

# Tatiana DAUXERT

Assistant Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: Paris

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## Research interests

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Hotel management (front office, reservations)

## Education

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| 2021 | Ph.D. en Sciences de Gestion, Université Paris 1 Panthéon-Sorbonne, France                          |
| 2006 | Master in Tourism and hospitality industry management, Université Paris 1 Panthéon-Sorbonne, France |
| 2023 | Certified Hospitality Educator, AHLEI, United States of America                                     |
| 2019 | Certification in Hospitality Industry Analytics, AHLEI, United States of America                    |

## Experience

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### Full-time academic positions

Since 2018 Assistant Professor, SKEMA Business School, France

### Other academic affiliations and appointments

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| Since 2023  | Programme Director MSc IMBD Paris, SKEMA Business School, France                                      |
| Since 2018  | Program Director - Master of Science Luxury Hospitality and Innovation, SKEMA Business School, France |
| 2016 - 2018 | ATER, École de Management de la Sorbonne (EMS), France  |

### Other professional experiences

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| 2012 - 2015 | Reservations manager, Hôtel Ibis Paris Porte de Bercy, France            |
| 2007 - 2012 | Front office manager, Hôtel Ibis Budget Paris Porte de Montreuil, France |

## Publications

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### Book chapters

DAUXERT, T., ZAMAN, M. and MICHAEL, N. (2020). Kid-Friendly Digital Communication for Hotels and Service Adaptation: Empirical Evidences from Family Hotels. In: Hugues Séraphin, Vanessa Gowreesunkar eds. *Children in Hospitality and Tourism - Marketing and Managing Experiences*. 1st ed. Oldenbourg: De Gruyter, pp. 123-136.

DAUXERT, T., BOLIDUM, S. and BOUBAKER, B. (2020). Artificial Intelligence and Robots in Hospitality: opportunities, challenges and future research agenda. In: *The Impact of Artificial Intelligence on Business and Society: The advent of the Smart Organization*. 1st ed. Springer.

DAUXERT, T. (2019). Online Consumer Reviews in the Hotel Sector: Why and How to Answer? In: Youcef Baghdadi, Antoine Harfouche eds. *ICT for a Better Life and a Better World*. 1st ed. Cham: Springer, pp. 313-322.

### **Conference proceedings**

DAUXERT, T., BOLIDUM, S. and BOUBAKER, B. (2019). Artificial Intelligence and Robots in Hospitality: opportunities, challenges and future research agenda.

### **Conference presentations**

DAUXERT, T., BOLIDUM, S. and BOUBAKER, B. (2019). Artificial Intelligence and Robots in Hospitality: opportunities, challenges and future research agenda. In: ICTO Conference (Information and Communication Technologies in Organizations and Society). Lille.

DAUXERT, T. (2018). Les avis en ligne, l'innovation dans les services et la co-cr ation de valeur : le cas du secteur h telier. In: Colloque Etienne Thil. Lille.

DAUXERT, T. (2018). The role of the online reviews in value co-creation in hospitality industry. In: TTRA (Travel and Tourism Research Association) Conference. Ljubljana.

DAUXERT, T. (2018). La communication via les m dias sociaux dans l'h tellerie. In: ICTO Conference (Information and Communication Technologies in Organizations and Society). Paris.

DAUXERT, T. (2017). Electronic word-of-mouth and organizational response in the hospitality sector. In: The Visitor Economy. Bournemouth.

DAUXERT, T. (2017). Gestion des avis en ligne par des h tels : les cas des h tels parisiens. In: AFM (Association Fran aise du Marketing) Conference. Tours.

DAUXERT, T. (2017). Communication sur la gestion des avis en ligne. In: Journ e de recherche ULB / PRISM Sorbonne. Paris.

DAUXERT, T. (2016). Gestion des avis en ligne par des h tels : les cas de la France et de la Bi lorussie. In: IBIMA (International Business Information Management) Conference. S ville.

## **Other research activities**

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### **Reviewer for:**

International Journal of Electronic Marketing and Retailing, International Journal of Tourism Policy, Journal of Internet Social Networking and Virtual Communities

### **Affiliations**

2018 - 2020	ICTO
2016 - 2020	ANDESE
2016 - 2020	FNEGE
2015 - 2020	AIDA-IREST
2015 - 2020	AFMAT