



Michael ANTIOCO, PhD
Marketing Department
 Head of Faculty, Marketing
 Professor – Speciality: Marketing

Phone : +33 (0)3 20 15 44 17
 Fax: + 33 (0)3 20 15 45 01
 E-mail : michael.antioco@edhec.edu

Michael Antioco joined EDHEC Business School as Professor in Marketing in September 2013. Prior to joining Group EDHEC, Michael held a tenured faculty position at EMLYON Business School where he taught in Ecully (France) and Shanghai (China) and a visiting position at TIAS School for Business and Society, Tilburg University (the Netherlands).

The broad area of his quantitative research is customer understanding with a particular focus on formulating practical recommendations for decision-making, product innovation, and marketing communications. He mainly carries out his research in the high-tech and luxury sectors. For his research, he has collaborated with firms such as Ion Beam Applications (IBA), ING Banking & Insurance, Philips, L'Oréal division luxe, Lancel, and Printemps retailers, among others.

EDUCATION

2002 – 2006	Eindhoven University of Technology, the Netherlands Faculty of Technology Management Ph.D. in Marketing & Innovation Studies
2004 - 2005	Purdue University, West Lafayette, USA Department of Consumer Sciences and Retailing Visiting Scholar
2001 – 2002	Louvain School of Management, Belgium Catholic University of Louvain Research Master of Business Science (DEA)
1996 – 2001	Louvain School of Management, Belgium Catholic University of Louvain Master of Business Science
1999 – 2000	Faculty of Comparative Culture, Japan Sophia University of Tokyo One-year Exchange Program

PROFESSIONAL EXPERIENCE

2014 - Current	EDHEC Business School, France Marketing Department <ul style="list-style-type: none"> • Head of Faculty, Marketing
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2013 - Current	EDHEC Business School, France Marketing Department <ul style="list-style-type: none">• Professor in Marketing
2010 – 2013	EMLYON Business School, France Markets & Innovation Department <ul style="list-style-type: none">• Associate Professor in Marketing
2008 – 2013	TIAS School for Business and Society, the Netherlands Tilburg University <ul style="list-style-type: none">• Visiting Faculty
2006 – 2010	IESEG School of Management Lille Paris, France Lille Catholic University Marketing Department <ul style="list-style-type: none">• Assistant & Associate Professor in Marketing
2002 – 2006	Eindhoven University of Technology, the Netherlands Faculty of Technology Management Department of Organization Science & Marketing <ul style="list-style-type: none">• PhD Candidate
2005 – 2006	Vanderlande Industries, Veghel, the Netherlands Social Networks Analysis <ul style="list-style-type: none">• Part-time Intern
2004 - 2005	Purdue University, West Lafayette, USA Department of Consumer Sciences and Retailing <ul style="list-style-type: none">• Visiting Scholar
2001 - 2002	Louvain School of Management, Belgium Catholic University of Louvain <ul style="list-style-type: none">• Researcher in Relationship Marketing and E-Business.
2000 - 2001	IBA N.V., Louvain-la-Neuve, Belgium Business Development Department <ul style="list-style-type: none">• Intern
2000	Hewlett Packard, Brussels, Belgium Operations Service Centre Department <ul style="list-style-type: none">• Intern
2000	Zenken Honsha, Tokyo, Japan <ul style="list-style-type: none">• Education
1997	Unilever, Dublin, Ireland Finance Department <ul style="list-style-type: none">• Intern

TEACHING EXPERIENCE

Strategic Marketing (2002 – 2004 & 2007 – 2008)
Marketing Management* (2006 – *Current*)
Product Innovation Management (2006 – 2012)
Marketing Luxury Products/Luxury Branding* (2008 – *Current*)
Customer Feedback Management (2011 – 2012)

Luxury Workshop Marketing & Design (2012- 2013)

*: course taught at EDHEC Business School

RESEARCH INTERESTS

Customer/consumer understanding in the contexts of:

1. New Product Development/Innovation
2. Product feedback management
3. Advertising responses/Marketing communications

Methods:

Survey, Linguistics Analysis, Quasi-Experiments, Quantitative Methods

Sectors:

FMCG, Luxury goods, Skincare and high-tech products.

JOURNAL ARTICLES (2005 - Current)

Antioco, M. and K. Coussement (2018). "Misreading of Consumer Dissatisfaction in Online Product Reviews: Writing Style as a Cause for Bias," *International Journal of Information Management*, 38 (1), 301-310.

Coussement, K., D. Benoit, and M. Antioco (2015). "A Bayesian Approach for Incorporating Expert Opinions into Decision Support Systems: A Case Study of Online Consumer-Satisfaction Detection," *Decision Support Systems*, 79 (Nov), 24-32.

Antioco, M., J. Vanhamme, A. Hardy, and L. Bernardin (2012). "On the Importance of Social Integration for Minority Targeting Effectiveness," *International Journal of Research in Marketing*, 29(4), 380-389.

Antioco, M., D. Smeesters, and A. Le Boedec (2012), "Take Your Pick: Kate Moss or the Girl Next Door? The Effectiveness of Cosmetics Advertising?" *Journal of Advertising Research*, 52(1), 1-16.

Lindgreen, A., Hingley, M.K., and Antioco, M (2011). "Value Marketing in the Health Care Industry", *Journal of Marketing Management*, 27(3-4), 199-206.

Moenaert R.K., H. Robben, M. Antioco, V. Deschamphelaere, and E. Roks (2010). "Strategic Innovation Decisions: What You Foresee is not What You Get", *Journal of Product Innovation Management*, 27(6), 840-855.

Antioco, M. and M. Kleijnen (2010), "Consumer adoption of technological innovations: Effects of psychological and functional barriers in a lack of content versus a presence of content situation," *European Journal of Marketing*, 44(11/12), 1700-1724.

Lindgreen, A., R. Palmer, M. Wetzels, and M. Antioco (2009), "Do different marketing practices require different leadership styles? An exploratory study," *Journal of Business & Industrial Marketing*, 24(1),14-26.

Lindgreen, A., M. Antioco, D. Harness, and R. van der Sloot (2009), "Purchasing and marketing of economic, social, and environmental responsibilities in high-tech medical equipment systems," *Journal of Business Ethics*, 85, 445-462.

Lindgreen, A., M. Antioco, R. Palmer, (2009), "High-tech, innovative products: identifying and meeting business customers' value needs," *Journal of Business & Industrial Marketing*, 24(3/4), 182-197.

Antioco, M., R.K. Moenaert, R.A. Feinberg, and M.G.M. Wetzels (2008), "Integrating service and design: The influences of organizational and communication factors on relative product and service characteristics," *Journal of the Academy of Marketing Science*, 36(4), 501-521.

Antioco, M., R.K. Moenaert, and A. Lindgreen (2008), "Reducing on-going product design decision-making bias," *Journal of Product Innovation Management*, 25(6), 528-545.

Antioco, M., R.K. Moenaert, A. Lindgreen, and M.G.M. Wetzels (2008), "Organizational antecedents to and consequences of service business orientations in manufacturing companies," *Journal of the Academy of Marketing Science*, 36(3), 337-358.

De Moerloose, C., M. Antioco, A. Lindgreen, and R. Palmer (2005), "Information kiosks: The case of the Belgian retail sector," *International Journal of Retail & Distribution Management*, 33(6), 472-490.

CONFERENCE PROCEEDINGS

Coussement, K., D. Benoit, and M. Antioco (2014), "Incorporating Expert Opinions into Statistical Models," *IFORS*, Barcelona, 13-18 July.

Prange, C. and M. Antioco (2013). "Analyzing MNC-Subsidiary Managers' Mindsets - A Diary Study." *Academy of Management Annual Meeting*, Orlando. 8-15 August.

Coussement K. and M. Antioco (2013). "Warning about Product Feedback: How Consumers Write it Influences What Managers Make of It," *Proceedings of the 20th International Product Development Management Conference*, EIASM, 23-25 June, Université de Paris Dauphine, France (Runner-up best paper award).

Coussement K. and M. Antioco (2012). "Managing Information Overload: The Case of Online Product Review Categorization," *Proceedings of the Academy of Marketing Science Annual Conference*, New Orleans, 15-20 May, New Orleans, Louisiana, USA.

Moenaert R.K., M. Antioco, H. Robben, and P. Gouw (2011). "Innovation and the Strategic Agenda of the Firm," *Proceedings of the 18th International Product Development Management Conference*, EIASM, 5-7 June, University of Delft, the Netherlands.

Moenaert R.K., H. Robben, M. Antioco, V. Deschamphelaere, and E. Roks (2009). "Strategic Decision Making and New Product Development", *Proceedings of the 16th International Product Development Management Conference*, EIASM, 7-9 June, University of Twente, the Netherlands.

Antioco, M., R.K. Moenaert, and A. Lindgreen (2007), "Reducing on-going product design decision-making bias," *Proceedings of the 14th International Product Development Management Conference*, EIASM, 10-13 June, University of Porto, Porto, Portugal (Best Paper Award).

Antioco, M. and M. Kleijnen (2007), "Consumer adoption of technological innovations: Effects of psychological and functional barriers in a lack of content versus a presence of content situation," *Proceedings of the 36th European Marketing Academy Conference*, EIASM, 22-25 May, University of Reykjavik, Reykjavik, Iceland.

Antioco, M., R.K. Moenaert, and M.G.M. Wetzels (2004), "R&D/Service integration mechanisms in manufacturing firms: Impact on new product selling performance," *Proceedings of the 11th International Product Development Management Conference*, EIASM, 20-22 June, University of Dublin, Trinity College, Dublin.

Antioco, M. (2003), "Design for service - Service for design: Exploring the interface between marketing and design," *Proceedings of the 16th EMAC Doctoral Colloquium*, 18-20 May, University of Strathclyde, Glasgow.

Antioco, M., M. Wetzels, and A. Lindgreen (2003), "Design for service – service for design: exploring the interface between marketing and design," in Karlsson, C. and Hustad, T. (Eds.), *Proceedings of the 10th International Product Development Management Conference*, EIASM, 10-11 June, Brussels.

Antioco, M. and A. Lindgreen (2002), "Relationship marketing in the Internet age: a research agenda," In Baker, M. (Ed.). *Proceedings of the Annual Conference of the Academy of Marketing: Doctoral Colloquium*, 1 July, Nottingham University Business School.

Lindgreen, A., M. Antioco, and M.G.M. Wetzels (2002), "The creation of a video chat service on the Internet," In Paliwoda, S., Wright, L. T., Abbott, J., and Stone, M. (Eds.). *E-Business: Proceedings of the E-business Conference*, 4 December, Birmingham Business School. (Award of merit).

ACADEMIC SERVICES

2013 – Current	Course coordinator Marketing Management
2012-2013	Responsible recruitment Business-to-Consumer Marketing
Since 2011	Reviewer: <i>Journal of Product Innovation Management</i>
2010-2013	Responsible for MSc Marketing Essentials (Coordination of faculty members)
Since 2008	Reviewer: <i>Journal of Business Ethics, Journal of Business Research, EMAC</i> Responsible for BSc Marketing Essentials (Coordination of faculty members)
Since 2005	Co-responsible for organizing the Research Seminars (2009-2010) Editorial review Board of <i>Industrial Marketing Management</i>

LANGUAGES

English, Dutch, French, and basic German