

Dr. Cristina Longo

Assistant Professor of Marketing
Université de Lille - U.F.R. des L.E.A.

Lille School of Management Research Center (LSMRC EA 4112)
Université de Lille

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EDUCATION

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

Assistant Professor of Marketing Université de Lille - U.F.R. des L.E.A. (Roubaix, France)	Sept 2016 - present
Postdoctoral Researcher Université de Lille - SKEMA Business School (Lille, France)	Mar 2015 - July 2016
Research Assistant Université de Lille - SKEMA Business School (Lille, France)	Mar 2013 - Mar 2015
Teaching Fellow Università Commerciale “Luigi Bocconi” (Milan, Italy)	Sept 2007 - Sept 2009

GRANTS

Interreg Project “SIMILAR” (Stratégie Interculturelle MultiLingue AffaiRes) Hogeschool Gent, Université de Lille, Université de Mons	2019-2023
University of Bath Studentship (Bath, UK)	2009-2012
Research Grantee Department of Marketing, Università Commerciale “Luigi Bocconi” (Milan, Italy)	2007-2009

PUBLICATIONS - JOURNAL ARTICLES

Longo, Cristina, Avi Shankar and Peter Nuttall (2019), “‘It’s Not Easy Living a Sustainable Lifestyle’: How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis,” *Journal of Business Ethics*, 154 (3), 759-779. DOI 10.1007/s10551-016-3422-1 (Published online: 9 January 2017).

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 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 - BOOK CHAPTERS

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

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 (PEER-REVIEWED)

Türe, Meltem, Cristina Longo and Marta Pizzetti (2019), “Changing the world from the kitchen: exploration of sustainable food practices as a means of market transformation,” 10th Workshop on Interpretive Consumer Research, Lyon, France, 9th-10th May.

Collin-Lachaud, Isabelle and Cristina Longo (2018), “La transformation omnicanal : source de co-creation ou de co-destruction de valeur ? Une approche dyadique et dynamique,” (Omnichannel transformation: source of co-creation or co-destruction of value? A dyadic and dynamic approach), 21^{ème} Colloque Etienne Thil, Roubaix, France, 4th-5th October.

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

Longo, Cristina and Meltem Türe (2016), “‘My Beautiful Self’: an Exploration of the Effects of Advertising Campaigns on Female Empowerment”, poster presented at the Association for Consumer Research Conference, Berlin, Germany, 27th-30th October.

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, 24th-26th April.

Longo, Cristina and Peter Nuttall (2015), “The reverse side of consumer knowledge,” 8th Workshop on Interpretive Consumer Research, University of Edinburgh Business School, UK, 16th-17th 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?) 17ème Colloque Etienne Thil, Paris, France, 15th-17th 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 9th Consumer Culture Theory Conference, Aalto University, Helsinki, Finland, 26th-29th June.

Longo, Cristina, Avi Shankar and Peter Nuttall (2013), "The Evolution of Consumer Competence From Consumerism to Sustainability", European Association for Consumer Research Conference, IESE Business School and the Barcelona School of Management of the Universitat Pompeu Fabra, Barcelona, Spain, 4th-7th July.

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

Longo, Cristina, Avi Shankar and Peter Nuttall (2012), "Being a competent consumer within the complexity of everyday life," 7th Consumer Culture Theory Conference, Oxford University, UK, 16th-19th 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, 15th-19th 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, 26th-27th 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, 25th April.

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

Longo, Cristina (2008), "Dispossession and non-dispossession consumer experiences: is there a Mediterranean way?," 5th Meeting on Mediterranean Marketing, Euromed Marseille Ecole de Management, Marseille, France, 3rd-4th 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,) 4th Meeting on Mediterranean Marketing, Università Commerciale "Luigi Bocconi", Milan, Italy, 10th-11th 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, Université de Lille - U.F.R. des L.E.A., Roubaix, France, 3rd 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, 21st March.

ACADEMIC SERVICE

Responsable de la L3 LEA, parcours Techniques du commerce international Sept 2018 - present
(Director - International Business Bachelor)
Université de Lille, U.F.R. des L.E.A., Roubaix (France)

Responsable du PRREL (Programme Régional de Réussite en Etudes Longues), L3 LEA Sept 2018 - present
(Director - PRREL (Regional Program to Improve Student Success in Higher Education), L3 LEA)
Université de Lille, U.F.R. des L.E.A., Roubaix (France)

Organizer of a seminar on “Storytelling” 2019
29th March (Roubaix, France)
Guest speaker: Luca M. Visconti (Università della Svizzera Italiana)

Conference Track Chair 2018
Ghaffari, Mahsa, Cristina Longo and Lin Su (2018),
“Consumers as Change Agents”, track at the 43rd Annual Macromarketing Conference,
Leipzig, Germany, 10th-13th July.

Academic supervision of a ‘Student Entrepreneur’ 2018
(SNEE - Statut National Étudiant Entrepreneur) within
the program PEPITE (Pôle Étudiant Pour l'Innovation, le Transfert et l'Entrepreneuriat)

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
6th-9th 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,
11th September (Lille, France) Guest speaker: Russell W. Belk, York University

Coordinator and organizer of a workshop on “Unpacking Sustainability in Consumer Research” 2015
SKEMA Business School, 11th 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, 12th 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, 20th-24th 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)

Reviewing for:

Journal of Business Ethics; Journal of Macromarketing; 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).

TEACHING EXPERIENCE

UNIVERSITÉ DE LILLE - U.F.R. des L.E.A. (Roubaix, France – Teaching in English and French)

- **Branding** 2017 - 2019
(Tronc commun Master 2) Research seminar presenting brand creation and development strategies. Teaching in English.
- **Développement durable** 2017 - 2019
(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. Teaching in English.
- **E-Commerce** 2018 - 2019
(Licence 3 parcours Techniques du Commerce International).
Lectures and seminars aimed at discussing the impact of digitalisation on communication and retailing strategies. Teaching in English.
- **Management international des marchés cibles** 2016 - 2019
(Master 1 parcours Techniques du Commerce International)
Lectures and seminars dedicated to exposing students to different theoretical and practical approaches to understand consumer behaviour. Teaching in English.

- **Marketing Stratégique** 2016 - 2019
(Licence 3 LEA). Course aimed at explaining the principles of marketing to third year undergraduate students. Teaching in English.
- **Missions Import-Export** 2016 - 2019
(Master 1 parcours Techniques du Commerce International)
Students act as consultants for companies requiring their assistance for the potential implementation of import - export strategies. Teaching in English and French.
- **Repenser la consommation** 2016 - 2019
(Tronc commun Master 1 and Master 2) Research seminar investigating new consumption trends. Teaching in French.
- **Technique de vente** 2017 - 2019
(Master 2 parcours Affaires et Négociation Internationales) Lectures devoted to the analysis of the transformation of the retailing ecosystem. Teaching in English.
- **Tourisme durable** 2017 - 2019
(Master 2 parcours Management de projets touristiques, apprentices)
Course dedicated to discussing sustainable managerial strategies in the tourism sector. Teaching in English.
- **Supervision of MSc dissertations and undergraduate & postgraduate internships** 2017 - 2019

UNIVERSITÉ DE LILLE - I.M.M.D. (Roubaix, France - Teaching in English and French)

- **Consumer Behaviour** 2014
(Master Product and Purchase & Master E-Commerce, apprentices). Seminars on the expertise utilised by consumers during their interactions with retailers. Teaching in English.
- **Ethics and Sustainability** 2014-2016
(Master International Marketing, apprentices). Seminars on consumers and marketers' challenges to achieve sustainability goals. Teaching in English.
- **Adjudicator for MSc dissertations 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.
- **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.
- **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.

- **Supervision of MSc 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)

- **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. Teaching in English and Italian.
- **Competitive Analysis** 2007-2008
(MSc Marketing Management) Tutorship & supervision of students’ participation in the competition “L’Oréal Brandstorm”. Student feedback score: 4.33/5. Teaching in Italian.
- **Consumer Culture Theory: Epistemology and Methods** 2008
(MSc Marketing Management). Tutorship & supervision of team projects. Student feedback score: 4.04/5. Teaching in English and Italian.
- **Marketing** 2009
(Bachelor of Business Administration and Management). Lecturing. Student feedback score: 4.40/5. Teaching in 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. Teaching in Italian.

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