

Stéphane Bourliataux-Lajoinie

Birth 01/23/1972

Ass-Professor Conservatoire

National des Arts et Métiers

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Resume: Researcher in digital marketing (online advertising, online behaviour, privacy paradox, mobile services acceptance, VR and digital usage for consumer experience). CNAM Paris University. Many research contributions (scientist journals, colloquium, and books) in digital marketing. Teaches in French and in English since 19 years. Head of master 2 degree Services and Digital Marketing in dual degree in three different countries. 15 years of international experience in joint programs. Vice academic dean of university business school, administrative positions (University rector team). Visiting professor and research fellowship in Brazil, India and Lebanon.

Studies

2016 French military school, "Economic security and Economic intelligence ", Institut des Hautes Etudes de la Défense Nationale (IHEDN), Ecole Militaire, Paris.

2012 French military school, 49^{ème} Session Nationale "Strategy and defence economy", Institut des Hautes Etudes de la Défense Nationale (IHEDN), Ecole Militaire, Paris. Specialisation in cyber security and cloud computing challenges for firms

2000 PhD in management, University Paris Dauphine - France

"Exploratory study of internet adverting efficiency, personalized Vs standard messages", defended on 19/01/ 2000, Research Advisor: Pr Michel Kalika,

Evaluators: Pr Benavent, IAE de Lille, Pr Helfer, IAE de Paris I Panthéon Sorbonne, Pr Lendrevie, HEC Jouy en Josas, Pr Perrien, UQAM – Canada -, Pr Desmet, Université Paris Dauphine, M Rimbod, ICT director du groupe CAMIF

1996 DEA (Diplôme d'Etudes Approfondies) Degree for Phd preparation - Poitiers university - France

1995 Master in Economy, Limoges university - France

1995 D.E.C.F. (*Diplôme d'Etudes Comptables et Financières*), Master in Accounting, Limoges university - France

1994 Bachelor in Economy, Limoges university - France

Professional activities

2019 Head of Master MIM (Master 1 and 2 in Management) E-commerce and Digital Marketing, CNAM Paris. Full english program.

September 2013-September 2017, Pedagogic and research Advisor at military school, Institut des Hautes Etudes de la Défense Nationale (IHEDN), Ecole Militaire, Paris. Supervision of works about digital usages for military challenges and defence economy.

2009-2014, vice dean of university business school, University of Tours – France.

2000-2019 Head of Master program in Digital Services Marketing University of Tours – France. University of Rio de Janeiro – Brazil, University Saint Joseph – Lebanon and IMI-Kolkata - India

Research

Member of Lirsa CNAM Laboratory.

Member of French scientist communities in digital marketing and ICT (AFM, AIM). Regular reviewer for French and international scientist journals (Asia Pacific Journal of Marketing and Logistics, Global Business Review, Journal of Services Marketing ...)

Three Visiting Professors and two laboratory invitations for specific researches in Digital marketing.

Participation to regional / national research project, financed by French research ministry (APR/ANR) in digital marketing, digital behaviour, digital tourism.

Regular advisor for final thesis in Research Master Program in French or in English.
One participation to PhD final jury.

Publications

Note : FNEGE, HCERES, CNRS are French official ranking system

- [Art. 1]. 1998, Bourliataux-Lajoinie S., "Application du marketing direct sur Internet : le cas controversé des cookies et du spamming", *Décision Marketing*, n°14, p 73-79
Classement FNEGE – rang 3. CNRS rang 3, HCERES rang B.
- [Art. 2]. 2000, Bourliataux-Lajoinie S., "La publicité sur internet dans les pays du moyen orient", *Proche-Orient - Etudes en management*, FGM, Beyrouth, Liban.
- [Art. 3]. 2000, Bourliataux-Lajoinie S., "Marketing et internet: le cas de l'"e-publicité """, *Revue Française de Gestion*, n° 129- *Classement FNEGE – rang 4, CNRS rang 4, HCERES rang C.*
- [Art. 4]. 2001, Kalika M., Bourliataux-Lajoinie S., "L'analyse des comportements de navigation sur un site marchand", *Décision Marketing* N°22 - *Classement FNEGE – rang 3. CNRS rang 3, HCERES rang B).*
- [Art. 5]. 2007, Bourliataux-Lajoinie S., "Le Web, le consommateur et la publicité", *Economie et Management*, n°124.

- [Art. 6]. 2009, Harfouche A., Bourliataux-Lajoinie S., "Fracture numérique inter-Arabe : Raisons et Proposition d'une modélisation", *Journal of IBIMA*, Volume 9, number 11, pp. 79-86, SJR index 0,102.
- [Art. 7]. 2011, Bourliataux-Lajoinie S., Brillet F., Hulin A, Leroy J. "E-generation behavior, what's new ?", *Journal of Human Ressources Management Research*. Classement SJR index 0,102.
- [Art. 8]. 2013, Rivière A., Bourliataux-Lajoinie S., "L'enjeu des m-services en marketing touristique territorial: proposition d'un cadre d'analyse", *Revue Recherches en Sciences de Gestion-Management Sciences-Ciencias de Gestión*, Mars 2013 –*Classement FNEGE – rang 3*, HCERES C.
- [Art. 9]. 2013, Santos de Almeida R., Alberto Calazans Nogueira L., Bourliataux-Lajoinie S., "Analysis of the user satisfaction level in a public physiotherapy service", *Brazilian Journal of Physical Therapy*, Vol.1, March 2013. Classement SJR index 0,802- SJR Best Quartile 1.
- [Art. 10]. 2015, Santos de Almeida R., Martins M., Bourliataux-Lajoinie S., "Satisfaction measurement instruments for healthcare service users: a systematic review. " *Cadernos de saúde pública* 01/2015; 31(1), p11-25. (Impact Factor: 0.45).
- [Art. 11]. 2016, Bourliataux-Lajoinie S., "Cloud computing: an opportunity for new actors coming from BRIC countries", *IMI-Konnect* Volume 5(1).
- [Art. 12]. 2017, Bourliataux-Lajoinie S., "Use of Online Enriched Courses: The Satisfaction and Perceived Value of Users from Emerging Countries", *International Journal of Innovation and Research in Educational Sciences*, Vol 4.6 – 2017.
- [Art. 13]. 2017, Bourliataux-Lajoinie S., Maubisson L., "Online review ratings and the impact on the number of visits to a tourist and cultural attraction: the case of the Loire Valley and TripAdvisor", *Journal of Internet Social Networking and Virtual Communities*.
- [Art. 14]. 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. *Classement FNEGE – rang 3. CNRS rang 3, HCERES rang B*).
- [Art. 15]. 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, (ABS rang 2, SJR index 0,949- SJR Best Quartile 1).
- [Art. 16]. 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*, Accepté à paraître. (ABS rang 2, SJR index 0,949- SJR Best Quartile 1).

[Art. 17]. 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*, 2019 novembre issue (ABS rang 2, SJR index 0,29 - SJR Best Quartile 3).

Conferences

34% are in English and 70% are international

[Coll. 1]. 1997 Bourliataux-Lajoinie S., "New communication technology, an opportunity for advertisers" Conference On Telecommunications and Information Markets -COTIM 97- organisé par l'Université de Rhodes Island, Bruxelles.

[Coll. 2]. 1998 Bourliataux-Lajoinie S., Gauthier M-F., "Grande distribution et Internet : une nouvelle technique de vente", Colloque Etienne Thill, La Rochelle.

[Coll. 3]. 1999 Gauzente C., Bourliataux-Lajoinie S., "Design of net surveys, the role of total length and colour of the questionnaire", EMAC 1999, Berlin.

[Coll. 4]. 1999, Bourliataux-Lajoinie S., "Advertising effectiveness of Internet: an exploratory study", EMAC 1999, Berlin.

[Coll. 5]. 2006 Zollinger M., Bourliataux-Lajoinie S., "La diffusion des connaissances en marketing : une analyse comparative de l'influence bibliographique des revues majeures.", 18ièmes journées des IAE, Montpellier.

[Coll. 6]. 2008 Zollinger M., Bourliataux-Lajoinie S., "La convergence internationale de la diversité des références bibliographiques en marketing : étude de deux revues académiques européennes", Marketing Trends Congress, ESCP-EAP, Venise.

[Coll. 7]. 2009 Harfouche A., Bourliataux-Lajoinie S., " Proposition d'une modélisation de la fracture numérique dans les pays du monde Arabe", International Business Information Management Conference 11th IBIMA, Le Caire.

[Coll. 8]. 2009 Messaoudi S., Bourliataux-Lajoinie S., "Le "brand networking" analyse d'une nouvelle tendance ", 13th IBIMA, Marrakech.

[Coll. 9]. 2010 Bourliataux-Lajoinie S., Leroy J., Brillet F., Hulin A., "La "e-génération" en questions", 15th IBIMA, Le Caire.

- [Coll. 10]. 2010 Harfouche A., Bourliataux-Lajoinie S., "Salient beliefs that influence the acceptance or rejection of public e-services in Lebanon ", 15^{ième} Conférence AIM, La Rochelle.
- [Coll. 11]. 2011 Bourliataux-Lajoinie S., Leroy J., Brillet F., Hulin A., "L'utilisation des nouvelles technologies de l'information et de la communication pour renforcer la coopération entre l'état et les entreprises ", Colloque international de Management Public, Institut Stolypin de la région de basse Volga, Saratov.
- [Coll. 12]. 2011, Pouloudi N., Harfouche A., Bourliataux-Lajoinie S., "Tracing 'unconventional variables' in e-government services take up: the role of religion ", ETHICOMP 2011, The Social Impact of Social Computing, Sheffield Hallam University, UK.
- [Coll. 13]. 2012 Rivière A., Bourliataux-Lajoinie S, "Le m-tourisme : une opportunité pour les destinations touristiques ? Le cas des villes. " International Marketing Trends Congress, ESCP-EAP, Venise.
- [Coll. 14]. 2013, Lopes-Cardoso J., Trinquecoste J-F., Bourliataux-Lajoinie S, "Consumer Perception on Wine's Label and Degree of Design Typicality. Are there Visual Neuro-Cognitive Differences on what Consumers Look on Wine Labels?", Vineyard Data Quantification Society, 20th Congress, Talca, Chili.
- [Coll. 15]. 2013, Rivière A., Bourliataux-Lajoinie S, "Comment apprécier l'impact des m-services sur l'attractivité touristique", Colloque de l'Association Française du Marketing, La Rochelle.
- [Coll. 16]. 2014, Rivière A., Bourliataux-Lajoinie S, "The role of tourist m-services in city value creation ", Emerging markets, evolving perspectives, IMI-Kolkata, September 16, 17, 2014, Kolkata, Inde.
- [Coll. 17]. 2014, Rivière A., Bourliataux-Lajoinie S, "Vers un état de l'art en recherche sur les m-services " International Marketing Trends Congress, ESCP-EAP, Venise.
- [Coll. 18]. 2015, Rivière A., Bourliataux-Lajoinie S., "Proposition d'une définition unifiée des M-services", Colloque AIM 2015, Rabat.
- [Coll. 19]. 2016, Bourliataux-Lajoinie S., Aoun G., Josep Del Olmo J., "Congruence in advertising, how can communication deal with cultural diversity? The case of HSBC campaign ", Colloque Internationalisation des Services, une vision euro-méditerranéenne, Beyrouth mai 2016.
- [Coll. 20]. 2016, Bourliataux-Lajoinie S., Maubisson L., "Mesure de satisfaction d'une manifestation sportive par l'analyse tétraclasse, le cas du running ", International Marketing Trends Congress, ESCP-EAP, Venise.
- [Coll. 21]. 2016, Bourliataux-Lajoinie S., Maubisson L., Doueiry-Verne C., "Musique en ligne et téléchargement, une analyse des comportements par la valeur perçue ",

Colloque Internationalisation des Services, une vision euro-méditerranéenne, Beyrouth mai 2016.

- [Coll. 22]. 2016, Bourliataux-Lajoinie S., Tang-Tayé J-P., Di Benedetto E., "Mesure du paradoxe "Privacy/Personalization " dans l'usage des smartphones ", Colloque de l'Association Française du Marketing, Lyon.
- [Coll. 23]. 2016, Bourliataux-Lajoinie S., Tang-Tayé J-P., Di Benedetto E., "Proposition d'une échelle de mesure de la privacy ", International Marketing Trends Congress, ESCP-EAP, Venise.
- [Coll. 24]. 2016, Padovani F., Tychkova T., Banerjee, M., "E-commerce dans les B.R.I.C. un premier état des lieux des comportements et des recherches." Information and Communication Technologies in Organizations and Society, Paris.
- [Coll. 25]. 2017, Bourliataux-Lajoinie S., Maubisson L., "Analyse de la Corrélation entre la Présence sur les Réseaux Sociaux sur le Nombre d'Entrée des Sites Touristiques, le Cas de la "Loire Valley " et de Tripadvisor ", 29eme Colloque IBIMA, Vienne, Autriche.
- [Coll. 26]. 2018, Dosquet F., Lorey T., Errami Y., Bourliataux-Lajoinie S, "Les chemins de Saint Jacques, une même double labellisation mais deux modes de gestion d'un même patrimoine ancestral : Comparaison entre le management versant français et versant espagnol ", Journée du Management du Tourisme Patrimonial, Domaine National de Chambord, 15 juin 2018.
- [Coll. 27]. 2018, Bourliataux-Lajoinie S., David M., "Analyse de la stratégie de légitimation d'un Cloud Souverain par l'Etat – le cas français ", Colloque de l'Association Internationale de Management, Montréal.
- [Coll. 28]. 2018, Doueiry-Verne C, Verne J-F, Bourliataux-Lajoinie S., "Ethics in Marketing Practices in different Countries: The Case of Data Privacy in using Digital Marketing ", Annual Macromarketing conference, Leipzig, Germany, Juillet 2018.
- [Coll. 29]. 2019, Bourliataux-Lajoinie S., Maubisson L., David M., Ladhari R., "Comparative approach to the effectiveness of an immersive video advertising message Vs traditional video in the choice of a touristic site", International Marketing Trends Congress - ESCP, Venice.
- [Coll. 30]. 2019, Maubisson L, Bourliataux-Lajoinie S., David M., "Examination of the predictive capacity of the Netqu@l model according to the experiences on website and the Domaine National de Chambord." International Marketing Trends Congress - ESCP, Venice.
- [Coll. 31]. 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.
- [Coll. 32]. 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.

Books and chapters

[Ouv. 1]. 1999, auteur d'un chapitre dans l'ouvrage "La publicité sur Internet", coordonné par F.X. Hussherr pour l'I.A.B. (Internet Advertising Bureau), Ed. Dunod.

[Ouv. 2]. 2006, auteur d'un chapitre dans l'ouvrage "Recherches en Management et Organisations ", coordonné par le Pr Kalika et le Pr Romelaer, Ed Economica, 650p.

[Ouv. 3]. 2008, "DCG 8 - Systèmes d'information de gestion", Stéphane Bourliataux-Lajoinie, Cyril Gallitre, Yves Roy, Ed Dunod, collection expert-sup 448p.

[Ouv. 4]. 2011, "E-marketing et E-commerce ", Dunod, Coordinateur de l'ouvrage avec Thomas Stenger,

- i. Auteur du chapitre la "Publicité sur Internet " ;

[Ouv. 5]. 2012, "Marketing et Communication Politique ", auteur d'un chapitre sur l'utilisation des TIC dans la communication territoriale. Ed EMS, ouvrage coordonné par F. Dosquet.

[Ouv. 6]. 2014, "E-marketing et E-commerce, Concepts, outils, pratiques Seconde édition "Dunod, Coordinateur de l'ouvrage avec Thomas Stenger,

- i. Co auteur du chapitre "E-marketing international "
- ii. Co-auteur du chapitre "Géolocalisation et tracking des internautes ".
- iii. Co-auteur du chapitre "Référencement sur Internet " ;

Ouvrage labellisé FNEGE 2015

[Ouv. 7]. 2016, auteur d'un encart "Avis d'expert " dans l'ouvrage "M-Marketing ", Ed Dunod, coordonnée par F.Dosquet.

[Ouv. 8]. 2017, chapter, "The Evolution of e-Commerce in BRIC Countries: Between Economic Opportunities and Evolving Expectations." with Fernando Padovani, Tatiana Tychkova et Mohua Banerjee, in "The social relevance of the Organisation of Information Systems and ICT", Ed Springer, ouvrage coordonné par Harfouche A. et Cavallari M.

[Ouv. 9]. 2020, chapter "A paradox of the UNESCO "World Heritage" label? The case of the Way of St James of Compostela in France, with Dosquet F, Lorey L, Bourliataux-Lajoinie S, del Olmo Arriaga J.L, in "Overtourism researches" (provisional title), Palgrave Eds.

Courses (French or English)

50 % of courses are in English. Courses from Bachelor to Master 2.

- Fundamental marketing
- Marketing Strategy
- Online consumer behaviour
- Consumer behaviour
- Communication
- E-business
- Digital communication
- Tracking online data for marketing usages
- Tourism marketing (with important emphasis on digital usages)

- ICT security and strategic practices

- Methodology for professional thesis in master program

E-learning courses (on Moodle platform)

- Online consumer behavior
- Digital communication
- Tracking online data for marketing usages