



Full name: LOUSSAIEF Leïla

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Department: Marketing and Commercial Relations

Tel: 01 40 53 99 99

Area of teaching: Marketing

Date of birth: 8 September 1971

Date of 1st appointment at ISC Paris: 2006

Nationality 1: French

Participating or supporting: Participating

Nationality 2: Tunisian

Qualification: SA

Education (degree type, discipline, institution, country, year awarded)

Doctorate – Marketing - Université Paris Dauphine - France - 2002

DEA – Strategy - Université Paris Dauphine - France - 1995

MSC – Marketing - Institut des Hautes Etudes Commerciales de Carthage - Tunisia - 1994

Certification and other professional training (name of certificate, year awarded)

Teaching experience at ISC Paris (class title + program* + year taught –please tick)

Class title	B*	PGE	MBA	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Marketing / Fondamentaux Marketing	X	X			X	X	X	X	X
Etudes de marché / Etudes qualitatives-quantitatives		X	X		X	X	X	X	X
Comportement du consommateur		X			X	X	X	X	X
Méthodologie du mémoire / de la thèse		X	X		X	X	X	X	X
Marketing et éthique / Marketing et consommation responsable		X	X				X	X	

*Programme ISC: B= Bachelor, PGE=Programme Grande Ecole, Ex. Ed = Executive education

Teaching experience other than ISC Paris (class title + institution + level taught*)

Class title and Institution	B*	M	D	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Fondamentaux Marketing - Université Paris Dauphine				X	X	X	X	X	X

*Level: B=Bachelor, M=Master, D=Doctorate, Ex. Ed = Executive Education

Professional and academic career (date beginning and end, job title, company, city, country)

2006-Present – Professor and Researcher at ISC Paris

2014-Present – Co-head of Market Research MSc with Cergy University at ISC Paris

2004-2006 – Senior Researcher in a Market Research Agency - Socioscan/Synovate - Paris – France

2001-2004 – Associate Professor – ESCM Tours-Poitiers - Tours - France

1999-2001 – Associate Professor (ATER) – Université Paris XII - Paris - France

Competitive research or professional awards received

Intellectual contributions over the past 5 years (order by type as indicated below with the author(s) name(s), year (or forthcoming), title, name of the journal/editor/conference etc., place...)

Peer reviewed journals

DIRIDOLLOU C., T. DELECOLLE, L. LOUSSAIEF, K. DELCHET-COCHET (Forthcoming), La légitimité des business models disruptifs : le cas Uber ?, *La Revue des Sciences de Gestion*.

BOURCIER-BEQUAERT B., C. DAMAY, T. DELECOLLE, L. LOUSSAIEF (2016), Collecte de produits usagés en magasins : quelle logistique entre consommateur et enseigne ?, *Logistique et Management*, vol. 24 (1).

BOURCIER-BEQUAERT B., C. DAMAY, T. DELECOLLE, L. LOUSSAIEF (2016), Collecte des produits usagés en points de vente : quand la responsabilité élargie du producteur transforme l'aménagement du point de vente, *RIMHE « Retour d'expérience »*, vol. 20.

CROMER, G., L. LOUSSAIEF, "La valorisation de la RSE (2014) - Voyageurs du Monde, Voyage vers un monde meilleur ?", *Revue des Cas en Gestion*, vol. 11.

LOUSSAIEF L., S. CACHO-ELIZONDO, I. PETTERSEN, A. TOBIASSEN (2014), Do CSR actions in retailing really matter for young consumers? A study in France and Norway, *Journal of Retailing and Consumer Services*, vol. 21, n° 1, pp. 9-17.

LOUSSAIEF L., BEQUAERT B. (2012), CAMIF, an SME Repositioning Its Line as Sustainable Development Products, *International Business Research*, vol. 5, n° 7, pp. 63-72.

LOUSSAIEF L., E. MOIGNO (2012), La perception de l'offre responsable par le consommateur français. Une étude exploratoire dans la grande distribution alimentaire, *Ethics and Economics/Ethique Economique*, vol. 9, n° 2, pp. 162-179.

DORNIER R., V. COTHIAS, L. LOUSSAIEF (2011), The application of collective ethics charters: the case of French adventure Tour-operators, *International Business Research*, vol. 4, n° 1, pp. 133-144.

CACHO-ELIZONDO S., L. LOUSSAIEF (2010), The influence of sustainable development on retail store image, *International Business Research*, vol. 3, n° 3, July 2010, pp. 100-110.

LOUSSAIEF L., Ethique et origine nationale perçue d'une marque (2010), *Management & Avenir*, vol. 3, n° 33, pp. 388-403.

Research monograph

Academic/professional meeting proceedings

REDON G. et L. LOUSSAIEF L. (2016), La communication des Grandes Ecoles françaises sur la question de la diversité - Quelle place et quel discours auprès des candidats potentiels ?, 12èmes Rencontres Internationales de la Diversité, 29&30 September, La Rochelle.

BOURCIER-BEQUAERT B., C. DAMAY, T. DELECOLLE et L. LOUSSAIEF (2016), Distribution inversée : Une étude de ses impacts sur le point de vente, Congrès Annuel de l'AFM, 18-20 May, Lyon.

BOURCIER-BEQUAERT B., C. DAMAY, T. DELECOLLE et L. LOUSSAIEF (2015), Collecte des produits usagés en points de vente : quand la responsabilité élargie du producteur transforme l'aménagement du point de vente, Colloque Normes et Transformations Organisationnelles, ISC, October, Paris.

CACHO-ELIZONDO S., L. LOUSSAIEF, I. PETTRERSEN, A. TOBIASSEN (2012), Young Consumers

Perceptions towards CSR actions in the Retail Sector: A Study in France and Norway, 15th Etienne Thil Conference, 28-30 November, Lille.

LOUSSAIEF L., E. MOIGNO (2011), Le consommateur et l'offre responsable - Une étude exploratoire dans la grande distribution alimentaire en France, *10th International Congress of Marketing Trends, ESCP Paris, 20-22 January, Paris.*

LOUSSAIEF L., I.-B. PETERSEN, R. INGVALDSEN, A.-E. TOBIASSEN, S. CACHO-ELIZONDO (2010), Young consumers' perceptions of retailers' sustainable development actions. Impact on store image and retailer brand relationships - A study in Norway and France, IFSAM, 8-10 July 2010, Paris.

COTHIAS V., R. DORNIER, L. LOUSSAIEF (2010), Les limites de la mise-en-oeuvre d'une charte éthique collective : le cas des voyageurs d'aventure français, *Atelier Développement Durable de l'AIMS, 20 May 2010, Paris.*

COTHIAS V., L. LOUSSAIEF, R. DORNIER (2010), The limits of the implementation of collective codes of ethics : an exploratory study of French adventure tour operators, *IFSAM, 8-10 July 2010, Paris.*

LOUSSAIEF L. (2010), La perception du développement durable en entreprise - Une analyse exploratoire auprès de responsables marketing français, *9th International Congress of Marketing Trends, 22-23 January, Venice.*

Textbooks

REBUFET, M., L. LOUSSAIEF, S.BACOUËL-JENTJENS (2014), Does the Country of Origin Matter for Cosmetics? The "Made in France" Argument". In : Advertising Confluence: Transitioning Marketing Communications into Social Movements., Palgrave Macmillan, 45-60.

LOUSSAIEF L. (2014), Innocent, Décliner un mix marketing responsable In : Thierry Delecolle (Ed), 15 études de cas, 55-66.

BEQUAERT B., L. LOUSSAIEF, R. KAMIN (2013), La marque CAMIF mise sur la consommation locale. In : Analyse de Marché, Véronique Boulocher & Sabine Ruaud, (Ed), Vuibert, 264- 269, 2013.

BEQUAERT Bénédicte, L. LOUSSAIEF (2012), Comment concilier RSE et marketing? Un décryptage à travers le discours de quatre responsables en entreprise. In : Regards croisés sur la RSE, Dupuich F. (Ed), L'Harmattan, 171-194.

Cases

BEQUAERT B., L. LOUSSAIEF, R. KAMIN (2013), *La CAMIF - Le repositionnement d'une marque sur le Développement Durable - CCMP (M1807).*

Other activities at ISC Paris (for the current academic year – tick those which apply)

Academic or professional consulting for students	X
Carry out research under the ISC Paris name or in collaboration with ISC Paris faculty	X
Attend teaching, research and department meetings	X
Contribute to curriculum revision (on the program committee or program revision committee)	
Assurance of Learning (AOL) committee	X
Participate in student recruitment (competitive exam orals, education fairs, open days...)	X
Active on professional project panels	
Active on thesis panels	X
Supervise and/or evaluate internship reports and/or thesis	X
Other (please specify) Helps students on market research projects	X
Other (please specify) Member of Curriculum Innovation Committee	X
Other (please specify) Member of thesis Committee	X

Languages in which you can teach (tick those which apply):

French	English	German	Spanish	Other (specify)
X	X			Arabic

Date of CV: November 21, 2016