

# Dr. Cristina Longo

## Assistant Professor of Marketing LEA, Université de Lille

MERCUR Research Centre (LSMRC EA 4112)  
Université de Lille – SKEMA Business School

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### EDUCATION

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#### **PhD in Management**

2009 - 2014

School of Management, University of Bath (Bath, UK)

Dissertation - Practicing Sustainability: The Role of Consumer Competence

Supervisors: Professor Avi Shankar and Dr. Peter Nuttall

This research project explores and interprets the consumer competence mobilised to achieve a more sustainable lifestyle. The study contributes to advancing the conceptualisation of consumer competence, by revealing the challenges and compromises experienced by consumers when conducting their everyday lives.

#### **Master of Science in Marketing Management**

2004 - 2007

Università Commerciale “Luigi Bocconi” (Milan, Italy)

Dissertation - Disarmonie nell’interazione tra azienda e brand community (Clashes in the interaction between company and brand community)

Supervisor: Professor Bernard Cova

Product and Sales Management major

Overall classification: 110/110 cum laude

#### **Undergraduate Degree in Business Administration**

2001 - 2004

Università Commerciale “Luigi Bocconi” (Milan, Italy)

Dissertation - Le strategie di controsegmentazione, esempi nel settore delle telecomunicazioni e del trasporto aereo (Countersegmentation strategies, with particular reference to the air transport and telecommunications industries)

Supervisor: Professor Fabio Ancarani

Overall classification: 101/110

## **ACADEMIC POSITIONS**

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<b>Assistant Professor of Marketing</b> LEA, Université de Lille	Sept 2016 - present
<b>Postdoctoral Researcher</b> Université de Lille - SKEMA Business School (Lille, France)	Mar 2015 - July 2016
<b>Research Assistant</b> Université de Lille - SKEMA Business School (Lille, France)	Mar 2013 - Mar 2015
<b>Teaching Fellow</b> Università Commerciale “Luigi Bocconi” (Milan, Italy)	Sept 2007 - Sept 2009

## **GRANTS**

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University of Bath Studentship (Bath, UK)	2009-2012
Research Grantee Department of Marketing, Università Commerciale “Luigi Bocconi” (Milan, Italy)	2007-2009

## **PUBLICATIONS - JOURNAL ARTICLES**

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Shaw, Deirdre, Robert McMaster, Cristina Longo and Nil Özçaglar-Toulouse (2017), “Ethical qualities in consumption: Towards a theory of care,” *Marketing Theory*, 1-19, DOI: 10.1177/1470593117699662 (Published online: 29 March 2017).

Longo, Cristina, Avi Shankar and Peter Nuttall (2017), “‘It’s Not Easy Living a Sustainable Lifestyle’: How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis,” *Journal of Business Ethics*, DOI 10.1007/s10551-016-3422-1 (Published online: 9 January 2017).

Longo, Cristina and Bernard Cova (2007), “Analisi delle disarmonie nella relazione tra azienda e brand community. Evidenze empiriche,” (Analysis of the clashes in the relationship between company and brand community. Empirical evidence) *Micro & Macro Marketing*, 3 (December), 385-402.

## **PUBLICATIONS - BOOKS CHAPTERS**

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Collin-Lachaud, Isabelle and Cristina Longo (2014), “La montée en compétences du consommateur cross-canal: quelles conséquences pour les distributeurs?” (Enhancement of consumers’ resources to experience cross-channel shopping: what consequences for retailers?) in *Repenser le commerce. Vers une perspective socio-culturelle de la distribution*, ed. Isabelle Collin-Lachaud, Cormelles-le-Royal : EMS, Collection Societing, 199-220.

Longo, Cristina (2009), “Gestire la relazione con i consumatori e i loro network” (Managing the relationship between customers and their network,) in *Cliente & service management*, ed. Enrico Valdani, Milan: Egea, 117-25.

Carù, Antonella and Cristina Longo (2007) “Il Servicescape: la rilevanza dell’ambiente per i servizi” (Servicescape: the importance of the environment for services,) in *Consumo e marketing dei servizi: l’evoluzione verso esperienze e soluzioni*, ed. Antonella Carù, Milan: Egea, 60-77.

## **PUBLICATIONS - CONFERENCE PROCEEDINGS**

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Longo, Cristina and Meltem Türe (2016), “My Beautiful Self: an Exploration of the Effects of Advertising Campaigns on Female Empowerment”, in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, Pages: 747-747.

Longo, Cristina, Avi Shankar and Peter Nuttall (2013), “The Evolution of Consumer Competence From Consumerism to Sustainability”, in E - European Advances in Consumer Research Volume 10, eds. Gert Cornelissen, Elena Reutskaja, and Ana Valenzuela, Duluth, MN: Association for Consumer Research, Pages: 16-18.

## **CONFERENCE PRESENTATIONS**

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Longo, Cristina and Meltem Türe (2017), “The Complexity of Consumer Empowerment: The Dynamics Interplay of Brands and Consumers,” 9<sup>th</sup> Workshop on Interpretive Consumer Research, Stockholm Business School, Stockholm University, Sweden, 27-28 April.

Longo, Cristina, Robert McMaster, Nil Özçaglar-Toulouse and Deirdre Shaw (2016), “Theorising care for consumption,” International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium, EDHEC Business School, Roubaix, France, 24-26 April.

Longo, Cristina and Peter Nuttall (2015), “The reverse side of consumer knowledge,” 8<sup>th</sup> Workshop on Interpretive Consumer Research, University of Edinburgh Business School, UK, 16-17 April.

Collin-Lachaud, Isabelle and Cristina Longo (2014), “Distribution omnicanal: quelles différences intergénérationnelles dans la montée en compétences du consommateur?” (Being a savvy consumer in omnichannel retailing: are there any intergenerational differences?) 17<sup>ème</sup> Colloque Etienne Thil, Paris, France, 15-17 October.

Collin-Lachaud, Isabelle and Cristina Longo (2014), “Mapping consumer competence in the cross-channel path: Discovery of a new territory,” poster presented at the 9<sup>th</sup> Consumer Culture Theory Conference, Aalto University, Helsinki, Finland, 26-29 June.

Longo, Cristina (2013), participation in the Sustainability track, Transformative Consumer Research Conference, SKEMA Business School, Lille, France, 24-25 May.

Longo, Cristina, Avi Shankar and Peter Nuttall (2012), "Being a competent consumer within the complexity of everyday life," 7<sup>th</sup> Consumer Culture Theory Conference, Oxford University, UK, 16-19 August.

Longo, Cristina and Peter Nuttall (2012), "The change towards sustainability through consumer competence: a structured abstract," Academy of Marketing Science Annual Conference, New Orleans, 15-19 May (the structured abstract has been accepted, but my co-author and I decided to withdraw it due to unforeseen circumstances).

Longo, Cristina, Avi Shankar and Peter Nuttall (2012), "Beyond the Attitude-Behaviour Gap: Understanding Consumer Competence," Conference track "Beyond the Attitude-Behaviour Gap: Novel Perspectives on Consumer Ethics," ICCSR 10th Anniversary Conference: CSR Futures: Knowledge and Practice, Nottingham University Business School, Nottingham, UK, 26-27 April.

Longo, Cristina (2012), "A Consumer Culture Theory approach to interpret the path towards a more sustainable society," International Centre for Corporate Social Responsibility, 10th anniversary PhD workshop, Experimental Economics & Qualitative Research in Business and Society Studies, stream Building Research from Qualitative Data, Nottingham University Business School, Nottingham, UK, 25 April.

Longo, Cristina, Avi Shankar and Peter Nuttall (2011), "Sustain-Ability: Consumer Competence in Sustainable Consumption Practices", 6<sup>th</sup> Consumer Culture Theory Conference, Kellogg School of Business, Northwestern University, Evanston, IL, 7-10 July.

Longo, Cristina (2008), "Dispossession and non-dispossession consumer experiences: is there a Mediterranean way?," 5<sup>th</sup> Meeting on Mediterranean Marketing, Euromed Marseille Ecole de Management, Marseille, France, 3-4 July.

Carù, Antonella and Cristina Longo (2007), "Provvidenti: il borgo della musica. Alla riscoperta di legami sociali e del territorio" (Provvidenti: the village where music helps in rediscovering social and geographical links,) 4<sup>th</sup> Meeting on Mediterranean Marketing, Università Commerciale "Luigi Bocconi", Milan, Italy, 10-11 July.

### **INVITED ACADEMIC PRESENTATIONS**

Longo, Cristina (2017), "Les pratiques de la consommation responsable: dilemmes, pressions et paralysie," (Practicing sustainable consumption: dilemmas, tensions and paralysis) Journée d'étude Entreprendre, produire et consommer autrement: des alternatives pour les entreprises et la société, LEA Université de Lille, Roubaix, France, 3 February.

Longo, Cristina (2013), "Le partage des compétences dans les pratiques de réduction de la consommation," (Sharing competencies to reduce consumption) 4e journée thématique du programme de recherche Sobriétés - Sobriété énergétique et normes de consommation, Université Lille Nord de France, 21 March.

## ACADEMIC COMMUNITY CONTRIBUTIONS

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### **Reviewing for:**

*Journal of Business Ethics;*

*Journal of Consumer Behaviour;*

*Association for Consumer Research Conference;*

*Consumer Culture Theory Conference;*

*EMAC Conference.*

### **Memberships:**

Association for Consumer Research (ACR);

Consumer Culture Theory Consortium (CCTC);

Marketing, E-commerce, Retailing, Consumption and Ubiquity Research Centre (MERCUR),  
Université de Lille – SKEMA Business School;

Centre for Research in Advertising and Consumption (CRiAC), University of Bath (UK).

## ADMINISTRATIVE TASKS

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Manager of the webpage of MERCUR Research Centre, Lille (France) 2013 - 2016  
(Promotion of research events/seminars/workshops; dissemination of newsletters)

Member of the Organizing Committee of the Consumer Culture Theory Conference 2015 - 2016  
6-9 July (Lille, France)

Coordinator and organizer of a workshop on “How to write a conceptual paper?” 2015  
(Atelier AFM - Association française du marketing - & Revue RAM -  
Recherche et Applications en Marketing) SKEMA Business School, 11 September (Lille, France)  
Guest speaker: Professor Russell W. Belk, York University

Coordinator and organizer of a workshop on “Unpacking Sustainability in Consumer Research” 2015  
SKEMA Business School, 11 June (Lille, France)  
Guest speakers: Johanna Moisander (Aalto University School of Business); Andreas Chatzidakis  
(Royal Holloway University of London); Handan Vicdan (EM Lyon); Deirdre Shaw (University of  
Glasgow)

Coordinator and organizer of a workshop on “Omnichannel and Cross-Channel Retailing” 2014  
SKEMA Business School, 12 June (Lille, France)

Coordinator and organizer of a workshop on “Qualitative Methods and Research Design” 2013  
Part of the program of the Consumer Culture Theorizing PhD School,  
SKEMA Business School, 20-24 October (Lille, France)

Assistant coordinator of the seminars of CRiAC 2010 - 2011  
(Centre for Research in Advertising and Consumption), School of Management,  
University of Bath (Bath, UK)

## **TEACHING EXPERIENCE**

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**UNIVERSITÉ DE LILLE** (Lille, France – Teaching in English and French)

### **LEA**

- **Analyse des marchés cibles and Management international des marchés cibles** 2016 - 2017  
(Master 1 parcours Techniques du Commerce International) Lectures and seminars dedicated to exposing students to different theoretical and practical approaches to understand consumer behaviour.
- **Marketing Stratégique** 2016 - 2017  
(Licence 3 LEA). Course aimed at explaining the principles of marketing to third year undergraduate students.
- **Missions Import-Export** 2016 - 2017  
(Master 1 parcours Techniques du Commerce International) Students act as consultants for companies requiring their assistance for the potential implementation of import – export strategies.
- **Repenser la consommation** 2016 - 2017  
(Tronc commun Master 1 and Master 2) Research seminar investigating new consumption trends.
- **Branding** 2017  
(Tronc commun Master 2) Research seminar presenting brand creation and development strategies
- **Technique de vente** 2017  
(Master 2 parcours Affaires et Négociation Internationales) Lectures devoted to the analysis of the transformation of the retailing ecosystem.
- **Développement durable** 2017  
(Master 1 parcours Affaires et Négociation Internationales) The course objective is to provide a comprehensive framework for understanding how sustainability issues can become a part of a successful marketing strategy.

- **Tourisme durable** 2017  
(Master 2 parcours Management de projets touristiques en apprentissage) Course dedicated to discussing sustainable managerial strategies in the tourism sector.
- **Supervision of MSc thesis and undergraduate & postgraduate internships** 2017

### IMMD

- **Consumer Behaviour** 2014  
(Master Product and Purchase & Master E-Commerce, apprentices). Seminars on the expertise utilised by consumers during their interactions with retailers.
- **Ethics and Sustainability** 2014-2016  
(Master International Marketing, apprentices). Seminars on consumers and marketers' challenges to achieve sustainability goals.
- **Adjudicature for the MSc thesis examination and 'Grand Oral' exam** 2013-2017

### SKEMA BUSINESS SCHOOL (Lille, France - Teaching in English)

- **Marketing and Innovation** 2014 - 2016  
(Master in Management). Supervising team projects on the development of a servicization idea.
- **Understanding the Elusive Consumer** 2015  
(MSc International Marketing & Business Development). Course leader on the Lille campus. Lecturing and supervising team projects on the analysis of a specific group of consumers.
- **Sustainable Marketing Strategies** 2015  
(MSc International Marketing & Business Development). Course leader on the Lille campus. Lecturing and supervising team projects on the sustainability audit of the car industry.
- **Supervision of MSc students' dissertations** 2016

### UNIVERSITY OF BATH (Bath, UK)

- **Ethical Issues in Marketing (MN30372)** 2011  
Seminars on different aspects of marketing ethics (advertising, products addressed at vulnerable targets, etc).

- **Assistant invigilator** 2011-2012

## **UNIVERSITÀ COMMERCIALE “LUIGI BOCCONI”**

(Milan, Italy - Teaching in English and Italian)

- **Strategic Marketing** 2007-2009  
(MSc Marketing Management). Tutorship & supervision of: individual projects, team works and of the business game Markstrat. Student feedback score: 4.20/5
- **Channel Marketing** 2009  
(MSc Marketing Management). Tutorship & supervision of students working in teams on the case study “Case Lee”. Student feedback score: 4.37/5
- **Marketing** 2009  
(Bachelor of Business Administration and Management). Lecturing. Student feedback score: 4.40/5
- **Consumer Culture Theory: Epistemology and Methods** 2008  
(MSc Marketing Management). Tutorship & supervision of team projects. Student feedback score: 4.04/5
- **Competitive Analysis** 2007-2008  
(MSc Marketing Management) Tutorship & supervision of students’ participation in the competition “L’Oréal Brandstorm”. Student feedback score: 4.33/5

## **PROFESSIONAL EXPERIENCE**

Trainee supporting L’Oréal Paris teamwork 2007  
Department of Marketing, L’Oréal Saipo (Milan, Italy);

Trainee supporting Splendid brand manager 2005  
Department of Marketing in the Coffee & Confectionery area, Kraft Foods Italia  
(Milan, Italy).

## **LANGUAGE PROFICIENCY**

Italian – Native; English and French – Fluent; Portuguese – Beginner

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