

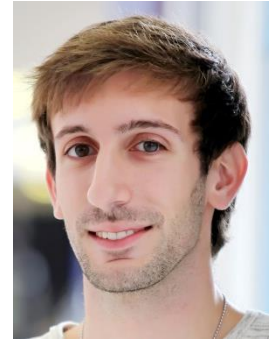
CV : Laurent Busca

PhD student in Marketing, Université Toulouse 1 Capitole, CRM (UMR CNRS 5303)

Under the supervision of Laurent Bertrandias

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Personal Information

Birth date : 25th of December, 1990

Place of birth : Toulouse, France

Research Interests

Ph.D. Thesis: “Influence of Social Media Management routines on the evolution of the Internet Marketspace”

My research focuses on the marketspace evolution process. I use socio-cultural theories (such as institutional theory, practice theory and Foucauldian theory) to study how a marketing routine influences the evolution of markets. I use the Social Media Management practice as my object of study. I outline the interaction between the Social Media Management practice, software technology and Internet cultures and how this interaction leads to the evolution of the Internet marketspace.

- Market studies / Marketing Strategy
- Social Theory (Practice theory / ANT / Institutional Theory) / Epistemology
- Digital Marketing / Online Communities
- Qualitative methods

Refereed conference proceedings

Busca, L., & Bertrandias, L. (2016). *The Many-Faced Consumer: Practices and Consequences of Social Media Government*. In 2016 Association for Consumer Research Conference, Berlin, Germany, October 27-30.

Busca, L., & Bertrandias, L. (2016). *Toward a cultural (dis)intertwinement theory : Insights from social media*. In 45th European Marketing Academy Conference, Oslo, Norway, May 24-27.

Busca, L., & Bertrandias, L. (2016). Le consommateur multiface : Pratiques et conséquences du

gouvernement des médias sociaux. In 32nd AFM Conference, Lyon, France, May 18-20.

Busca, L. (2016). *L'internet marchand : généalogie d'un espace fragmenté*. In Colloque Penser Critique, Université de Reims, France, March 31.

Busca, L., Casteran, G. & Ruspil, T. (2015). *Hierarchical structuration of modders communities through creation and attribution of link's value*. In 44th European Marketing Academy Conference, poster session, Leuven, Belgium, May 26-29.

Busca, L., Casteran, G. & Ruspil, T. (2015). Crafting the value of the link: practices, inscriptions and hierarchical position in modding communities. In 31st AFM Conference, Marrakech, Morocco, May 20-21.

Busca, L. & Bertrandias, L. (2014). La théorie du dispositif de Michel Foucault : proposition d'un cadre conceptuel appliqué aux communautés virtuelles gérées par les marques. In 13th Journées Normandes de Recherche en Consommation, Rouen, France, November 27-28.

Busca, L., Casteran, G. & Ruspil, T. (2014) *Les communautés de modders : une recherche de reconnaissance professionnellement organisée mais irrationnelle*. In 13th Research Day on E-Marketing, Paris, France, September 12.

Busca, L., & Bertrandias, L. (2014). Trouver sa légitimité : comment les community managers tentent de s'intégrer dans une stratégie marketing. In 30th AFM Conference, Montpellier, France, May 14-16.

Teaching experience

2014-2017: Responsible for the Statistics Course, Master degree in Marketing, University Toulouse 1, IAE Toulouse.

2014-2017: Digital Consumer Behavior, Teaching assistant, University Toulouse 1 Capitole, IAE Toulouse

2013-2017: Statistics, Teaching assistant, University Toulouse 1 Capitole, IAE Toulouse

2013-2014 January: Corporate Strategy, Teaching assistant, University Toulouse 1 Capitole, IAE Toulouse

Seminars/Courses/Visitings

Visiting Scholar at Northwestern University (Evanston, IL, USA), October – December 2015. Academic presentations:

- *Governing the Digital Ones : Exposing the Governmentality of Socio-Digital Platforms*. Chicago Consumer Culture Community, DePaul University, Chicago, USA, November 6.
- *Toward a cultural intertwinement theory: Insights from Social Media*. Internal seminar,

Integrated Marketing Communication Department, Medill, Northwestern University,
Evanston, USA, December 4.

CEFAG Program 2015

AFM Doctoral Colloquium 2015, Marrakech, Morocco, May 19-20

Other Academic Activities

Reviewer for:

- Consumer Culture Theory Conference (2017, 2016 and 2015)
- North-American Association for Consumer Research Conference (2016)
- European Marketing Academy Conference (2016)
- AFM Conference (2014)

Academic meetings organization:

- 2015: Organizer of the Doctoral Workshop “Relation et gouvernance en marketing”, Toulouse, France, July 6
- 2016 : Member of the organizing team and Community Manager of the ICRM and JTM Conferences, Toulouse, France, Septembre 6-9

Academic Memberships

Association for Consumer Research (ACR)

European Marketing Academy (EMAC)

Association Française de Marketing (AFM)

Honours/Scholarships/Achievements

Award of the Direct Marketing Circle and BNP Paribas contest for best Master Thesis, 2014

Education

2012 – 2013: Master 2 In Marketing Research, IAE Toulouse, University Toulouse 1 Capitole

Thesis Title: “Community Management: practice and effects of power management in online brand communities”

GPA: 16 out of 20

2011 – 2012: Master 1 In Marketing, IAE Toulouse, University Toulouse 1 Capitole

2010 – 2011: Bachelor In Marketing, IAE Toulouse, University Toulouse 1 Capitole

2008 – 2010: *Degree In Economics and Law*, University Toulouse 1 Capitole

Additional Knowledge

- French (Native Speaker), English (Fluent), Spanish (Beginner)
- Statistical and Modelling Softwares : SPSS, EQS, AMOS, Netlogo
- Community Management

References

Dr. Ashlee Humphreys

Associate Professor, Medill School of Journalism, Media, Integrated Marketing Communications - Northwestern University

Mail: a-humphreys@northwestern.edu

Pr. Dominique Roux

Professor, University of Reims Champagne-Ardennes

Mail: dominique.roux@univ-reims.fr