

SIMON NYECK

The Diversity and Performance Chair Professor of Brand Management

Academic Director MBA International Luxury Brand Management

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EDUCATION

Ph.D in Marketing, Essec Business School and
University Paris Dauphine
ITP, IMD Lausanne

Professeur Habilité à diriger des recherches,
DMSP, **Université Paris 9 Dauphine.**

TEACHING EXPERIENCE

sept 2007	Visiting Scholar, Hec Montreal, Marketing department, Chaire Espaces commerciaux
june 2000-	Professor, Marketing department, ESSEC Business School, Paris, France
1992- sept 2000	Marketing Professor, Faculty of Administrative Sciences Laval University, Québec, Canada.

AREAS OF INTEREST :

Branding, luxury consumption and shopping behavior; male consumption; consumer diversity and performance, Luxury consumption and brand development in China; French and German consumers' response to luxury products: An intercultural investigation into consumer's need for uniqueness and identification with luxury brands.

PROFESSIONAL BODIES

Member of Association for Consumer Research (ACR).
Member of American Marketing Association (AMA).
Member of European Marketing Academy (EMAC).
Member of Association des Sciences Administratives Canadiennes (ASAC).
Member of Association Française de Marketing (AFM).

Selected Publications

Nacima Ourahmoune, Simon Nyeck (2008), "Gender Values and Brand Communication: The Transfer of Masculine representations to Brand Narratives" "European Advances in Consumer Research, Vol 8 (Forthcoming)

Veg, Nathalie et Simon Nyeck (2007), « Brand gender and cross-gender extensions », Thought Leaders International Conference on Brand Management, Birmingham Business School, April, 24-25th

Nyeck, Simon et Nathalie Veg (2007), « Genre de la marque et stratégies d'innovation marchés : quelles implications pour la gestion des marques ? », dans L'art de l'innovation, coordonnée par Mottis, Nicolas, L'Harmattan, Collection Conception et dynamique des organisations, 117-124.

Frank Pons, Simon Nyeck, Mehdi Murali (2006), "Consumer Orientation Toward Sporting Events: Scale Development and Validation". Journal of Service Research. February; vol 8: pp. 276-287, Sage Publications.

Simon Nyeck, (2004) "Luxury Brands Online and Offline : The case of French Brands », Spring Issue, The European Retail Digest, Oxford University Publications, Institute of Retail Management, Templeton College. pp 20-24.

Simon Nyeck, Elyette Roux, (2003) "Valeurs culturelles et Attitudes par rapport au luxe : L'exemple du Québec". Proceedings of ASAC Conference, Association des sciences administratives du Canada. June 15-17, 2003 Halifax, Nova Scotia, Canada.

Florence Dano, Simon Nyeck, Elyette Roux (2003), « Les hommes, leur apparence et les cosmétiques : approche socio-sémiotique », Décisions Marketing, Vol. 29 janvier-mars, pp. 7-18.

Nyeck, Simon, (2002), "Représentations masculines des produits cosmétiques : Étude exploratoire auprès de la population Gay canadienne, Revue Française du Marketing, 187/ vol 2, pp. 101-110.

Simon Nyeck, Riadh Ladhari, Miguel Morales, Frank Pons (2002) "Assessment of SERVQUAL Validity : An Evaluation of 10 Years of Use of the Measurement of Service Quality" : In Proceedings of the 31th European Marketing Academy Conference, EMAC. May 28-31, Braga, Portugal.

Frank Pons, Michel Laroche, Simon Nyeck, Simon Perreault (2001), «Role of Sporting Events as Ethnoculture's Emblems : Impact of Acculturation and Ethnic Identity on Consumers' orientation Toward Sporting Events » , Sport Marketing Quarterly, vol 10, number 4, december 2001, pp. 231-240

Frank Pons, Michel Laroche, Simon Nyeck, Mehdi Mourali (2001), "Why Do We Consume Sporting Events? Scale Development and Buying Implications", in AMA Educator's Proceedings, American Marketing Association, Summer Conference, vol 12, 11-14 August 2001 Washington, DC, USA. 28-30.

Simon Nyeck, Riadh Ladhari, Miguel Morales, Frank Pons, (2001), "Consumption Patterns of Leisure Activities : Comparing Movie and Soccer. In Proceedings of the 30th European Marketing Academy Conference, EMAC. 8-11 May 2001, Bergen, Norway. p. 108.

Nyeck, Simon, Sylvie Paradis, J-M. Xuereb et J-C Chebat (1996) " Standardisation ou Adaptation des échelles de mesure à travers différents contextes nationaux: l'exemple d'une échelle de mesure de l'innovativité ". "Recherche et Applications en Marketing. Vol. 11, 3. 57-74.