



## Christine PRINCE



Department of Marketing  
Professor in Marketing

**Faculty position:**  
Assistant Professor

ISG International Business School  
147 avenue Victor Hugo  
75116 Paris  
Tél: + 33 1 56 26 10 10  
[christine.prince@isg.fr](mailto:christine.prince@isg.fr)

**Christine Prince** is an assistant professor of Marketing at the ISG International Business School (Paris) since 2012. She holds a Ph.D. in Management Science from the University of Paris-Sud 11 and is specialized in the field of Marketing.

- She is currently working as assistant professor in the department of marketing.
- Her primary research interests involve online consumer behavior, self disclosure & online privacy, E-commerce and web site performance.

- Her current teaching activities concern mainly brand management, quantitative methods for decision making and international marketing

## Teaching Areas

---

Course1: Quantitative- based Methods and Statistics for Decision Making

Course2: Brand Management

Course3: Global Marketing Management

## Research Interests

---

Interest1: Online consumer behavior

Interest2: Web site performance

Interest3: Consumer satisfaction and loyalty intentions

Interest 4: Online privacy and self disclosure

Interest 5: Hedonic pricing in the ICT industry

## Education

---

**2012**

PhD in Management science, Univeristy of Paris-Sud 11, France, "**Determinants of online leisure traveler's loyalty intentions: The role of consumer's perceptions and satisfaction applied to the B to C travel web sites**".

## Teaching Experiences

---

**2013-2014:** Lecturer of quantitative data analysis at the University of Paris Sud

**2010 – 2012:** Full time lecturer and research assistant of marketing (ATER), University of Paris-Est Marne La Vallée

**2009 – 2010:** Lecturer at:

- TELECOM Business School- Institut de Mines Télécom
- Léonard de Vinci Business School
- Institut Universitaire de Technologie (IUT), Sceaux
- University of Paris Sud 11

## Other Professional Experiences

---

Visiting Professor, Global Marketing Management, University of Seoul, Seoul International Summer School, South Korea

Researcher: Data analysis using Sphinx software, survey: Energy & information and communication technology (ICT) usage, University of Paris Sud 11, France.

Market consultant: Exploratory research of green technology- based firm's potentiality in the eco-innovation industry in île -de -France region, Pôle Paris Développement, France.

Quantitative market studies assistant: Data analysis, periodic reporting, following brand health evolution and brand health studies, ads pre-testing & post-testing -client service department, Millward Brown –Kantar group, WPP for consulting and marketing research for brand solutions and communication, France.

## Publications

---

### *Articles-Conference proceedings*

"Determinants of online shoppers' web site choice and perceptions: Empirical analysis of key dimensions of B to C travels websites". Proceedings of IADIS E-Commerce Conference held in Lisbon, Portugal, July 2012.

"Analysis of online leisure consumers' perceptions and choice: An empirical study of key dimension of consumer-based travel websites". Proceedings of ICOT Conference held in Crete, Greece, May 2012.

"Consumer loyalty towards online service provider: Theoretical model of relational determinants towards online travel web site". Proceedings of e-commerce IADIS Multi conference on computer science and information system held in Amsterdam, The Netherlands, July 2008.

### *Conference Presentations*

"Loyalty intentions towards travel website: The role of online leisure travelers' perceptions and satisfaction", LCBR European Marketing conference, Munich(Germany), 7-8 august 2014

"Loyalty intentions towards online travel agencies websites: The role of online leisure travelers' perceptions and satisfaction", International Conference on Tourism ICOT, Dalian, (China), 25-28 June 2014

"Examining e-leisure traveler's loyalty intentions: The role of perceptions and satisfaction applied to the B to C travel websites". International Conference on Tourism ICOT, Limassol (Cyprus), 5-8 June 2013

"Determinants of online shoppers' web site choice and perceptions: Empirical analysis of key dimensions of B to C travels websites". IADIS E-Commerce Conference, Lisbon Portugal, 21-23 July 2012.

"Analysis of online leisure consumers' perceptions and choice: An empirical study of key dimension of consumer-based travel websites". International Conference on Tourism ICOT, Crete (Greece), 23-27 May 2012.

"Online consumer loyalty: Theoretical framework of relational determinants towards travel Websites", INFORMS Marketing Science, Cologne (Germany), 17-19 June 2010.

"Consumer loyalty towards online service provider: Theoretical model of relational determinants towards online travel web site". E-commerce IADIS Multi Conference on Computer Science and Information System, Amsterdam, Netherlands, 27-29 July 2008.

"La fidélité du consommateur au site web". International Conference: Online services: Networks, contents and usages, Paris (France), 12-14 December 2007.

## Reviewing activity

---

-Member of scientific committee of International Conference on Tourism, London (ICOT2015), Naples (ICOT2016)

-Member of scientific committee of LCBR European Marketing Conference, Lisbon, 2016

-Reviewer of global edition -Global Marketing Management, 9th edition, Warren J. Keegan, Prentice Hall, Pearson

-Reviewer of global edition -Global Marketing Management, 8th edition, Warren J. Keegan, Prentice Hall, Pearson

