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## **A / BIOGRAPHY**

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- **CURRENT POSITION**

**GROUPE ESC TROYES, France** - Assistant Professor of Marketing (2007–present).

- **EDUCATION**

**Ph.D** Reims University of Management, 2007. With Highest Honors  
2008 Best Doctoral Dissertation Award, Academy of Reims  
French Ministry of Research Fellowship  
Visiting Doctoral Student, University of Rutgers, State University of New Jersey  
(Summer 2004).

**M.S.** Strategy (D.E.A), Reims University of Management, 2003, With Highest Honors.

**M.A.** Master in Management, Reims University of Management, 2002, With High Honors.

- **ACADEMIC POSITIONS HELD**

**REIMS UNIVERSITY OF MANAGEMENT, France.**  
Teaching Assistant in Marketing (2004–Present).

**REIMS MANAGEMENT SCHOOL, France.**  
Teaching Assistant in Quantitative Methods (2006-2007).

- **OTHER POSITIONS**

**HEC Montréal, Canada.**  
Visiting Scholar, Chaire de Gestion des Espaces Commerciaux (Avril-Mai 2010).

**Louisiana Tech College of Business and Administration, Ruston, LA, US.**  
Visiting Scholar, Marketing Department (April-May 2009).

**Rutgers University, College of Business, State University of New Jersey, Newark, NJ, US.**  
Visiting Scholar, Management Department (May-July 2004).

- PROFESSIONAL AFFILIATION

Member of the French Marketing Association, the Society for Marketing Advances, the Academy of Marketing Science

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## B / RESEARCH ACTIVITIES

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- RESEARCH AREA

Consumer Behavior ; Retailing ; Wine Business.

- PUBLICATIONS

- journal articles

Lunardo Renaud and Mbengue Ababacar (2009), Perceived Control and Shopping Behavior: The Moderating Role of the Level of Utilitarian Motivational Orientation, *Journal of Retailing and Consumer Services*, 16, 6, 434-441.

- books and book chapters

Lunardo Renaud (2009), « Enjeux et défis du manager commercial : le cas de la distribution », dans *Le manager de demain : regards croisés sur de nouveaux défis*, coordonné par Lethielleux L., Editions Gualino, Paris, pp 191-216.

Lunardo Renaud (2009), "The Influence of Label on Wine Consumption: its Effects on Young Consumers' Perception of Authenticity and Purchasing Behavior", in *International Marketing and Quality Food Products*, Wageningen Academic Publishers, pp. 279-295.

- Refereed conferences

Lunardo Renaud (2010), "Consumer's Perceived Control: A Critical Review and a Research Agenda," in *Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Lunardo Renaud (2010), Why Such A Smell in this Store? the Negative Effects of Ambient Scents on Consumers' Skepticism about Retailer's Motives, in *Proceedings of the 2008 Global Marketing Conference*, Korean Association of Marketing Science, Tokyo, September 9-11.

Lunardo Renaud and Camille Saintives (2010), Consumer's Inferences of Manipulative Intent in the Store Environment: The Effects of Atmospherics and Perceived Appropriateness, in *Proceedings of the Annual Conference of the Academy of Marketing Science*, Portland, USA, Oregon, May 26 - 29.

Lunardo Renaud and Mbengue Ababacar (2009), Exploring the Influence of Inferences of Manipulative Intent in the Store Environment on Trust and Attitude, in *Proceedings of the Society for Marketing Advances Conference*, New Orleans, LA, November 4-7.

Lunardo Renaud (2009), Le Marketing Sensoriel du Point de Vente : Pour un Modèle Intégrant les Inférences d'Intention de Manipulation, Actes du 12<sup>ème</sup> Colloque Etienne Thil, La Rochelle, 8-9 Octobre 2009.

Lunardo Renaud (2009), Store Environment on Shopping Behavior: New Insights through the Concepts of Perceived Control and Motivational Orientations, in Proceedings of the 38th European Marketing Academy (EMAC) Conference, Audencia School of Management, Nantes, Fr, May 26-29.

Lunardo Renaud (2009), Store Environment on Shopping Behavior: The Role of Perceived Control and Motivational Orientations, in Proceedings of the Annual Conference of the Academy of Marketing Science, Baltimore, USA, MD, May 20 - 23.

Lunardo Renaud and Ababacar Mbengue (2008), When Should a Retailer Create a Control-Inducing Store Environment?, in Proceedings of the Society for Marketing Advances Conference, ed. William J. Kehoe and Linda K. Whitten, 4-9 November 2008, St-Petersbourg, FL, US, 132-137.

Lunardo Renaud (2008), Atmosphère du Point de Vente et Comportement du Consommateur : pour une Approche Fondée sur la Dyade Motivation-Contrôle, Actes du 11<sup>ème</sup> Colloque Etienne Thil, La Rochelle, 2-3 Octobre 2008.

Lunardo Renaud (2008), A New Approach of the Influence of Atmospherics through the Concepts of Perceived Control and Motivational Orientations, in Proceedings of the 37th European Marketing Academy (EMAC) Conference, University of Brighton, 27-30 May 2008.

Lunardo Renaud and Patrice Cottet (2008), Perception of Loss of Control in the Retail Environment and Consumer' Shopping Value, in Proceedings of the 2008 Global Marketing Conference, Korean Association of Marketing Science, Shanghai, 20-23 March 2008.

Pez Virginie et Lunardo R. (2008), Une Extension des Effets des Programmes de Fidélité par les Effets Négatifs : Application au Secteur Français de la Téléphonie Mobile, Actes du 7<sup>ème</sup> Congrès Paris-Venise de l'ESCP-EAP, Venise, 17-19 Janvier.

Lunardo Renaud et Patrice Cottet (2007), La Perception de la Perte de Contrôle dans la Relation Magasineur - Point de Vente : une Approche par la Valeur, Actes du 10<sup>ème</sup> Colloque Etienne Thil, La Rochelle, 3-7 Octobre 2007.

Lunardo R. et Richard Guerinet (2007), The Influence of Label on Wine Consumption: its Effects on Young Consumers' Perception of Authenticity and Purchasing Behavior, in Proceedings of the 105th EAAE Seminar 'International Marketing and International Trade of Quality Food Products', March 8-10, Bologna, Italy.

Lunardo Renaud et Blandine Labbé-Pinlon (2006), Pour une Compréhension de l'Influence du Contrôle Perçu sur le Comportement du Consommateur : Approche Comparée de Deux Mesures, Actes des 11<sup>èmes</sup> Journées de Recherche en Marketing de Bourgogne, 9-10 Novembre 2006, Dijon.

Lunardo Renaud (2006), L'Influence du Contrôle Perçu sur le Comportement du Consommateur sur le Lieu de Vente, Actes du 9<sup>ème</sup> Colloque Etienne Thil, La Rochelle, 29-30 Septembre 2006

Lunardo Renaud (2006), For a Better Understanding of Perceived Control in Consumer Behavior : Theoretical Approach and Measurement, Academy of World Business Marketing and Management Development (AWBMAMD) Conference, Pôle Universitaire Leonard de Vinci, Paris La Défense, 10-13 Juillet 2006.

Lunardo Renaud (2006), How to Measure Perceived Control in French Marketing Studies ? A Test of Cognitive, Decisional, Behavioral and General perceived control scales, 30<sup>th</sup> IAREP International Conference, Paris, 5-8 Juillet 2006.

Lunardo Renaud (2006), Le Concept de Contrôle Perçu en Comportement du Consommateur : Eclairage Théorique du Concept et de sa Mesure, Actes des 18<sup>èmes</sup> Journées Nationales des IAE, Montpellier, 3 et 4 Avril 2006.

Lunardo Renaud (2005), Control and its Effects on Decision Making during the Shopping Experience, in Proceedings of the 30<sup>th</sup> IAREP International Conference, Praha, 21-24 September 2005.

Lunardo Renaud (2005), L'Influence du Contrôle Perçu sur le Comportement des Consommateurs sur le Lieu de Vente, Actes du 5<sup>ème</sup> Colloque Doctoral de l'Association Française du Marketing, Nancy, 17 et 18 mai 2005, 54-63.

Lunardo Renaud (2005), La Perception de Contrôle dans l'Expérience de Magasinage a-t-elle un Impact sur la Relation Consommateur-Point de Vente ?, Actes des 1<sup>ères</sup> Journées de Recherche IRIS (Journée thématique AFM), Université Jean Moulin Lyon 3, 73-85.

Lunardo Renaud (2004), L'Intégration de la Perception de Contrôle au Marketing Sensoriel du Point de Vente comme Outil de la Relation Consommateur - Point de Vente, Actes des 17<sup>èmes</sup> Journées Nationales des IAE, Lyon, 13 et 14 Septembre 2004, 54-63.

Lunardo Renaud (2004), L'Intégration des Facteurs d'Ambiance dans la Gestion de la Relation Consommateur-Enseigne : le Risque de Surstimulation par l'Utilisation Combinée de l'Odeur et de la Musique d'Ambiance, Cahiers de recherche du CERMAB, Avril 2004.

- RESEARCH AWARDS (if any)

Winner of the Best Conference Paper Award, "2010 KAMS-Royal Bank International Research Seminar" Track, Global Marketing Conference, Tokyo, September 9-11th.

Winner of 2008 Best Doctoral Thesis Award, Council of the Universities of the Academy of Reims.

Winner of 2008 Dia Mart Best Paper Award, 11<sup>ème</sup> Colloque Etienne Thil, La Rochelle, 2-3 Octobre 2008

- REVIEWING ACTIVITIES

Reviewer for *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *Conferences of The Association for Consumer Research (USA)* et de *l'Association Française du Marketing*.

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## C / TEACHING ACTIVITIES

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- TEACHING AERAS

Data Analysis, Market Studies, Consumer Behavior, Marketing Research, Bank Marketing

- TEACHING EXPERIENCE

### 1-TROYES CHAMPAGNE SCHOOL OF MANAGEMENT, France.

- Univariate and Multivariate Data Analysis – Core course for Sup de Co 3<sup>rd</sup> year students (Fall-Winter 2007/2008, 2008/2009, 2009/2010)
- Research in Management – Core course for M.B.A., Spring-Summer 2010.
- Univariate and Multivariate Data Analysis – Core course for EMVOL 4<sup>th</sup> year students, (Fall-Winter 2008/2009, 2009/2010)
- Univariate and Bivariate Data Analysis – Core course for EMVOL 1<sup>st</sup> year students (Fall-Winter 2007/2008, 2008/2009, 2009/2010)
- Research in Marketing – Core course for Sup de Co 3<sup>rd</sup> year students (Fall-Winter 2007/2008, 2009/2009, 2009/2010)
- Product Development – Core course for EMVOL 3<sup>rd</sup> year students (Fall-Winter 2007/2008)

### 2- SCIENCES-PO, PARIS

- Market studies– Elective for 1<sup>st</sup> year students (May 2008)

### 3- REIMS UNIVERSITY OF MANAGEMENT, France.

- Multivariate Data Analysis – Core course for 5<sup>th</sup> year students (Winter 2008/2009, 2009/2010)
- Bank Marketing – Core course for 5<sup>th</sup> year students (Winter 2006/2007, 2007/2008, 2008/2009)
- Industrial Marketing – Core course for 4<sup>th</sup> year students (Fall-Winter, 2003-2007)
- Communication – Core course for 4<sup>th</sup> year students (Winter-Spring 2007)
- Consumer Behavior – Elective for 3<sup>rd</sup> year students (Winter-Spring 2006/2007)
- Research Methods – Core course for 3<sup>rd</sup> year students (Fall-Winter 2005/2006)
- Micro Economy – Core course for 2<sup>nd</sup> year students (Fall-Winter 2003/2004)

*Executive Education*

- Bank Marketing - Core course for 5th year executive students from different French banks (Winter-Spring 2008)

#### **4- REIMS MANAGEMENT SCHOOL, France.**

- Quantitative Methods - Elective for 4th and 5th year students (2006/2007).