

Fatima Regany

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Contact Information

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Education

- **PhD in Marketing**, University of Lille 2, 2009-2012

Thesis Title: "Lorsque la mère immigrée et sa fille font leurs achats ensemble : interactions et construction de l'identité ethnique dans la dyade"

Thesis Supervisor: Prof. M.H. Fosse-Gomez

- **Masters Degree in Marketing Research**, University of Lille 2, 2008-2009

Research Interests

Ethnic marketing, Acculturation, Intergenerational relationships and transmission, Gender roles and shopping, Family consumption, Family brands.

Published Articles and Book Chapters

- Visconti L.M., Jafari A., Batat W., Broeckerhoff A., Dedeoglu A.Ö., Demangeot C., Kipnis E., Lindridge A., Peñaloza L.N., Pullig C., Regany F., Ustundagli E. and Weinberger M.F. (2014), Consumer ethnicity three decades after: A TCR agenda, *Journal of Marketing Management*, vol. 30, 2014.

- Jafari A., Dedeoglu A.Ö., Regany F., Ustünagli E. et Batat W., Rethinking Religion in the Context of Ethnicity and Wellbeing, *Marketing Theory*, October 13, 2014.

- Regany F. et Visconti L.M. (2014), La clientèle ethnique, un dilemme pour les distributeurs ?, in Collin-Lachaud I., *Repenser le commerce*, Editions EMS.

- Regany F., Visconti L.M. et Fosse-Gomez M-H. (2012), A Closer Glimpse at the Notion of Boundaries in Acculturation Studies: Typologies, Intergenerational Divergences, and Consumer Agency, *Research in Consumer Behavior*, Vol 14, p. 195-213, Edition Russ Belk.

- Hadj Hmida M., Regany F. et Stamboli C. (2012), Le secteur alimentaire français à la rencontre de l'ethnicité, in Béji-Bécheur A. et Ozcaglar-Toulouse N., *L'ethnicité, Fabrique Marketing ?*, éditions EMS Management et Société.

Research in Progress

- Regany F. and Emontspool J., "They're taking us for fools! – ethnic theming of mundane retailscapes and dystopic spectacles", submitted to the CCT conference and prepared for Journal of Retailing.

- Regany F. and Lindridge A., "Glimpse at the Intergenerational relationships through the migrant mother sacrifice and daughter debt solving in the consumption arena" (Publication proposal from thesis).

- Regany F. and Fosse-Gomez M-H., "De la ménagère à la *digital mum* : les canaux de distribution comme lieu de reconstruction du rôle maternel », prepared for Recherche et Application en Marketing.

Presentations in conferences

- Regany F. et Fosse-Gomez M.H. (2014), Is she addicted to the supermarket ? the supermarket as an identity resource for the housewife, *Consumer Culture Theory Conference, Helsinki*.
- Godefroit et Regany (2013), Quelles compétences pour naviguer dans un nouveau contexte de consommation? Une recherche multisite sur le shopping en supermarché, *congrès de l'AFM, La Rochelle*.
- Regany, Visconti et Fosse-Gomez (2012), A Closer Glance at the Notion of Boundaries in Acculturation Studies, *Consumer Culture Theory Conference, Oxford*.
- Regany et Fosse-Gomez (2012), Dilemme au rayon halal, *Actes du 15^e colloque Etienne Thil, Lille*.
- Fosse-Gomez et Regany (2010), Les apports de la CCT à l'étude de la décision d'achat familial : le cas des familles marocaines vivant en France, *Actes des 9^e journées Normandes de recherche sur la consommation*.
- Fosse-Gomez et Regany (2009), Effets de l'interaction entre l'acculturation et le développement sociétal sur la décision d'achat familial : application aux migrants marocains de France, *Actes des 14^e journées de recherche en Marketing de Bourgogne*.

Professional Experience

- **Assistant Professor of Marketing**, IMMD, Université Lille, France, since September 2013.
Courses: Consumer Behavior, Branding, Private Label Brand Equity, International Marketing, Marketing Principles, Services Marketing.
- **Teaching and Research Assistant**, MERCUR Research Center (Université Lille/SKEMA Business School), from September 2009 till September 2013.
- **Marketing Manager in the Food Industry** from 1998 to 2008.

Language & Computer Skills

- French and Arabic (Native Languages), English (Fluent Writing, Speaking and Reading)
- Office programs, N-Vivo.