5ème Journée doctorale franco-belge
En ligne via Teams, Mercredi 12 janvier 2021

Programme provisoire :

9h45 : mot d'accueil par Alain Decrop et Denis Guiot

10h00-10h45 : Anne Carminati (Dauphine PSL, DRM-Ermes)
The behavior of the Internet user towards online petitions: an integrative framework

10h45-11h30 : Claire Deventer (UNamur, NADI-CeRCLe, CCMS)
Perceived Personalization and Interactive Recommendation Systems

11h30-12h15 : Yousra Ourzik (Dauphine PSL, DRM-Ermes)
Effect of big data on customer knowledge development: focus on unstructured data (customer reviews)

12h15-13h30 : pause déjeuner

13h30-14h15 : Quentin Sellier (UCLouvain, Lourim, CCMS)
Evaluation of the Experience when Gesturally Interacting with an Information System

14h15-15h00 : Mayliss Grison (Dauphine PSL, DRM-Ermes)
Contextual heterogeneity's impact on decoupling likelihood: an exploration through the French agricultural field

15h00-15h45 : Louise Dumont (UCLouvain, Lourim, CCMS)
Does price reduction on suboptimal food increase food waste at home? Analysis of the subsequent perceived value.

15H45: Présentation des axes de recherche du NADI-CeRCLe (Wafa Hammedi) et de Dauphine DRM-Ermes (Denis Guiot)

16h30 : clôture

Abstracts :

Anne Carminati (Dauphine PSL, DRM-Ermes)
The behavior of the Internet user towards online petitions: an integrative framework
Abstract: Online petitions are one of the most popular e-democratic tools and their use is currently increasing. So far, the literature has focused on the factors influencing the number of signatures. Until now, the state of the art hasn't taken into account neither the entirety of behavioural responses, nor the cognitive and emotional responses. To the best of our knowledge, there is no proposal of an integrative model for behavioural responses towards online petitions. One of the aims of this thesis is to explore the web user's responses towards online petitions, and the factors influencing these responses. Another objective is to make an integrative model of web user responses towards online petitions. This model is to be tested through several experimentations. Prior to these experimentations, different exploratory studies are made to understand the web user's responses: two analyses of semi-structured interviews, one with internet users and the other with professionals; and an exploratory quantitative analysis of correlations between the petitions design elements and the number of signatures.

Claire Deventer (UNamur, NADI-CeRCLe, CCMS)
Perceived Personalization and Interactive Recommendation Systems
Abstract: Interactive recommendation systems (IRS) advice customers about what to buy based upon a personalized dialog. Despite the observed general impact of perceived IRS personalization on customer attitudes and behaviors, little is known about how personalization interacts with perceived benefits, costs and risks associated with IRS usage in driving satisfaction with the IRS. To answer this question, we develop and test a model with 913 customers of a well- known food supplements actor. Our results show that perceived personalization is not only the most important driver of IRS satisfaction but also acts as a lever for all perceived benefits and as a reducer for perceived risks and costs. This research deepens the understanding of the role of personalization on customer attitude towards IRS and offer managerial insights on how to successfully design IRS.

Yousra Ourzik (Dauphine PSL, DRM-Ermes)
Effect of big data on customer knowledge development: focus on unstructured data (customer reviews)
Abstract: Big Data Analytics is increasingly becoming a trending practice that many organizations are adopting with the purpose of constructing valuable information on their customers. The impact of big data on marketing is of a great interest for marketing practitioners and researchers alike. During the last twenty years, considerable progress has been made in understanding the opportunities of leveraging big data analytics for market knowledge, identifying key metrics (f.i. number of views, time spent on a web page) and analysing their performance. New data and processing methods have emerged in recent years, particularly regarding the treatment of customer reviews on digital platforms. The next challenge is to understand the contribution of unstructured data, and specifically customer reviews on customer knowledge development. The present research uses the resource-based theory, and the dynamic capacities view of the firm to examine the contribution of unstructured data to the construction of customer knowledge. The objective of the research is to understand to what extent and how this data allows to develop customer knowledge

Quentin Sellier (UCLouvain, Lourim, CCMS)
Evaluation of the Experience when Gesturally Interacting with an Information System

Abstract: Gestural interaction (Daugherty et al., 2015) technology appears as a promising way to provide individuals a global richer experience than with classical user interfaces (Vanderdonckt & Vatavu, 2018). This topic is particularly interesting as gestural interaction is considered intuitive and natural because it is based on the gestural communication that humans acquire naturally (Baudel & Beaudouin-Lafon, 1993). However, this subject is currently mainly through the scope of human-computer interaction, which only considers purely rational dimensions. By not taking into account experiential and affective aspects of the interaction, we have an incomplete and biased vision of the performance of such systems (Hassenzahl et al., 2010). In order to address the aforementioned challenge, the main objective of this multidisciplinary research project consists in the exploration, the definition, and the validation of a model in order to evaluate the overall quality of the experience, including emotional dimensions.

Mayliss Grison (Dauphine PSL, DRM-Ermes)
Contextual heterogeneity's impact on decoupling likelihood: an exploration through the French agricultural field.

Abstract: Decoupling practices are resistance practices to institutional pressures to adopt a new practice or implement a new policy. Researchers relate decoupling practices to "organizational hypocrisy" (Brunsson, 2002) as it frequently consists in "saying one thing while doing another." Following Bromley & Powell's (2012) recommendations, this thesis explores the role of the individual's and organization's environment on decoupling practices. Specifically, as scholars enhance the environment's complexification and heterogenization (Greenwood, Oliver, Lawrence, Meyer, 2017), this thesis aims: - (1) to analyze how this complexification impacts decoupling practices - (2) to provide a comprehensive framework of decoupling practices' environments. Considering the urgency of reforming public institutions like agriculture, policies' implementation, and organizations' resistance to change is a crucial research area for management scholars.

Louise Dumont (UCLouvain, Lourim, CCMS)
Does price reduction on suboptimal food increase food waste at home? Analysis of the subsequent perceived value.

Abstract: Offering a price reduction for close-to-expiration-date products (CED) is a common practice for retailers to reduce their waste. Yet, the consequences of the practice on consumers' food waste at home are unclear. This study investigates the relationship between a reduced price for CED products, their perceived value (i.e. hedonic, social, altruistic, economic, price and performance risk) and the impact on food waste at home. Challenging previous results on price-waste relationships, our experiment shows that the price reduction increases men's perceived social value of the CED product, while it does not impact women's perceptions of value. Additionally, perceptions of higher social and economic values decrease food waste, while a perception of higher performance risk increases it. With this research, we contribute to food waste literature and practice showing the process that explains why a price reduction on CED products is a relevant strategy to reduce global food waste.