

Mohamed DIDI ALAOUI
Associate Professor of Marketing
Program Head of Master 2 Business Engineering

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EDUCATION

2018 Aix-Marseille Graduate School of Management IAE-AIX (**EQUIS Accredited School**)
PhD in Marketing

Dissertation title: The opposite effects of psychological distance on consumers' responses toward hedonic consumption: the moderating role of need to justify
Supervisor : Pr. Véronique COVA

2014 Aix-Marseille Graduate School of Management IAE-AIX
Master 2 with Honors in Marketing Research (Rank 2/16)

2012 Faculté d'Economie et de Gestion, Aix-Marseille Université
Master 1 with first-class Honors in Economics Sciences (Rank 1/50)

2011 Faculté des Sciences Économiques et de Gestion d'Aix-Marseille
Bachelor with Honors in Management Sciences (Rank 3/62)

WORK EXPERIENCE

2019 - present: Associate Professor of Marketing, IAE Nice Graduate School of Management, GRM lab (UPR 4711), Université Côte d'Azur

2018 - 2019: Research and Teaching Assistant (ATER), Faculté d'Economie et de Gestion d'Aix-Marseille Université, CRET-LOG lab (EA 881)

2017 - 2018: Phd student and temporary lecturer IAE Aix-Marseille Graduate School of Management, CERGAM lab (EA 4225)

2014 - 2017: Phd student with fellowship, IAE Aix-Marseille Graduate School of Management, CERGAM lab (EA 4225)

TEACHING EXPERIENCE

2019 – present (IAE Nice)

Brand content and 360° advertising (M2 Digital marketing, taught in French (FR))

Consumer behavior (M1 Digital marketing & M2 Business engineering, FR)

Experimental design and data analyses (M2 Management research, FR)

Methodology of the dissertation (M1 International Trade, face-to-face & **asynchronous distance learning**, FR)

Survey design and data analysis (M1 International Trade & M1 Management; face-to-face & **asynchronous distance learning**, FR)

Structural equation modeling (M2 Management research, FR)

Web strategies and new customer behaviors (M2 Marketing digital; **taught in English**)

RESEARCH

RESEARCH INTEREST

Decision Making

Hedonic consumption

Psychological distance

Justification process

Advertising effectiveness

Retailing

Experiments and field experiments

Quantitative data analyses

PUBLISHED ARTICLES

Didi Alaoui, M., Pecot, F., Merchant, A., & Kacha, M. (*Forthcoming*). Step back in time! A construal level perspective of advertisements using brand heritage. *Marketing Letters (FNEGE 2)* (accepted for publication on 15th April 2024).

Didi Alaoui, M. (2023). La distance psychologique en sciences de gestion: apports et limites de la théorie des niveaux de représentation. *Canadian Journal of Administrative Sciences*, 40(3), p. 326-339. <http://urlr.me/4WBGj> (FNEGE 3).

Didi Alaoui, M., Valette-Florence, P., & Cova, V. (2022). How psychological distance shapes hedonic consumption: The moderating role of the need to justify. *Journal of Business Research*, 146, p. 57-69. <http://urlr.me/2MVzH> (FNEGE 2).

Didi Alaoui, M., & Cova, V. (2021). Psychological distance as a working tool for managers. *Recherche et Applications en Marketing*, 36(4), p. 58-82. <http://urlr.me/z8MBD> (FNEGE 2)

N'Guyen, S., **Didi Alaoui, M.**, & Llosa, S. (2020). When interchangeability between providers and users makes a difference: The mediating role of social proximity in collaborative services. *Journal of Business Research*, 121: 506-515. <https://urlr.me/qf59S> (FNEGE 2)

Didi Alaoui M. (2020). L'effet d'adéquation entre la forme de présentation du prix et de la distance temporelle sur les réponses du consommateur : une approche par la théorie des niveaux de représentation. *Management & Avenir*, 117 : 41-62. <https://urlr.me/fv23r> (FNEGE 3)

Didi Alaoui, M., & Mathurin, E. (2020). *For the love of IT®* : Comment améliorer l'efficacité des slogans contenant le pronom IT ? *Projectics / Proyética / Projectique*, 3(27), 55-73. <http://urlr.me/ZL4Cw> (peer reviewed but unreferenced journal in the list FNEGE).

CONFERENCES

Didi Alaoui, M. (2024). The Smartness Inference: Consumer's Perceptions Towards Upcycling Brands. *Academy of Marketing Science Annual Conference*, May 22-24, Miami Coral Glabes, United States of America. (**forthcoming**)

Didi Alaoui, M., Papetti, C., Kacha, M., Herrmann, J-L., & Lemoine, J.F. (2023). Color Effectiveness. Matching Sensorial Emojis with Background Color in Communications. *AMS World Marketing Congress*, July 11-14, Canterbury, United Kingdom.

Mejia V., & **Didi Alaoui, M.** (2023). Too Much is Unsold! Influence of Assortment Size and Variety on Consumers' Deal Anticipation and Waiting for Deal. *Academy of Marketing Science Annual Conference*, May 17-19, New Orleans, United States of America. (**presenter**)

Didi Alaoui, M., & Mejia V. (2022). Does retailer's assortment influence consumers' deal anticipation ? *38th International Congress of French Association of Marketing*, May 18-20, Tunis, Tunisie. (**presenter**)

Didi Alaoui, M., Papetti, C., Kacha, M., & Lemoine, J.F. (2020). The Interplay between sensory emojis and background color of an email: A Construal Level Approach. *Academy of Marketing Science Annual Conference*, December 15-17, Floride, United States of America. (**presenter** - online conference due to COVID-19)

Didi Alaoui, M., Papetti, C., Kacha, M., Herrmann, J-L., & Lemoine, J.F. (2020). L'effet d'adéquation entre les émojis sensoriels et la couleur de fond d'un email : une approche par la théorie des niveaux de représentation. *38th International Congress of French Association of Marketing*, May 5-7, Biarritz, France. (conference cancelled due to COVID-19; paper published in the proceedings)

Didi Alaoui, M., Pecot, F., Merchant, A., & Kacha, M. (2019). The effectiveness of adverts using brand heritage: A Construal Level Approach. *Academy of Marketing Science Annual Conference*, May 29-31, Vancouver, Canada. **Research grant from the common proposal AMS-AFM (1000 \$)** (**presenter**)

Didi Alaoui, M., Pecot, F., Merchant, A., & Kacha, M. (2019). Efficacité des publicités utilisant le patrimoine de marque. Une approche à travers la théorie des niveaux de construits. *35th International Congress of French Association of Marketing*, May 15-17, Le Havre, France. (**presenter**)

N'Guyen, S., **Didi Alaoui, M.**, & Llosa, S. (2019). When putting yourself in someone else's shoes make a difference: the role of interchangeability in peer to peer collaborative services. *35th International Congress of French Association of Marketing*, May 15-17, Le Havre, France. (**co-presenter**)

Didi Alaoui, M., & Cova, V. (2018). The opposite effects of psychological distance on consumer's responses toward hedonic products: the moderating role of need to justify. *34th International Congress of French Association of Marketing*, May 16-18 Strasbourg, France. (**presenter**)

Didi Alaoui, M. (2016). The effect of fit between price presentation and temporal distance on Aad and Ab. *19th International Etienne Thil Conference*, October 13-14 Roubaix, France. (**presenter**)

Didi Alaoui, M., & Pecot, F. (2016). Effectiveness of ad using the past: The effect of fit between construal level's message and consumer expertise on Aad and Ab. *2ème Journée de Recherche en Marketing du Grand Est*, April 1 Reims, France. (**co-presenter**)

BOOK CHAPTER

Didi Alaoui, M. (2023). Quand le consommateur "valse" à distance avec le produit : le rôle des niveaux de représentation. In: Cova V (éds) *Sarabande des hot topics en Marketing*. Publication Université Provence, Collection: Travail et Gouvernance.

CASE STUDIES

Mayrhofer, U., Papetti, C., & **Didi Alaoui, M.** (2020). PocketConfidant AI: Digital self-coaching powered by artificial intelligence. *Centrale de Cas et de Médias Pédagogiques (CCMP)* <https://urlr.me/b6Whk>

PUBLICATIONS IN MEDIA

N'Guyen, S., **Didi Alaoui, M.**, & Llosa, S. (2023). Économie du partage : Pourquoi Airbnb et Abritel ont-ils intérêt à avoir des loueurs et locataires ? *The Conversation France*. Published online on February 2 2022.

Didi Alaoui, M. (2022). Et si vous proposiez à vos clients de jouer pour les engager ? Oui, mais pas n'importe comment ! *The AFM Blog*. Published online on October 2022. <http://urlr.me/M3xpT>

Didi Alaoui, M. (2022). Chocolat, voyages, luxe... Comment la distance psychologique influence nos envies d'achats. *The Conversation France*. Published online on April 14 2022. <http://urlr.me/1Tq4m>

Affo, B., & **Didi Alaoui, M.** (2020). Les 4 bienfaits de la distance sur le travail. *The Conversation France*. Published online on March 19 2020. <https://urlr.me/yGb2j>

VIDEOS IN MEDIA

Didi Alaoui, M. (2022). Comment la distance psychologique influence nos envies de produits plaisirs ? *FNEGE Médias*. <http://urlr.me/HmcrZ>

SERVICE

SERVICE TO THE INSTITUTION

2021 – present: Co-director of Marketing and International Business team of GRM lab (EA 4711) (31 researchers).

2021 – present: Steering committee member of management department, Université Côte d'Azur

2021 – 2023: Laboratory board member of GRM lab (EA 4711)

2021 – 2022: Management board member of IAE Nice

2022 – present: Program head of Master 2 Business Engineering

2019 – 2022: Program head of Master 1 International Trade

2019 – present: Supervision of M1 & M2 students (45 students)

SERVICE TO THE PROFESSION

Reviewer for *Journal of Business Research* (FNEGE 2; HCERES A)

Reviewer for *Decisions Marketing* (FNEGE 3; HCERES B)

Reviewer for 2023 *AMS Annual Conference*

Reviewer for 24th *AMS World Marketing Congress* (2023)

Reviewer for the best study case CCMP-AFM (2023; 2024)

Reviewer for 40th *International Congress of French Association of Marketing (AFM)*

Reviewer for 39th *International Congress of French Association of Marketing (AFM)*

Reviewer for 38th *International Congress of French Association of Marketing (AFM)*

Reviewer for 5th Monaco Symposium on Luxury

Reviewer for 3th *Monaco Symposium on Luxury*

Reviewer for 2024 *AMS Annual Conference*

Reviewer for 2023 *AMS Annual Conference*

Reviewer for 2020 *AMS Annual Conference*

Reviewer for 2019 *AMS Annual Conference*

Reviewer for 2017 *Society for Consumer Psychology Conference*

CONFERENCE ORGANIZATION

Organization assistant of La Londe Conference in Services Management May 31st – June 3rd (CERGAM Lab)

Organization assistant of La Londe Conference in Consumer behaviour June 2nd – 5th (CERGAM Lab)

Organization assistant of La Londe Conference in Services Management May 27th – 30th (CERGAM Lab)

OTHER

RESEARCH RESIDENCY

July 16 to August 13 2019: Residency at The York Management School (UK). Collaboration with Fabien Pecot on temporal distance and brand heritage research project

October 4 to October 15 2021: Residency at Bamberg University (Germany). Collaboration with Pr. Björn Ivens on upcycling and brand perceptions research project

FUNDING

2022: **€3600** Funding from Université Côte d'Azur to invite Pr. Barry Babin (Mississippi, Ole Miss Business)

2022: **€7000** Funding from Université Côte d'Azur for research project in retailing (with Victor Mejia)

2020: **€925** Grant from *Bay France* for the residency at *Bamberg University* (Germany)

2018: **€1000** Grant from Academy of Marketing Science for temporal distance and brand heritage research project

2014 – 2017: PhD fellowship Aix-Marseille University (Fully funded **€64,000**)

2012 – 2013: Merit Scholarship of Regional Student Welfare Office of Aix-Marseille (CROUS – **€1800**)

2011 – 2012: Merit Scholarship of Regional Student Welfare Office of Aix-Marseille (CROUS – **€1800**)

TECHNICAL SKILLS

Data analysis software: *SPSS, Amos, R, Jasp, Jamovi, IRaMuTeq, Nvivo, Sphinx*

Experimental design software: *Survey Monkey, Qualtrics*

Crowd-sourcing platform for running studies: *Prolific*

Quantitative data analyses: Regressions, *ANOVA, ANCOVA, MANOVA*, Factor analysis, Analyses of mediation, moderation and moderated mediation, Structural Equation Modeling

AFFILIATIONS TO ACADEMIC ASSOCIATIONS

Academy of Marketing Science (2019 – 2021; 2023; 2024)

Association Française du Marketing (2018 - 2024)