



Mohamed Slim BEN MIMOUN

**GLOBALISATION Academy
Lille**

CV

Skills & Interests

Research Skills

consumer behavior, quantitative data analyses (SPSS, AMOS, SmartPLS)

Languages

French, English, Arabic, Italian

Expertise

Marketing, consumer behavior, quantitative methods, consumer and new technologies.

International Interests

North Africa

Qualification

Scholarly Academic

Academic Degrees

Doctorat IAE de Lille, Université des Sciences et Technologies de Lille, Lille, France, Marketing, 2007

Master ISG of Tunis, University of Tunis, Tunisia, 2000

Bachelor ISG of Tunis, University of Tunis, Tunis, Tunisia, Bachelor of Science in Management, 1997

Work Experience

Professor of Marketing, Skema Business School (September, 2011 - Present), Eurallille, France.

Assistant Professor, ISG de Sousse, University of Sousse (2008 - Present), Sousse, Tunisia.

Visiting Lecturer, USJ (Beyrouth), INSAT (Tunis), USTL (Lille) et FUNDP (Namur) (2007 - 2012), N.C, Unknown.
 Podt-doc researcher, SKEMA Business School (September, 2009 - August, 2011), Lille, France.
 NC., Tunisian Ministry of Commerce (2010), N.C, Tunisia.
 Visiting Lecturer, FSJEG, University of Jendouba (2008 - 2009), Jendouba, Tunisia.
 Coach trainer, Tunisian Ministry of employment (2004 - 2009), N.C, Tunisia.
 , N.C (- 2009)
 External speaker, IAE of Lille, University of Lille I (2005 - 2008), Lille, France.
 Lecturer, ISG de Sousse, University of Sousse (2004 - 2008), Sousse, Tunisia.
 Lecturer, FSJEG of Jendouba, University of Jendouba (2003 - 2004), Jendouba, Tunisia.
 Lecturer, ESC of Tunis, University of Tunis (2000 - 2003), Tunis, Tunisia.
 Marketing Auditor, ElBaraka Bank Tunisia (1996), N.C, Tunisia.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

- BEN MIMOUN, M., PONCIN, I., & GARNIER, M. (2017). Animated Conversational Agents and e-Consumer Productivity: The Roles of Agents and Individual Characteristics. *Information and Management*, 54 (5), 545-559.
- KARMENI, K., HAMADI, A., MESRI, L., & BEN MIMOUN, M. S. (2017). Impact of Innovation on NetworkMembers' Satisfaction: Evidence From Tunisian Retailing. *Management & Avenir*, 3 (93), 103-119.
- PONCIN, I., GARNIER, M., BEN MIMOUN, M., & LECLERCQ, T. (2017). Smart technologies and shopping experience: Are gamification interfaces effective? The case of the Smartstore. *Technological Forecasting and Social Change*, 124, 320-331.
- Bailey, A. A., Pentina, I., Mishra, A. S., & BEN MIMOUN, M. S. (in press, 2017). Mobile payments adoption by US consumers: an extended TAM. *International Journal of Retail and Distribution Management*.
- Bailey, A. & Ben Mimoun, M. S. (2016). Consumer social orientation-based personality and social media use: An exploration among young US consumers. *International Journal of Internet Marketing and Advertising*, 10 (1/2).
- Ben Mimoun, M. S., Garnier, M., & Depledt, D. (2015). My Little Box, Oh My Little Box... A Video-Netnographic Study On the Expression of Values in Subscription-Based E-Commerce. *Journal of Applied Business Research*, 31 (3), 1159-1166.
- Ben Mimoun, M. S. & Poncin, I. (2015). A Valued Agent: How ECAs Affect Website Customers' Satisfaction and Behaviors. *Journal of Retailing and Consumer Services* (26), 70-82.
- Ben Mimoun, M. S., Garnier, M., Ladwein, R., & Benavent, C. (2014). Determinants of e-consumer productivity in product retrieval on a commercial website: an experimental approach. *Information and Management*, 51 (4), 375-390.
- Ben Mimoun, M. S. & Poncin, I. (2014). The impact of e-atmospherics on physical stores. *Journal of Retailing and Consumer Services*, 21 (5), 851-859.
- Ben Mimoun, M. S. (2013). ACA as e-atmospheric: is there an animation proposition effect? *International Business Research*, 6 (6).
- Ben Mimoun, M. & Ammar, O. (2013). Brands and Strategies of Self-Presentation on Facebook. *European Advances in Consumer Research*, 10, 95-97.
- Ben Mimoun, M. S., Poncin, I., & Garnier, M. (2012). Case study: Embodied virtual agents: An analysis on reasons for failure. *Journal of Retailing and Consumer Services*, 19 (6), 605-612.
- Ben Mimoun, M. S. & Poncin, I. (2011). Coexistence et complémentarité entre vendeur virtuel ubiquitaire et vendeurs réels. *Gestion 2000*, 5, 31-46.
- Ben Mimoun, M. S., Ouvry, M., Kolenc, C., & Ladwein, R. (2009). Une expérience de magasinage dans la Médina de Sousse: le cas des touristes européens. *Annales des Sciences Economiques et de Gestion*.
- BEN MIMOUN, M. S., Siekpe, J. S., & Ladwein, R. (2008). Determinants of offer retrieving performance on a virtual store. *E-Business Review*, VIII, 36-42.

BEN MIMOUN, M. S. & Gharbi, J. (2008). Structuring effect of time and experiential value on commercial Web site. *E-Business Review*, VIII, 32-35.

Articles in Proceedings

- BEN MIMOUN, M. S. (2017). Agents Virtuels Incarnés : Pourquoi ne sont-ils pas plus nombreux. *15ème Colloque International de l'Association Tunisienne de Marketing*.
- Poncin, I., Garnier, M., Ben Mimoun, M. S., & Leclercq, T. (2015). New technologies and shopping experience: are gamification interfaces effective? The case of the Smartstore. *EMAC - European Marketing Academy Conference*.
- Poncin, I., Garnier, M., & Ben Mimoun, M. (2012). Humanisation et socialisation sur Internet entre AVI et AVATAR mon coeur balance. *Congrès Association Information and Management (AIM)*.
- Poncin, I., Garnier, M., & Ben Mimoun, M. (2012). Improving consumer performance and perceived service quality in a new type of commercial environment in 3D: the help of a virtual salesperson. *AM2012*.
- Ben Mimoun, M. & Poncin, I. (2012). Utilisation des Agent Conversationnels Animés sur les sites Web commerciaux : et si on parlait de valeur. *AIM Conference*.
- Poncin, I. & Ben Mimoun, M. (2011). Anna peut-elle m'aider? Apports des ACA à la productivité des e-consommateurs: les effets modérateurs des caractéristiques individuelles? *Conférence de l'Association Française de Marketing*.
- Poncin, I. & Ben Mimoun, M. (2011). Coexistence et complémentarité entre vendeur virtuel ubiquitaire et vendeurs réels. *Colloque Etienne Thil*.
- Poncin, I., Ben Mimoun, M., & Garnier, M. (2011). Virtual Sales Agents: the reasons of failure. *World Academy of Marketing Science*.
- Poncin, I., Ben Mimoun, M., & Garnier, M. (2011). Ubiquitous Technologies: A new challenge for multichannel marketing. *EMAC - European Marketing Academy Conference*.
- Ben Mimoun, M., Ouvry, M., & Poncin, I. (2010). Beyond place sharing, the shopping experience of Tourists and Natives: the case of the Medina of Sousse. *Academy of Marketing Science Annual Conference*.
- Ben Mimoun, M., Poncin, I., & Garnier, M. (2010). A new typology of Virtual Sales Agents. *Academy of Marketing Science Annual Conference*.
- Ben Mimoun, M., Poncin, I., & Garnier, M. (2010). U-Virtual Sales Agents: Ubiquity as the new challenge for Multichannel Retailing. *Multichannel Retailing Special session, 39th European Marketing Academy Conference (EMAC)*.
- Ben Mimoun, M., Poncin, I., & Garnier, M. (2010). L'apport des avatars vendeurs sur un site commercial 3D. *Journée de Recherche en E-Marketing*.
- Ben Mimoun, S., Gentina, E., & Garnier, M. (2010). Identité, extimité et marque, sur Facebook: Une approche Webnographique. *15th Congress of the French Informational and Management Association*.
- Ben Mimoun, M. & Poncin, I. (2010). Agents virtuels vendeurs. Que veulent les consommateurs? *Workshop sur les agents conversationnels animés (WACA)*.
- Ladwein, R. & Ben Mimoun, M. S. (2006). Offer retrieving strategies on a commercial Web site: An exploratory research. *Proceedings of the Second International Conference on Web Information Systems and Technologies: Society, e-Business and e-Government / e- Learning*.

Books, Monographs, Compilations, Manuals

Ben Mimoun, M. S. (2011). *Accès à l'offre sur un site Web commercial: stratégies, performances et déterminants* Editions Universitaires Européennes.

Chapters, Cases, Readings, Supplements

Ben Mimoun, M., Garnier, M., & Poncin, I. (2013). Improving consumer performance and perceived service quality in a new type of commercial environment in 3D, thanks to embodied virtual sales agents. In H.

Elgohary IGI Global 2013 (Ed.), *E-Marketing in Developed and Developing Countries: Emerging Practices*. IGI Global.

Allagui, A. & Ben Mimoun, M. S. (2009). Electronic Ticketing Consumers' Adoption: An Application in the Air Travel Industry in Tunisia. In Jun Xu & Mohammed Quaddus (Eds.), *Intelligent Information Systems - Vol. 2: E-BUSINESS IN THE 21ST CENTURY Realities, Challenges and Outlook*. World Scientific Publishing.

Conference Presentations

BEN MIMOUN, M. S. (2017). *Agents Virtuels Incarnés : Pourquoi ne sont-ils pas plus nombreux*. 15ème Colloque International de l'Association Tunisienne de Marketing, Hammamet, Tunisia.

Ben Mimoun, M. S. (2014). *l'agent virtuel ubiquitaire*. atelier agents virtuels, les rendez-vous de l'innovation du PICOM, -, France.

Ben Mimoun, M. S. (2014). *Innovations technologiques dans le retailing (Mobile, réalité augmentée, ...) : enjeux, réalité et perspectives*. 12° petit déjeuner du CYCLE INNOVATION & CONNAISSANCE, Euratechnologies, 21 novembre, Lille, France.

Ben Mimoun, M. S. (2013, July). *Brands And Strategies Of Self-Presentation On Facebook*. European conference of the Association of Consumer Research, Barcelona, Spain.

Ben Mimoun, M. S. (2013, July). *Effect of Ubiquitous Purchasing Technologies on Impulsive Buying*. International Conference on Recent Advances in Retailing and Services Science, Philadelphia, Pennsylvania.

Ben Mimoun, M. S. (2013, July). *The Impact of "E-atmospherics" on a Physical Store*. International Conference on Recent Advances in Retailing and Services Science, Philadelphia, Pennsylvania.

Ben Mimoun, M. S. (2013, February). *Understanding mobile internet adoption by Tunisian consumers: extending the technology acceptance model*. American Academy of Marketing Winter Marketing Educators' Conference, Las Vegas, Nevada.

Poncin, I., Garnier, M., & Ben Mimoun, M. (2012). *Improving consumer performance and perceived service quality in a new type of commercial environment in 3D: the help of a virtual salesperson*. AM2012, Southampton, United Kingdom.

Poncin, I., Garnier, M., & Ben Mimoun, M. (2012). *Humanisation et socialisation sur Internet entre AVI et AVATAR mon coeur balance*. Congrès Association Information and Management (AIM), Bordeaux, France.

Ben Mimoun, M. & Poncin, I. (2012, May). *Utilisation des Agent Conversationnels Animés sur les sites Web commerciaux : et si on parlait de valeur*. AIM Conference, Bordeaux, France.

Ben Mimoun, M. & Poncin, I. (2011). *Anna peut-elle m'aider? Apports des ACA à la productivité des e-consommateurs: les effets modérateurs des caractéristiques individuelles?* Conférence de l'Association Française de Marketing, Bruxelles, Belgium.

Poncin, I., Ben Mimoun, M., & Garnier, M. (2011). *Virtual Sales Agents: the reasons of failure*. World Academy of Marketing Science, Reims, France.

Poncin, I., Ben Mimoun, M., & Garnier, M. (2011). *Ubiquitous Technologies: A new challenge for multichannel marketing*. EMAC - European Marketing Academy Conference, Ljubjana, Slovenia.

Poncin, I. & Ben Mimoun, M. (2011). *Coexistence et complémentarité entre vendeur virtuel ubiquitaire et vendeurs réels*. Colloque Etienne Thil, Roubaix, France.

Poncin, I., Ben Mimoun, M., & Garnier, M. (2011, October). *The help of a virtual salesperson: a way of improving Consumer Performance and perceived quality of service in a new type of commercial environment (3D)*. Conférence International Innovation Service et Marketing Digital (ISMD), Lille, France.

BEN MIMOUN, M. S., Garnier, M., & Gentina, E. (2010). *Identité, extimité et marque, sur Facebook: Une approche « Webnographique »*. Actes du 15ème colloque de l'Association Information et Management, La Rochelle, France.

Ben Mimoun, S., Gentina, E., & Garnier, M. (2010). *Identité, extimité et marque, sur Facebook: Une approche Webnographique*. 15th Congress of the French Informational and Management Association, La Rochelle, France.

- BEN MIMOUN, M. S. & Poncin, I. (2010). *Agents virtuels vendeurs: que veulent les consommateurs ?* WACA, Lille, France.
- BEN MIMOUN, M. S., Ouvry, M., & Poncin, I. (2010). *Beyond place sharing, the shopping experience of tourists and natives: the case of the Medina of Sousse*. Conférence of Academy of Marketing Science: cultural perspective, Lille, France.
- BEN MIMOUN, M. S., Garnier, M., & Poncin, I. (2010). *Virtual Sales Agents: A New Typology to Explain the Gap between Literature and Reality*. Academy of Marketing Annual Conference, N.C, Unknown.
- BEN MIMOUN, M. S., Garnier, M., & Poncin, I. (2010). *U-Virtual Sales Agents: Ubiquity as a new challenge for multichannel retailing*. EMAC - European Marketing Academy Conference, Copenhagen, Denmark.
- Poncin, I., Ben Mimoun, M. S., & Garnier, M. (2010). *les agents virtuels vendeurs dans les univers 3D*. Journée du e-marketing, Paris, France.
- Ben Mimoun, M., Poncin, I., & Garnier, M. (2010). *L'apport des avatars vendeurs sur un site commercial 3D*. Journée de Recherche en E-Marketing, Paris, France.
- Ben Mimoun, M. & Poncin, I. (2010, November). *Agents virtuels vendeurs. Que veulent les consommateurs?* Workshop sur les agents conversationnels animés (WACA), Lille, France.
- Ben Mimoun, M., Ouvry, M., & Poncin, I. (2010, July). *Beyond place sharing, the shopping experience of Tourists and Natives: the case of the Medina of Sousse*. Academy of Marketing Science Annual Conference, Lille, France.
- Ben Mimoun, M., Poncin, I., & Garnier, M. (2010, July). *A new typology of Virtual Sales Agents*. Academy of Marketing Science Annual Conference, Coventry, United Kingdom.
- Ben Mimoun, M., Poncin, I., & Garnier, M. (2010, June). *U-Virtual Sales Agents: Ubiquity as the new challenge for Multichannel Retailing*. Multichannel Retailing Special session, 39th European Marketing Academy Conference (EMAC), Copenhagen, Denmark.
- BEN MIMOUN, M. S. & Gentina, E. (2009). *Le profil Facebook de l'avatar à l'extimité : quel rôle pour les marques ?* Actes du colloque ECIG 2009, Sousse, Tunisia.
- BEN MIMOUN, M. S., Allagui, A., & Sassi, H. (2009). *Mobile Internet adoption in Tunisia: an extended Technology Acceptance Model*. Actes du colloque « General Online Research 2009 », Vienna, Austria.
- BEN MIMOUN, M. S., Ouvry, M., Kolenc, C., & Ladwein, R. (2008). *Une expérience de magasinage dans la Médina de Sousse: le cas des touristes européens*. 24ème Congrès International de l'AFM (Association Française du Marketing), Paris, France.
- Allagui, A. & Ben Mimoun, M. S. (2007). *Electronic Ticketing Consumers' Adoption: An Application in the Air Travel Industry in Tunisia*. eCommerce et Gouvernance de l'Internet (ECIG), Sousse, Trinidad.
- BEN MIMOUN, M. S. & Ladwein, R. (2007). *Accès à l'offre sur un site Web commercial : Proposition d'un Modèle de Recherche*. eCommerce et Gouvernance de l'Internet (ECIG), Sousse, Tunisia.
- Ouvry, M., Ben Mimoun, M. S., Kolenc, C., & Ladwein, R. (2007). *La relation foule perçuesatisfaction : une comparaison entre commerces traditionnel et moderne en Tunisie*. 23ème congrès International de AFM (Association Française de Marketing), N.C, Unknown.
- Ladwein, R. & Ben Mimoun, M. S. (2006). *Offer retrieving on a virtual store: an Experimental Approach*. Ninth Retail Strategy and Consumer Decision Research Seminar of the Society for Marketing Advances, Nashville, Tennessee.
- Ladwein, R. & Ben Mimoun, M. S. (2006). *Les stratégies d'accès à l'offre sur un site Web commercial: une approche expérimentale*. actes de la Cinquième journée nantaise de recherche sur le e-marketing, Nantes, France.
- Ladwein, R. & Ben Mimoun, M. S. (2006). *Offer retrieving strategies on a commercial Web site: An exploratory research*. Proceedings of the Second International Conference on Web Information Systems and Technologies: Society, e-Business and e-Government / e- Learning, Setúbal, Portugal.
- Ladwein, R. & Ben Mimoun, M. S. (2006). *Accès à l'offre sur un site Web commercial : Nécessité d'une approche multidisciplinaire*. actes du 4ème colloque international de la recherche en marketing, organisé par l'ATM (association tunisienne de marketing), Tunis, Tunisia.

BEN MIMOUN, M. S. (2004). *Les stratégies d'accès à l'offre sur un site Web commercial : une étude exploratoire*. Actes du colloque l'EMCIS 2004 (Européen et Méditerranéen Congrès sur les Systèmes d'Information, organisé par Brunel University et l'AIM), Tunis, Tunisia.

BEN MIMOUN, M. S. (2002). *La connaissance d'Internet et du produit et leurs impacts sur la recherche d'information lors d'un achat en ligne*. 7ème colloque de l'AIM (Association Information et Management), Hammamet, Tunisia.

Gharbi, J., Ettiss, S., & Ben Mimoun, M. S. (2002). *Impact de l'atmosphère sur la performance des sites Web commerciaux*. Actes de la première journée nantaise de recherche sur le e-marketing (organisé par l'AFM et l'AIM), N.C, Unknown.

Research Reports

2016: BEN MIMOUN, M. S., « Evaluation des applications du projet NSE6.0 » Projet New Shopping expérience 6.0., submitted to PICOM.

2015: Ben Mimoun, M. S., « Evaluation des applications du projet NSE5.0 » Projet New Shopping expérience 5.0., submitted to PICOM, Oxydan, Leroy-Merlin et Auchan, Ikea, Intermarché.

2014: Ben Mimoun, M. S., « Evaluation des applications du shopping du futur par les utilisateurs » Projet New Shopping expérience 4.0., submitted to PICOM, Oxydan, Leroy-Merlin et Auchan.

2012: Poncin, I. & Ben Mimoun, M., New Shopping Experiences., submitted to PICOM.

2011: Poncin, I., Ben Mimoun, M., & Garnier, M., Rapport VVU., submitted to Region NDPC et FEDER.

2010: Ben Mimoun, M. S., Etude qualitative du vendeur virtuel ubiquitaire., submitted to project VVU.

2009: Ben Mimoun, M. S., Etat de l'art marketing et sociologique des agents virtuels., submitted to project VVU.

Professional Service

Reviewer: Conference Paper

2011: Ethienne Thil Conference, Roubaix, France (International).

2011: AMS Academy of Marketing Science Conference, New Delhi, India (International).

2010 – 2011: ACR Conference, N.C, Unknown (International).

2010: EACR Conference, N.C, Unknown (International).

2010: AIM Conference, N.C, Unknown (International).

2008: EACR Conference, N.C, Unknown (International).

2004: EMCIS Conference, N.C, Unknown (International).

Professional Memberships

SKEMA Research Center in Marketing, N.C

Academy of Marketing, 2010-Present

Academy of Marketing Science, 2010-Present

Association Française de Marketing (AFM), 2010-Present

Association Information et Management, 2010-Present

EMAC, 2010-Present

International Academy of E-business (IAEB), 2008-Present

Association Tunisienne de Marketing (ATM), 2006-Present