

## Stéphane BOURLIATAUX-LAJOINIE

### Research themes

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

### 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.

✚ [CV Stéphane Bourliataux-Lajoinie](#)

### Publications et travaux scientifiques

[Données extraites du portail HAL](#)

### Coordonnées

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