


Etienne Denis, PhD

Assistant Professor – Speciality: Marketing

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Etienne Denis is an Assistant Professor at the EDHEC Business School since 2018. Between 2014 and 2018 he was a teaching assistant at the Louvain School of Management, in Belgium, where he completed his doctoral dissertation on role of self-interest in the adoption of prosocial behaviors. His current interests are in consumer research, nonprofit marketing and prosocial behaviors.

EDUCATION

- 2015-2018** **PhD in Economics and Management Science**
 Louvain School of Management, Université Catholique de Louvain, Belgium
 Dissertation title: *“Essays on the self-interested motivations of prosocial behaviors: the case of charitable giving »*
 Co-supervisors: Pr. Claude Pecheux & Pr. Per Agrell
- 2008-2013** **Master Degree in Business Engineering (*High Honors*)**
 Louvain School of Management, Université Catholique de Louvain Belgium
 Master Thesis : *“Neuromarketing: Definition and managerial applicability*
 (Supervisor: Pr. Claude Pecheux)
 Internship: Belgian Embassy in Stockholm. Trade Commissioner assistant

PROFESSIONAL EXPERIENCE

- 2018- **Assistant Professor of Marketing**
EDHEC Business School, Lille, France
Teaching domain: data collection and analysis, market studies, nonprofit and social marketing
- 2014-2018 **Teaching assistant**
Université Catholique de Louvain (Belgium)
Bachelor: Micro and macro economics, Marketing, Human Management, Interdisciplinary seminar, Marketing Study
- Master:** Strategic marketing (based on the serious game Markstrat), Price Management (Pr. C. Ducarroz), Supervision of master theses in marketing
- Evening program:** Corporate Social Responsibility, Business game (based on the serious game Markstrat), Supervision of master theses in marketing

PUBLICATIONS

Denis E., Pecheux C. and Decrop A. (2018), Segmenting the Belgian charitable sector: The impact of environmental factors on households' generosity, *International Journal of Nonprofit and Voluntary Sector Marketing*, in press.

Under review:

Denis E., Pecheux C. and Warlop L. (2018), When social recognition inhibits prosocial behaviors: the case of charitable giving, *Nonprofit and Voluntary Sector Quarterly*.

CONFERENCES

- Denis E. & Pecheux C. (2018), *The influence of personal actions on generosity to charitable organizations*, Global Marketing Conference, Tokyo (Japan).
- Denis E. & Pecheux C. (2018), *I misbehaved so I give, I did good so I do not: the impact of past deeds on charitable donations*, Academy of Marketing Science, AMS 21th World Marketing Congress, Porto (Portugal).
- Denis E., Pecheux C. & Warlop L. (2017), *When social recognition inhibits prosocial behaviors: the case of charitable giving*, Academy of Marketing Science, AMS 20th World Marketing Congress, Christchurch (New Zealand).
- Denis E. & Pecheux C. (2017), *When social recognition inhibits prosocial behaviors: the case of charitable giving*, Business and Society Research Seminar, 7th edition, Lille (France).
- Denis E. & Pecheux C. (2016), *Self-interested motives of charitable giving: An exploratory analysis*. Academy of Marketing Science, AMS 19th World Marketing Congress, 2016, Paris (France).
- Denis E. (2016), *Self-interested determinants of prosocial behaviors: The case of charitable giving*, European Marketing Academy, EMAC 29th Doctoral Colloquium, 2016, Oslo (Norway).
- Denis E. & Pecheux C., (2015), *Le don caritatif : une analyse exploratoire du secteur belge*, Les 14^{èmes} Journées Normandes de Recherche sur la Consommation, Angers, (France).

MANAGERIAL COMMUNICATIONS

- Pecheux C. & Denis E. (2015), Le donateur belge en 2015, *La libre Entreprise* du 23 mai 2015.
- Denis E. (2017). Invited expert at *Médecins du Monde*: An overview of the Belgian charitable sector in 2017.