



### Martin CHOUR, PhD

Teaching Assistant – Speciality: Marketing

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**Martin Chour** holds a PhD in Marketing and Consumer Behavior from the University of Lille. His research mainly focuses on family consumption and gender marketing. He is an active member of the French Marketing Association and the Academy of Marketing Science. He presented his research at international conferences, such as the World Marketing Congress, the French Marketing Association Conference and the American Marketing Association Conference. Prior to joining the academic world in 2013, he has been working in financial services and hotel industry fields both in B-to-B and B-to-C.

## EDUCATION

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- 2018      **Senior Lecturer Qualification (Maître de Conférences)** - Paris
- 2017      **PhD in Marketing** - Lille University  
Title: “Building a Family through Consumption: Single-Fathers facing Shopping”
- 2013      **Research Masters in Retailing and Marketing** - Lille University
- 2011      **Masters in International Marketing** - SKEMA Business School - Lille
- 2009      **Bachelor in Business Administration**  
Saint Joseph University USJ - Beyrouth
- 2008      **Business English Diploma** - Georgetown University - Washington, D.C.

## TEACHING EXPERIENCE

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### EDHEC Business School - Lille

**Sales Management - MSc in Marketing Management**

**Course Coordinator (since 2019)**

Sales process - Channel Management - Sales strategies - Buyer-seller relationship - Service Relation

Projects in partnership with SEB Group

**Marketing Management - Master 1 (since 2018)**

Marketing plan - Marketing strategy - STP strategy - Marketing mix - SWOT/TOWS Analysis  
Projects in partnership with Procter & Gamble

**Negotiation & Sales - BBA1- Course Coordinator (since 2018)**

Sales techniques - Negotiation between the seller and the buyer - Clients' satisfaction and loyalty

**Consumers & Markets - BBA1 (since 2018)**

Market definition - PORTER - PESTEL - SWOT - Consumer behavior - Advertising strategies

**Marketing Management - BBA2 - Course Coordinator (since 2018)**

Marketing plan - Marketing strategy - STP strategy - Marketing mix

**Market Studies - Pre-masters - Course Coordinator (since 2016)**

Qualitative and quantitative Methodologies - Analysis of statistical data SPSS  
Projects in partnership with TNS Sofres

**Marketing, Culture & Society - Pre-masters - Course Coordinator (since 2015)**

Consumption Cultures - Brand Communities - Sharing Economy - Resistance to Consumption  
Harvard Business School's Case Studies  
Projects in partnership with Lactalis Group

**Masters Thesis Supervisor - Master 2 (since 2015)**

**SKEMA Business School - Lille**

**Marketing and Innovation - Master 1 (2014-2017)**

Marketing Mix - Servicization - Innovation

**Comprendre le Consommateur - Licence 3 (2015-2017)**

Product Innovation - Market Analysis - Consumer Behavior

**Epreuve au choix de Marketing - Licence 2 (2016-2017)**

Preparation of students for the « Passerelle ESC » contest - Setting up a marketing strategy

**ITEEM - Ecole Centrale de Lille - Lille**

**Marketing and management consulting for engineering students projects (2016-2017)**

Partnership with Décathlon.

**IMMD - Lille University - Roubaix**

**Marketing Fondamental - Licence 2 (2013-2016)**

The fundamentals of marketing - Operational and strategic marketing

## **Satisfaction et Fidélisation Clients - Master 1 - Apprentissage (2013-2016)**

Customers satisfaction - Customers Loyalty - Relationship marketing - Experiential marketing

## **Masters Thesis Supervisor - Master 2 (2013-2016)**

## **CONFERENCES & CONTRIBUTIONS INTELLECTUELLES**

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Chour, M. (2020), «New Fathers» Reshaping the Marketplace: A Focus on Single-Fathers Families, 45th annual Macromarketing conference, Bogota, 7-10 July.

Chour, M. (2019), Single-Fathers Families: An Emerging Market Segment in an Era of Blurred Boundaries, CBSIG - American Marketing Association, Bern, 5-7 July.

Fosse-Gomez, M-H., Chour, M. (2019), A la conquête d'un nouveau territoire ? Les pères isolés à l'assaut de la sphère domestique, 35ème Congrès International de l'Association Française du Marketing, Le Havre, 15-17 May.

Chour, M., Fosse-Gomez, M-H. (2019), Single-Fathers Families: How to better Target them?, International Marketing Trends Conference, Venice, 17-19 January.

Chour, M. (2018), Rethinking Gender Roles within Families: Single Fathers and the Domestic Sphere, 20th Conference on Gender Studies and Culture of Gender, Prague, 24-25 May. **“Best Presentation Award”**

Chour, M., Fosse-Gomez, M-H. (2018), Les Familles Monoparentales dirigées par des Pères Isolés : Comment le Shopping leur permet-il de devenir des « Nouveaux Pères » ?, 4ème Journée de Recherche en Marketing du Grand-Est, Mons, 23 March.

Chour, M., Fosse-Gomez, M-H. (2017), Can Fathers Mother? Single Fathers and the Transforming Meanings of Fatherhood, European Sociological Association Conference, Athens, 28 August-6 September.

Chour, M., Fosse-Gomez M-H. (2016), Construction of Fatherhood within the Domestic Sphere: A Focus on Single Fathers, World Marketing Congress, Academy of Marketing Science, Paris, 19-23 July.

Chour, M. (2015), Construire une Famille par la Consommation : Les Pères Isolés face aux Courses, Colloque Doctoral de l'AFM, Marrakech, 19-20 May.

Chour, M. (2015), Building a Family through Consumption: Single Fathers' Shopping Challenges, Multidisciplinary PhD Workshop, Skema Business School, Lille, 30 June.

Chour, M. (2015), Les Pères Isolés face au Marché : Immersion et Abnégation, ISMD International Network Conference, Lille, 21 October.

Chour, M. et Fosse-Gomez, M-H. (2014), Les Pères Isolés face aux Courses : «I will Survive!», Journées Normandes de Recherche sur la Consommation, Rouen, 27-28 November.

## WORK IN PROGRESS

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« Happy Mothers' day Dad! »: **Single-Fathers Families challenging Gender Stereotypes**

Target Journal: Journal of Macromarketing - Special issue: Macromarketing and Gender

**Quel Rôle pour les Distributeurs dans l'Acculturation des "Nouveaux Pères" à la Sphère Domestique ?**

Target Journal: Décision Marketing

**The Interplay of Attachment and Consumption in City Identities Building: Insight from Casablanca, Morocco**

Target Journal: Journal of Marketing Management

## OTHER PUBLICATIONS

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- Forbes India: Single Fathers Families: a Market Segment still Ignored by Brands, Oct. 2018

- EDHEC Vox: Pères Isolés: Un Segment du Marché encore Ignoré des Marques, Sept. 2018

## RESEARCH & KNOWLEDGE CREATION INTERESTS

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- Servicization and Product/Service Innovation

- Gender Marketing

- Family Consumption

**Sectors:** Retail, High-tech products and BtoB

## PROFESSIONAL EXPERIENCE

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**EDHEC Business School - Teaching Assistant**

Marketing Department - Lille (since 2017)

**Lille University - Teaching and Research Assistant (ATER)**

Marketing Department - Lille (2014-2016)

**Chronodrive**

Sales and CRM - Lille (2012-2014)

**Edenred (Ex-Accor Services) - Headquarter - Paris (2011)**

**Assistant Payment Expertise and Training (BtoB) - Development and Strategy Department**

**Intercontinental Phoenicia Hotel - Human Resources Training Department - Beirut (2009) - Human Resources Training Assistant**

**Byblos Bank**

Account Manager - Beirut (2008)

## MEMBERSHIPS

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**Member of the Academy of Marketing Science** - Ruston (since 2016)

**Member of the AFM (Association Française du Marketing)** - Paris (since 2014)  
Organization of the AFM conference 2015 in Marrakech

**Member of the MERCUR research team - SKEMA Business School and Lille University**  
- Lille (2013-2017)  
Organization of research seminars and conferences (CCTC 2016) - Data collection for research studies

## SOFTWARE & METHODOLOGIES

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- Qualitative: Nvivo - Methods: Interviews, Focus groups, Projective Techniques, Nethnography, Observation
- Quantitative: SPSS, Sphinx - Methods: Survey, Panel

## LANGUES

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- English, French and Lebanese Arabic: Fluent
- Hebrew and Spanish: Intermediate
- Turkish: Basic