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 CH= X8532399. Reservist officer as a Lieutenant-
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SUMMARY

Prof. researcher in digital marketing – fluent in French, English, Spanish

Assis. Professor, INSTITUT SUPERIEUR DE GESTION-PARIS, since 2012

Research: Emotional branding on/offline; Brand positioning;
 Marketing and sustainable value creation, WOM & loyalty
 Customer experience MSM (mapping customer journey, specification & measurement)
 Quality of life (patients & caregivers)

Teaching, bachelor, M.Sc.: Emotional branding on/offline; Influence marketing (new course 2022)
 Marketing and sustainable value creation, WOM & loyalty,
 Positioning financial brands, clarifying strategy & brand values.

Other excellent experience: Project management; Sustainable entrepreneurship

Permanent education (formation continue) since 20 years

Marketing operations & service quality, customer attendees (Luxury Retail & Hospitality):

- Customer experience and service quality
- Value co-creation: customer & staff experience in luxury operations
- Welcoming customers (RESC, written & oral), Dissatisfied customer recovery
 - Conflict management; Leadership & Strategy.

. PhD in Management Sciences 2006 (IAE Aix-en-Provence), *Summa cum laude*, *Golden Cube European Award 2007* for the Best European Thesis in E-Marketing. **ESSEC MBA, France**

. Rich education and field experience in business before academia: 10 years professional in Sales-Marketing, in the Luxury & Services Industry sectors. Trainer & consultant

. Reference professor in Luxury operations and customer experience at Ecole Hôtelière de Lausanne and Institut Supérieur de Gestion-Paris

. Excellent relational skills & network. Multi-tasks/-agenda/-actors working ability, excellent PM

. Fluent in French, English, Spanish. Knowledge of German, Italian, Japanese.

REFEREES (academics)

Richard Bagozzi, Professor, University of Michigan, Ann Arbor, MI (USA): bagozzi@umich.edu, +1.734.647.6435

Rajeev Batra, Professor, University of Michigan, Ann Arbor, MI (USA): rajeevba@umich.edu, +1.734.764.0118

Lionel Robert, Professor, SoInf. & Robotics Institute, Un. of Michigan, Ann Arbor: lprobert@umich.edu, +1 734-764-5296

Sonja Sibila Lebe, Prof. U. Maribor (SL), Pdt ATMC (Adv. Tourism Marketing): sonjasibila.lebe@guest.arnes.si, +386.4133.3379

Maria Cornide, M.D. in Oncology, Hospital of Segovia (SP), riamarc@yahoo.es +34.686.550268

Numerous publications, upon request

PROFESSIONAL HISTORY

Positions 2006-now

Permanent positions (teaching half in English, then Spanish, then French:

- 2012-now **ISG-INSTITUT SUPERIEUR DE GESTION–Paris, Associate Professor, Marketing.**
Teaching: M.Sc.2: Internet branding, Influence marketing. Quantitative research methodology.
Bach.1: History, Arts & Culture in Africa.
Formerly: Luxury branding & Semiotics, Experiential Events in luxury & fashion. Leadership & Conflict management. Tutoring students on their professional project and on their networking strategies (I am the most demanded tutor by students, and love tutoring-coaching them in their thesis and professional project clarification, working on aligning both.
2008-2011 **ECOLE HOTELIERE DE LAUSANNE, Professor, Marketing & Sales**
Services marketing, Luxury marketing & operations, Consumer psychology, Sales.
Man-embodied virtual agent interaction and behavioral effects. Head of the Marketing & Operations Dpt. Research Grant from HESSO (50.000Fch)
- 2007-2008 **ESC LA ROCHELLE and then ESC ROUEN, Associate Professor, Marketing**
Tourism marketing, International marketing, Marketing management. Head of Dept.

Visiting and invited in international institutions occasionally (English 80%, Spanish 20%)

Lecturer or invited scholar on branding in various universities among which: INSTITUT DE GEMMOLOGIE (2013): Luxury marketing & operations; CITY OF SEOUL Univ. (2014): Customer experience & Global branding.

Leadership & Conflict management in English or Spanish, from 10H to 40H:

- FUNDACION DEL PINO, Madrid 2009-2020; - IAE Paris I-Univ. PARIS SORBONNE 2008-2011;
- U. Polit cnica Madrid, & Castilla-la-Mancha 2006-2009; Politec. Catalunya, U. Carlos III-MBA 2001-2006.

PhD 2001-2006

2006 October **PhD, IAE Aix-en-Provence** (EQUIS & AACSB accredited): Effects of Embodied virtual agents on stickiness on a branding website (*Agents virtuels incarn s et r tention du site de marque*). Mention « *Tr s honorable avec les f licitations du jury   l'unanimit * » (*Summa Cum Laude*). Master Research at University of Salamanca 2000-2001; PhD at ESSEC-IAE of Aix-en Provence (University Aix-Marseille, FR).

Golden Cube award 2007, Best European thesis in E Marketing. Vice-Pdt, Doctoral students' association.

Professional experience till the PhD

- 2000-2003 **MRS Group, Permanent education**, Construction sector (SPAIN). Training manager & Trainer. Evaluating needs, elaborating Education Plan from lower to Exec. level. Funding.
- 1998-2000 **SYNTHESIS, Permanent education** (FR, synthesis.fr). Training manager & Junior Trainer. Change management and Leaders' evolution; Conflict management. Key Account: evaluating prospects and customer needs. Programs design and program delivery quality;
- 1995-1998 **RETAIL EXPERTISE**, part-time consultant: training sales clerks in welcoming-selling;
- 1996-1998 **DIDIER LAMARTHE, International Sales Manager** (FR, lamarthe.org). Luxury leather goods. Developing sales in show-rooms and on-the-road, international fairs, supervising agents;
- 1995-1996 **CELINE, Area Sales Manager, domestic & duty-free** (LVMH Group, FR, celine.com). Luxury leather goods & R2Wear. Sales, show-room & on-the-road, supervising agents.

Previously **Military service**, Officer, French Navy. NATO Operations translator, *Secret Defense*.
ESSEC MBA (AACSB+EQUIS accredited). Major in Marketing & Sales. Part-time consultant at 3M France to pay my studies: market intelligence. BDE-*Bureau des El ves*.

MEMBERSHIP

ESSEC & HEC alumni clubs, EIASM, Society of Consumer Psychology, ACR, FMA-French Marketing Association (ambassador in Switzerland), IEEE robotics. Formerly analyst for ESSEC BUSINESS ANGELS elevation pitches.

ACTIVITIES

Benevolent recruitment for RESTOSDUCOEUR & MALTA ORDER charity organizations: food serving to homeless. Horse riding. Martial arts since 40 years: Aikido & Ta chi, then Krav-Maga, Systema. Classical music; guitar, tango; reading history, sciences; loves museums, nature.

REVIEWING & PUBLICATIONS

Reviewer for **Quality of life Research journal** since 2018; *Advances in consumer research*, *Advances in tourism marketing*, *Association Française du marketing*, *Persuasive technology*, *Decisions Marketing-Digital*

Publications

(Impact factor of ACR, $H=7$ (SJR), ranked nbr 13th, AMS ranking/marketing)

- Diesbach P., Removille C., Heller S., Le nouveau lien entre marketing et performance. Définition, révision du paradigme, illustration, comment aller vers un meilleur pilotage de la performance, *Harvard Business Review*, 5 pp., June 2023
- Diesbach P., Galan J.-P., Grimaldi M., Hoffman A. (2022), Loneliness in daily-life, could agents & robots help and how? Presentation and first elements of validation of the LAAM or Life-companion Agent Acceptance Mode, in IEEE RO-MAN, Naples, Italy, 2022, 8 pp., Aug. 29-Sept.-2nd, 2022.
- Diesbach P., Bagozzi R., Galan J.P., Grimaldi M., Hoffman-Rinderknecht A., Robots, Agents, interactions between Emotions and Trust in the LAAM model for ELA interaction: Focus on their potential effect on loneliness, IEEE RO-MAN, SCRITA, SCRITA Workshop on: Trust, Acceptance and Social Cues in Human-Robot Interaction, 8 pp., 2022.
- Diesbach B., Bagozzi R., Mazel A., Galan J-P., Grimaldi M., Cornide Santos M. (2021), EcSAAM: a model studying the acceptance and effect of virtual agents, holograms and robots on loneliness and quality of life, for elderly care in a context of Covid or social isolation. *Association Française de Marketing-AFM/ALCOR conference*, 10 pp.
- Ahuvia A., Garg N., Batra R., McFerran B., Diesbach P. (2018), *Journal of the Association for Consumer Research*, Pride of Ownership: An Identity Based Model, 3, 2, 28 pp.
- Cornide M., Diesbach P., Clayton M., Esteban B. (2018), *Journal of Cancer Prevention & Current Research*, Assessing quality-of-life of cancer caregivers in Spain: Validation of CQOLC-Spain scale and elements of a cross-cultural analysis, 22 pp.
- Diesbach P. (2012), *Tourism and Hospitality Management*, Touristic destination ambassadors: case analysis and reconceptualization. How to better use brand ambassadors in cognitive, affective and experiential approaches. 18, 2, 30 pp.
- Diesbach P. (2011), Les ambassadeurs de la marque dans le secteur horloger: concepts et implications de l'approche affective et symbolique, in *L'Horlogerie et ses Ambassadeurs*, LEP, Lausanne, Ed. Zorik K. & Courvoisier F., pp. 173-214 (+ publication in 14^{ème} Journée de Recherche en Marketing Horloger)
- Diesbach P. (2010), *Persuasive Technology*, Embodied Agents, E-Service Quality and Stickiness: Improving existing models, Ed. Springer LNCS, pp. 150-163 (*Best Paper Award* nomination)
- Diesbach P. (2010), L'image et le renforcement de la relation avec le consommateur: Etude sur la communication de quelques marques horlogères de luxe, in *L'utilisateur horloger dans un monde en mutation*, LEP, Lausanne, Ed. Zorik K. & Courvoisier F., 22 pp. (+ publication in 13^{ème} JRMH)
- Diesbach P., Midgley D. (2008), *Advances in Consumer Research*, Embodied agents on a branding website: Modeling effects through an affective persuasion route, pp. 22-29
- Midgley D., de Diesbach P. (2008), *Persuasive Technology*, Embodied Agents on Commercial Websites: Modeling their effects through an Affective Persuasion Route, Ed. Springer LNCS 5033, pp. 283-296
- Lambert de Diesbach P., Midgley D. (2007), Embodied virtual agents: an affective and attitudinal approach of the effects on man-machine stickiness in a product/service discovery, *Human Computer Interaction*, Jul., 10pp.
- Diesbach P., Midgley D. (2007), *Persuasive Technology*, Embodied agents on a website: Modeling an attitudinal route of influence, Ed. Springer LNCS 4744, pp. 223-230
- Diesbach P., Jeandrain A.C. (2004), *Advances in Consumer Research*, Online immersion and emotional reactions online: proposal of an integrative model, pp. 1-8.

COMMUNICATIONS in Conferences with peer-reviewing process & proceedings provided upon request