



**6ème Journée doctorale franco-belge en marketing**  
**Judi 12 janvier 2023, Paris Dauphine-PSL, salle A 405**

**Programme provisoire :**

10h30 : Accueil café et mot d'accueil par Alain Decrop et Denis Guiot

11h-11h30 : Keynote presentation by Pr. Claudiu Dimofte (University of San Diego, USA)  
*Brand Conversations on Social Media Can Produce Consumer Jealousy and Envy*

11h30-12h15 : Saoussan Ben Douissa (Dauphine PSL, DRM-Ermes)  
*The era of smart services: Rethinking the customer journey in a multi-actor service ecosystem*

12h15-13h00 : Nathalie Dumont (Université de Namur, CeRCLe, CCMS)  
*Pull and Push Approaches in On-Demand Entertainment Media Choices*

13h00-14h00 : pause déjeuner (Espace 7)

14h00-15h15 : Bérly Le Pollès (Dauphine PSL, DRM-Ermes)  
*Thinking about the farmer-consumer relationship: exploring the mutual representation and different realities to renew the dialog*

15h15-16h : Manuel Da Silva, UCLouvain (Lourim, CCMS)  
*Sensory webdesign: Cross-modal correspondences to convey sensory perceptions*

16h-16h15 : Pause café (salle A 405)

16h15-17h00 : Guillaume Toussaint, Université Paris Dauphine-PSL (DRM, ERMES)  
*Marketing strategies on housing market and inequalities in access to housing in France*

17h00-17h45: Florence Nizette, Université de Namur (CeRCLe, CCMS)  
*Role of explainable AI on recommendation trust and adoption*

18h00 : clôture

## **Abstracts:**

**Saoussan Ben Douissa, Université Paris Dauphine-PSL (DRM, ERMES)**

### ***The era of smart services: Rethinking the customer journey in a multi-actor service ecosystem***

Abstract: Going through an innovation challenge in a growing connected world, service companies are seeking for cope with competitive rivalry by integrating technology into their services. In this perspective, this PhD project aims to understand how smart services have changed the customer experience. The main objective is to understand the service experience, and more precisely, how the customer journey is changing following the integration of artificial intelligence. Given the complex nature of the multi-actor service ecosystem and the technological aspect of smart services, a first exploratory approach is considered. A series of semi-directive interviews with different experts will allow us to understand the practices, tensions and challenges related to the optimization of the customer journey by artificial intelligence. Subsequently, an observation of customers throughout the customer journey followed by interviews, is planned. The results of the first two qualitative studies will be a basis for an experimentation to propose and test some scenarios of different customer journeys with different levels and types of artificial intelligence. The managerial implication of this study is to provide proposals on how to design efficient customer journeys by integrating smart technologies in a way to enhance the customer experience.

**Nathalie Dumont (Université de Namur, CeRCLe, CCMS)**

### ***Pull and Push Approaches in On-Demand Entertainment Media Choices***

Abstract: The emergence of the on-demand media industry has disrupted the way people consume, access, and make decisions about entertainment products. Consumers can now watch, read, or listen to almost anything they want, whenever they want. These expanded access options in terms of "when" and "what" have paved the way for individuals to approach on-demand media products on both a pull and push basis. Based on the desire-need paradigm, we conceptually distinguish these two approaches. We identify the pull approach as externally triggered by a desire for a particular content and the push approach as triggered by an internal need for an entertainment experience. We hypothesize that the two approaches do not lead to the same affective responses to content. We examine the effects of the pull and push approaches on excitement and the underlying mechanisms.

**Béryl Le Pollès (Dauphine PSL, DRM-Ermes)**

### ***Thinking about the farmer-consumer relationship: exploring the mutual representation and different realities to renew the dialog***

Abstract: Eating is a daily and intimate practice for consumers (Lahlou, 2018). This practice testifies paradoxically about our connection and dependence (via food) to farmers, while suggesting a disconnection, a misunderstanding at the very heart of this relationship. Different studies have been conducted on eating practices. Less frequently, studies have been carried out on farmers and their link with food consumption. Most of them aim to study farmers in the context of short food supply chains (Renting et al. 2003). Few research studies aim at understanding and acting on the relationship between farmers and consumers.

This project aims to explore the mutual social representations of those different actors involved as well as their realities, in order to better understand the disintegration of the

relationship between farmers and consumers. By investing the cracks of this disconnection, we hope to investigate ways of reconnection.

**Manuel Da Silva, UCLouvain (Lourim, CCMS)**

***Sensory webdesign: Cross-modal correspondences to convey sensory perceptions***

Abstract: Interfaces are ubiquitous and associated with rich content possibilities. However, due to their natural and technical limitations, we are restricted to the stimulation of visual and auditory modalities. Not being able to interact directly with the gustatory or olfactory modalities represents a limitation for online shopping of many product categories involving these perceptions (e.g., food and beverage, cosmetics). This study aims to help overcome this limitation by identifying key elements of interfaces that could be used to automatically convey specific taste or smell inferences in users' minds. In our experiment, we manipulated the visual complexity of the interface background and product packaging to study whether and how it could impact the perceived sensory complexity of the product (i.e., beer and perfume). We also investigated whether and how cognitive style, design sensitivity, and contrast effects between the packaging and the interface background may impact the results.

**Guillaume Toussaint, Université Paris Dauphine-PSL (DRM, ERMES)**

***Marketing strategies on housing market and inequalities in access to housing in France***

Abstract: This project is in line with the constant increase of effort rate in France (ratio between household income and housing-related expenses). Between 2001 and 2017, this effort rate increased by 7.1% for the 25% lowest income and increased by 3.2% for the 25% highest incomes. These inequalities are even more pronounced between owners and tenants. This project will wonder on access to property, especially on how space became luxury, creating “golden ghettos”. We will wonder in a second time on the implementation of rent control in France and on the relevance of this measure to fight against inequalities in access to housing. In a third time, we will question ourselves on investment strategies of owners during rent control period, given the departure of many landlords from the rental market.

**Florence Nizette, Université de Namur (CeRCLe, CCMS)**

***Role of explainable AI on recommendation trust and adoption***

Abstract: This project contributes to an emergent research topic and practice in service marketing, by analyzing explainability from a consumer perspective and investigating its mediating role in their adoption of the recommendations. Anchored in the emerging field of explainable artificial intelligence, this research contributes by examining the antecedents and consequences of explainability on consumer trust, but also by investigating the effect of different types of explanations and their timing. We hereby also contribute to clarify the ambiguous relationship between explainability and trust from past literature. Findings are relevant for managers to improve the explanations design they provide and for regulators to better establish regulations regarding XAI.