Lars MEYER-WAARDEN

Full Professor Toulouse School of Management

University Toulouse 1 Capitole, France

Tel: 33(0) 6 80 37 42 88; Mail: lars.meyer-waarden@tsm-education.fr

Qualifications

2009 : Chaired Full-Professorship at **Toulouse School of Management (TSM)**
2008 : Accreditation to **supervise research, TSM**: "An integrated approach for customer portfolio management".
199-2002 : PhD University Pau, France **& Karlsruhe Institute of Technology**, Germany. "Efficiency of loyalty programs- An investigation with GfK single source panel data"
1992-1995 : MSc in Direct Marketing at **University Lille**

Experience

Since 2019: Director Doctorate of Business Administration- **Business Science Institute**, Thailand, Cambodia, Vietnam
Since 2018: Dean International Relations TSM
2015-2023: Director TSM-Research-Marketing Group (4 professors, 5 Ass. Professors, 9 PhD students)
Since 2015: Director Dual Degrees MSc International Marketing of Innovation **TSM**/ MBA Assumption Uni. Bangkok, MBA Hong Kong Metropolitan Uni., MSc Tongji Uni. Shanghai, MSc Customer& Service Experience Uni. Ingolstadt.
2009-2015: Head Research Group (25 researchers) **EM Strasbourg Business School**
2002-2009: Associate-Professor in Marketing, **University Toulouse 3**
1995-1999: Product Manager at **L'Oréal** Germany

Courses taught

I give lectures in a wide **variety** of **educational formats** in Bachelor, Master, Research Master, MBA, PhD and DBA courses (which mainly **focus on managers**) in different universities in France, Germany, Thailand, Vietnam, China, Lebanon.
At the **Master/MBA** level I teach <u>**Big data**</u>, <u>**AI- and IoT based smart marketing**</u>, <u>**customer relationship management**</u>, **service recovery**, <u>**loyalty program management**</u>, <u>**Social Media Marketing**</u>, <u>**innovation** and **new disruptive technology acceptance management**</u>,
At the **PhD** and **DBA** level I teach <u>**business research**</u> (How to write a thesis ? How to do a literature review; Research methods), <u>**Research** in **Technology Marketing**</u> (Smart Cities, Smart Objects, Smart Stores, IoT, Autonomous Cars, Chatbots, <u>Big data & firm performance</u>, <u>Social Capital on Social Media and Well-Being</u>, Loyalty program and Service Recovery Management). I use a **highly interactive hybrid** educational format of **problem-based learning** with digitalized lectures based on **my YouTube channel** (26 course playlists, 180 videos **>** 100 hours; click on the url links) and **case studies** work to facilitate the learning process.

PhD and DBA Supervision

I have been **supervising 10 PhD**s (7 defended), **11 DBAs** (3 defended) on loyalty, IoT, AI, Big Data and smart marketing. I have supervised the "**Accreditations to supervise research** (Habilitation)" of 5 Associate Professors' to become full professors.

Supervision Accreditation to supervise research- Toulouse School of Management
- Cloarec J. (defense 2023) : Privacy in the age of AI (Professor at IAE Lyon)
- Castéran H. (defense 2023) : Big Data Management & Marketing performance measurement (Dean EM Strasbourg)
- Hamdi-Kidar L. (defense 2021) : Approaches for Co-Creation Innovation (Professor at TBS)
- Munzel A. (defense 2018) : Social Interactions in online environments: understanding the digitally empowered consumer (Professor at TSM)
- Simon F. (defense 2015), Multichannel brand communication: a contribution for CRM (Prof. Uni. Colmar)

PhD Supervision- Toulouse School of Management
- Thirukkestheesewran S. (defense in 2026), Citizen Trust and well-being in smart solutions-an empirical investigation in

laboratory smart home and mobility domains
- Teychenie T. (defense in 2025), The Moral Machine and autonomous cars
- Strobel S. (defense in 2024), Business Eco Systems and Transformative Marketing
- Favarin V. (defense in 2024), Smart Technologies and Marketing: The Use of IoT and AI and their impact on behavior

Already defended
- Schwing M. (defended in 2023), P2P Platforms in the Mobility sector
- Pavone G. (defended in 2021), Using and interacting with intelligent technologies: applications on autonomous cars and chatbots. Best thesis award *Association française du Marketing* (Ass. Pr. Kedge Business School)
- Attie E. (defended in 2019), The connected consumer: A theoretical framework as well as empirical examination of consumer adoption/consequences of the IoT and smart connected objects (Researcher Ministry of Defense)
- Cloarec J. (defended in 2019), The personalization privacy paradox in the attention economy (Ass. Pr. Uni. Lyon)
- Castéran G. (defended in 2016), An empirical investigation of antecedents of brand loyalty: The role of product category, marketing mix and consumer characteristics in the light of niche brands proliferation (Co-supervision with Pr. Chrysochou Aarhus Business School) (Ass. Pr.Uni. Limoges)
- Hanana J. (defended in 2014), Impact of electronic Word of Mouth on Customer Behavior (Ass. Pr.Uni. Tunis)
- Casteran H. (def. in 2010), The long term impact of promotions on Customer Lifetime Value (Dean EM Strasbourg)

DBA Supervision- Business Science Institute
- Zhao R. (Bangkok): Impact of Employee Empowerment on performance in the car industry in Thailand and China (defended 2022)
- Tayakee T. (Bangkok): The acceptance factors of Smart Homes - An investigation in Thailand (defended 2023)
- Piyapaichayont P. (Bangkok) : Technology Acceptance, User Innovativeness, and Managerial Leadership Styles: A Study in the Digital Printing Sector in Thailand (defended 2023)
- Becker U. (Frankfurt) : AI in marketing- Impact of algorithmic pricing on performance in the Telecom industry (def. 2024)
- Gehbauer J. (Bangkok) : Disruptive technologies in German retail : the case of AI and IoT (defense 2024)
- Horschig H. (Frankfurt) : The CTO on firm performance - An investigation in the USA, Germany, China (defense 2025)
- Wang H. (Shanghai), A model for optimizing performance of precision Marketing: Using AI (defense 2025)
- Meach S. (Bangkok): Acceptance of Smart Cities - An investigation in Cambodia (defense 2025)
- Eamekpattana P. (Bangkok): Relationship Marketing in the luxury sector in Thailand (defense 2025)
- Ackva L. (Frankfurt) : Relationship marketing in the lawyer-client context (defense 2025)
- Braulik D. (Frankfurt) User acceptance of autonomous cars : influence of well-being and resistance (defense 2025)

Research and Publications

My research focus on **CRM** and **technology** related areas: loyalty programs, services marketing and complaint/recovery (with chatbots), digital marketing (social media, AI, IoT), innovation and technology acceptance management (autonomous cars, smart cities, delivery drones, robots), privacy concerns, big data. My work has resulted in **31 articles** published in **ABDC**-ranked journals **(19 A*,A; 10 B)**, such as, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Marketing, Journal of Business Research, Psychology & Marketing, Marketing Letters, Journal of Interactive Marketing, Tourism Management, Information & Management, European Journal of Marketing, Technological Forecasting and Social Change, Technovation, Journal of Retailing and Consumer Services. I have published **82 conference papers** (**16 ongoing research projects** under revision in **A* or A journals**). My work has been **cited over 2683** times and has achieved a **h-index** of **23** (i10-index: 29) and **g-index** of **51**. On the basis of these indices I have an **hg-index** of **37** using "Publish or Perish" software, placing me in the **top 10%** researchers of the top 500 universities in USA, Canada, UK, New Zealand, Australia (Soutar et al. 2015). I was a member of the **editorial board** (2009-2016) of the journal "Recherche & Applications en Marketing" of the French Marketing Association AFM. I am **co-editor** of the Journal "**Customers and Service Systems**".

Books
1) Meyer-Waarden L. (2015), Management de la fidélisation - De la stratégie aux technologies digitales, Vuibert
2) Geyer-Schulz A. & Meyer-Waarden L. (2014), Consumer Empowerment & Emerging consumer behaviors, KIT
3) Meyer-Waarden L. (2012), Management de la fidélisation –De la conception d'une stratégie aux technologies pour réinventer le marketing relationnel, Vuibert Paris : **best management book award 2012** (FNEGE & EFMD)
4) Meyer-Waarden L. (2004), La fidélisation client- Stratégies, pratiques et efficacité des outils du marketing relationnel, Vuibert (**Best PhD Thesis FNEGE award**).

Peer reviewed journals (FNEGE Ranking)

1) Meyer-Waarden L., & Sabadie W. (2023). Relationship quality matters: How restaurant businesses can optimize complaint management. Tourism Management *(FNEGE 1)*
2) Meyer-Waarden L.,Bruwer J.,Galan J.P. (2023). Loyalty programs and customer engagement with the company brand: consumer-centric behavioral psychology insights from 3 industries, Journal of Retailing & Consumer Services *(FNEGE 3)*
3) Pavone G., Meyer-Waarden L. & Munzel A. (2022). Rage against the machine: experimental insights into customers' negative emotional responses, attributions of responsibility and coping strategies in AI-based service failures. Journal of Interactive Marketing *(FNEGE 2)*
4) Attié A. & Meyer-Waarden L. (2023). How do you sleep? The impact of sleep apps on z-generation's well-being. Journal of Interactive Marketing *(FNEGE 2)*
5) Attié A. & Meyer-Waarden L. (2022). The acceptance and usage of smart connected objects according to adoption stages: an enhanced technology acceptance model integrating the diffusion of innovation, uses and gratification, privacy calculus theories. Technological Forecasting & Social Change *(FNEGE 2)*
6) Meyer-Waarden L., Cloarec J. (2021). Home, smart home: How well-being shapes the adoption of artificial intelligence-powered apartments in smart cities. Systèmes d'Information & Management *(FNEGE 2)*
7) Meyer-Waarden L. & Cloarec J. (2021) "Baby, you can drive my car": Psychological antecedents that drive consumers' adoption of AI-powered autonomous vehicles. Technovation *(FNEGE 2)*
8) Cloarec J., Meyer-Waarden L. & Munzel A. (2021). The personalization–privacy paradox at the nexus of social exchange and construal level theories, Psychology & Marketing *(FNEGE 2)*
9) Chen Y., Mandler T., Meyer-Waarden L.(2021), Three decades of research on loyalty programs: A literature review and future research agenda. Journal of Business Research,124, 179-197 *(FNEGE 2)*
10) Suoniemi S., Meyer-Waarden L., Munzel A., Zablah A., Straub D. (2021), Big Data and Firm Performance: The Roles of Market-Directed Capabilities and Business Strategy, Information & Management, 57(7) *(FNEGE 1)*
11) Meyer-Waarden et al. (2020), "How Service Quality Influences Customer Acceptance and Usage of Chatbots?", Journal of Service Management Research, 4(1). 35 – 51 *(FNEGE 3)*
12) Castéran G., Chrysochou P., Meyer-Waarden L. (2019), "Brand loyalty evolution and the impact of category characteristics", Marketing Letters, 30(1), 57-73 *(FNEGE 2)*
13) Munzel A., Galan J.P., Meyer-Waarden L. (2018), Getting ahead and Getting by on Social Networking Sites? The Role of Social Capital in Happiness and Well-Being, International Journal of Electronic Commerce, 22(2), 232-257 *(FNEGE 2)*
14) Munzel A., Meyer-Waarden L., Galan J.P. (2018), "The social side of sustainability: Well-being as a driver and an outcome of social relationships and interactions on social networking sites", Technological Forecasting & Social Change,130, 14-27 *(FNEGE 2)*
15) Meyer-Waarden L. (2015), "Effects of loyalty program rewards on store loyalty", Journal of Retailing & Consumer Services, 24, 22-32 *(FNEGE 3)*
16) Meyer-Waarden L., Dawes J., Driesener C. (2015) "The longitudinal évolution of repeat purchase behavior in the US and UK, Journal of Business Research, 68, 425-32 *(FNEGE 2)*
17) Meyer-Waarden L, A., & Sabadie 2014. Complaint Management and the Role of Relationship Quality. Customer & Service Systems, 1(1): 59-68 (n/a)
18) Meyer-Waarden L, A., & Casteran 2014. The Long-Term Impact of Sales Promotions on Customer Equity. Customer & Service Systems, 1(1): 19-24
19) Meyer-Waarden L., Benavent C., Castéran H. (2013), The impact of loyalty programs' gratifications on purchase behavior according to purchasing strategies, International Journal of Distribution & Retail Management, 41, 3. 201-25 (ABDC A)
20) Meyer-Waarden L. (2013), The impact of rewards on frequent flyer programs' perceived value and loyalty, Journal of Service Marketing, 27,3. 183-94 *(FNEGE 3)*
21) Meyer-Waarden L. & Volle P. (2012), The future of CRM, Recherche & Applications en Marketing », 4 *(FNEGE 2)*
22) Dawes J., Meyer-Waarden L. et al. (2012),"It's a Dirichlet World: Modeling Individuals' Loyalties Reveals How Brands Compete, Grow, and Decline", Journal of Advertising Research, 52, 2, 203-13 *(FNEGE 2)*
23) Meyer-Waarden L. & Benavent C. (2009), Retail loyalty program effects: Self-selection or purchase behavior change?, Journal of the Academy of Marketing Science, 37,3, 345-58 *(FNEGE 1)*
24) Meyer-Waarden L. (2008), "The influence of loyalty programme membership on customer purchase behaviour", European Journal of Marketing, 1 *(FNEGE 2)*
25) Meyer-Waarden L. (2007), The impact of Loyalty Programs on lifetime duration and customer share of wallet?, Journal of Retailing, 83,2 *(FNEGE 1)* (**Emerald Citation of Excellence Award** 2011)

26) Meyer-Waarden L. (2006), The impact of loyalty programmes on repeat purchase behaviour , Journal of Marketing Management, 22, 1-2, February. 61-88. (*FNEGE 3*)

27) Meyer-Waarden L. (2006), Stratégies, pratiques et efficacité des outils de CRM, Revue Banque, 676. 34-36 (n/a)

28) Meyer-Waarden L. (2005), Une comparaison empirique de la validité prédictive de plusieurs méthodes d'Analyse Conjointe, Recherche et Applications en Marketing, 20, 3. 39-58 (FNEGE 2)

29) Meyer-Waarden L., Banelis M., Rungie C., Riebe E. (2005) Do higher spending households buy a greater variety of brands? : an Application of repertoire regression, Marketing Bulletin, 10-17, 16. n/a

30) Meyer-Waarden L. & Benavent C. (2004), Programmes de Fidélisation : Stratégies, Pratiques, Evolutions et Perspectives, Revue Française du Marketing, No.196 (FNEGE 4)

31) Meyer-Waarden L. (2003), Programmes de fidélisation et opportunités de segmentation. Décisions Marketing, 4, 19-30 (FNEGE 3)

Conference Proceedings with peer review / Ongoing advanced research projects/ *Under revision in journals*

1) Strobel S., Kuhn M., Meyer-Waarden,L. (2024). Revolutionizing B2B Mobility: Unveiling the Power of Transformative Marketing in Disruptive Business Landscapes. AMS conference Miami, Journal of Business to Business Marketing (FNEGE 3)

2) Strobel S., Kuhn M., Meyer-Waarden,L. (2023). Transformative Marketing in B2B-Facing Dynamic Changes in Mobility Ecosystems. AMS conference New Orleans, Journal of Business Research (FNEGE 2). AMS conference New Orleans, Journal of Business Research (FNEGE 2)

3) Strobel S., Kuhn M., Meyer-Waarden,L. (2023). Transformative Marketing: Turning over a new leaf? A hybrid review and future research agenda. AMS conference New Orleans, Journal of Business Research (FNEGE 2)

4) Teychenie T., Cloarec, J., Meyer-Waarden, L. (2023). The Moral Implications of Autonomous Vehicles in Accident Scenarios. AMS conference New Orleans Psychology & Marketing (FNEGE 2)

1) Schwing M., Kuhn M., Meyer-Waarden, L. (2023).How E-scooters enhance identification with an organization-An empirical study about closed campus Micromobility. AMS conference New Orleans, Journal of the Academy of Marketing Science (FNEGE 1)

2) Schwing M., Kuhn M., Meyer-Waarden, L. (2023).How E-scooters enhance identification with an organization-An empirical study about closed campus Micromobility. AMS conference New Orleans, Journal of the Academy of Marketing Science (FNEGE 1)

3) Favarin V., Cloarec. J., Meyer-Waarden L. (2023). Autonomous Vehicles as Marketplace: How Construal Level Theory Shed Light on Tension in the Data Environment? AMA, Nashville. Journal of the Academy of Marketing Science (FNEGE 1)

4) Gordillo D., Meyer-Waarden L., Cloarec, J. (2022). How algorithmic aversion shapes autonomous vehicles adoption. AMA Las Vegas, *Information Systems Journal (FNEGE 1)*

5) Tayakee D., Meyer-Waarden, L. (2022). An empirical study of Technology Adoption of Smart Homes in Thailand. AU Conference "Entrepreneurship & Sustainability in the Digital Era". Bangkok. *Urban Studies (FNEGE 2)*

6) Schwing M., Kuhn M., Meyer-Waarden, L. (2022).How E-scooters enhance identification with an organization-An empirical study about closed campus Micromobility. AU Conference "Entrepreneurship & Sustainability in the Digital Era". Bangkok.

7) Strobel S., Kuhn M., Meyer-Waarden,L. (2022). The Business Ecosystem Concept - Literature Review & Conceptualization, AU Conference "Entrepreneurship & Sustainability in the Digital Era" Bangkok **Best paper Award.** *Industrial Marketing Management (FNEGE 2)*

8) Meyer-Waarden, L., Cloarec, J., Salgado, S., Favarin, V. (2022), The perceptions of benefits and risks of AI-powered drones for last-mile delivery, AU Conference "Entrepreneurship &Sustainability in the Digital Era" **Best paper Award.** *Transportation Research, Part E: Logistics and Transportation (FNEGE 1)*

9) Teychenie T., Cloarec, J., Meyer-Waarden, L. (2022). Hot from the press": crash coverage as a psychological barrier to autonomous vehicle adoption. EMAC, Budapest**.** *Transportation Research, Part C: Emerging Technologies (FNEGE 1)*

10) Pavone G., Cloarec, J. M. Kuhn, L. Meyer-Waarden, A. Munzel (2022). "Now, take your hands from the steering wheel ! How trust, well-being and privacy concerns influence intention to use semi- and fully autonomous cars" Association Française de Marketing conference, Tunis. **Best paper award**. International *International Journal of Research in Marketing (FNEGE 1)*

11) Favarin V., Cloarec. J., Meyer-Waarden L. (2022). Harder, Better, Faster, Stronger: The Adoption and Use of AI-based m-Health apps, AMA Las Vegas. *Journal of the Academy of Marketing Science FNEGE 1)*

12) Schwing, M., M. Kuhn, Meyer-Waarden L. (2022). Lime, Bird or Campus Drive? Where Institutions can be ahead of Markets - An Empirical Study about Consumers' Intention to use Closed-campus Micromobility. AMS, Monterey. Journal of Information Systems *(FNEGE 1)*

13) Schwing M., Kuhn M., Meyer-Waarden, L. (2022). From B2C to P2P: A Marketing Driven Analysis of Peer-to-Peer Business Models in Shared Mobility Markets. AMS, Monterey. *Transportation Research, Part A: Policy and Practice (FNEGE 1)*

14) De Ona N., Cloarec. J. , Meyer-Waarden L. (2021). Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicles Acceptance, EMAC Madrid. *Transportation Research, Part C: Emerging Technologies (FNEGE 1)*

15) Pavone G., Meyer-Waarden L. & Munzel A. (2021) When technology fails: rage against the machine or self-control ? Investigating customers' negative emotions and coping strategies in AI based service failure, AFM Angers

16) Favarin V., Cloarec. J. , Meyer-Waarden L. (2021). The Adoption of AI-based m-Health apps, EMAC Madrid

17) Meyer-Waarden L. & Cloarec. J. (2021). Home, smart home: How well-being shapes the adoption of artificial intelligence-powered apartments in smart cities, AIS Nice

18) Schwing, M., M. Kuhn, Meyer-Waarden L. (2021), What BlablaCar makes different from Uber? - A literature-based investigation of peer-to-peer sharing in mobility markets". AMA Winter Academic Conference

19) Schwing M., Kuhn M., Meyer-Waarden L. (2021), From B2C to P2P – A marketing driven analyzes of peer-to-peer business models in shared mobility markets, AMA.

20) Cloarec J., Meyer-Waarden L., Munzel A. (2019), Happiness as a Driver of Social Exchanges, AMA Chicago. *Psychology & Marketing (FNEGE 2)*

21) Cloarec J., Meyer-Waarden L., Munzel A. (2019), Happiness as a Driver of Social Exchanges, EMAC Hamburg

22) Cloarec J., Meyer-Waarden L., Munzel A. (2019), Happier with the Internet thanks to Social Networking Sites: An Affective and Cognitive Framework, AFM Le Havre

23) Pavone G., Meyer-Waarden L., Munzel A. (2019), The effect of communication styles on customer attitudes: a comparison of human-chatbot versus human-human interactions, AFM Le Havre

24) Attie A., Meyer-Waarden L. (2018), Influence of IoT and sleeping apps on consumer well-being, EMAC, Glasgow

25) Cloarec J., Meyer-Waarden L., Munzel A., (2018), Privacy Calculus in the Sharing Economy, EMAC, Glasgow

26) Suoniemi, S., Meyer-Waarden, L. Munzel A. (2017) Big Data –Driven Marketing. AMS. San Diego. *Journal of Business research (FNEGE 2)*

27) Attie E. & Meyer-Waarden L. (2017), A theoretical model to explain the adoption of the IoT, EMAC, Groningen

28) Cloarec J., Meyer-Waarden L., Munzel A. (2017), L'intention de divulgation d'informations pour de la personnalisation dans un contexte de commerce social, AfM Tours

29) Cloarec J., Meyer-Waarden L., Munzel A. (2017), Le rôle des systèmes de notation dans la divulgation d'informations pour des recommandations personnalisées, AfM Tours

30) Suoniemi S., Meyer-Waarden L., Munzel A., Olkkonen R. (2017), Big Data Resources, Marketing Capabilities, and Firm Performance, AMA, Orlando

31) Suoniemi S., Meyer-Waarden L., Munzel A., Olkkonen R. (2016), Big Data Analytics Use in CRM : Antecedents & Performance Implications , International Colloquium of Relationship Marketing, Toulouse

32) Cloarec J., Meyer-Waarden L., Munzel A. (2016), The influence of happiness with the Internet on intention to disclose information for personalized recommendations, Int. Colloquium of Relationship Marketing, Toulouse.

33) Meyer-Waarden L. (2016), The effects of loyalty programs rewards' timing, tangibility and image compatibility on value perception and store loyalty, EMAC, Oslo

34) Attie E. & Meyer-Waarden L. (2016), A theoretical model incorporating social influence and cognitive processes to explain the adoption of the Internet of Things and smart connected objects, EMAC, Oslo

35) Castéran G., Chrysochou P., & Meyer-Waarden L. (2016), The Signaling Effect of Price on Private Label and Organic Food Brands. EMAC, Oslo

36) Munzel A., Galan J.P., & Meyer-Waarden L. (2015), Too many friends ? The Effects of Online Social Network Size and Intimacy on Happiness Through Social Capital, EMAC, Leuven

37) Castéran G., Chrysochou P., & Meyer-Waarden L. (2015), The impact of price on behavioural loyalty on organic food brands, EMAC, Leuven

38) Castéran G., Chrysochou P., & Meyer-Waarden L. (2015), The impact of market related characteristics on brand loyalty. A longitudinal investigation with consumer panel data, EMAC, Leuven

39) Castéran H., Chrysochou P. & Meyer-Waarden L. (2014), Determinants of the Long-Term Impact of Price Promotions on Customer Lifetime Value Components, AfM, Marrakech

40) Munzel A., Galan J.P., & Meyer-Waarden L. (2014), Too many friends ? The Effects of Online Social Network Size and Intimacy on Happiness Through Social Capital, Int. Conf. of Relationship Marketing, New Castle

41) Castéran G., Chrysochou P., & Meyer-Waarden L. (2014), Do organic and fair trade brands develop higher excess loyalty ?, French-German Workshop: Is the digitally empowered customer a happy customer ?, Montpellier

42) Duguet J., & Meyer-Waarden L., (2014) Collaborative Consumption and Well Being – A netnography of a car sharing

website, French-German Workshop: Is the digitally empowered customer a happy customer ?, Montpellier

43) Klarmann M., Meyer-Waarden L., & Munzel A, (2014), The personalization-privacy paradox for digitally empowered customers and the impact on happiness, Fr.-Ger. Workshop: Is the digitally empowered customer a happy customer ?, Montpellier

44) Castéran H., Chrysochou P. & Meyer-Waarden L. (2014), Impact of Sales Promotions on Customer Lifetime Value and Customer Equity, EMAC, Valencia.

45) Castéran G., Chrysochou P. & Meyer-Waarden L. (2014), The longitudinal Evolution of Brand Loyalty, EMAC, Valencia

46) Meyer-Waarden L., Dawes J. & Driesener C. (2014), The longitudinal évolution of repeat purchase behavior in the US and UK, EMAC, Valencia

47) Hanana J. & Meyer-Waarden L. (2014), Impact of eWOM on consumer behaviors, AfM, Montpellier

48) Castéran H. & Meyer-Waarden L. (2013), Impact of Sales Promotions on CLV and CE, EMAC, Istanbul

49) Galan J.P., Giraud M.,Meyer-Waarden L. (2013), An extension of the TAM, EMAC, Istanbul

50) Galan J.P., Giraud M. Meyer-Waarden L. (2013), An extension of the TAM, AFM, La Rochelle

51) Meyer-Waarden L. & Sabadie W. (2013), La qualité de la relation permet-elle de diminuer les compensations financières dans le cadre du management des réclamations ? , AFM, La Rochelle

52) Castéran H. & Meyer-Waarden L. (2013), Impact of Sales Promotions on CLV, AFM, La Rochelle

53) Meyer-Waarden L. & Sabadie W. (2013), Complaint Management and the role of relationship quality, French-German Workshop: Consumer Empowerment vs Consumer Power, Karlsruhe Institute of Technology

54) Castéran H. & Meyer-Waarden L. (2013), "The Long-Term Impact of Sales Promotions on Customer Equity, French-German Workshop: Consumer Empowerment vs Consumer Power, Karlsruhe Institute of Technology

55) Meyer-Waarden L, Sabadie W. (2012). The impact of relationship quality on complaint management, EMAC, Lisbonne

56) Dawes J., Meyer-Waarden L.,Driesner C. (2012), The evolution of Repeat Purchase Behavior in the USA and UK, AFM, Brest

57) Dawes J., Meyer-Waarden L. & Driesner C. (2011), "The evolution of Repeat Purchase Behavior", AFM, Bruxelles

58) Meyer-Waarden L., & Benavent C., (2010), "Vector autoregressive (VAR) persistence modeling to test the long term effects of marketing actions", EMAC (European Marketing Academy) Conference, Copenhagen

59) Castéran H., Meyer-Waarden L., & Benavent C., (2010), "The integration of monetary variables into the Pareto/NBD and BG/NBD models for Customer Lifetime Value", French-German Conference for Quantitative Marketing, Vienna

60) Meyer-Waarden L., (2009), The theory of extrinsic/intrinsic motivation applied to the problematics of gratifications within loyalty program, EMAC, Nantes

61) Meyer-Waarden L., & Benavent C., (2009), "Vector autoregressive (VAR) persistence modeling to test the long term effects of loyalty programs", AFM conference, London

62) Dawes J., Driesner C. & Meyer-Waarden L. (2008), "Has Brand Loyalty Declined ? The evolution of Repeat Purchase Behavior over 40 years", Australian & New Zealand Marketing Academy Conference, Sydney

63) Casteran H., Meyer-Waarden L., Benavent C. (2008), Application of latent class models to purchases in the retailing sector and comparison with the Pareto/NBD, Nouvelles Tendances en Marketing, ESCP, Venise.

64) Casteran H., Meyer-Waarden L., Benavent C. (2007), Incorporating covariates into the Pareto/NBD: An Empirical Comparison of Lifetime Value models, German-French-Austrian Conference on Quantitative Marketing, ESSEC.

65) Meyer-Waarden L., Benavent C., Casteran H., (2007), L'impact différencié des gratifications des programmes de fidélisation sur le comportement d'achat en fonction des orientations d'achat, AFM, Aix-les-Bains

66) Casteran H., Meyer-Waarden L., Benavent C. (2007), Une évaluation empirique des modèles NBD pour le calcul de la Valeur Actualisée Client dans le domaine de la grande distribution, AFM, Aix-les-Bains

67) Meyer-Waarden L., (2006), Effects of gratifications on loyalty program utilities-A replication, E.Thil, La Rochelle

68) Meyer-Waarden L., (2006), Effects of gratifications on loyalty program utilities, EMAC, Athens

69) Meyer-Waarden L., (2006), Les effets des gratifications sur l'utilité des programmes de fidélisation, AFM , Nantes

70) Meyer-Waarden L. Benavent C., (2006), La théorie de la motivation extrinsèque et intrinsèque appliquée à la problématique des gratifications des programmes de fidélisation, AFM, Nantes

71) Meyer-Waarden L. Benavent C., (2005), The impact of loyalty programs on behavior. An outlook, AFM, Nancy.

72) Meyer-Waarden L. (2005), CRM tools and their impact on repeat purchase behaviour, AMS Münster.

73) Meyer-Waarden L. (2004),"Loyalty Programs and their impact on Repeat Purchase Behaviour", EMAC, Murcia

74) Meyer-Waarden L. (2004), "Do Loyalty Programs modify purchase behaviour ?", EMAC, Murcia

75) Banelis Melissa, Meyer-Waarden Lars, Riebe Erica, Rungie Cam (2004) Portfolio Regression: Do Higher Spending Households buy a Greater Variety of Brands? ANZMAC, Wellington.

76) Meyer-Waarden L. (2003), "Loyalty Programs and their impact on Repeat Purchase Behaviour", ANZMAC, Adelaide

77) Meyer-Waarden L. (2003), " The impact of loyalty programs on behavior", 18 E. Thil, La Rochelle

78) Meyer-Waarden L. & Benavent C., (2002), "The impact of loyalty programs on consumption: a selection effect and/or a purchase behavior modification. An empirical investigation on the panel BehaviorScan", AFM, Lille.
79) Meyer-Waarden L. & Benavent C., (2002), " Loyalty Programs: Strategies and Practice – Part II ", ESCP, Paris
80) Meyer-Waarden L . & Benavent C., (2001)," Programmes de fidélisation : Stratégies et Pratiques ", AFM, Deauville.
81) Benavent C., Crié D., Meyer-Waarden L., (2000), "Analysis of the Efficiency of Loyalty Programs", French-German Conference about Retailing and Distribution in Europe, St. Malo
82) Meyer-Waarden L. & Zeitoun H. (2000), " Une comparaison empirique de la validité prédictive de la Méthode de Composition, de l'Analyse Conjointe et de l'Analyse Conjointe Hybride", AFM, Montréal.

Book chapters
1) Attié, E., Meyer-Waarden, L., & Bachié, E. (2020). Consumer Acceptance and Resistance Factors Toward Smart Retail Stores. In Chkoniya et aL. (Ed.), Anthropological Approaches to Understanding Consumption Patterns and Consumer Behavior (pp. 119-136). IGI Global.
2) Meyer-Waarden L. & Trinquecoste J.F. (2020). L'impact de la crise du COVID-19 sur le comportement des consommateurs et les stratégies marketing. In eds. Kalika M. l'impact de la crise sur le management. EMS
3) Meyer-Waarden L. (2019). Management Science Research in Asia: Recommendations for Where Asian Scholars Should Go. In eds. Chevalier F., Cloutier M., Mitev N., Research Methods for the DBA, 509-52
4) Attié E. & Meyer-Waarden L. (2018) The Acceptance Process of the IoT: How to Improve the Acceptance of the IoT Technology. In D. Simões et aL (Eds.), Smart Marketing With the IoT (pp. 21-45). Hershey, PA: IGI Global.
5) Meyer-Waarden L. & Sabadie W. (2017 Les facteurs clés dans le management de la réclamation,in Management de l'insatisfaction client : Transformer le pépin en pépite, ed. Meyronin et al. Dunod Paris
6) Castèran, H., Meyer-Waarden, L., & Reinartz W. (2017), "Retention and Churn Modelling" in Handbook of Market Research, ed. Christian Homburg, Martin Klarmann, Arnd Vomberg, Springer.1-33
7) Munzel A. Meyer-Waarden L., Galan J.P. (2014): Are You Happy, My Friend ? Effects of Online Social Interactions via Social Networking Sites, in S. Bartsch & C. Blümelhuber, Always Ahead im Marketing – Offensiv, digital, strategisch, Festschrift für Anton Meyer, Gabler, Heidelberg, 491-508.
8) Meyer-Waarden L. (2011) La fidélité est-elle une affaire de points, in Les courses ordinaires, I. Barth, Harmattan
9) Meyer-Waarden Lars (2007) Les perspectives des programmes de fidélisation et du CRM, in Analyses et Perspectives en Marketing, eds. F. Salerno , Eds. Vuibert, Paris
10) Meyer-Waarden L. (2005). Loyalty Programs and Their Impact on Repeat Purchase Behaviour: An Extension on the "Single Source" Panel BehaviorScan. Baier et al. (eds), In Data Analysis and Decision Support, Springer, 257 –268.
11) Munzel A., Galan J.P., & Meyer-Waarden L. (2014), Too many friends ? The Effects of Online Social Network Size and Intimacy on Happiness A. Meyer Eds, Gabler Munich

Media Presence
1) FNEGE Video tribune (2022): Baby you can drive my car: the antecedents of autonomous vehicle adoption
2) FNEGE Video tribune (2022): The impact of big data on firm performance
3) FNEGE Video tribune (2022): Home, Smart home: The impact of smart home usage on well-being
4) Xerfi Tribune (2022): The DBA the royal way for a top manager career
5) IQSOG Tribune (2022): Is the autonomous vehicle useful ?
6) IQSOG Tribune (2022): Customer Loyalty : from Satisfaction to Well-Being
7) IQSOG Tribune (2022): Understand the challenges of autonomous vehicles
8) Tribune in ToulEco (10 Oct 2022). La voiture autonome : entre enthousiasme et reticence
9) Tribune in Le Monde (26.9. 2021), Marketing : Les chercheurs sont parvenus à des mesures de bien-être beaucoup plus prédictives en matière de fidélité
10) Action Co (2017), Quel intérêt pour les programmes de fidélisation ?
11) Tribune in Le Monde (17 June 2013) Quand les marques enrôlent les consommateurs »
12) Tribune in Les Echos « Programmes de fidélité : comment leur redonner plus d'efficacité » (11 Feb 2013) :
13) Interview in Touleco (Jan 2013)« Lars Meyer-Waarden, le chercheur toulousain qui critique les cartes de fidélité »
14) Interview Le Monde « Les consommateurs n'ont jamais été fidèles »
15) Tribune " ToulouseMag" (Dec 2012)
16) Interview in 20 Minutes (Nov 2012) : « Les cartes de fidélité peinent à séduire les consommateurs »
17) Interview Television Fr 3 (Nov 2012)
18) Interview in Le Monde(27. Aug 2012) : « En finir avec le mythe du consommateur fidèle
19) Interview in Le nouvel Economiste (March 2010), « Reward programs that reward »
20) Interview in Hotel and Transport Review (2010), « Reward programs in the tourism sector »
21) Interview in Minotaure (Dec 2003), Enfin fidèles ?

22) Interview in Points de vente, N.887, 27 May 2002, Reinventer la fidélisation

Scientific Activities
- 2022: **Co-Host AU International Conference** AU Thailand "Entrepreneurship &Sustainability in the Digital Era".
- 2017: **Host Organization International Conference** for Relationship Marketing & doctoral colloquium at University Toulouse (with A. Munzel); 3 days (participation of 180 international researchers)
- Since 2001: **Director French-German research group** about emerging consumer behaviors, big data, CRM (25 researchers of the universities Toulouse, Strasbourg, Montpellier, Lyon, Karlsruhe, Paderborn, Eichstätt)
- 2001-14: Organization of 11 French-German colloquiums financed by the German DAAD & the French/ German ministries of education (participation of 40 researchers).
- 2013: **Creation French-German academic journal** "Customers & Service Systems" (with Pr Geyer-Schulz, Karlsruhe Institute of Technology), Co-chief Editor
- 2013-2019: Co-Chief editor (with Pr. Geyer-Schulz) for "Customers & Service Systems"
- 2012: Co-Chief editor journal special edition about CRM "Recherche et Applications en Marketing"
- 2009-2016: Editorial Board "Recherche et Applications en Marketing"

International Teaching and Research Activities
- Since 2019: DHBW Stuttgart (lectures & research projects autonomous vehicles)
- Since 2019: Hong Kong Metropolitan University (every year 1 week; lectures)
- Since 2016: Aarhus Business School (every year 2 days; lectures, research brand loyalty)
- 2002-2010: Karlsruhe Institute of Technology, Germany (every year 1 week; lectures)
- Since 2005: Assumption University, Bangkok (every year 2 weeks; lectures& research projects smart city)
- In 2003, 2008, 2017 Ehrenberg/Bass Institute, South-Australia (3 months; research projects Loyalty Programs)
- Western-Australia University, Perth (1 week in 2008; lectures)
- University of Economics Hanoi, Ho Chi Minh City (2 weeks 2011-2016; lectures)

Honors
- 2022: **Best paper award** "The Business Ecosystem Concept - Literature Review and Conceptualization", "AU Conference Entrepreneurship and Sustainability in the Digital Era". Bangkok
- 2022: **Best paper award**, "The perceptions of benefits and risks of AI-powered drones for last-mile delivery", AU Virtual International Conference "Entrepreneurship and Sustainability in the Digital Era. Bangkok
- 2022: **Best paper award**. "Now, take your hands from the steering wheel ! How trust, well-being and privacy concerns influence intention to use semi- and fully autonomous cars" Association Française de Marketing, Tunis.
- 2013: Syntec **best management book award** for "Management de la fidélisation", Ed.Vuibert
- 2012: FNEGE & EFMD **Best Management Book Award** for "Management de la fidélisation"
- 2012: Novella (**Best Toulouse Researcher Award**; organized by the city of Toulouse)
- 2011: Emerald Management **Citations of Excellence Award** "The effects of loyalty programs on customer lifetime duration and share of wallet" (Jnl. of Retailing, 2007). Most cited article 2007-2011 (Harzing Ranking)
- 2004: French Direct Marketing Association **PhD Award**
- 2003: French Management Science Academy (FNEGE) Best **PhD. Award**
- 2003: French Marketing Academy (Association Française de Marketing) Best **PhD Award**
- 2003: Casino Retailing **PhD Award**
- 2003: Auchan Retail **PhD Award**

Research Grants
- 2023-2026: **Citizen Trust in AI in Smart Mobility and Living labs.** Foundation Dieter Schwarz

Languages
- German (Mother tongue)
- French fluent
- English fluent