

**Profile :**

- Professor of Marketing
- British
- PhD in E-commerce
- 15 years international industry experience
- 10 years teaching in French Business Schools
- Published in ranked Academic journals



## CV : Dr. Michele AMBAYE

### Education

**2005** : PhD in E-commerce, *Brunel University, Uxbridge, London (UK)*

**PhD Thesis title** : 'A Consumer Decision Process Model for the Internet'

**Principal Supervisor**: Dr. Ray Paul

**1989** : Master of Arts (MA) 'Product Marketing and Management', Royal College of Art and Design, London, (UK)

**1987** : Bachelor of Arts (BA Hons) 'European Studies', London University, London (UK)

### Current Position

**2010 – 2017** : Pau Business School - *Professor of Marketing*

- Course Leader for the Digital Marketing and Communications Programme (postgraduate)
- Teaching on postgraduate and undergraduate programmes.
- In charge of a national competition in sales and marketing 'concours Dirigeants Commerciaux de France' – (undergraduate and postgraduate).
- Most courses taught in English.

### Taught Subjects

Strategic Marketing, International Marketing, E-commerce, Brand Management, Consumer Behaviour, Fundamentals of Marketing, CRM, International Retail.

## Work Experience

**2004 – 2010 : Professor of Marketing for the following Business Schools in France (Grandes Ecoles de Commerce):**

**Toulouse Business School – ESSCA Angers - ESCEM Tours/Poitiers (FBS) - SKEMA Business School Lille**

Taught subjects at undergraduate, postgraduate and MBA level: Strategic Marketing, International Marketing, E-commerce, Brand Management, Consumer Behaviour, Fundamentals of Marketing, CRM.

**2005 – 2017: Marketing Consultant**, Teamwork Technologies, London, UK

**1996 – 2005: Marketing Director**, Teamwork Technologies, London, UK

**1989 – 1996: Brand Manager**, Lee Cooper International, London, UK

## Research

### *Areas of research*

- Online Consumer Behaviour (sensory products : wine, apparel)
- International Strategies for French wineries
- Customer Relationship Marketing
- Events Management and Tourism

### *Interests*

Member of the "Chartered Institute of Marketing" (UK)

Member of the "Dirigeants Commerciaux de France" (DCF) (France)

## Publications

### Book Chapters

Ambaye, M.L., (2015) 'Generation 'Y' Muslim consumers in Europe and their perception of fashion', Book Chapter for '*Aspectos ético-religiosos del consumidor musulmán: Marketing y Finanzas Islámicas*', ESIC, Madrid, Spain.

Ambaye, M.L. & Ambaye, D.J., (2013), 'Jurançon Wines in a New World Context', Book Chapter for : '*Wine and Identity: Branding, Heritage, Terroir*', Published by Routledge. Edited by Dr. Matthew Harvey, Dr. Leanne White and Dr. Warwick Frost, Victoria University, Melbourne, Australia.

Ambaye M. L. & O'Connor A. (2009), '*Cheap Goods Have a Very Expensive Price*', Palgrave Macmillan, UK.

Ambaye M. L. ; Queraux J. ; Hessin A. (2007), 'Le Géomarketing Adapté : le cas d'une concession Renault' in *Marketing des Services* (P. Callot), Editions Vuibert, France.

## Conference Papers (International Peer Reviewed)

- Séraphin, H., Micu, A., Ambaye, M. & Capatina, A. (2016), 'Performing causal configurations in e-tourism: a fuzzy-set approach'. Conference on Risk in Contemporary Economy, Dunarea de Jos University of Galati, Galati, Romania (May 19-20).
- Séraphin, H., Ambaye, M., Bonnardel, V. & Gowreesunkar V. (2016) *A Marketing Research Tool for Destination Management Organisations' Logo Design*, GIKA Conference, University of Valencia, Valencia, Spain (March 20-23).
- Ambaye, M.L., (2014), '*Small French Wineries' Export Strategies to China* ', Global Conference on Business and Social Science- GCBSS 2014, Business and Social Science for Development, Kuala Lumpur, Malaysia (15th – 16th December 2014).
- Ambaye, M .L. (2013), '*Small wineries in the South West of France faced with New World Competition*', Southeastern United Grape & Wine Symposium, VESTA, Surry Community College, Dobson, North Carolina, USA (6th/7th November).  
<http://www.ncviculturecenter.com/vesta/2013/schedule/>
- Ambaye, M. L., (2012), '*Risk Perception for Wine Purchases Online: A Study of Consumers in the South of France*', IPAG, 3ème Journée de recherche « Innovation Sociétale et Entrepreneuriale, Gouvernance Territoriale autour de la Méditerranée », Nice, France (6th July).
- Ambaye, M. L. (2011), '*Understanding French Consumer Decision Processes for Wine Purchases via the Internet - Stage 1: Literature Review*'. 4th International Conference on Economics, Management Sciences and History of Wine: Wine in the World: Markets and Globalisation. Zaragoza, Spain, (29th June–1st July).
- Ambaye, M.L., (2009), '*How French Loire Valley Wineries Use E-commerce*', American Association of Wine Economics, Reims (June).
- Ambaye, M.L.; Lauret, N., (2008), '*Risk Perception for French E-shoppers*', CRAWs, Manchester, UK (April).
- Ambaye, M. L. (2007), '*Analysing Online Consumer Behaviour*', Oxford Business and Economics Conference Oxford University, UK (June).
- Ambaye, M. L., (2007), '*E-Research Methods*', ISEOR Lyon Conference, Lyon, France (March).
- Ambaye, M. L. (2006) '*An Electronic Consumer Decision Process Model for Sensory Products*', 5th GBCE Conference, Cambridge University, UK (7th and 8th July).
- Ambaye, M. L., (2006), '*The E-CDP Model*', AFM International Conference, AUDENCIA, Nantes, France (11th and 12th May).
- Ambaye, M. L. (2005) '*Selling Wine on the Internet – Understanding How Consumers Buy Wine, Food and Clothing on the Internet*', Bacchus International Conference, Groupe ESC Dijon, France (September).

Ambaye, M.L. (2005), *'Impact of perceived similarity and ad-processing mode in commercials'*, Lalonde Conference, The Lalonde Seminar, International Research Seminar in Marketing, Marketing Communications and Consumer Behaviour, France (7th - 10th June)

Ambaye, M.L. & Paul, R. J. (2003), *'Towards a Consumer Decision Process Model for Online Behaviour'*. Proceedings for the UKAIS Conference 2003, University of Warwick, UK (9th – 11th April).

Ambaye, M.L., Lee, H. & Paul, R. J. (2002). *'A Research Framework for Investigating Women's Purchasing Behaviour Online'*. Proceedings for the 2nd International Conference on Systems Thinking in Management 2002, University of Salford, UK (3rd – 5th April).

Ambaye, M.L. Lee, H. & Paul, R. J. (2001) *'Investigating Consumers' Purchasing Behaviour for Apparel Online'*. Proceedings for the 11th Annual BIT2001 Conference, Manchester Metropolitan University, UK (30th & 31st October).

## Case Studies

Ambaye, M. L., Stevens, E., Volle P., (2006), *'Cas Idemco'*, *Gestion de la Relation Client*. Published by Pearson France (June).

## Academic Journals (Peer Reviewed)

Ambaye, M. L.; Bonnardel, V.; Gowreesunkar, V. & Seraphin, H. (2017), *'Perception of Brand Identity of the Haiti Logo'*, *Psychology and Marketing* (underway).

Seraphin, H., Dosquet, F., Ambaye, M., Konan, S.K & Capatina, A. (2017), *'Online materials and emerging market image: an empirical and exploratory study using the DRA model'* (underway).

Seraphin, H., Gowreesunkar, V. & Ambaye, M. (2016), *'The Blakeley Model applied to improving a tourist destination: An exploratory study - The case of Haiti. Journal of Destination Marketing Management*, doi: 10.1016/j.jdmm.2016.07.004

Séraphin, H., Gowreesunkar, V., Ambaye, M. & Bonnardel, V. (2016) *'A Marketing Research Tool for Destination Management Organisations' Logo Design'*, *Journal of Business Research*, Elsevier.

Ambaye, M.L., (2015), *'Small French Wineries' Export Strategies to China'*, *Journal of Management Research*, Vol. 7, No. 2.

Ambaye, M.L., (2009), *'How French Loire Valley Wineries Use E-commerce'*, *American Association of Wine Economics*, (June).

PONCIN I., PIETERS R., AMBAYE M., 2006, *'Cross-advertisement affectivity: The influence of similarity between commercials and processing modes of consumers on advertising processing'*, *Journal of Business Research*, vol 59, p. 745-754.

## Other Publications

Ambaye, M. L., (2008), 'Les principales utilisations du géomarketing: les outils de marketing direct, la géolocalisation dynamique et à la demande', *Magazine Marketing Grandes Ecoles*, No. 4, France (January).

Ambaye, M. L., (2005), '*A Consumer Decision Process Model for the Internet*', PhD thesis, Brunel University, UK (June).

Ambaye, M.L. (2003), '*The Competitive Landscape for Media Stations*' (aimed at senior managers). Internal Report, Teamwork Technologies, London, UK (29th November).

Ambaye, M. L., (2000), '*The State of the Videoconferencing Industry Today*', Teamwork Technologies, London, (UK May 3rd).

Ambaye, M. L., (1995), '*The European Shoe Report 1995*', Lee Cooper International, December 15th, Paris, France and London, UK.