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## Christine PRINCE

**Department of Entrepreneurship, Innovation & New consumption models**  
**Faculty position: Associate Professor of Marketing**

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**Christine PRINCE** is Associate Professor at ISG INTERNATIONAL BUSINESS SCHOOL. He holds a Ph.D. in Management Sciences and is specialized in the field of marketing. Her current professional activity is teaching and research: Her primary research interests involve online consumer behavior, online privacy, privacy literacy and quantitative marketing. Her current teaching activities concern mainly digital marketing, brand management and data analysis for decision making.

### Teaching Areas

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Course 1: Digital Marketing  
Course 2: Data Analysis for Decision Making  
Course 3: Analytics tools  
Course 4: Business analytics

### Research Interests

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Interest 1: Online consumer behavior  
Interest 2: Online Privacy and Control over Personal Data flows  
Interest 3: Online Privacy Literacy and Self-Disclosure  
Interest 4: Web site Performance

## Education

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**2012**

Ph.D in Management Sciences, Paris-Saclay University, France

## Teaching Experience

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**2022-2023**

-Lecturer of Business Analytics, IA Institut by EPITA & ISG

**2013-2014**

-Lecturer of quantitative data analysis at University of Paris Sud

**2010-2012**

-Full time lecturer and research assistant of marketing (ATER) at University of Paris-Est Marne La Vallée. Courses taught: Market Research Methods, Project Management, Statistical Methods using SPSS, Principals of Marketing.

**2009-2010**

-Lecturer of Business Simulation, Micro-economy at TELECOM Business School- Institut de Mines Télécom.

-Lecturer of Business Simulation at Léonard de Vinci Business School.

-Lecturer of Economy at Institut Universitaire de Technologie (IUT), Sceaux.

-Lecturer of Economy at University of Paris Sud 11

## Other Professional Experience

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**2023** Coordinator of Business Management program, IA Institut by EPITA & ISG, France

**2014** Visiting Professor, Global Marketing Management, University of Seoul, Seoul International Summer School, South Korea.

**2009** Researcher: Data analysis using Sphinx software, survey: Energy & information and communication technology (ICT) usage, University of Paris Sud 11, France.

**2010** 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.

**2008** 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

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### *Articles in refereed journals*

Prince, C., (2018) "Do consumer want to control their personal data? Empirical evidence", *International Journal of Human-Computer Studies*, Vol. 110, pp. 21-32

Prince, C., Omrani, N., Maalaoui, A., Dabic, M., and Kraus, S., (2021) "Are We Living in Surveillance Societies and Is Privacy an Illusion? An Empirical Study on Privacy Literacy and Privacy Concerns," **IEEE Transactions on Engineering Management**, vol.70, no. 10, pp. 3553-3570

### **Conference Presentations**

Prince, C., Omrani, N., (2023) "Online Privacy Literacy and Users' Information Privacy Empowerment", **International Telecommunications Society 32<sup>nd</sup> European Conference**, Madrid, Spain, 19th – 20th June 2023

Prince, C., Moyayery M., Urbonavičius, S., (2023). "An extended privacy calculus model: The reflective and impulsive determinants of privacy behavior", **AIRSI THE Metaverse conference**, Spain, 15-17 May 2023.

Prince, C., Omrani, N., (2018) "Online privacy literacy and online privacy concerns: Empirical evidence from Europe", **9th annual Global Business Conference 2018**, Dubrovnik (Croatia) 26-29 September 2018.

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

Prince, C., (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.

Prince, C., (2013) "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

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

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

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

Prince, C., (2008) "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**, Amsterdam (The Netherlands), 27-29 July 2008.

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

## Reviewing Activity

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- Peer reviewer for the International Journal of Human-Computer Studies, 2019
- 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