



Journée thématique du S'LAB

Marketing et durabilité

Tour d'horizon des activités de recherche et d'enseignement

RESEARCH TEACHING



Equipe Marketing



Anne-Christine CADIAT

- Branded entertainment
- City branding
- Culture marketing
- Digital marketing
- Marketing communication
- Marketing strategy
- Non-profit marketing
- Relationship marketing



Laurence DESSART

- Anti-brand communities
- Brand communities
- (Brand) Storytelling
- Digital consumer engagement
- Digital health branding
- Health branding
- Virtual reality marketing



Lisa BAIWIR

- Preventive health technologies
- Gamification in health services
- Customer engagement



Chantal DE MOERLOOSE

- Digital business models
- Digital marketing
- E-learning
- Ethical problems in marketing
- Marketing and poverty
- Planned obsolescence
- Pricing, revenue management



Claire GRUSLIN

- Branding and reputation
- Digital marketing
- Influence marketing
- Marketing and innovation
- Strategic intelligence



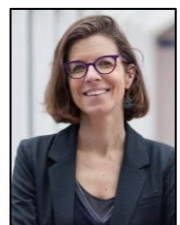
Youssra EL MIDAQUI

- Artificial Intelligence
- Customer journey
- Travel Industry



Charlotte FERRARA

- Circular economy
- Circular fashion
- Sustainable consumer behavior
- Sustainable & smart cities



Cécile DELCOURT

- Customer experience
- Sustainable consumer behavior
- Sustainable business models
- Ethics in marketing
- Service culture
- Vulnerable customers
- Public services (Healthcare,...)



Willem STANDAERT

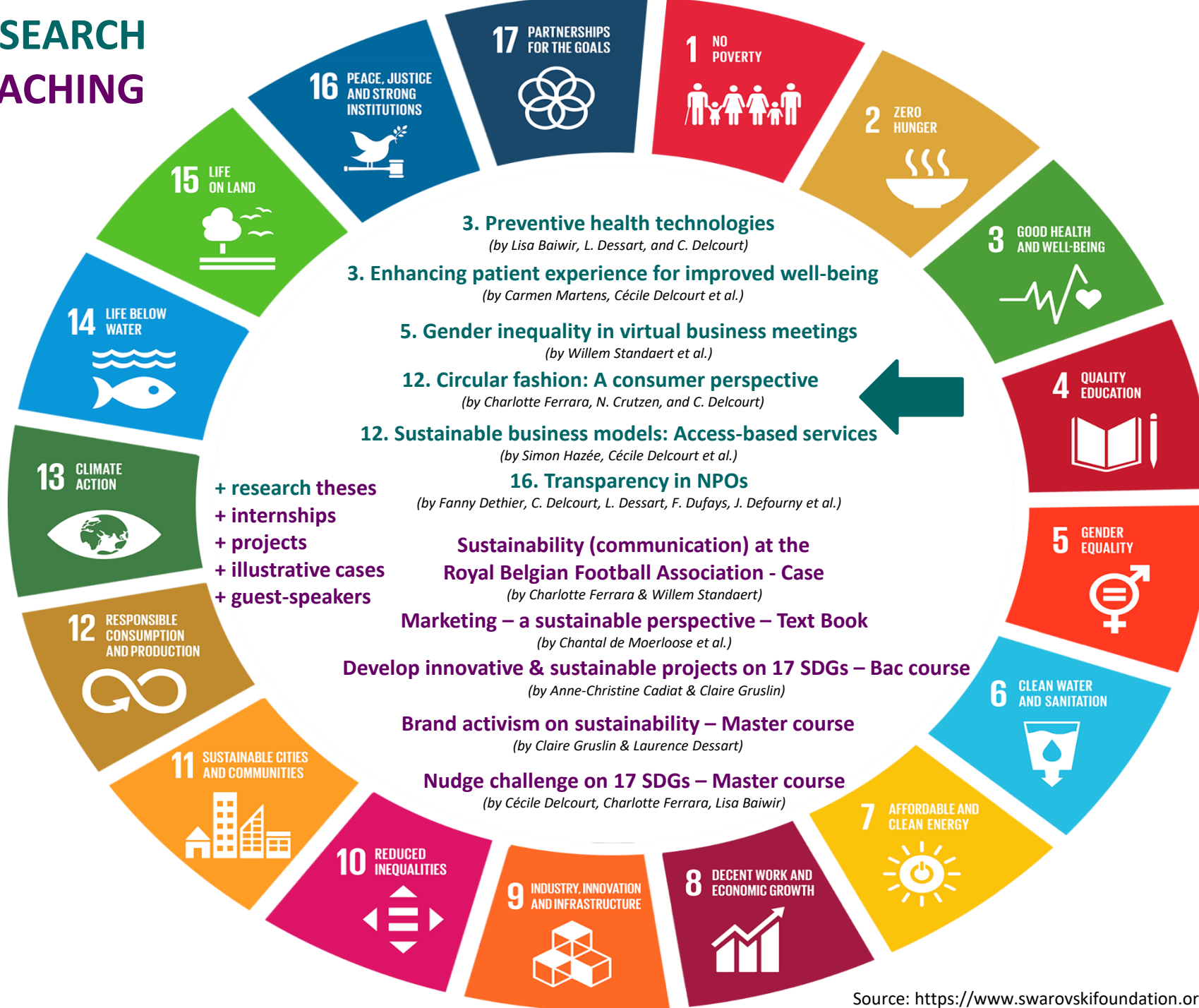
- Data strategy
- Digitalization in B2B Markets
- Digital service innovation
- Product digitization
- Sports Marketing
- Virtual meetings



Carmen MARTENS

- Patient intimacy and well-being
- Healthcare servicescape
- Inclusive design

RESEARCH TEACHING



Sustainable business models: A consumer (behavior) perspective

- **Access-based services**

- Context

- Car/bike/toy/tool sharing programs

- Objectives

- Uncover consumer perceived risks towards access-based services
- Different risks have been examined (with a focus on contamination)

- **Circular economy**

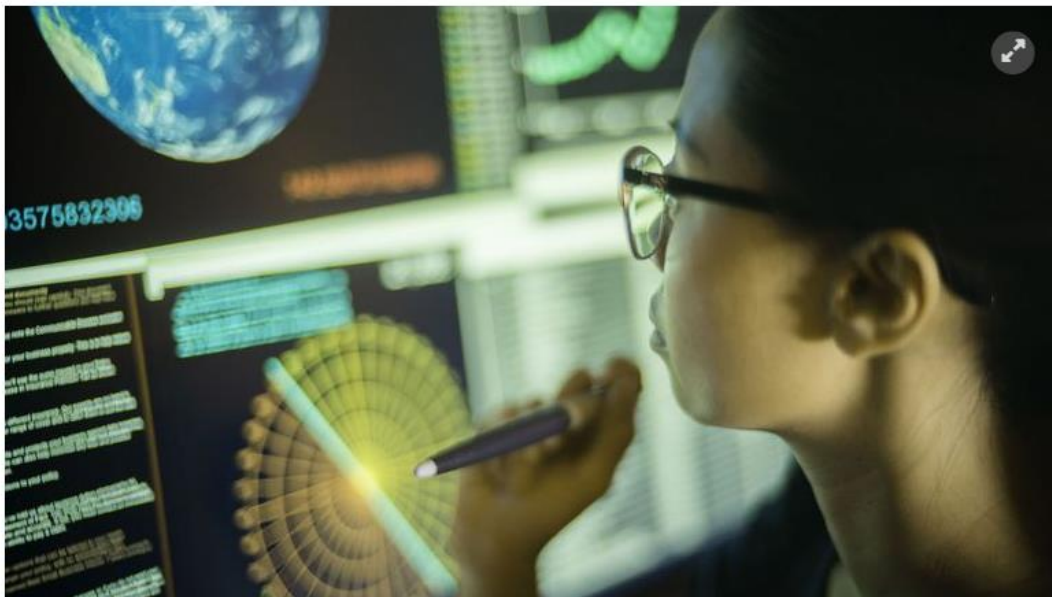
- Context

- Circular fashion

- Objectives

- Overview of consumers' barriers towards the consumption of clothes derived from circular fashion businesses

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Lien vers le répertoire des cours centrés en tout ou en partie sur le climat et l'environnement réalisé par Education4Climate: <https://education4climate.be/programs.html?lang=fr>

RESEARCH TEACHING





Research theses at the Master level that can foster future research

Consumer Behavior and Consumer Well-being (SDG 3 – Good health & well-being)

1. Delme, Florence (2021), The impact of adultification and sexualization of children in children fashion advertising and the mediating role of ethical judgment: A parents' perspective
2. Levaux, Magali (2021), Diversity in fashion shows from the luxury sector : towards an evolution of practices?
3. Moreau, Daphné (2021), How the use of LGBTQ-Themed advertising affects brand personality.
4. Olivieria Genray, Morgana (2021), Gender Stereotypes in Cosmetic Television Advertisements in French-speaking Belgium.

Consumer Behavior and Sustainability (SDG 12 – Responsible production and consumption)

5. Hemmerlin, Tanya (2021), A content-analysis of the advertisements in the automotive industry
6. Geury, Coline (2021), Circular fashion: an investigation of barriers and drivers of Belgian consumers influencing their slow fashion purchase intention
7. Richard, Marie (2021), Overview of the factors influencing consumer purchase decision-making process of a remanufactured smartphone.

Questions à méditer durant cette journée

- Enseignement:
 - Cours
 - Quid examiner les intitulés et/ou contenus des cours pour accentuer l'aspect développement durable (DD) (sur base volontaire des enseignants)?
 - TFE/stages
 - Quid pourcentage des mémoires/stages sur le DD?
 - Quid de stimuler/renforcer ce pourcentage? Le cas échéant, quid stratégies à mettre en place?
 - Quid mémoires/stages/projets qui sont contraires aux principes de DD?
- Recherche:
 - Quid pourcentage des recherches sur le DD?
 - Quid de stimuler/renforcer la recherche sur le développement durable? Le cas échéant, quid stratégies à mettre en place?



Cécile Delcourt
Cecile.Delcourt@uliege.be

