



Alice ZOGHAIB

Department : Marketing - Professor in Marketing
Faculty Position : Assistant Professor

Alice ZOGHAIB is a professor at the ISG International Business School. She holds a Ph.D. in Management Sciences and specialized in the field of Marketing.

- Her current professional activity is Assistant Professor and founder of an Institute of sensory marketing studies
- Her areas of publication are sensory marketing and brand communication
- Her teaching specializations concern marketing studies and consumer behavior.

Teaching Areas

Course 1: Marketing Studies & Marketing Strategy (in English)

Course 2: Operational Marketing (in English)

Course 3: International Marketing (in English)

Research Interests

Interest 1: Advertising music

Interest 2: Brand communication

Interest 3: Sensory marketing

Education

2012

PhD in Management (marketing), Université Paris Dauphine, France, " The influence of music on brand cognitive and attitudinal responses: the role of music symbolism", jury honors, prizes for the best marketing thesis (EAISM / EDAMBA, SPHINX)

2006

Research Master's in Musicology, Université Paris 8

"Audience behavior in pop music festivals: the European rock generation"

2004

Double diploma EDHEC Business School (Lille) and Master's at ASTON Business School (Birmingham, England), specialization in Marketing and International Business

Teaching Experiences

2011 – Present

Professor of Marketing at ISG

2011

Lecturer in Marketing at Université Paris Dauphine and IAE d'Amiens

2008-2011

Professor of Marketing and lecture coordinator at IES Study Abroad

Other Professional Experiences

2011 – Present

Co-founder, director of research and studies in an institute of research and studies based on the PhD thesis, Sound Value, France.

2006-2007

Market researcher, RTL Group, France.

2004-2006

Consultant in organization, Accenture, France.

Publications

Articles

Zoghaib A. (2017) « The contribution of a brand spokesperson's voice to consumer-based brand equity », Journal of Product & Brand Management, Vol. 26 Issue: 5, pp.492-502.

Ardelet-Massieu C., Briand-Décré G., Zoghaib A. (2010), Need for stimulation? The role of symbolic associations in evaluating an environment, working paper 2010-04 of Dauphine Recherches en Management.

Evaluation in process

Briand-Décré G., Cloonan C., Zoghaib A., « It sounds good! The impact of packaging sound on perceived thickness and on product evaluation », submitted to Journal of Product and Brand Management.

Conference Presentations

Zoghaib A., « Stop this music! What are the antecedents and impacts of irritation towards advertising music, and how to prevent it », accepted to **the 45th congress of the European Marketing Academy (EMAC)**, Oslo, Norway, May 2016.

Zoghaib A., Briand-Décré G., Cloonan C., « It sounds good! The impact of packaging sound on perceived thickness and on product evaluation », accepted to **the 42nd congress of the European Marketing Academy (EMAC)**, Istanbul, Turkey, May 2013.

Zoghaib A., Changeur S., « Brand music, brand concept and brand associations: an approach by music symbolism », proceedings of the **27th congress of the Association Française de Marketing**, Brussels, May 2011.

Zoghaib A., « Brand music's symbolism and consistency within brand family: impacts on brand associations and brand extension evaluation », proceedings of the **10th doctoral colloquium of the Association Française de Marketing**, Angers, France May 2010.

Ardelet-Massieu C., Briand-Décré G., Zoghaib A., « Need for stimulation? The role of symbolic associations in evaluating an environment », Proceedings of the **26th congress of the Association Française de Marketing**, Le Mans, May 2010.

Zoghaib A., Goudey A., « Sonic branding: what if communication agencies were wrong? », proceedings of the **25th congress of the Association Française de Marketing**, London, May 2010.

Zoghaib A., « The semantic power of sonic branding », proceedings of the **22nd doctoral colloquium of the European Marketing Academy**, Nantes, France, May 2009.

Reviewing activity

Reviewer for the best thesis price "SPHINX", 2015.

Professional Associations

Member of AFM

Academic Awards

EAISM / EDAMBA, SPHINX