



Alice ZOGHAIB

Department of Entrepreneurship, Innovation, and New Consumption
Faculty position: Associate Professor of Marketing

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Alice ZOGHAIB is Associate Professor at ISG INTERNATIONAL BUSINESS SCHOOL. She holds a Ph.D. in Management Sciences and is specialized in the field of Marketing. Her current professional activity is teaching and research: her areas of publication are Sensory Marketing, Brand Communication, and Innovation. Her teaching specializations are Marketing studies, Marketing Strategy, Marketing Mix, Consumer Behavior, and International Marketing.

Teaching Areas

Course 1: Marketing studies
Course 2: Marketing fundamentals
Course 3: International Marketing
Course 4: Consumer Behavior

Research Interests

Interest 1: Sensory Marketing (sound)
Interest 2: Brand communication
Interest 3: Innovation

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".
Supervisor: Sophie CHANGEUR, Professor at Picardie University.

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 Experience

2011-present

Professor of Marketing at ISG INTERNATIONAL BUSINESS SCHOOL. Courses taught: Marketing Studies, Marketing Fundamentals, International Marketing, Consumer Behavior.

2011

Teaching at Picardy University. Courses taught: Marketing Fundamentals.

2008-2011

Teaching at IES Study Abroad. Courses taught: International Marketing.

Other Professional Experience

2011-2015- 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 studies on music, RTL Group, France.

2004-2006- Consultant in organization, Accenture, France.

Publications

Articles in refereed journals

Zoghaib, A. (2019) « Persuasion of voices: The effects of a speaker's voice characteristics and gender on consumers' responses », *Recherche et Applications En Marketing* (English Edition), Vol. 34, No. 3, pp. 83–110.

Zoghaib, A. (2019) « Typology of advertising music components and consumers' responses to the brand », *Recherche et Applications En Marketing* (English Edition), Vol. 34, No. 3, pp. 47–82.

Zoghaib, A. (2017) « The contribution of a brand spokesperson's voice to consumer-based brand equity », *Journal of Product & Brand Management*, Vol. 26, No. 5, 492-502.

Conference Presentations

Zoghaib, A. (2018) « The Influence of Political Candidates' Voice on Public Attitudes and Behavior », *45th congress of the European Marketing Academy*, Glasgow (UK), May.

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

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

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

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

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

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

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

Professional Articles

Zoghaib, A. (2012) « Les partitions gagnantes de Carte Noire et Ushuaïa », **strategies.fr**, available at: <http://www.strategies.fr/etudes-tendances/tendances/183673W/les-partitions-gagnantes-de-carte-noire-et-ushuaia.html>

Zoghaib, A. (2012) « Olivier Covo et Alice Zoghaib (Sound Value): l'efficacité au cœur de la création musicale et sonore », interview, **e-marketing.fr**, available at: <https://www.e-marketing.fr/Thematique/etudes-1092/Breves/Olivier-Covo-Alice-Zoghaib-Sound-Value-efficacite-coeur-creation-musicale-sonore-195081.htm>

Zoghaib, A. (2012) « L'efficacité sonore des marques », **strategies.fr**, available at: <http://www.strategies.fr/actualites/marques/198552W/l-efficacite-sonore-des-marques.html>

Zoghaib, A. (2012) « Les musiques des campagnes OR EFFIE France 2012 passées au crible par les Français et l'institut Sound Value : l'or et l'oreille sont liés ! », **effie.fr**, available at: http://www.effie.fr/doc/2012/Communique_Effie_Sound_Value.pdf

Zoghaib, A. (2012) « Sound Value étudie l'efficacité sonore », interview, **radiopub.fr**, available at: <http://www.radiopub.fr/blog/2012/12/8749/>

Zoghaib, A. (2012) « Baromètre de l'efficacité sonore des marques », *strategies.fr*, Décembre 2012, available at: <http://www.strategies.fr/actualites/marques/201407W/barometre-de-l-efficacite-sonore-des-marques.html>

Zoghaib, A. (2013) « Baromètre Sound Value/emarketing.fr : Mc Do, un jingle retentissant », *e-marketing.fr*, available at: <https://www.e-marketing.fr/Thematique/media-1093/Breves/Barometre-Sound-Value-emarketing-jingle-retentissant-184952.htm>

Zoghaib, A. (2013) « Emotion : un enjeu publicitaire », interview, *snptv.org*, available at: <https://www.snptv.org/wp-content/uploads/2013/01/actualites-1291-779.pdf>

Zoghaib, A. (2013) « Baromètre de l'efficacité sonore des marques », *strategies.fr*, Janvier 2013, available at: <http://www.strategies.fr/actualites/marques/202950W/barometre-de-l-efficacite-sonore-des-marques.html>

Zoghaib, A. (2013) « Baromètre de l'efficacité sonore des marques », *strategies.fr*, Février 2013, available at: <http://www.strategies.fr/actualites/marques/207079W/barometre-de-l-efficacite-sonore-des-marques.html>

Zoghaib, A. (2013) « Sound Value milite pour un accord parfait », *influenzia.net*, available at: <http://www.influenzia.net/fr/actualites/in,tendances,sound-value-milite-pour-accord-parfait,3369.html>

Zoghaib, A. (2013) « Baromètre de l'efficacité sonore des marques », *strategies.fr*, Avril 2013, available at: <http://www.strategies.fr/actualites/marques/210096W/barometre-de-l-efficacite-sonore-des-marques.html>

Zoghaib, A. (2013) « Baromètre de l'efficacité sonore des marques », *strategies.fr*, Mai 2013, *strategies.fr*, available at: <http://www.strategies.fr/actualites/marques/212759W/bien-attribue-trop-entendu-.html>

Zoghaib, A. (2013) « Baromètre de l'efficacité sonore des marques », *strategies.fr*, Juillet 2013, available at: <http://www.strategies.fr/actualites/marques/216260W/barometre-de-l-efficacite-sonore-des-marques.html>

Zoghaib, A. (2013) « Musique : la pub tourne en boucle », *whatisluxe.com*, available at: <https://whatisluxe.com/2013/11/musique-la-pub-tourne-en-boucle.html>

Articles in non-refereed journals

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

Professional Associations

- AFM (Association Française de Marketing)

Reviewing Activity

- Thesis price "SPHINX", 2015
- Journal of Brand Management

Scientific Awards

2012- EAISM / EDAMBA, SPHINX.