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## 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, and Consumer Behavior.

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### Teaching Areas

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

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### Research Interests

Interest 1: Sensory Marketing (music, voice, and sound branding)  
Interest 2: Brand communication  
Interest 3: Innovation

## **Education**

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### **2023**

Habilitation to supervise research theses

### **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**

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### **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**

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**2023** Consultant in sound branding, Institut de recherche et coordination acoustique/musique (IRCAM), Paris.

**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 studies on music, RTL Group, France.

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

## **Publications**

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### **Articles and chapters**

Zoghaib, A, Luffarelli, J., et Feiereisen, S. (2023), Branding with music: How can music contour and tonality enhance perceived brand innovativeness and brand evaluations?. *Psychology & Marketing*, 40, 1965–1985.

Zoghaib, A. (2022). Voice Marketing. In A. Hanlon & T. Tuten (Eds.), SAGE Handbook of Digital Marketing. SAGE Publications Ltd.

Luffarelli, J., Feiereisen, S., et Zoghaib, A. (2021). More innovative but less socially responsible: The influence of using metaphors in marketing communications on product perception, choice, and adoption intention. *Psychology & Marketing*, 38, 1973–1989.

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), 34, 3, 83–110.

Zoghaib, A. (2019). Typology of advertising music components and consumers' responses to the brand. *Recherche et Applications En Marketing* (English Edition), 34, 3, 47–82.

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

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.

### **Conference Presentations**

Zoghaib A. and Takhar J. (2022) « Voice and artificial intelligence », **Technologies 4.0 - AIRSI congress**, virtual conference (<http://airsi2022.unizar.es/>).

Zoghaib A., Luffarelli J., and Feiereisen S. (2020) « That sounds brand new but I don't like it: Asymmetrical effects of musical disfluency on perceived brand innovativeness and brand evaluations », **49<sup>th</sup> congress of the European Marketing Academy**, Budapest, Hungary, May.

Zoghaib A., Luffarelli J., and Feiereisen S. (2020) « That sounds brand new but I don't like it: Asymmetrical effects of musical disfluency on perceived brand innovativeness and brand evaluations », **36<sup>th</sup> international congress of the Association Française du Marketing**, Biarritz, France, May.

Zoghaib, A. (2018) « The Influence of Political Candidates' Voice on Public Attitudes and Behavior », **45<sup>th</sup> 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 », **45<sup>th</sup> 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 », **42<sup>nd</sup> 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», **27<sup>th</sup> 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. (2015), « L'importance du son dans les phénomènes de mémorisation », **radiopub.fr**, available at: <https://radiopub.fr/blog/2015/12/limportance-du-son-dans-les-phenomenes-de-memorisation/>

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 », **influencia.net**, available at: <http://www.influencia.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>

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-ushuia.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/Communiqué\\_Effie\\_Sound\\_Value.pdf](http://www.effie.fr/doc/2012/Communiqué_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>

## Professional Associations

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- AFM (Association Française de Marketing)

## Reviewing Activity

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- Psychology & Marketing
- Journal of Brand Management
- SPHINX Thesis price
- AFM Congress

## Scientific Awards

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2012- EAISM / EDAMBA, SPHINX.