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## Pablo LAMBERT de DIESBACH

Department of Management, Economics & Society  
Faculty position: Associate Professor of Marketing & Consumer Psychology

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**Pablo de Diesbach** is Associate professor in Marketing & Psychology at ISG INTERNATIONAL BUSINESS SCHOOL since 2012, and actively involved in research programs.

**His research focus on** Virtual agents and user interaction; quantitative methods; emotions and customer or user experience: facets of experience and effects on relationship, loyalty. He also works on QOL-quality of life in a cancer context (psychooncology).

**His Teaching focus on** Research Quantitative methods; Social media marketing; Luxury operations; Emotions & customer experience; Oral communication technique; and (New in 2020) Art & culture(s) in Africa  
Past teachings: Sales technique in Hospitality (B2C, MICE); International marketing; Cons. psychology  
He has also been a referee in Pedagogical Innovation on optimizing blended learning

### Teaching Areas

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Course 1: Quantitative research methods

Course 2: Social media marketing

Course 3: Art & Culture in Africa

### Research Interests

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Interest 1: Virtual agents and user interaction

Interest 2: emotions and customer or user experience in the luxury sector

Interest 3: emotions and quality of life in psychooncology

## Education

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### 2006

Ph.D in Management Sciences, U. AIX-MARSEILLE, IAE of Aix-en-Provence, France,  
Effects of Embodied virtual agents on stickiness online, on a branding website (*Agents virtuels incarnés et pouvoir de rétention du site de marque*). Mention « Très honorable avec les félicitations du jury à l'unanimité » (*Summa Cum Laude*). Golden Cube European award for the best thesis in E Commerce-E Marketing 2007

Advisor: Pr. Jean-Louis Chandon

Committee: Pr. Dwight Merunka, IAE of Aix-en-Provence,

Emmanuelle Le Nagard-Assayag, ESSEC; David Midgley, INSEAD; Gilles Laurent, HEC Paris

### 1994

MBA ESSEC (AACSB+EQUIS accredited). Major in Marketing & Sales

## Teaching Experience

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### Since 2009

Leadership in context of Terrorism, FOUNDATION RAFAEL DEL PINO, Madrid

Research methods and scale construction and validation for PhD students, U. of Salamanca, Spain

### From 2001 to 2008, Polytechnic University, Barcelona & Castilla la Mancha

Leadership-Conflict management

### From 2001 to 2005; ESSEC Bachelor

E Business and E marketing

## Other Professional Experience

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### 1996-2000

Professional Education, Key Account Consultant, SYNTHESIS (FR). Specialization in Change management and High-potential leaders' evolution. Evaluating prospects and customer needs.

### 1996-1998

International Sales Manager, DIDIER LAMARTHE (ANDRE Group, FR) luxury leather goods.

### 1994-1996

Area Sales Manager, CELINE (LVMH Group, FR). Luxury leather goods & ready-to-wear.

## Publications

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### *Articles in refereed journals*

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<sup>ème</sup> 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<sup>ème</sup> 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.

### **Conference Presentations**

- Cornide M., Diesbach P., Abad D., Martin M., Martin T., Garcia L., Gallegos I., Arranz F., Vidal R., Cruz J.J., Assessing QOL for cancer long-survivors: Ferrell scale validation in Spain and validity study against other QOL scales. SEOM/ Spanish Oncological Society conference, Oct. 2017;
- Diesbach P., Collado J., Czierliska E., Manzano D., Anaza S., Metaanalysis de las escalas de medicion emocionales del cuidador en cancer, Conferencia annual de Oncologia de Castilly y Leanon (ACLO), May 2016;
- Diesbach P. (2011), 4th Advances in Tourism Marketing, Touristic Destination Ambassadors, conceptualization and reflections: from a cognitive to an experiential persuasion approach, 30 pp, (*Best Paper Award*);
- Diesbach P. (2010), LeBel J., 15<sup>ème</sup> Journée de Recherche en Marketing de Bourgogne (JRMB), Accounting for pleasure: An attempt to improve experiential consumption modeling, Ed. Filser M., 16 pp.
- Moinat V., de Diesbach P. (2009), 3rd Advances in Tourism Marketing, Rejuvenating touristic consumption: From a cognitive approach to a symbolic intent of modelization, Ed. Sibila S., 20pp.
- Diesbach P., Chandon J.L., Midgley D. (2008), 8<sup>ème</sup> Journée de Recherche sur le E Marketing, Embodied agents on a branding website: Deepening on website stickiness through an attitudinal route, Ed. Lemoine J.F., 17 pp.
- Diesbach P., Midgley D. (2008), 37<sup>ème</sup> Conférence European Marketing Academy, Embodied agents on a branding website: Deepening website stickiness through an attitudinal persuasion route, 10pp.
- Diesbach P., Jeandrain A.C. (2008), 37<sup>ème</sup> Conférence European Marketing Academy, Immersion in an online merchant environment: Are consumers ready to feel their presence in such Environment? 10pp.
- Diesbach P., Galan J.P., Chandon J.L. (2007), 13<sup>ème</sup> Conférence Annuelle de l'AFM, Aix-les-Bains, Effets de la présence et la congruence d'un agent sur le pouvoir de rétention du site, 27 pp.

Diesbach P., Galan J.P., Chandon J.L. (2006), 11ème JRMB, Impact de la présence d'un agent virtuel incarné sur le pouvoir de rétention du site web : une analyse comportementale par les fichiers log, Ed. Filser M., 17 pp.

Diesbach P., Galan J.P. (2006), 6ème Journée de Recherche sur le E Marketing, L'agent virtuel incarné dans la distribution en ligne : cadre théorique et revue de littérature, Ed. Lemoine J.F., 24 pp.

Diesbach P. (2003), Virtual agents & stickiness online, an integrative model, ACM 8th International Web 3-D Technology Conference, ISBN: 1-58113-644-7, Ed. Beitler M., U. Pennsylvania, 20 pp.

Lambert de Diesbach P. (2002), International Symposium on Atmospherics, AFM-CERAM, Ambiance factors, emotions, web user behaviour: a model integrating affective symbolical approach, Ed. Gallopel K. Rieunier S., 19 pp.

Lambert de Diesbach P. (2001), 1st Experiential E-commerce Conference, Ambiance factors and approach behavior in the e-commerce: a theoretical framework, Ed. Edwards St., Michigan State U., 14pp.

Lambert de Diesbach P. (2001), 13th ISPIM, Impact of ambiance factors on web users stickiness & purchase behavior: mediation of emotional factors and perceived time, Ed. Yanagashita K., Nihon Un., ISBN 951-764-558-9, 25 pp..

## Reviewing Activity

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QUALITY OF LIFE RESEARCH,  
INTERNATIONAL JOURNAL OF QUALITY IN HEALTHCARE,  
ACR,  
AFM/ASSOCIATION FRANÇAISE DU MARKETING,  
ADVANCES IN TOURISM MARKETING,  
EMAC,  
PERSUASIVE TECHNOLOGY,  
DECISIONS MARKETING