

# STÉPHANE GANASSALI

Born on September 7th, 1967 – French nationality - email: sgana@univ-smb.fr

## Training

- 1991: M.S.C. in Management Sciences (*Diplôme d'Etudes Supérieures Commerciales Administratives et Financières*) at Grenoble Ecole de Management (France).
- 1995: PhD in Business Sciences (major marketing), University of Grenoble Alpes, with honours.
- 2017: Research habilitation (*Habilitation à diriger des recherches*) - University of Grenoble Alpes.

## Occupation

- Since 1996: Associate then Full Professor (since 2022) at IAE and academic researcher at IREGÉ (University Savoie Mont-Blanc).
- Since 1997: Scientific advisor and consultant for Sphinx (France), surveys/data analysis software and research services.

## Teaching and educational experience

- Courses currently taught in English (2/3) or French (1/3): methodology of marketing studies, data analysis, fundamental marketing, brand marketing, consumer behaviour, experiential marketing, marketing simulation Markstrat, at both Bachelor and Master levels.
- Educational institutions: IAE Savoie Mont-Blanc, IAE Grenoble, EM Lyon - Universities of Trento (Italy), Aschaffenburg (Germany), University of Economics in Katowice (Poland).
- Quantitative Methodology module at Geneva and Paris campuses - Executive DBA of the Business Science Institute.

## Research funding from international funding agencies

- Project leader for intensive Erasmus programs, a dozen times since 1997.
- Recent participation in Erasmus + "Strategic Partnerships", on the themes of consumer protection (Consume Aware), intercultural competences (Prominence), international brand management training (BrandY – see <https://brandygame.eu>)
- Member of the Steering Committee of COBEREN - International Research Network (2009-2012), European Network on Consumer Behaviour Studies - 38 partners - 30 countries.
- Member of PrimeFish - Horizon 2020 project on the competitiveness of European fisheries and aquaculture industries (2015-2019), Coordination of the Work Package "Product and Consumer Trends" - 16 partners - 13 countries.

## Supervision Bachelor and Master theses

- In the last fifteen years, supervision of three to five Master theses every year.
- Co-supervisor of a doctoral thesis in marketing (Dr. Olga Untilov) submitted at the University of Savoie Mont-Blanc in October 2020, with Pr. Rémi Mencarelli.

## Main scientific publications since 2008

- Steffl J., Ganassali S. et Emes J. (2024), Hybrid product branding strategies for brand value creation - combining and comparing green product innovations, limited editions, and co-branding, *Journal of Product and Brand Management*, in press.
- Ganassali S. & Matysiewicz J. (2021), "What a lot of things I don't need!": consumption satiation, self-transcendence and consumer wisdom, *Journal of Consumer Marketing*, 38(5): 540-551.
- Ganassali S. & Matysiewicz J. (2020), Echoing the golden legends: Storytelling archetypes and their impact on brand perceived value, *Journal of Marketing Management*, 37:5-6, 437-463.
- Untilov O. and Ganassali S. (2020), Product-Harm Science Communication: The Halo Effect and its Moderators, *Journal of Consumer Affairs*, 54(3): 1002-1027.
- Ganassali S. (2019), Status of brands in children's consumption: What letters to Santa posted on La Poste website tell us, *Psychology & Marketing*, 36: 5-14.
- Sanchez Bengoa D., Ganassali S., Kaufmann H.R., Rajala A., Trevisan I., van Berkel J., Zulauf K. and Wagner R. (2018), Shared experiences and awareness from learning in a student multicultural environment: Measuring skills' development in intercultural intensive programs, *Journal of International Education in Business*, 11(1): 27-42.
- Ganassali S. & Matysiewicz J. (2018), Assessing visual survey protocols to capture brand-related emotional insights, *Qualitative Market Research: An International Journal*, 21(1): 2-17.
- Ganassali S. (2016), Presenting online multi-image elicitation: The contributions of a hybrid protocol, *Recherche et Applications en Marketing (English Edition)*, 31(4): 65-82.
- Ganassali S. (2014), Enquêtes et analyse de données avec Sphinx, Pearson.
- Rodriguez Santos C., Ganassali S. Casarin F., Laaksonen P. & Kaufmann H.-R. (2013), *Consumption Culture in Europe: Insight into the Beverage Industry*, IGI Global, Hershey.
- Ganassali S. (2008), Faire parler les mots : vers un cadre méthodologique pour l'analyse thématique des réponses aux questions ouvertes. *Décisions Marketing*, 51: 55-67.
- Ganassali S. (2008), Design of Web Survey Questionnaire and Quality of Responses, *Survey Research Methods*, 2(1): 21-32.

## Administrative and organizational activities related to the field of teaching and research

- 2007-2017: Founder and director of a European joint master's in business studies (EMBS)
- 2015-2017: EPAS Accreditation Project Manager (EFMD) for the EMBS Master at the IAE Savoie Mont-Blanc.
- 2021-2023: European University UNITA - <http://www.univ-unita.eu>. Project leader for Collaborative Online International Learning (COIL) and blended intensive programmes.
- Since 2019: Academic advisor for mercuri joint European Master (<https://www.mastermercuri.eu>)
- Since 2021: Head of Master 1 International Marketing at the IAE (University Savoie Mont-Blanc)

## Others

- Marketing Trends Conference Award 2007 - ESCP Europe & Università Ca' Foscari di Venezia.
- Reviewer for academic journals like *Recherche et Applications en Marketing*, *Décisions Marketing*, *European Journal of Marketing*, *Qualitative Market Research*.
- Expert reviewer for the Erasmus program at the Education, Audio-visual, and Culture Executive Agency of the European Commission.

## Languages

- French: mother tongue / English: fluent / Italian: very good / German: beginner.
- Able to teach and conduct research in French, English and after refreshment, in Italian.