

Leïla LOUSSAIEF

Professor



Teaching Area/s: Marketing

Year hired at ISC Paris: 2006

**Full-Time
Participating**

Grande Ecole and MBA

Education:

Degree	Institution	Year	Major / Minor
Doctorate	Université Paris Dauphine	2002	Marketing
DEA	Université Paris Dauphine	1995	General Politics and Strategy
Maîtrise	I.H.E.C (Institut des Hautes Etudes Commerciales) Carthage - Tunisia	1994	Marketing

Course Responsibilities at ISC Paris 2005 through 2011:

- Market Research
- Marketing Fundamentals
- Consumer Behavior
- Product Manager
- Dissertation and Thesis Methodology

Intellectual Contributions 2005 through 2011:

Intellectual Contributions	Total
Refereed Journal Articles (AERES / CNRS Selection)	3
Peer-Reviewed Journal Articles	1
Other Journal Articles	1
Conference Proceedings	13
Case Studies	1
Scholarly Books	
Chapters in Scholarly Books	
Working Papers	2
Other Outlets	
Total	21

Education

Doctorate : "Consumer Sensitivity to Perceived National Origin of Brands"
Université Paris Dauphine, Paris, December 2002.

DEA : DEA General Politics and Strategy, Université Paris Dauphine, Paris, September 1995.
Master of Business Studies, Major in Marketing, I.H.E.C Carthage (Tunisia), June 1994.

Academic Appointments

Marketing Professor, ISC Paris since 2006
Marketing Educational Head for the 2nd year TC students, 2006-2009
Marketing Educational Head for the 1st and 2nd year EAC students
In charge of the methodology of dissertation and thesis for the specializations in Marketing for the 3rd year and MBA programs
Visiting Professor at Leon University (Spain) 2009.

Instructional Activities and Development

Taught Courses outside ISC Paris since 2005

ESCEM Tours-Poitiers (Programme Formation continue), Market Research, 2010-2011.

Instructional Innovations

Course creation: Minor in Risk Management / Crisis Management (in collaboration with Fatima Megdoud)
Mini-case studies coming from my own experience in firms for the needs of courses in the field of Marketing and market Research.

Professional Memberships and Certifications

Member of AFM (French Association of Marketing) since 2000 and of EMAC (European Marketing Academy) from 2007 to 2009.

Service

Institutional

Development of a partnership ISC-IHEC Carthage (Tunisia).
Participation to the orals of students hiring at ISC Paris.
Monitoring and coaching of students of the Junior Enterprise (Yours) on ad-hoc studies.
Tutoring of students for dissertation and thesis work.

Scientific Activities

Head of Research Centers or Research Axis

Head of Research Marketing Laboratory at ISC Paris, 2006-2011.

Intellectual Contributions

Refereed Journal Articles (AERES / CNRS Selection)

DORNIER R, COTHIAS V. et LOUSSAÏEF L. The application of collective ethics charters: The case of French adventure tour-operators, *International Business Research*, janvier 2011, vol. 4, n°1, pp.133-144.

CACHO-ELIZONDO S. et LOUSSAÏEF L. The influence of sustainable development on retail store image, *International Business Research*, juillet 2010, vol.3, n°3, pp.100-110.

LOUSSAÏEF L. Ethique et origine nationale perçue d'une marque, *Management et Avenir*, mars 2010, vol. 3, n°33, pp. 388-403.

Peer-Reviewed Journal Articles

CACHO-ELIZONDO S. et LOUSSAÏEF L. A study of young consumers' perceptions of French food retailers doing Sustainable Development, *Revista Romana de Marketing (Acadmeia de Studii Economice Bucuresti)* octobre-décembre 2009, n°4, pp.105-130.

Other Journal Articles

LOUSSAÏEF L., Sustainable development discourse: Marketing argument or unavoidable choice for companies?, *Revue de l'Université d'Etat de Saint-Petersbourg*, octobre 2007, pp.16-18

Conference Proceedings

GEORGIEFF M., KHALFALLAH E., LASSET M., LOUSSAÏEF L. La compétitivité de la Turquie dans le domaine du tourisme de clubbing, *3ème Journée de Recherche et d'Echanges en Management du Tourisme*, 10 juin 2011, Disneyland, Paris.

LOUSSAÏEF L. et MOIGNO E., La perception de l'offre responsable par le consommateur - Une étude exploratoire dans la grande distribution alimentaire en France, *10th International Congress of Marketing Trends*, ESCP Paris, 20-22 January 2011, Paris.

COTHIAS V., DORNIER R. et LOUSSAÏEF L. Les limites de la mise-en-œuvre d'une charte éthique collective : le cas des voyageurs d'aventure français, *Atelier Développement Durable de l'AIMS*, 20 May 2010, Paris.

COTHIAS V., DORNIER R. et LOUSSAÏEF L. The limits of the implementation of collective codes of ethics: an exploratory study of French adventure tour operators, *IFSAM*, 8-10 July 2010, Paris.

PETTERSEN I-B., INGVALDSEN R., TOBIASSEN A-E., CACHO-ELIZONDO S. et LOUSSAÏEF L. Young consumers' perceptions of retailers' sustainable development actions. Impact on store image and retailer brand relationships - A study in Norway and France, *IFSAM*, 8-10 July 2010, Paris.

LOUSSAÏEF L. La perception du développement durable en entreprise - Une analyse exploratoire auprès de responsables marketing français, *9th International Congress of Marketing Trends*, 22-23 January 2010, Venice.

LOUSSAÏEF L. Comment tromper le consommateur en choisissant un nom de marque associé à un pays différent de l'origine nationale réelle du produit, *Colloque « Les dérives éthiques »*, ISC Paris, 8-9 June 2009, Paris.

CACHO-ELIZONDO S. et LOUSSAÏEF L. The influence of retailers' perceived sustainable development actions on store image and relationships with consumers: A study of young consumers' perceptions of French food retailers, *38th EMAC Conference*, 26-29 May 2009, Nantes.

KAMIN R. et LOUSSAÏEF L. New Lady Divna: Feminine protection disposable pads in Russia, *Case study presented at CNAM University*, April 2009, Paris.

CACHO-ELIZONDO S. et LOUSSAÏEF L., The impact of sustainable development initiatives on consumers' relationship with retailers: An exploratory study of French food retailers, *8th International Congress of Marketing Trends*, ESCP Paris, 16-17 January 2009, Paris.

CACHO-ELIZONDO S. et LOUSSAÏEF L. Do sustainable development actions affect young consumers' brand associations? An exploratory study of French food retailers, *International Conference held by the International Business School of Vilnius*, 6-10 May 2008, Lithuania.

LOUSSAÏEF L. Consumer perception of sustainable development discourse against the competing nutrition and health discourse, *3rd International Conference of IREMAS, CNAM*, 15-16 November 2007, Paris.

LOUSSAÏEF L. Is there a reliable way of measuring concepts handled by market research agencies? An example through CETSCALE (Ethnocentrism scale), *5th Conference ATINER*, 9-12 July 2007, Athens.

Case Studies

MOTARD S., LIOTTIER M. et LOUSSAÏEF L. *Playa Sin Nubes*, Team work about Yield Management, CCMP, 2009, 7p. (G1644).

Working Papers

Cahiers de la recherche de l'ISC (CRISC):

LOUSSAÏEF L. *Comment tromper le consommateur en choisissant un nom de marque associé à un pays différent de l'origine nationale réelle du produit*, CRISC n° 24, pp.176-193, 2009.

LOUSSAÏEF L. *L'utilisation des modèles de causalité dans la recherche marketing*, CRISC n° 18, pp.82-96, 2007.