



Virginie MAILLE

**INNOVATION Academy
Sophia-Antipolis**

CV

Skills & Interests

Research Skills

Experimentation, Quantitative methods

Languages

French, English, Italian

Expertise

Consumer behavior, Sensory marketing, Research methods, Quantitative methods, Experimentation

International Interests

North America

Qualification

Practice Academic

Academic Degrees

HDR Paris Dauphine University, Paris, France, 2011.

Doctorat Université Montpellier I, Montpellier, France, Management Studies, 1999.

Master Institut d'Administration des Entreprises, Aix-Marseille III University, Marseille, France, DEA sciences de gestion (majeure marketing), 1991.

Maitrise Aix-Marseille III University, Marseille, France, sciences économiques, 1990.

Work Experience

Visiting Lecturer, ESA (2002 - Present), Beirut, Lebanon.

Professor, SKEMA Business School (2000 - Present), N.C, France.

Marketing and Business Development Programme Director, SKEMA Business School (2001 - 2008), N.C, France.

Visiting Lecturer, IAE Rennes/IAE Nice (2006), Rennes, Nice, France.

Supporting professor, EDHEC/ESPEME (1996 - 2000), N.C, France.

Lecturer, Toulon University (1992 - 1995), Toulon, France.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

Y. Nenkov, G., Morrin, M., MAILLE, V., Rank-Christman, T., & O. Lwin, M. (in press, 2018). Sense and sensibility: The impact of visual and auditory sensory input on marketplace morality. *Journal of Business Research*.

- MAILLE, V. & Hoffmann, J. (2013). Compliance with veterinary prescriptions: the role of physical and social risk revisited. *Journal of Business Research*, 66 (1).
- Maille, V. & Fleck, N. (2011). Congruence perçue par le consommateur: vers une clarification du concept de sa formation et de sa mesure. *Recherches et Applications en Marketing*, 26 (2).
- Fleck, N. & Maille, V. (2010). Thirty years of contradictory literature on the perceived congruence effects: synthesis, limits and future research. *Recherches et Applications en Marketing*, 25 (4).
- Maille, V. (2006). Ambient scents in government offices: Direct and indirect effects and moderating variables. *Latin American Advances in Consumer Research*.
- De Barnier, V., Maille, V., Gallopel, K., & Valette-Florence, P. (2005). A cross-cultural study of the persuasive effects of sexual and fear appealing messages: A comparison between France, Denmark, Thailand and Mexico. *Asia Pacific Advances in Consumer Research*.
- Maille, V. (2003). L'influence des odeurs sur le consommateur : la tendance à la recherche de sensations et au comportement exploratoire comme variables modératrices. *Revue Française de Marketing*, 194 (4/5), 49-63.
- Maille, V. (2001). L'incidence des stimuli olfactifs : un état des recherches. *Recherches et Applications en Marketing*, 16 (2), 51-75.

Articles in Proceedings

- MAILLE, V., Morrin, M., & Reynolds-McIlInay, R. (2015). "On the Other hand. *society for consumer psychology winter conference*.
- Garnier, M., Maille, V., & Poncin, I. (2010). Perceived Realism and Virtuality: The Impact of Sensory Experiences on a 3D Commercial Website. *EMAC - European Marketing Academy Conference*.

Chapters, Cases, Readings, Supplements

- MAILLE, V. (2017). Comment gérer les sensations tactiles, thermiques et motrices du client. In Press, In Dunod (Ed.), *Marketing sensoriel et expérientiel du point de vente*.
- Poncin, I., Garnier, M., & Maille, V. (2015). A Merchant Virtual Universe as an innovative and competitive online retail setting: a dynamic perspective on the immersion process. In E. Pantano (Ed.), *Successful technological integration for competitive advantage in retail settings*. IGI Global.
- Maille, V. & Siekierski, E. (2013). Comment gérer les sensations tactiles ?. *Le marketing sensoriel du point de vente - 4e Edition*. Dunod.
- Maille, V. & Siekierski, E. (2009). Comment gérer les sensations tactiles?. In Rieunier S. (Ed.), *Le Marketing Sensoriel du Point de Vente - 3e Edition*. Paris, France: Dunod.
- MAILLE, V. & Siekierski, E. (2006). Le marketing sensoriel du point de vente. *Comment gérer les sensations tactiles? - 2ème édition*. Dunod.
- MAILLE, V. & Dufer, J. (2001). Parfums de shampooing. *CCMP*. N.C.

Conference Presentations

- MAILLE, V. (2016, September). *Understanding the elusive shopper*. Invited presentation at conférence introductive des réunions mensuelles de la Sales Management Association, Grimbergen, Belgium.
- MAILLE, V. (2016, May). *Sensorial Marketing: a New Way to Attract the Customer*. Invited presentation at Fefco Summit, berlin, Germany.
- Maille, V. (2015, May). *Challenge your customer! When atypical package designs make meaning*. EMAC - European Marketing Academy Conference, Leuven, Belgium.
- MAILLE, V., Morrin, M., & Reynolds-McIlInay, R. (2015, February). *On the other hand*. society for consumer psychology winter conference, Phoenix, United States of America.
- MAILLE, V., Morrin, M., Nenkov, G., & Lwin, M. (2014, June). *The impact of sensory input on moral judgment*. sensory conference Philadelphia, philadelphia, United States of America.
- Maille, V. & Morrin, M. (2013, October). *Exploring Boundary conditions for Motor Fluency Effects*. ACR (Association for Consumer Research) Conference, Chicago, Illinois.
- Nenkov, G., Morrin, M., Maille, V., & Lwin, M. (2012). *Sense and Sensibility: The Impact of Sensory Input on Moral Judgments*. North American Advances in Consumer Research, Vancouver, Canada.
- Maille, V., Fleck, N., & Raghubir, P. (2011). *Drôle de bouteille! Les effets de la congruence d'un packaging*. Annual Conference Marketing Trends in Europe, Paris, France.

- Maille, V., Fleck, N., & Raghurir, P. (2011). *What a strange bottle! Effects of perceived congruence of a package design*. AMS Academy of Marketing Science Conference, Reims, France.
- Garnier, M., Maille, V., & Poncin, I. (2010). *Perceived realism and virtuality: the impact of sensory experiences on a 3D commercial website*. EMAC - European Marketing Academy Conference, Copenhagen, Denmark.
- Hoffmann, J. & Maille, V. (2010). *Therapeutic compliance on behalf of a dependent third party: the roles of perceived risk, trust towards the physician and client patient attachment*. International Conference in Marketing, Lille, France.
- MAILLE, V. (2010). *Du parfum de Süskind au 'Marketing Sensoriel': l'influence des odeurs sur le consommateur*. ARA Conference, AFM, Paris, France.
- MAILLE, V. & Hoffmann, J. (2010). *Therapeutic compliance on behalf of a dependent third party: the roles of perceived risk, trust towards the physician and client-patient attachment*. International Conference in Marketing Health, Lille, France.
- Body, L. & Maille, V. (2010). *Marketing sensoriel: état des recherches et perspectives*. EBI (School of Industrial Biology), Paris, France.
- MAILLE, V. (2010). *Marketing Sensoriel : état des recherches et perspectives*. PRIDES Provence entreprises de l'art de vivre, Brignoles, France.
- Garnier, M., Maille, V., & Poncin, I. (2010, June). *Perceived Realism and Virtuality: The Impact of Sensory Experiences on a 3D Commercial Website*. EMAC - European Marketing Academy Conference, Copenhagen, Denmark.
- MAILLE, V. & Hoffmann, J. (2009). *Observance thérapeutique : le rôle du risque perçu et de la confiance envers le médecin*. AFM Annual Conference, London, United Kingdom.
- MAILLE, V. (2009). *Marketing sensoriel du point de vente*. ANVIE (Association nationale de valorisation interdisciplinaire de la recherche en sciences humaines et sociales auprès des entreprises), Paris, France.
- MAILLE, V. (2007). *L'intensité du goût et de la couleur de produits alimentaires : l'influence de l'incongruence perçue sur l'acceptabilité*. AFM Annual Conference, Aix le Bains, France.
- Camus, S. & Maille, V. (2006). *Annual Conference Marketing Trends in Europe*. ESCP Europe / Ca'Foscari University, Venice, Italy.
- MAILLE, V. (2006). *Ambient scents in government offices: Direct and indirect effects and moderating variables*. ACR (Association for Consumer Research) Conference, Monterrey, Mexico.
- MAILLE, V. (2005). *L'influence de parfums ambiants au sein du point de vente d'un service public : le rôle de variables médiatrices et modératrices*. AFM Annual Conference, Nancy, France.
- MAILLE, V. (2005). *Parfumer les points de vente d'un service public : suffit - il que ça sente bon ?* Annual Conference Marketing Trends in Europe, ESCP Europe / Ca'Foscari University, Paris, France.
- Boumendil, M. & Maille, V. (2005). *Table ronde sur l'influence du son en marketing*. Congrès 'les trophées de la communication', AFREP (Association des professionnels de la Communication de Nice et de la Côte d'Azur), Cannes, France.
- De Barnier, V., Maille, V., Gallopel, K., & Valette-Florence, P. (2004). *Impact des messages à caractère choquant sur la persuasion publicitaire : une étude interculturelle*. AFM Annual Conference, St Malo, France.
- De Barnier, V., Maille, V., Gallopel, K., & Valette-Florence, P. (2004). *A cross-cultural study of the persuasive effects of sexual and fear appealing messages: A comparison between France, Denmark, Thailand and Mexico*. ACR (Association for Consumer Research) Conference, Seoul, Japan.
- MAILLE, V. (2004). *The effect of olfactory stimuli on consumer behaviour : olfaction and the retailing environment*. Perceptnet (Centro de recursos sobre percepción y ciencias sensoriales), Barcelona, Spain.
- MAILLE, V. (2004). *L'influence des odeurs sur le consommateur : le profil d'implication comme variable modératrice*. Annual Conference Marketing Trends in Europe, ESCP Europe / Ca'Foscari University, Venice, Italy.
- MAILLE, V. (2004). *L'influence des stimuli olfactifs sur le consommateur, l'exemple de La Poste*. Eurosyn, N.C., Unknown.
- MAILLE, V. (2003). *La mesure de l'impact des odeurs de produits ou d'espaces commerciaux : quelle validité ?* Association Le Sensoriel – Annual Conference, Paris, France.

MAILLE, V. (2003). *Pratiques et recherches en marketing sensoriel : défis et perspectives*. sensory marketing conference AFM, Montpellier, France.

MAILLE, V. (2003). *Pratiques et recherche en Marketing Olfactif : défis et perspectives*. colloque « marketing sensoriel », Paris, France.

MAILLE, V. (2003). *Optimiser la sensorialité de son point de vente pour séduire le consommateur*. Conference « les enjeux commerciaux du marketing sensoriel, Negocia, Paris, France.

MAILLE, V. (2002). *L'incidence des stimuli olfactifs : le niveau optimal de stimulation et le comportement exploratoire comme variables modératrices*. Annual Conference Marketing Trends in Europe, ESCP Europe / Ca'Foscari University, Paris, France.

Dimanche, F. & Maille, V. (2002). *Tourisme et marketing sensoriel : vers un tourisme des 5 sens ?* Congrès annuel de la Fédération Nationale des Offices du Tourisme et Syndicats d'Initiative, Tours, France.

MAILLE, V. (2001). *L'incidence des stimuli olfactifs*. Sensory Marketing Conference, ICAD (Institut des Cadres Dirigeants) / revue Stratégies, Paris, France.

MAILLE, V. (2000). *La réponse du consommateur au produit parfumé : l'incidence de la congruence de l'odeur*. Annual Conference Marketing Trends in Europe, ESCP Europe / Ca'Foscari University, Venise, France.

Research Reports

2009: Maille, V. & Pinchaud, G., Facteurs de satisfaction., submitted to Monaco Telecom.

2008: MAILLE, V., Le marché du chewing gum, le point de vue des consommateurs., submitted to Mane.

2007: MAILLE, V., Packaging test., submitted to Pet Food Virbac.

2006: MAILLE, V., Understanding Non Compliance., submitted to Virbac.

2005: MAILLE, V., La légitimité de la vente au comptoir., submitted to Virbac.

Professional Service

Conference Workshop Congress Organization

2002: sensory marketing conference AFM, Sophia Antipolis, France (International). 1st sensory marketing conference. with academics and professionals.

Reviewer: Conference Paper

2012: ACR (Association for Consumer Research) Conference (International).

2007 – 2012: Ethienne Thil Conference (International).

2001 – 2012: Marketing Trends in Europe (International).

2010: EMAC - European Marketing Academy Conference, N.C, Unknown (International).

2001 – 2010: AFM Annual Conference (International).

2006 – 2008: ACR (Association for Consumer Research) Conference, N.C, Unknown (International).

Reviewer: Reviewer for a Journal

2009 – 2012: Recherche et Applications en Marketing (International).

2009 – 2011: Décisions Marketing (International).

Professional Memberships

SKEMA Research Center in Marketing, NC

ACR (Association for Consumer Research), N.C

AFM (Marketing French Association), N.C

APS (association for psychological science), 2012