



Alice AUDREZET

Department of entrepreneurship, innovation and new consumptions
Faculty position: Associate Professor of Marketing

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Alice Audrezet is Associate Professor of Marketing at ISG INTERNATIONAL BUSINESS SCHOOL. With a background in social sciences and humanities she holds a MSc in Marketing and a Ph.D in Management sciences from Paris-Dauphine University. Her research focus on three main areas: social media (influencers activity in society), fashion (cultural issues in a globalized world), and market research (measurement bias issues). She teaches courses related to her research interests to bachelor and master students.

Teaching Areas

Course 1: Marketing Fundamentals

Course 2: Market Research

Course 3: Influencer Marketing

Research Interests

Interest 1: Influencer marketing

Interest 2: Fashion issues in a globalized world

Interest 3: Measurement bias in market research

Education

2014

PhD in Management Science, major Marketing, Paris-Dauphine University, France

"Consumer ambivalence: proposition of a new measurement tool"

Supervisor: Christian PINSON, Emeritus Professor at INSEAD

2012

Bachelor in Psychology, Paris-Descartes University, France

2009

Master in Marketing and Strategy (master 102), Paris-Dauphine University, France

Teaching Experience

2012 – Present

Professor of Marketing at ISG INTERNATIONAL BUSINESS SCHOOL

2011-2012

- Lecturer in Marketing Fundamentals at Paris-Dauphine University

- Lecturer in Consumer Behavior at ISC Paris

- Lecturer in Market Research at NEOMA Business School

2010 - 2011

- Lecturer in Marketing Communication at Paris-Dauphine University

- Lecturer in Marketing Fundamentals at Paris-Dauphine University

2009 - 2010

- Lecturer in Marketing Fundamentals at Paris-Dauphine University

Other Professional Experience

2019

Visiting Scholar, Euromed Business School, University of Fès, Morocco (invited by H. Sebti)

2012-2017

Affiliated Researcher, AFNOR Research Chair "Performance des Organisations", Foundation of Paris-Dauphine University

2012

Visiting Scholar, UiT-Arctic University of Norway, Tromsø (invited by S.O. OLSEN)

2008

Communication assistant at Comité National Contre le Tabagisme (anti tobacco association), France

Publications

Articles in refereed journals

Audrezet A., de Kerviler G. & Guidry Moulard J. (2020), "Authenticity under threat: when social media influencers need to go beyond self-presentation," *Journal of Business Research*, 117, 557–569 ([pdf available here](#)).

Audrezet A. & Parguel B. (2018), "Using the Evaluative Space Grid to better capture manifest ambivalence in customer satisfaction surveys," *Journal of Retailing and Consumer Services*, 43, 285-295 ([pre-print available here](#)).

Audrezet A. & Parguel B. (2017), "Square but straight: Measurement tool design to improve response fluency and certainty," *Electronic Journal of Information Systems Evaluation*, 20 (2) 116-127 ([pdf available here](#)).

Audrezet A., Olsen S.O. & Tudoran A.A. (2016) "The GRID Scale: a New Tool for Measuring Service Mixed Satisfaction," *Journal of Services Marketing*, 30 (1) 29-47 ([pre-print available here](#))

Articles in non-refereed journals

Audrezet A. & Charry K. (2019), "[Do Influencers Need to Tell Audiences They're Getting Paid?](#)", *Harvard Business Review*, August 29th

Audrezet A. & De Kerviler G. (2019), "[How Brands Can Build Successful Relationships with Influencers](#)", *Harvard Business Review*, April 1st

Audrezet A. (2016), « Réflexion sur le flou sémantique associé aux points des échelles de mesure », *Survey Magazine*, T2, p.13.

Conference Presentations

Audrezet A. & Parguel B (2021), "Developing the Modest Fashion Market in France: the Role of Perceived Similarity", *AUS-Chalhoub Symposium on Luxury Marketing and Branding*, Dubai, UAE, November 15-16th

Audrezet A. & Sebti H. (2019), "Struggling for recognition: lifestyle influencers work to shape their professional activity," *International Conference on Social Media & Society, Toronto*, Canada, July 19-21st

Audrezet A. & Parguel B. (2019), "Perceived similarity as a lever to develop the modest fashion market in France," *Global Fashion Management Conference*, Paris, France, July 11-14th

Audrezet A. & Charry K. (2018), "To disclose or not to disclose: that is not the question!" The role of Social Media Influencers' perceived motivations on the effectiveness of sponsored posts," *Colloque sur le Marketing Digital*, Paris, France, September 7th

Audrezet A. & Charry K. (2018), "Paid posts in blogs: no need for regulations. Good intentions are more important than disclosure," *Global Marketing Conference*, Tokyo, Japan, July 26-29th

Audrezet A. & Parguel B. (2018), "Using the Evaluative Space Grid to better capture manifest ambivalence in customer satisfaction surveys," *Academy of Marketing Science Conference*, New Orleans, LA, USA, May 23-25th

Audrezet A. & de Kerviler G. (2017), "Authenticity under threat: when social media influencers need to go beyond passion," *Global Fashion Management Conference*, Vienna, Austria, July 6-9th

Audrezet A. & Parguel B. (2017), "Quels sont les déterminants de l'attitude des consommateurs français à l'égard de la mode pudique ? Une étude exploratoire," **Conference of Atlas - Association Francophone de Management International**, Antananarivo, Madagascar, May 2-4th

Audrezet A. & Parguel B. (2016), "What does this central point stand for? Exploration of a tool for distinguishing ambivalence from indifference and uncertainty," **Emerging Trends in Marketing and Management International Conference**, Bucharest, Romania, September 22-24th

Audrezet A. & de Kerviler G. (2016), "Consumer brand relationship in the age of Instagram," **Academy of Marketing Science World Marketing Congress**, Paris, France, July 20-22nd

Audrezet A. & Charry K. (2016), "To disclose or not to disclose? Bloggers and the consequences of their transparency about the nature of the relationship with the brands they recommend," **Marketing and Public Policy Conference**, Sans Luis Obispo, CA, USA, June 23-25th

Audrezet A. & Parguel B. (2016), "Square but straight: Measurement tool design to improve response task fluency and certainty," **European Conference on Research Methodology for Business and Management Studies**, London, England, June 9-10th

Audrezet A. & de Kerviler G. (2016), « Comment les blogueurs gèrent la relation entre leur marque personne et les marques produits ? Stratégies de co-branding des blogueuses mode sur Instagram », **GEMode Conference – Sorbonne, Groupe d'Etudes et de recherche sur la Mode**, Paris, France, February 16th

Audrezet A. (2015), "Ambivalence, Indifference, or Uncertainty? Exploration of a Measurement Tool That Distinguishes Neutral Evaluations," **European Conference on Research Methodology for Business and Management Studies**, Valletta, Malta, June 11-12th

Audrezet A. & de Kerviler G. (2015), "The Effect of Contextualized Background Picture in the Context of an Online Purchase of Clothes," **EMAC Conference**, Leuven, Belgium, May 26-29th & **Global Fashion Management Conference**, Florence, Italy, June 25-28th

Audrezet A. (2014), "Ambivalence, Indifference, or Uncertainty? Exploration of a Measurement Tool that Distinguishes Median Evaluations," **Symposium "Do I Like What I Prefer? Integrating Research on Attitudes and Preferences"**, Konztanz, Germany, December 17-19th

Audrezet A. (2014), « Indifférence, incertitude ou ambivalence ? Exploration d'un outil de mesure permettant de distinguer les évaluations médianes », **Congress of the French Marketing Association**, Montpellier, France, May 14-16th

Ardelet C., Audrezet A. & de Kerviler G. (2013), "Combining metaphors and gain versus loss framing to enhance the efficiency of persuasive communications", **Conference of the European Marketing Academy**, Istanbul, Turkey, June 4-7th

Ardelet C., Audrezet A. & de Kerviler G. (2012), « Faut-il inquiéter pour convaincre ? Deux études exploratoires sur l'effet de la valeur d'imagerie des messages », **Congress of the French Marketing Association**, Brest, France, May 9-11th

Audrezet A. & de Kerviler G. (2011), "How to reduce perceived distance to a humanitarian «cause»? Influence of abstraction and valence of a message", **Conference of the European Marketing Academy**, Ljubljana, Slovenia, May 24-27th

Ardelet C., Audrezet A. & de Kerviler G. (2011), « Comment réduire la distance perçue vis-à-vis d'une cause humanitaire ? L'influence de l'abstraction linguistique et de la valence d'un message », **Congress of the French Marketing Association**, Bruxelles, Belgium, May 18-20th

Case Study

Audrezet, A., Berrier-Lucas, C., Carton, G., and Parigot J. (2021), "Le chanvre contre-attaque ! La renaissance du chanvre dans l'industrie textile," CCMP

Professional Associations

AFM (French Marketing Association)

Reviewing Activity

- Journal of Business Research
- European Journal of Marketing
- Journal of Product & Brand Management
- Journal of Marketing Communications