



**Joëlle Vanhamme, PhD**  
Professor - Speciality: Marketing

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**Joëlle Vanhamme, Ph.D.**, is Professor of Marketing at EDHEC Business School. Prior to joining EDHEC, Professor Vanhamme was faculty member at Rotterdam School of Management and IESEG School of Management. She received her doctorate from the Catholic University of Louvain (Louvain School of Management, 2002) and her accreditation to supervise research (French habilitation qualification, 2012) from the University of Bourgogne. Between 2011 and 2018 Joëlle Vanhamme was the Editor of the *Journal of Business Ethics*'s section on corporate social responsibility (quantitative issues), one of the FT50 journal list. Her research has appeared in top-ranking journals such as the *California Management Review*, *International Journal of Research in Marketing*, *Journal of Business Ethics*, *Journal of Retailing*, *Marketing Letters*, and *Organization Studies*. One of Joëlle Vanhamme's core research streams focusses on social marketing and corporate social responsibility (e.g., influence of corporate social responsibility communication on consumers; how to promote more responsible consumers' behaviours such as healthy eating or sustainable behaviour; how to curb product obsolescence)

## EDUCATION

**06/2012**

**Habilitation à Diriger les Recherches in Management science**

IAE Dijon & Cermab-LEG (UMR CNRS 5118)

Université de Bourgogne, France.

Jury: M. Filser, E. Vernet, D. Bourgeon Renault, J. Brée, G. Laurent, D. Merunka.

**10/1998-03/2002**

**Ph.D. in Management science**

Université Catholique de Louvain / Louvain School of Management, Louvain-La-Neuve, Belgium

- Thesis: "The emotion of surprise and its influence on consumers' satisfaction"

Supervisors: C. Derbaix, P. Pellemans

Other members of the jury: J. Brée, B. Pras, R. Peeters, H.M.J.J. Snelders

**01/1998-07/1999**

**Master (« DEC ») in Psychology**

Université Catholique de Louvain / Faculté de Psychologie et des Sciences de l'Éducation, Louvain-La-Neuve, Belgium

- Thesis: "Surprise as a marketing tool? The case of a purchase experience",

Supervisor: G. Lories, Jury: Ph. Béguin, C. Vandenberghe.

- 1995-1996**                    **Cems' Master**
- 07/1991-06/1996**        **Bachelor and Master in Management (Sept. 1991 - June 1996) -  
Specialization: Marketing**  
Université Catholique de Louvain / Faculté des sciences économiques,  
sociales et politiques, Louvain-La-Neuve, Belgium  
-Thesis: "Senior marketing applied to the retailing industry: Delhaize Le  
Lion", Supervisor: J.-J. Lambin, Other members of the jury: P. Wijvekens, C.  
Allard.
- 1995**                        **IMScC International Business Exchange Program (Sept.- Dec. 1995)**  
Erasmus Universiteit Rotterdam, Bedrijfskunde Faculteit, Rotterdam, The  
Netherlands

## WORK EXPERIENCE

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- 01/2011-**                    **EDHEC Business School - Marketing Department**  
Lille - France  
FULL PROFESSOR
- 1996-2010**                **VIC SA**  
Brussels – Belgium  
MEMBER OF THE BOARD OF DIRECTORS
- 02/2009-12/2010**        **Université catholique de Lille**  
**IESEG School of Management / Marketing Department**  
Lille - France  
ASSOCIATE PROFESSOR
- 11/2008-10/2009**        **The University of Hull**  
**Hull University Business School, Department of Marketing**  
Hull – United Kingdom  
VISITING PROFESSOR
- 08/2002-01/2009**        **Erasmus Universiteit Rotterdam**  
**School of Management (RSM), Department of Marketing**  
Rotterdam – The Netherlands  
ASSISTANT PROFESSOR
- 1996-2002**                **REFACOM SA**  
Brussels – Belgium  
MEMBER OF THE BOARD OF DIRECTORS
- 10/1999-07/2002**        **Fonds National de la Recherche Scientifique**  
**Host university: Université Catholique de Louvain/Louvain School of  
Management (LSM)/Marketing department**  
Louvain-La-Neuve, Belgium  
ASPIRANTE FNRS (RESEARCH FELLOW FNRS)
- 06/2002-07/2002**        **Eindhoven University of Technology**  
**Faculty of Management en Marketing**  
Eindhoven – The Netherlands  
GUEST RESEARCH FELLOW

- 02/2001-03/2001**      **Delft University of Technology**  
**Faculty of Industrial Design**  
Delft – The Netherlands  
VISITING RESEARCH FELLOW
- 12/1999-08/2000**      **The University of Auckland**  
**School of Business and Economics/ Marketing Department**  
Auckland, New Zealand  
VISITING RESEARCH FELLOW AND VISITING LECTURER
- 10/1997-10/1999**      **Université Catholique de Louvain**  
Louvain-La-Neuve, Belgium  
TEACHING AND RESEARCH ASSISTANT IN MARKETING
- 02/1997-10/1997**      **InduTec ASBL**  
Brussels, Belgium  
*DIRECTION ATTACHÉ* AND EDITOR OF 'INDUTEC NEWS'
- 09/1996-07/1997**      **Carré Jaune S.A. (Marketing Department)**  
Brussels, Belgium  
MARKET ANALYST (clients: GB [Carrefour], Ixina/Electro Cash)
- 07/1996-09/1996**      **DESCO GmbH**  
Frankfurt, Germany  
CEMS' INTERNSHIP, MARKET RESEARCH.

## TEACHING SPECIALITIES

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### PHD SUPERVISION

- PhD thesis co-supervisor (with V. Swaen) : Pauline Munten – Université catholique de Louvain
- PhD thesis co-supervisor (with V. Swaen) : Catherine Janssen – Université catholique de Louvain – 2009-2013 ; Catherine was awarded the ICM fellow PhD. grant in 2010
- Member of PhD thesis supervision committee and jury member : Anne-Cécile Jeandrain – Université catholique de Louvain –2004-2006

### RESEARCH MASTER THESES SUPERVISION

- 2011 - : supervision of Msc theses and exec MBA theses at Edhec Business School
- 2009-2010 : supervision of master student's theses at IESEG School of Management
- 2002-2009 : supervision of 73 master student's theses at Erasmus University Rotterdam
- 1997-2002: co-supervision of master theses at Université Catholique de Louvain and Facultés Universitaires Catholiques de Mons

### COURSES TAUGHT

- MARKETING MANAGEMENT – Executive MBA
- SERVICES MARKETING – Msc and Bachelor
- EXPERIMENTAL DESIGNS IN MARKETING – Msc
- MARKETING COMMUNICATION – Msc and Bachelor
- STRATEGIC MARKETING – Bachelor

## MEMBERSHIPS

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### RESEARCH CENTER MEMBER:

- LEM UMR CNRS, France: 2009 - 2010
- ERIM Fellow Member at Erasmus University, The Netherlands: 2002-2009
- LABACC Associate Member at FUCAM, Belgium: 1998-2002

### ASSOCIATIONS:

- Since 2000, Member of the European Marketing Academy
- Since 2000, Member of the Society for Consumer Psychology
- Since 2000, Member of the Association for Consumer Research
- Since 2000, Member of Association française du Marketing
- In 1999, Member of the Australian and New Zealand Marketing Academy
- In 2000, Member of the New Zealand Strategic Management Society

## PRIZES AND AWARDS

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- 2018; Teaching Excellence Award
- 2012; External Project Partner for the grant awarded by Forschungsförderungsfonds (FFF) der Universität Liechtenstein. Partners: Christine Vallaster (Universität Liechtenstein), Adam Lindgreen (Cardiff Business School), François Maon (IESEG), Joëlle Vanhamme (Edhec Business School)
- 2005; Research bonus awarded by Erasmus University in connection with my Veni research project short-listed by the Dutch National Research Organization (NWO)
- 2003; Awarded the prize for the best PhD. thesis, Prix Nicolas, by the Académie des Sciences Commerciales, Paris (France).
- 2000; Awarded one of the ten French Community (Belgium) Travel Grants.
- 2000; Best doctoral Paper – Academy of Marketing
- 2000; 2d Prize Best Paper in Relationship Marketing – Academy of Marketing
- 1999; Among the three finalists for the “Best PhD. Student Paper Award” at the ANZMAC99 Doctoral Colloquium;
- 1995; First prize - business project: Market study for Tony Stone Images (England).

## OTHER ACADEMIC ACTIVITIES

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### TRACK CHAIR

- EMAC 2015 - SOCIAL RESPONSIBILITY & ETHICS
- EMAC 2016 - SOCIAL RESPONSIBILITY & ETHICS
- EMAC 2017 - SOCIAL RESPONSIBILITY & ETHICS
- EMAC 2019 - SOCIAL RESPONSIBILITY & ETHICS
- EMAC 2020 - SOCIAL RESPONSIBILITY & ETHICS

### MEMBER OF SCIENTIFIC COMMITTEE:

- Monaco Symposium on Luxury (2018, 2020, 2021)
- CSR Research Seminar (2013, 2014, 2015)

### EDITORSHIPS

- Journal of Business Ethics' CSR section (quantitative issue) : 2011-2018
- Special issue Recherche et Applications en marketing - Marketing & Ethics : 2017

**MEMBER OF EDITORIAL REVIEW BOARD:**

- Recherche et Applications en Marketing
- Industrial Marketing Management

**AD HOC REVIEWER:**

- European Journal of Marketing
- Journal of Business Ethics
- Journal of Business Research
- Journal of Marketing
- International Journal of Research in Marketing
- International Journal of Advertising Research
- Journal of Business Research
- Motivation and Emotion
- Recherche et Applications en marketing
- Reviewer for books and for marketing conferences (e.g., Congrès de l'Association Française du Marketing, Les journées de la satisfaction, EMAC, SCP Doctoral competition, Lalonde Seminar, ACR)
- Reviewer for FNEGE best PhD thesis (2010, 2011)

**MEMBER OF JURY:**

***PhD. Theses and HDR***

- PhD. Thesis: Charlotte Lecuyer. Université Lumière Lyon 2 en sciences de gestion, France (2016)
- PhD. Thesis: Charlotte De Corte. Gent Universiteit, Belgium (2017)
- Habilitation à Diriger les Recherches : Aïda Mimouni Chaabane. Université Paris Dauphine, France (2018)
- Habilitation à Diriger les Recherches : Béatrice Parguel. Université Paris Dauphine, France (2019)

***Awards (academic jury)***

- Philippe de Woot Award for the best Master Thesis on Corporate Social Responsibility (2018, 2020)

***Recruitment committee – External member***

- Louvain School of Management, UClouvain 2019

**MARKETING RESEARCH SEMINARS COORDINATOR: IESEG, 2009-2010.**

**CAREER RELATED ACTIVITIES**

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- Member of the Board of Directors – Refacom SA (1996-2002)
- Member of the Board of Directors – VIC SA (1996-2010)
- Consulting/collaborations: Philips DAP (NL), LU (NL), Rabobank (NL), De Telegraaf (NL), DHL (NL), NRC (NL).

## PUBLICATIONS

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### *Double Blind Peer Reviewed Articles*

MAON F., VANHAMME J., DE ROECK K., LINDGREEN A. (2020), Serving multiple masters: The role of micro-foundations of dynamic capabilities in addressing tensions in for-profit hybrid organizations, *Organization Studies*, forthcoming, published online in 2019: DOI 10.1177/0170840619856034.

LINDGREEN, A., DI BENEDETTO, C.A., VERDICH, C., VANHAMME, J., VENKATRAMAN, V., PATTINSON, S., CLARKE, A.H., KHAN, Z. (2019), How to write really good research funding applications, *Industrial Marketing Management*, 77, 232-239.

MAON F., VANHAMME J., DE ROECK K., LINDGREEN A., SWAEN V., (2019), The dark side of stakeholder reactions to corporate social responsibility: Tensions and micro-level undesirable outcomes, *International Journal of Management Reviews*, 21, 209–230.

VANHAMME J. AND CHIU C-K. (2019), Measuring Different Emotions in Children With a Pictorial Scale: A Self-Reported Nonverbal Tool Measures the Emotions Children Experience when Exposed to Ads, *Journal of Advertising Research*, 59(3), 370-380.

LAPLACA Peter , LINDGREEN Adam , VANHAMME Joelle, C. Anthony DI BENEDETTO (2018), How to revise, and revise really well, for premier academic journals, *Industrial Marketing Management*, 72, 174-180.

LAPLACA Peter , LINDGREEN Adam , VANHAMME Joelle (2018), How to write really good articles for premier academic journals, *Industrial Marketing Management*, 68, 202-209.

VANHAMME J. (2017), Doing and publishing research in marketing ethics, *Recherche et Applications en Marketing*, 32(3), 2 – 5.

VANHAMME J. , JANSSEN C. , LEBLANC S. (2017), Should luxury brands say it out loud? Brand conspicuousness and consumer perceptions of responsible luxury, *Journal of Business Research*, 77, 167-174.

BORLAND, H., AMBROSINI, V., LINDGREEN, A., AND VANHAMME, J. (2016), “Building theory at the intersection of ecological sustainability and strategic management”, *Journal of Business Ethics*, 135(2), 293-307

TOON M.A, MORGAN R., LINDGREEN A., VANHAMME, J. HINGLEY, M. (2016), “Processes and integration in the interaction of purchasing and marketing: Considering synergy and symbiosis”, *Industrial Marketing Management*, 52, 74-81.

LUND-THOMSEN, P., LINDGREEN, A., & VANHAMME, J. (2016). Industrial Clusters and Corporate Social Responsibility in Developing Countries: What We Know, What We Do Not Know, and What We Need to Know, *Journal of Business Ethics*, 133, 9–24.

VANHAMME, J., SWAEN, V., BERENS, G., and JANSSEN, C. (2015), “Playing With Fire: Aggravating and Buffering Effects of Ex Ante CSR Communication Campaigns for Companies Facing Allegations of Social Irresponsibility, *Marketing Letters*, 26(4), 565-578.

JANSSEN, C., and VANHAMME, J., (2015), "Theoretical lenses for understanding the CSR-consumer paradox", *Journal of Business Ethics*, 130 (4), 775-787.

LINDGREEN A., DOBELE A., and VANHAMME J. (2013), "Word-of-Mouth and viral marketing referrals : what do we know ? and what should we know?", *European Journal of Marketing*, 47 (7), 1028 – 1033.

JANSSEN, C., VANHAMME, J., LINDGREEN, A., and LEFEBVRE, C. (2013), "The catch-22 of responsible luxury: effects of luxury product characteristics on consumers' perceptions of fit with corporate social responsibility", *Journal of Business Ethics*, 119 (1), 45 - 57.

LINDGREEN A., VANHAMME, J., VAN RAAIJ, E., and JOHNSTON, W. (2013), "Go Configure: The Mix of Purchasing Practices to Choose for Your Supply Base", *California Management Review*, 55, 2, 72-96.

REAST, J., MAON, F., LINDGREEN, A., and VANHAMME, J. (2013), "Legitimacy-Seeking Organizational Strategies in Controversial Industries: A Case Study Analysis and a Bidimensional Model", *Journal of Business Ethics*, 118 (1), 139 - 153.

ANTIOCO, M., VANHAMME, J., HARDY, A., and BERNARDIN, L. (2012), "On the importance of social integration for minority targeting effectiveness," *International Journal of Research in Marketing*, 29, 4, 380-389.

VANHAMME, J., LINDGREEN, A., REAST, J., and NATHALIE VAN POPERING (2012), "To Do Well by Doing Good: Improving Corporate Image Through Cause-Related Marketing," *Journal of Business Ethics*, 109 (3), 259-274.

REAST, J., LINDGREEN, A., VANHAMME, J., and MAON, F. (2010-11), "The Manchester super casino: experience and learning in a cross-sector social partnerships", *Journal of Business Ethics*, 94(suppl.1): 197-218.

PUNTONI, S., VANHAMME, J., AND VISSCHER, R. (2011), "Two Birds and One Stone: Strategic Ambiguity in Advertising Targeting and Advertising Evaluations," *Journal of Advertising*, Volume 40, (1), 25-42.

VANHAMME, J. AND GROBBEN, B. (2009), "Too good to be true!: The Effectiveness of CSR History in Countering Negative Publicity," *Journal of Business Ethics*, 85 (2), 273-283.

MAON, F., LINDGREEN, A., AND VANHAMME, J. (2008), "Disaster Relief Operations and Humanitarian Logistics: A Theoretical Framework," *Supply Chain Management*, 14 (2), 149-164.

VANHAMME, J. AND DE BONT, C. (2008), "Surprise gift purchases: customer insights from the small electrical appliances market", *Journal of Retailing*, 84 (3), 354-369.

VANHAMME, J. (2008), "La relation surprise-ravissement revisitée à l'aune du marketing expérientiel/The surprise-delight relationship revisited in the management of experience," *Recherche et Applications en Marketing*, 23 (3), 113-140.

LINDGREEN, A., PALMER, R., VANHAMME, J., ET WOUTERS, J. (2006), "A relationship-management assessment tool: questioning, identifying, and prioritizing critical aspects of customer relationships", *Industrial Marketing Management*, 35 (1), 57-71.

PALMER, R., LINDGREEN, A, ET VANHAMME, J. (2005), "Relationship Marketing: schools of thoughts and future research directions", *Marketing Intelligence & Planning*, 23 (2-3), 313-330.

LINDGREEN, A, PALMER, R., AND VANHAMME, J. (2004), "Contemporary marketing practice: theoretical propositions and practical implications", *Marketing Intelligence & Planning*, 22 (3), 673-692

LINDGREEN, A. AND VANHAMME, J. (2003), "To surprise or not surprise your customers: the use of surprise as a marketing tool", *Journal of Customer Behaviour*, 219-242. (a summary of this article has been published in 2002: "Surprise as a marketing tool", *MIT Sloan Management Review*, 44(1), p. 15).

CHUMPITAZ, R. AND VANHAMME, J. (2003), "Les processus modérateurs et médiateurs: Distinction conceptuelle, aspects analytiques et illustrations", *Recherche et Applications en Marketing*, 18(2), 67-100.

VANHAMME, J. AND SNELDERS, D. (2003), "What if you surprise your customers ... will they be more satisfied? Findings from a pilot experiment", in P. A. Keller and D. W. Rook, *Advances in Consumer Research*, vol XXX, 48-54.

DERBAIX, C. AND VANHAMME, J. (2003), "Inducing Word-of-Mouth by eliciting surprise: a pilot investigation", *Journal of Economic Psychology*, 24 (1), 99-117.

VANHAMME, J. (2002), "La satisfaction des consommateurs spécifique à une transaction: définition, antécédents, mesure et modes", *Recherche et Applications en Marketing*, 17(2), 55-86.

VANHAMME, J. AND SNELDERS, D. (2001), "The role of surprise in satisfaction judgements"? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 27-45.

LINDGREEN, A., VALLASTER, C. AND VANHAMME, J.(2001), "Reflections on the PhD Process: The experiences of three survivors", *The Marketing Review*, 1(4), 505-529.

VANHAMME, J. (2001), "L'influence de la surprise sur la satisfaction des consommateurs: étude exploratoire par journal de bord", *Recherche et Applications en Marketing*, 16(2), 1-32.

VANHAMME, J. AND LINDGREEN (2001), "Gotcha! Findings from an exploratory investigation on the dangers of using deceptive practices in the mail order business", *Psychology & Marketing*, 18(7), 785-810.

VANHAMME, J. (2000), "The link between surprise and satisfaction: an exploratory research on how best to measure surprise", *Journal of Marketing Management*, 16, 565-582.

VANHAMME J. (1998), "Une analyse qualitative des seniors face à la grande distribution: application de la grille de Gritti", *Revue Française du Marketing*, 170 (5), 41-56.

VANHAMME J. AND BIELEN F. (1998), "Retailing in Europe: the challenges of the senior market", *CEMS' Business Review*, 2, 269-283.

### **Books or books' chapters**

BORLAND, H., LINDGREEN, A., MAON, F., VANHAMME, J., AMBROSINI, V., AND PALACIOS FLORENCIO, B. (Eds.) (2018), *Business Strategies for Sustainability*, Routledge, London.(ISBN 978-1-4724-8671-4)



LINDGREEN, A., MAON, F., VANHAMME, J., PALACIOS FLORENCIO, B., VALLASTER, C., AND STRONG, C. (Eds.) (2018), *A Relational Approach to Stakeholder Engagement*, Routledge, London (ISBN 978-1-4724-8638-7)

LINDGREEN, A., VANHAMME, J., MAON, F., AND WATKINS, R. (Eds.) (2017), *Communicating Corporate Social Responsibility in the Digital Era*, Routledge, London, (ISBN 978-1-4724-8416-1)

MAON, F., LINDGREEN, A., VANHAMME, J., ANGELL, R., AND MEMERY, J. (Eds.) (2017), *Not All Claps and Cheers: Humor in Business and Society Relationships*, Routledge, London (ISBN 978-1-138-24343-9)

LINDGREEN, A., HINGLEY, M.K., ANGELL, R., MEMERY, J., AND VANHAMME, J. (Eds.) (2016), *A Stakeholder Approach to Managing Food: Local, National, and Global Issues*, Routledge, London, 332 pp. (ISBN 978-1-4724-5605-2)

LINDGREEN, A., REAST, J., and VANHAMME, J. (2013), "Business ethics: fact or fiction?" in Michalos, A.C. and Poff, D.C. (Eds.), *Citation Classics from the Journal of Business Ethics: Celebrating the First Thirty Years of Publication*, pp. 740-741. (ISBN 978-94-007-4125-6.)

LINDGREEN A., SEN, S., MAON, F., AND VANHAMME, J. (2013), *Sustainable Value Chain Management: Analyzing, Designing, Implementing, And Monitoring For Social And Environmental Responsibility*, Gower Publishing, Aldershot.

LINDGREEN A., KOTLER, PH., MAON, F., AND VANHAMME, J. (2012), *A Stakeholder Approach to Corporate Social Responsibility: Pressures, Conflicts, Reconciliation*, Gower Publishing, Aldershot. <http://www.gowerpublishing.com/isbn/9781409418399>

LINDGREEN, A., VANHAMME, J., AND BEVERLAND, M.B. (Eds.) (2009), *Memorable Consumer Experiences: A Research Anthology*, Gower Publishing, Aldershot (ISBN 0 566 08868 1)

LINDGREEN, A., HINGLEY, M.K., AND VANHAMME, J. (Eds.) (2009), *Controversies in Food and Agricultural Marketing*, Gower Publishing, Aldershot (ISBN 0 566 08812 6)

DOBELE, A., LINDGREEN, A., BEVERLAND, M., AND VANHAMME, J. (2008), "Viral marketing", in Kitchen, P. (Ed.), *Marketing: Metaphors and Metamorphosis*, pp. 102-117, Palgrave-Macmillan, Basingstoke (ISBN:1 4039 9861 2).

SWAEN, V AND VANHAMME, J. (2005), *Utilisation de l'argument citoyen dans les campagnes de communication des entreprises : analyse des risques dans la perspective d'une crise*, in Patrice de la Broise, Thomas Lamarche (éds), *Responsabilité sociale : vers une nouvelle communication des entreprises ?*, Presses Universitaires du Septentrion, pp 75-98 (isbn : 2-85939-963-1)

DERBAIX, C., GREGORY, P., LAVOISIER, L-M., LEHU, J-M., PECHEUX, C., PONCIN, I., STAYER, A., AND VANHAMME, J. (2004), "La théorie de l'irrationalité restreinte, fondement de la communication persuasive", *ECONOMICA*, Paris.

LINDGREEN, A. AND VANHAMME, J. (2004), "Viral marketing: the use of surprise", in CLARKE, I. C. AND FLAHERTY, T. B. (EDS.), *Advances in Electronic Marketing*, Idea Group Publishing, Hershey, Pennsylvania, pp.

VANHAMME, J. (2002), "La surprise et son influence sur la satisfaction des consommateurs: le cas de l'expérience de consommation / achat", nr392/2002, Louvain-la-Neuve: Presses Universitaires de Louvain.

LINDGREEN, A. AND VANHAMME, J. (2001), "At overraske eller ikke at overraske...", in Jørgensen, B. (Ed.), *Loyalitetsudvikling: Kapitel 6: Praktisk implementering af loyalitetsudvikling*, Børsen Forum, PP. 6.4.1-6.4.11 (ISBN 87-7553-627-7.)

PELLEMANS P., DE MOREAU J-PH., OBSOMER C. AND VANHAMME J. (1999), Grille de Gritti (chapitre 13), in Pellemans P., "Le marketing qualitatif: Perspectives Psychoscopiques", De Boeck Université, Bruxelles.

***Other (Peer) Reviewed Publications (selective list)***

MUNTEN P. AND VANHAMME, J. (2019). Fighting Planned Obsolescence Practices and Excessive Consumption: The Positive Effect of Pre-Purchase Product Repairability Communication on Consumers' Attitude, *Advances in Consumer Research*.

KULKARNI A. AND VANHAMME, J. (2018). Induction of Construal-Level Mindset via Surprise and the Follow-up Effect on Consumer Evaluations and Judgments, *Advances in Consumer Research*.

PUNTONI, S., VANHAMME, J., AND VISSCHER, R. (2012), "Strategic ambiguity in minority targeting," *RSM Insight – Management Knowledge*, 10, July, 15-17.

VANHAMME, J. AND CHIU, C-K. (2008), NUKI Emotion Measurement Instrument: Development of a Non-Verbal Self-Report Emotions Measurement Instrument for Children, in Lee, A. and Soman, D., *Advances in Consumer Research*, vol. XXXIV, 656-658.

DOBELE, A., LINDGREEN, A., BEVERLAND, M., VANHAMME, J., ET VAN WIJK, R. (2007), "Why pass on viral messages? Because they connect emotionally", *Business Horizons*, 50 (4), 291-304.

VANHAMME, J. (2004), "La surprise et son influence sur la satisfaction des consommateurs : synthèse des recherches et implications managériales", *Revue Française du Marketing* 197 (2/5), 41-60.

LINDGREEN, A., PALMER, R., VANHAMME, J., AND BEVERLAND, M. (2003), "Finding and choosing a supervisor", invited paper, *The Marketing Review*, 3 (2), 147-166. (ISSN 1469-347X)

VANHAMME, J. (2003), "Surprise ... Surprise ... : An Empirical Investigation on How Surprise is Connected to Customer Satisfaction", *ERIM Report Series, Research in Management*, ERS-2003-005-MKT.

VANHAMME, J. AND LINDGREEN, A. (2002), "L'effet de surprise, un outil de marketing?" *Marketeer*, Vol. 8, March, (Kluwer.), pp.

LINDGREEN, A. AND VANHAMME, J. (2002), "Comment segmenter fournisseurs et clients", *Marketeer*, Vol. 7, February, pp. 22-24. (Kluwer.)

LINDGREEN, A. AND VANHAMME, J. (2001), "Det gælder om at overraske kunderne", *Civiløkonomen*, April, 31.

LINDGREEN, A. AND VANHAMME, J. (2000), "Surprise, surprise", *New Zealand Marketing Magazine*, 19 (11), 18-19.

VANHAMME J. AND BIELEN F.(1997), “Le senior marketing appliqué à la grande distribution”, *Reflets et Perspectives de la vie économique*, 4, pp. 95-106.

## UNPUBLISHED COMMUNICATIONS / SEMINARS

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### 2017

- EMAC Meet the editors: how to publish in the Journal of Business Ethics, Groningen, The Netherlands.

### 2015

- CSR Research Seminar: how to publish in the Journal of Business Ethics, Paris, France.

### 2014

- Theoretical lenses for understanding the CSR-Consumer Paradox, communication for a marketing research seminar, Lincoln University, UK.
- The use of surprise in marketing, Lincoln University, UK.

### 2013

- Theoretical lenses for understanding the CSR-Consumer Paradox, communication for a marketing research seminar, Louvain School of Management, Université catholique de Louvain, Belgium.
- CSR Research Seminar : how to publish in the Journal of Business Ethics, Brussels, Belgium.

### 2012

- Theoretical lenses for understanding the CSR-Consumer Paradox, invited guest presentation, *4th World Business Ethics Forum: Corporate Social Responsibility and Sustainability*, organized by Cheung, S. and Chan, A., December 16-18, Hong Kong Baptist University, Hong Kong.

### 2011

- La surprise: définition, propriétés et effets, Atelier de Recherche Appliquée, surprise et marketing, journée de l'AFM
- The use of surprise in marketing, Alumni Campus day, Edhec Business School, Lille, France
- Sustainable Luxury: Oxymoron or Pleonasm? The Influence of Scarcity and Ephemerality on Perceived Fit between Luxury and Sustainability, the 18th Annual International Conference Promoting Business Ethics, St John's University, October 26-28, New York.
- Sustainable Brands: Religious Brands vs. Non-Religious Brands, the 18th Annual International Conference Promoting Business Ethics, St John's University, October 26-28, New York.

### 2010

- The boomerang effect of CSR communication campaigns, Marketing Research Seminar, Edhec Business School, Lille, France

### 2008

- Surprise gift-giving, Marketing Research Seminar, IESEG School of Management, Lille, France

### 2005

- On the Use of Corporate Social Responsibility Arguments in Communication Campaigns, Marketing research seminar, Tilburg University, Department of Marketing, Faculty of Management and Economics, the Netherlands

**2004**

- Formulating marketing strategies for “surprise gift” purchases of small electrical appliances? MSI conference “practitioner-academic collaboration”, New Haven, USA.
- The Influence of Surprise On Customer Satisfaction, communication for the annual PLS conference, HEC Paris, France.
- To Surprise Or Not To Surprise ... : An investigation into the influence of surprise on customer satisfaction, communication for a marketing seminar, HEC Paris, Department of Marketing, France.

**2003**

- La surprise et son influence sur la satisfaction des consommateurs, communication for the award ceremony of Prix Nicolas awarded by Académie des Sciences Commerciales, Paris, France.
- Inducing word-of-mouth by eliciting surprise A pilot investigation”, communication for an invited seminar at Philips DAP – Amersfoort (The Netherlands, 23/4/2003).

**2002**

- Surprendre les consommateurs pour mieux les satisfaire?, communication for a marketing-psychology seminar, Université catholique de Louvain.

**2001**

- Using surprise as a marketing tool: the surprise - satisfaction link, communication for a marketing seminar, Erasmus University of Rotterdam, Department of Marketing, The Netherlands.
- Using surprise as a marketing tool: the surprise - satisfaction link, communication for a marketing seminar, University of Tilburg (KUB), The Netherlands.

**2000**

- Surprise as a marketing tool, communication for a marketing seminar, Marketing Department, University of Auckland, Auckland, New Zealand.

**1998**

- La surprise et son influence sur la satisfaction des consommateurs, communication for a doctoral seminar of the Institut d'Administration et de gestion, Université Catholique de Louvain, Louvain-la-Neuve, Belgique.
- Les seniors et la grande distribution: perspectives belge et européenne, communication for a marketing seminar, Unité Marketing, Institut d'Administration et de gestion, Université Catholique de Louvain, Louvain-la-Neuve, Belgium.
- Surprise and its influence on consumer satisfaction, communication for a research seminar, Section Marketing/Consumer Research, Subfaculty of Industrial Design Engineering, Delft, The Netherlands.