambiance factors on web users stickiness & purchase behavior: mediation of emotional factors and perceived time", Ed. Yanagashita K., Nihon Un., *13th International Society for Promotion of Innovation Management Conference (ISPIM)*, ISBN 951-764-558-9, 25 pp.

Reviewing activity

AFM-Association Française du Marketing; Persuasive Technology; EMAC; DECISIONS MARKETING

Professional Associations

Member of AFM, CHAINE DES ROTISSEURS, CLUB DES JEUNES DIRIGEANTS, EIASM, EMAC, INSTITUT MONTAIGNE, SWISS MARKETING CLUB, SOCIETY OF CONSUMER PSYCHOLOGY.

Academic Awards

SEOM Award and research Grant SEOM (Spanish Medical Oncological Society), Nov. 2015

CUBE D'OR (Golden Cube) for the best European E-Marketing PhD Thesis 2006-2007