

Dr. Cristina Longo

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

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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

Postdoctoral Researcher Mar 2015 - present
Université de Lille – SKEMA Business School (Lille, France)

Research Assistant Mar 2013 - Mar 2015
Université de Lille – SKEMA Business School (Lille, France)

Teaching Fellow Sept 2007 - Sept 2009
Università Commerciale “Luigi Bocconi” (Milan, Italy)

GRANTS

University of Bath Studentship (Bath, UK) 2009-2012

Research Grantee 2007-2009
Department of Marketing, Università Commerciale “Luigi Bocconi” (Milan, Italy)

PUBLICATIONS - JOURNAL PAPERS & 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.

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.

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.

MANUSCRIPTS IN PREPARATION AND RESEARCH IN PROGRESS

Longo, Cristina, Robert McMaster, Nil Özçaglar-Toulouse, and Deidre Shaw, manuscript under review on “care in consumption” in *Marketing Theory*.

Longo, Cristina and Avi Shankar, manuscript in submission on “sustainable consumption”; target journal: *Journal of Business Ethics*.

Longo, Cristina and Isabelle Collin-Lachaud, manuscript to be finalised on “omnichannel retailing resources”; target journal: *Journal of Retailing and Consumer Services*.

Longo, Cristina and Meltem Ture, manuscript in preparation on “brands and femininity”; target journal: *Journal of the Academy of Marketing Science*.

Longo, Cristina and Avi Shankar, manuscript in preparation on “consumer competence”; target journal: *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS

Longo, Cristina and Peter Nuttall (2015), “The reverse side of consumer knowledge,” 8th 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^{ème} 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 9th *Consumer Culture Theory Conference*, Aalto University, Helsinki, Finland, 26-29 June.

Longo, Cristina, Avi Shankar and Peter Nuttall (2013), “The evolution of consumer competence from consumerism to sustainability,” *European Conference of the Association for Consumer Research*, Barcelona, Spain, 4-6 July.

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

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, 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”, *6th 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?,” *5th 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,) *4th Meeting on Mediterranean Marketing*, Università Commerciale “Luigi Bocconi”, Milan, Italy, 10-11 July.

ACADEMIC COMMUNITY CONTRIBUTIONS

Reviewing for:

Journal of Business Ethics;

Journal of Consumer Behaviour;

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

- Manager of the webpage of MERCUR Research Centre, Lille (France) 2013 - present
(Promotion of research events/seminars/workshops; dissemination of newsletters)
- Member of the Organizing Committee of the Consumer Culture Theory Conference 2015 - present
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

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

- **Marketing and Innovation** 2014-2015
(Master in Management). Supervising team projects on the development of a servicization idea (72
hours in class). Student feedback score: 96.80/100.
- **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 (54 hours
in class).

- **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 (27 hours in class).
- **Supervision of MSc students' dissertations** 2016

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

- **Consumer Behaviour** 2014
(Master Product and Purchase & Master E-Commerce, apprentices). Seminars on the expertise utilised by consumers during their interactions with retailers (6 hours in class).
- **Ethics and Sustainability** 2014-2016
(Master International Marketing, apprentices). Seminars on consumers and marketers' challenges to achieve sustainability goals (9 hours in class).
- **Adjudicature for the MSc thesis examination and 'Grand Oral' exam** 2013-2015

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) (15 hours in class).
- **Assistant invigilator** 2011-2012

UNIVERSITÀ COMMERCIALE "LUIGI BOCCONI"

(Milan, Italy - Teaching in English and in Italian)

- **Strategic Marketing** 2007-2009
(MSc Marketing Management). Tutorship & supervision of: individual projects, team works and of the business game Markstrat (157 hours in class). 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" (26 hours in class). Student feedback score: 4.37/5

- **Marketing** 2009
(Bachelor of Business Administration and Management). Lecturing (18 hours in class). Student feedback score: 4.40/5
- **Consumer Culture Theory: Epistemology and Methods** 2008
(MSc Marketing Management). Tutorship & supervision of team projects (60 hours in class). Student feedback score: 4.04/5
- **Competitive Analysis** 2007-2008
(MSc Marketing Management) Tutorship & supervision of students' participation in the competition "L'Oréal Brandstorm" (15 hours in class). 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
