

Julien Schmitt

ESCP Business School

AFFILIATION

Since 2024 **Full Professor of Sustainability / Marketing**
Coordinator of the ESCP Sustainability Department (since 2023)
ESCP Business School
Email: jschmitt@escp.eu

Since 2024 **President, AFM (French Marketing Association)**

Since 2018 **Co-Chair – International Marketing Trends Conference**

2016-2024 Associate Professor of Sustainability / Marketing
ESCP Business School

2011-2016 Assistant Professor of Marketing
Aston Business School, Aston University

2009-2011 Assistant Professor of Marketing
Loughborough University, School of Business and Economics

EDUCATION

2021 **“Habilitation à Diriger des Recherches” – Dauphine University, France**
French habilitation to supervise doctoral students

2013 **PGCPP in Higher Education – Aston University, UK**
Postgraduate Certificate of Professional Practice.
Accredited by the Higher Education Academy

2009 **PhD in Marketing - HEC Paris, France**
Thesis: “Shopping path and decision making in front of the shelf: Toward a better understanding of the relationship between in-store consumer behavior and subsequent purchases”
Advisors: Professors Marc Vanhuele and Gilles Laurent
- **2010 FNEGE-AFM Award for the Best French Dissertation in Marketing**
- **2010 HEC Paris Foundation Award for the Best PhD Dissertation**
- **2009 EMAC Top 20 finalist for the Best Paper Award based on Dissertation**

2009 **Visiting Scholar - University of Bath, UK**

2006 **Visiting Scholar - University of California, Riverside, CA, USA**

2004 **MSc in Strategy and Marketing - Dauphine University, Paris, France**
Thesis: “The contribution of different attributes in a sales promotion to consumer satisfaction: An application of the Llosa model”
Advisor: Professor Pierre Volle

1997-2001 **ESSEC Business School**
Marketing Major

- **Peer-Reviewed Articles**

- Mimoun L., Lapostolle M. & Schmitt J. (2026), Reconstructing collective Identity: How consumers mobilize brands and consumption practices after major life disruptions, *International Journal of Research in Marketing*, In Press.
- Gijzenberg M., Schmitt J., Wieringa J. and Srinivasan S. (2025), Advertising sequence response dynamics and the impact of retail environments, *Journal of Retailing*, In Press.
- Wilken R., Schmitt J., Dost F. and Bülkin D. (2024), Does the presentation of true cost at the point of purchase nudge consumers toward sustainable product options, *Marketing Letters*, 35(4), 589-602.
- Schmitt J. and Dupont-Le Priol M. (2024), Consumer Reconnection: Investigation of the phenomenon through the practice of mindful eating, *Recherche et Applications en Marketing*, 39(3), 45-66.
- Lapostolle M. and Schmitt J. (2021), Being a family in the digital world: How digitalization affects identity negotiation through consumption, *Advances in Consumer Research*, 49.
- Lapostolle, M. and Schmitt J. (2020), A sense of who we are, How TV Viewing Contributes to Negotiating Couple Identity, *Advances in Consumer Research*, 48.
- Feiereisen, S., Rasolofoarison, D., de Valck, K. and Schmitt, J. (2019), Understanding emerging adults' consumption of TV series in the digital age: a practice-theory based approach, *Journal of Business Research*, 85 (Feb), 253-265.
- Zhao, D., Schmitt J. and Voyer B. (2019), Exploring antecedents and outcomes of renting over buying, *Advances in Consumer Research*, 47.
- Budhathoki, T., Schmitt, J., and Michaelidou, N. (2018), Does culture impact private label performance, *International Marketing Review*, 35 (1), 93-112.
- Feiereisen, S., Rasolofoarison, D., de Valck, K. and Schmitt, J. (2014), The End of Stigma? Understanding the Dynamics of Legitimation in the Context of TV Series Consumption, *Advances in Consumer Research*, 41, 246-247.
- Bascoul, G., Schmitt, J., Rasolofoarison, D., Chamberlain, L. and Lee, N. (2013), Using an Experiential Business Game to Stimulate Sustainable Thinking in Marketing Education, *Journal of Marketing Education*, 35, 2, 168-180.
- Van den Bergh, B., Schmitt, J. and Warlop, L. (2011), Embodied Myopia, *Journal of Marketing Research*, 48 (Dec), 1033-1044.
- Van den Bergh, B., Schmitt J., Dewitte, S. and Warlop, L. (2011), Bending Arms, Bending Discounting Functions. How Motor Actions Affect Intertemporal Decision-Making, *Advances in Consumer Research*, 38.
- Schmitt J. (2010), Analysis of consumer in-store physical shopping behavior and its Relationship with Purchases, *Advances in Consumer Research*, 37, 156-158.

- **Book Chapters**

- Schmitt J. and Heilbrunn B. (2023), *Consommation et sobriété*, in Heilbrunn B., **Peut-on consommer autrement, les clefs pour changer nos habitudes**, Editions Sciences Humaines.
- Schmitt J. (2023), *Les nouveaux visages de la propriété*, in Heilbrunn B., **Peut-on consommer autrement, les clefs pour changer nos habitudes**, Editions Sciences Humaines.
- Schmitt J. and Jolibert A. (2021), *Les analyses factorielles et l'analyse multi-dimensionnelle non-métrique*, in Delacroix et al., **Marketing Research**, Dunod, Paris.
- Ochs A. and Schmitt J. (2021), *Application mobiles et consommation ecoresponsable*, in Dekhili S., **Le Marketing au service du Développement durable: repenser les modèles de consommation**, Iste-Wiley, London.
- Bascoul, G., Schmitt, J., and Rasolofoarison, D. (2015), *Consumers' biased perceptions of the environmental impact of products, and their influence of advertising efficiency*, in Conway Dato-on, M., **The Sustainable global marketplace**, Springer-Cham.
- Schmitt, J. (2014), *Motivation*, in Cooper et al., **Wiley Encyclopedia of Management, Vol.9: Marketing**, 3rd ed.
- Schmitt, J. (2014), *Attribution Theory*, in Cooper et al., **Wiley Encyclopedia of Management, Vol.9: Marketing**, 3rd ed.
- **Case Studies**
 - Lapoule, P., Schmitt, J. and Ochs A. (2019), *Amazon: The transformation of the consumer decision-making process*, CCMP.
- **Published Conference Proceedings (Selected)**
 - Gasiglia N. and Schmitt J. (2025), Transforming marketing practices to align with planetary boundaries, **EMAC Conference**, Madrid Spain (also presented at **AFM Conference**, Lille, France and **EGOS Conference**, Athens, Greece).
 - Budhathoki T., and Schmitt, J. (2023), How Does Cultural Tightness-Looseness Affect Private Label Brands Performance? **EMAC Conference**, Odense, Denmark.
 - Schmitt, J and Budhathoki T. (2023). Cultural Tightness and Private Label Performance, **AMA Conference**, Santiago, Chili.
 - Schmitt J. and Farrell A. (2020), The Impact of Products' Co-Creation Awareness on Consumers' Purchase Intentions, **EMAC Conference**, Budapest, Hongrie.
 - De Jong A., Schmitt J. and Schmidt K. (2019), Do as I do, not as I think: Disentangling the Impact of Different Types of Social Norms on Customer Environmental Consumption, **Marketing Trends Conference**, Venise, Italy.
 - Gijzenberg, M., Schmitt, J. and Wierenga J. (2018), Asymmetric Advertising Impact, **EMAC Conference**, Glasgow, Scotland.
 - Schmitt, J., Dejong A., and Schmidt K. (2018), Disentangling the impact of different types of social norms on customer environmental consumption, **AFM Conference**, Strasbourg, France.

- Gijzenberg, M., Schmitt, J. and Wierenga J. (2017), Asymmetric Advertising Impact, **Marketing Science Conference**, Los Angeles, USA.
- Schmitt, J., Leeflang, P. And Schmidt, K. (2016), Shopping Behavior under the Microscope: Understanding the relationships between shoppers' in-store activities and purchases, **EMAC Conference**, Oslo, Norway.
- Budhathoki, T., Schmitt, J. And Michaelidou, N. (2014), The impact of culture on own-label brand performance, **EMAC Conference**, Valencia, Spain.
- Feiereisen, S., Rasolofoarison, D., de Valck, K., Schmitt, J. (2013) The End of Stigma? Understanding the Dynamics of Legitimation in the Context of TV Series Consumption, **European ACR Conference**, Barcelona, Spain
- Farrell, A.M., Sood, A., Dewsnap, B. and Schmitt, J. (2013), Student morningness-eveningness type and performance: does class timing matter? **EMAC Conference**, Istanbul, Turkey.
- Schmitt, J and Rasolofoarison, D. (2011), How Marketing can sustain sustainability: Biased consumers' perceptions of sustainability and the role of commercial and institutional information, **AMS Conference**, Miami, USA.

ACADEMIC RESPONSIBILITIES

| | |
|-------------|--|
| Since 2023 | ESCP Sustainability Academic Department Coordinator |
| Since 2023 | ESCP – Square Research Convention Manager |
| Since 2024 | AFM (French Marketing Association) President <i>2021-2024: Vice-President in charge of organising events, workshops and awards to provide career support to French researchers in marketing</i> |
| Since 2018 | IMTC Conference Co-Chair |
| 2021– 2023 | ESCP EFAC Committee (assessment of performance of ESCP academics) |
| 2020 – 2022 | Recherche et Applications en Marketing Associate Editor (2020-2022) Member of the Editorial Board (2014-2024) |
| 2017-2022 | Marketing Fundamental Course – ESCP Coordinator |
| 2012 - 2016 | Aston Marketing Research Camp Funder and organiser International Research Event. 80 participants from different universities across the UK and Europe. Presentation and thematic workshops. |
| 2011– 2018 | European Management Journal Member of the Editorial Board |

MAIN TEACHING DEVELOPMENT

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| Since 2022 | Specialisation: Marketing for Sustainable Models <i>120 hours of original academic content focused on marketing transition</i> |
| Since 2016 | Marketing and Sustainability – ESCP – MIM / MSc / MBA |
| Since 2016 | Research Methods in Management - ESCP – PhD Program |
| 2009-2023 | Consumer Behaviour – Loughborough/Aston/ESCP – MIM / MSc |
| 2011-2016 | Experimental Designs – Aston University – PhD Program |
| 2009 - 2022 | Principles in Marketing – Loughborough/Aston/ESCP – MIM |

SUPERVISION AND TUTORING EXPERIENCE

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| Since 2024 | PhD Supervision of Marina Thiebault (Expected 2028) |
| Since 2023 | PhD Supervision – Nicolas Gasiglia (Expected 2027) |
| 2019-2024 | PhD Supervision Mathilde Lapostolle (Defended - 2024) |
| 2017 -2022 | PhD Supervision - Danni Zhao (Defended – 2023) |
| 2010 - 2015 | PhD supervision - Tribikram Budhathoki (Defended - 2015) |
| 2009 - 2025 | Supervision of numerous MSc and MBA dissertations |

MANAGERIAL EXPERIENCE

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| 2001- 2003 | Brand Manager - NESTLE, Noisiel, France <ul style="list-style-type: none">- In charge of the short- and medium-term strategy of two brands- Daily analysis and management of the brands' market positions- Re-launch of a full product range |
| 1999-2000 | Brand Manager - UCPA, Paris, France <ul style="list-style-type: none">- In charge of the marketing strategy for the new “young public” product range- Development and implementation of the Summer 2000 Communication Plan- Management of the brand bottom-line |

AWARDS AND RECOGNITION

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| 2011 – 2014 | Aston Recognition for Exceptional Performance in 2011, 2012, 2013, 2014 |
| 2012 | Aston Business School Award for Innovation and Inspiration |
| 2010 | Winner of the 2010 FNEGE-AFM Award for the Best PhD Dissertation |
| 2010 | Winner of the 2010 HEC Paris Foundation Award for the Best PhD Dissertation |
| 2009 | EMAC Bursary – Top 20 finalist for the Best Dissertation-Based Paper Award |
| 2007 | Winner of the 2007 AFM - Havas Media Research Award |