

Noel ALBERT, PhD.

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**ASSOCIATE PROFESSOR
in CONSUMER PSYCHOLOGY and BRAND MANAGEMENT**

RESEARCH INTERESTS

My research focuses on the relationships (particularly affective and emotional) that consumers develop with different marketing entities (brand, service, celebrity, artificial intelligence, etc.) in different contexts (ethic/sustainability, digital). The objective is to understand how consumers' affective states influence their behavior, thoughts, interactions and loyalty towards brands.

ACADEMIC AND INDUSTRY POSITIONS

Since 09/2022	Lecturer for various institutions: Junia (School of Science and Engineering, France), CAFA & IMAD (Central Academy of Fine Arts, Institute of Art and Design Management), etc.
09/2021 – 08/2022	Associate Professor <i>Ecole de Gestion, Sherbrooke University, Sherbrooke, Canada</i>
09/2018 – 08/2021	Associate Professor <i>Kedge Business School, Marseille, France</i>
09/2016 – 03/2020	Visiting Researcher <i>Ivey Business School, London, Canada</i>
11/2011 – present	Visiting Lecturer <i>Renmin University, Suzhou, China</i>
09/2011 – 08/2018	Assistant Professor <i>Kedge Business School, Marseille, France</i>
09/2008 – 09/2011	Assistant Professor <i>Wesford Business School, Grenoble, France</i>
09/2006 – 08/2009	Lecturer <i>IUT Tech. de Co. University Claude Bernard, Lyon, France</i>
09/2005 - 08/2008	Lecturer <i>University of Savoie, Chambéry, France</i>

09/2005 – 08/2006 Research Analyst
Le Sphinx, Annecy, France

ACADEMIC EDUCATION

09/2005 – 09/2009 Ph.D. in Marketing
Topic: “The feeling of love for a brand: conceptualization, measurement and applications”
Supervisor: Professor Valette-Florence
University of Grenoble (France)

09/2003 – 07/2004 Postgraduate Degree [Marketing]
University of Grenoble (France)

09/2001 – 07/2003 Bachelor’s Degree
University of Savoie (France)

TRAINING & SOFT SKILLS

10/2022 – 12/2022 Training in **NCV (NonViolent Communication)**
Module 1: Introduction to NonViolent Communication
Module 2: Openness to dialogue
Module 3: The practice of dialogue
Integration of a practice Group (since 01-2023)

10/2021 – present Training in **Transactional Analysis**
Module 1: Course 101 (October 2021)
Module 2: Course 202 (November 2022 - July 2023)
Module 3: Transactional Analysis Integration and Validation Seminar (August 2023)
Module 4: Transactional Analysis Methodology Workshop (November 2023 – May 2024)
Professionalization Cycle (since September 2024)

03/2021 – 04/2021 Training in **MBSR (Mindfulness-Based Stress Reduction)**

INVITED RESEARCH STAYS

09/2019 – 03/2020 Research stay at Ivey Business School, London, Canada
Host: Matthew Thomson

09/2017 – 11/2017 Research stay at Ivey Business School, London, Canada
Host: Matthew Thomson

09/2016 – 02/2017 Research stay at Ivey Business School, London, Canada
Host: Matthew Thomson

01/2011 – 03-2011 Research stay at Rollins College, Winter Park, USA
Host: Marc Fetscherin

SELECTED INVITED TALKS

Is the same different? Is different the same? Epistemological Jingle/Jangle Fallacies in the Consumer-Brand Relationship Domain

- Geneva School of Economics & Management (25/05/ 2023)
- Coacis Research Center, University Jean Monnet (11/19/2021)

COVID 19 and Marketing : the Alsace Brand

- Online talk organized by the Strasbourg School of Management, the Alsace Brand and ADIRA, Alsace Development Agency (06/22/2021)

Love Brand : the art of cultivating passion

- Luxury retail agency Carr éBasset (12/07/2020)

The feeling of love for a brand

- L'Oréal (02/11/2011)

CONTRIBUTION TO THE ACADEMIC COMMUNITY

Ad-Hoc Reviewer e.g., Journal of Business Ethics, Journal of Business Research, Journal of Advertising, European Journal of Marketing, Journal of Brand Management, Journal of Product & Brand Management, Journal of Consumer Marketing, Journal of Customer Behaviour, Journal of Consumer Behavior, Journal of Retailing and Consumer Services, European Journal of Social Psychology, and several other journals of marketing, management and psychology.

PUBLICATIONS LIST

PEER-REVIEWED ARTICLES

- (1) Albert N. & Thomson, M. Epistemological jingle/jangle Fallacies in the consumer-brand relationship subfield: a call to action, *Journal of Consumer Research*, 51 (2), 383-407.
- (2) Ambroise L. & Albert, N. (2020). Celebrity endorsement: conceptual clarification, critical review, and future research perspectives, *Recherche et Applications en Marketing*, 35 (2), 97-122.
- (3) Ashraf, R., Albert, N., & Merunka, D. (2020). Consumer involvement with corporate ads versus product ads: A cross-national study. *Asia Pacific Journal of Marketing and Logistics*, 32 (2), 322-342.
- (4) Ramirez, R., Albert, N., & Merunka, D. (2019). Are global brands trustworthy? The role of brand affect, brand innovativeness, and consumer ethnocentrism, *European Business Review*, 31(6), 926-946.
- (5) Albert, N., and Thomson, M. (2018). A Synthesis of the Consumer-Brand Relationship Domain: Using Text Mining to Track Research Streams, Describe

- Their Emotional Associations, and Identify Future Research Priorities. *Journal of the Association for Consumer Research*, 3(2), 130-146.
- (6) Albert, N., Ambroise, L., & Valette-Florence, P. (2017). Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements?. *Journal of Business Research*, 81, 96-106.
- (7) Hahn, T., & Albert, N. (2017). Strong reciprocity in consumer boycotts. *Journal of Business Ethics*, 145(3), 509-524.
- (8) Albert, N. (2014). Le sentiment d'amour pour une marque: déterminants et pertinence managériale. *Management Avenir*, (6), 71-89.
- (9) Ambroise, L., Pantin-Sohier, G., Valette-Florence, P., & Albert, N. (2014). From endorsement to celebrity co-branding: Personality transfer. *Journal of Brand Management*, 21(4), 273-285.
- (10) Albert, N., Merunka, D., & Valette-Florence, P. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research*, 66(7), 904-909.
- (11) Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258-266.
- (12) Albert, N., & Valette-Florence, P. (2010). Measuring the love feeling for a brand using interpersonal love items. *Journal of Marketing development and Competitiveness*, 5(1), 57-63.
- (13) Albert, N., & Valette-Florence, P. (2010). L'amour d'un consommateur pour une marque: dimensions exploratoires. *Marche et organisations*, (2), 115-145.
- (14) Albert, N., Merunka, D., & Valette-Florence, P. (2010). Développement et validation de deux nouvelles échelles de mesure de l'amour pour une marque. *Innovations*, (1), 109-129.
- (15) Albert, N., Merunka, D., & Valette-Florence, P. (2009). The feeling of love toward a brand: Concept and measurement. *ACR North American Advances*.
- (16) Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business research*, 61(10), 1062-1075.

BOOK CHAPTERS

- (1) Albert, N., & Merunka, D. (2015), "The role of brand love in brand consumer relationships", in *Consumer Brand Relationships: Meaning, Measuring, Managing*, (Eds) Fetscherin, M., and Heilmann, T., pp.15-30.

CONFERENCE PRESENTATIONS

- (1) Albert, N. & Thomson, M. (2017) “A Synthesis of the Consumer-Brand Relationship Domain: Using Text Mining to Describe and Track Research Streams, Describe Emotional Associations and Identify Future Research Priorities”, presentation at the Journal of the Association for Consumer Research pre-conference on Brands, Emotions and the Self, San Diego, October.
- (2) Ashraf, R., Albert, N., & Merunka, D. (2016), Cross national re-investigation of consumer involvement for corporate and product ads: evidence from France, Pakistan and USA, In: 2016 Global Marketing Conference at Hong Kong.
- (3) Hahn, T., & Albert, N. (2015), Reciprocity in consumer boycotts, International Association of Business and Society Conference, Guanacaste, Costa-Rica (March).
- (4) Albert, N. (2013). Brand Relationships, Brand Love and the consumer, Australian and New Zealand Academy, Auckland, New Zealand (December).
- (5) Albert, N. (2012), Effects of brand identification and brand trust on brand love, 12th International Business Conference, Honolulu, HW (May).
- (6) Albert, N. (2012), Brand Love: Proposition of a New Scale, 12th International Business Conference, Honolulu, HW (May).
- (7) Albert, N., Merunka, D., & Valette-Florence, P., (2011), Passion for a brand: concept and consequences, *Colloque International de Marketing*, La Londe Les Maures (Juin).
- (8) Fetscherin, M., & Albert, N., (2011), Bibliometric Analysis of Consumer Brand Relationship Research, 40th European Marketing Academy Conference, Ljubljana, Slovenia (May).
- (9) Albert, N., Becheur, I., Merunka, D., & Valette-Florence, P., (2011), The consumer’s passion for a brand: the importance of brand relationship constructs, *Consumer Brand Relationship Colloquium*, Winter Park, Florida (March).
- (10) Albert, N., Fetscherin, M., Merunka, D., & Valette-Florence, P., (2011), Brand passion: exploring consumer/brand relationship antecedents and outcomes, *Consumer Brand Relationship Colloquium*, Winter Park, Florida (March).
- (11) Becheur, I., Albert, N., & Valette-Florence, P., (2011), Do agreeable/pleasant brands generate more love and affective commitment? A study on seven global brands, *Consumer Brand Relationship Colloquium*, Winter Park, Florida (March).
- (12) De Barnier, V., Valette-Florence, P., Albert, N., & Falcy, S., (2011), How should perceptions of luxury be measured? A comparison of three luxury scales in a French setting, *Thought Leaders in Brand Management Conference*, Lugano (March).

- (13) Albert, N., Merunka, D., & Valette-Florence, P., (2011), Brand passion: exploring consumer/brand relationship antecedents and outcomes, *Thought Leaders in Brand Management Conference*, Lugano (March).
- (14) Albert, N., Merunka, D., & Valette-Florence, P., (2010), Passion for the brand and consumer brand relationships, *Conference of the Australian and New Zeland Marketing Academy*, Christchurch (December).
- (15) Albert, N., De Barnier, V., & Valette-Florence, P., Which luxury perceptions affect most consumer purchase behavior? Exploratory study in France, the United Kingdom and Russia, *International Business Conference*, Hawaii (May).
- (16) Albert, N., Merunka, D., & Valette-Florence, P., (2010), Brand love: antecedents and consequences, *Consumer Brand Relationship Colloquium*, Winter Park, Florida (April).
- (17) Albert, N., Merunka, D., & Valette-Florence, P., (2009), Measuring the love feeling to a brand with interpersonal love items, *Conference of the Australian and New Zeland Marketing Academy*, Melbourne (December).
- (18) Albert, N., Merunka, D., & Valette-Florence, P., (2008), Brand love: conceptualization and measurement, *Conference of the Australian and New Zeland Marketing Academy*, Sidney (December).
- (19) Albert, N., Merunka, D., & Valette-Florence, P., (2008), Le sentiment d'amour pour une marque : comparaison de deux échelles de mesure, *Journées de Recherche en Marketing de Bourgogne*, Dijon (Octobre).
- (20) Albert, N., Merunka, D., & Valette-Florence, P., (2008), Conceptualizing and Measuring Consumers' Love towards their Brands, *Society for Marketing Advances*, St Petersburg, Florida (November).
- (21) Albert, N., & Valette-Florence, P., (2008), Premiers résultats d'une échelle de mesure du sentiment d'amour pour une marque, *Colloque National de la Recherche en IUT*, Lyon (Mai).
- (22) Albert, N., Merunka, D., & Valette-Florence, P., (2008), La mesure du sentiment d'amour pour une marque : premiers résultats, *XXIV i ème Congrès International de l'Association Française du Marketing*, Paris (Mai).
- (23) Albert, N., Merunka, D., & Valette-Florence, P., (2008), Loving a brand: concept and culture, *Conference of the American Marketing Academy*, Austin, Texas (February).
- (24) Albert, N., Merunka, D., & Valette-Florence, P., (2008), Loving a brand across culture: a French/US comparison, *Conference of the American Marketing Science*, New Orleans, Louisiana (January).
- (25) Albert, N., Merunka, D., & Valette-Florence, P., (2007), The feeling of love

towards brands: the French touch, *Conference of the Australian and New Zeland Marketing Academy*, Dunedin (December).

- (26) Matthews-Lefebvre, C., Ambroise L., Albert, N., & Valette-Florence, P., (2007), Retailer brands versus manufacturer brands: the influence of their perceived value on brand attachment and commitment, *International Conference*, Saarbrücken.
- (27) Albert, N., Boyer, J., Matthews-Lefebvre, C., Merunka, D., & Valette-Florence, P., (2007), What does loving a brand really mean? A study of French consumers love affairs, *Colloque International de Marketing*, La Londe Les Maures (Juin).
- (28) Albert, N., & Valette-Florence, P., (2007), Le sentiment d'amour pour une marque : dimensions dans un contexte français, *XXIII ième Congrès International de l'Association Française du Marketing*, Aix-les-Bains (Mai).
- (29) Albert, N., & Valette-Florence, P., (2007), Peut-on parler d'amour pour une marque ?, *XXIII ième Congrès International de l'Association Française du Marketing*, Aix-les-Bains (Mai).
- (30) Boyer J., Albert, N., & Valette-Florence, P., (2006), Le scepticisme du consommateur face à la publicité: définition conceptuelle et proposition de mesure, *XXII ième Congrès International de l'Association Française de Marketing*, Nantes (Mai).

DBA STUDENTS SUPERVISION

- Guy Omer Manissa (started in 2022) - ESCGI and Nestor AI
- Hubert Tshibanda (started in 2022) - ESCGI and Nestor AI
- Quentin Caudron (started in 2022) - ESCGI and Nestor AI
- Zhang En (started in 2022) - ESCGI and Nestor AI
- Dana Robinson (started in 2022) - ESCGI and Nestor AI

TEACHING

@ ESGI

Quantitative Data Analysis (DBA), 2022
 Qualitative Data Analysis (DBA), 2022
 Metaverse and Luxury Brands (DBA), 2023
 Metaverse and New Markets (DBA), 2024

@Sherbrooke University

Qualitative Data Analysis (Graduate), 2021-2022
 Consumer Behavior (Undergraduate), 2021-2022
 Sustainable Marketing (Graduate), 2021-2022
 Digital Marketing (Graduate), 2022-2023
 Sports Marketing (Graduate), 2022-2023

@Kedge Business School

Sensory Marketing (Graduate), online, 2014-2021.
 Marketing Decision Making (Graduate), serious game, 2014-2021

Marketing Emotionnel (Graduate), online, 2014-2021.
 Marketing Relationnel (Graduate), online, 2014-2021.
 Luxury Brands and Consumers' emotions (Graduate), online, 2014-2017
 Fondements du Marketing (Graduate), 2012-2014
 Méthodes de Recherche en Gestion (Master & Bachelor), 2011-2014

@ Remin University (Suzhou, China)

Fondements du Marketing (Undergraduate), 2011-2022
 Marketing Avancé (Graduate), 2013-2022

@ Wesford Business School

Initiation au logiciel Sphinx (Graduate), 2008-2011
 Analyses de données (Graduate), 2008-2011
 Initiation à la Recherche (Graduate), 2008-2011
 Segmentation et Positionnement (Graduate), 2008-2011

@ IUT Techniques de commercialization

Etude de cas Marketing (Bachelor), 2007-2009
 Analyse de Données (Bachelor), 2007-2009
 Distribution (Bachelor) – 2006-2009

SERVICE

@Sherbrooke

2022

Thesis supervision

Committee member for the “**Journé internationale de la relève en gestion responsable** » (February, 18th, 2022)

@ Kedge Business School

2018 - 2021

Responsible for the Customer Experience Management specialized track within the MSc Marketing & Brand Management

- Designing a track that anticipates and responds to the competencies demanded by employers when recruiting (post)graduates into high-level marketing positions.
- Designing and coordinating ten courses that constitute the track, with special attention to the synergies between courses to create value-added in the student learning experience.
- Creating course content, using a variety of digitalized and non-digitalized methods as appropriate, to enhance the engagement of students with a variety of learning needs and abilities.
- Ongoing competitor analysis of other European marketing programs of study proposing a similar specialization, including course content, structure, mode of learning, assessments, links to industry, and so on.

- Recruiting and coordinating teaching faculty on the program as a whole, and in the track in particular.

2019 - 2021

Creation of a research participant pool for data collection (Kedge Business School)

- Conducting a study on the feasibility of a research participation pool with the aim of generating a panel of available volunteers who are willing in take part in a wide variety of research across the school.
- Generating options for the management of such a pool, including the implementation process, resources needed, and its maintenance.
- Writing and presenting a sixty pages report on the pool's feasibility, with special attention to aligning how the pool would add value to the school's strategic objectives.

Exploratory study and analysis of the student experience and satisfaction

- Conducting multiple focus groups with students to investigate the different dimensions of their experience of Kedge Business School.
- Quantitative and qualitative analysis of the results, with a written report and presentation to the board.

Participation of the ad hoc committee for designing the new Head of the Marketing Department (I have been designated by my colleagues from the Marketing Department to represent them in this committee)

2019 **Organization of a presentation of the Sphinx Program** for Faculty colleagues

2017 - 2019 **Program design** (redesign of marketing curriculum).

2012 – 2016 **Member of the Wellness Team** (student counseling).

2017-2019 **Head of the Brand Management Research Group**

2015 - 2017 **Marketing-Department Newsletter-Editor**

2015 – 2021 **Selection, interviewing, and hiring of new colleagues.**

@IUT Techniques de Commercialisation

2008 – 2009 **Department-gala planner** (fundraising: 30 000 €; staff: 10).

2008 – 2009 **Alticiades planner** (ski competition between 20+ universities; 300 students + 70 professors; staff: 10).

2007 - 2008 **University open-house planner** (staff: 10).