

Stéphane BOURLIATAUX-LAJOINIE

Research themes

Online consumer behavior
M-services usages (specially for tourism)
Overtourism
Privacy paradox
ICT firm adoption

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Professional career of Stéphane BOURLIATAUX-LAJOINIE



Stéphane Bourliataux-Lajoinie graduated from Poitiers University and defended his thesis in management at Paris Dauphine University in 2000. He joined Le Cnam in 2019 as an Assistant professor and is in charge of the Master program in E-business and Digital Marketing. He was previously a lecturer at IAE de Tours business school. He is a member of Lirsa and currently works on online consumer behaviour, mobile service usage in tourism, and he is also working on privacy paradox and ICT firm adoption. He is a reviewer for different French and international scientist journals and conferences. He is a regular visiting professor in different foreign laboratories and business schools.

Selection of important or recent publications

2019, Seraphin H., Bourliataux-Lajoinie S., Olver S., Zaman M., Dosquet F., "Destination Branding and Overtourism", *Journal of Hospitality and Tourism Management*, Vol. 38, March 2019.

2019, Seraphin H., Gowreesunkar G., Zaman M., Bourliataux-Lajoinie S., "Community Based Festivals as a Tool to Tackle Tourismphobia and Antitourism Movements ", *Journal of Hospitality and Tourism Management*.

2019, Bourliataux-Lajoinie S., Del Olmo J., Dosquet F., "The dark side of digital technology to overtourism: the case of Barcelona", *Worldwide Hospitality and Tourism Themes*, novembre issue.

2019, Dosquet F, Lorey L, Bourliataux-Lajoinie S, Hugues S, "Toward a framework to evaluate Pilgrims' expectations on The Way Of Saint James", *Advances in Tourism Marketing Conferences*, Namur.

2019, Bourliataux-Lajoinie S, del Olmo Arriaga J.L, Dosquet F, "How digital strategy increases over-tourism – The case of Barcelona", *Advances in Tourism Marketing Conferences*, Namur.

2017, Rivière A., Bourliataux-Lajoinie S., "Les effets des m-services touristiques sur la proposition de valeur d'une ville ", *Décision Marketing*, 85, Janvier-mars 2017.

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