

Stéphane SALGADO, PhD

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Marketing Department

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EDUCATION

2011 - 2015

PhD in Marketing

Aix-Marseille Graduate School of Management

Advisor: Professor Virginie De Barnier

Dissertation: Experience co-creation innovation, new products development, and creativity: conceptualization, measurement and testing of an integrative model

2002

Agrégation « Economy and Management »

IAE - Lille

1999

M.A. « Etudes Ibériques et Latino-américaines Appliquées à la Gestion des Entreprises. » Université de Paris IV Sorbonne

ACADEMIC EMPLOYMENT

September 2016

Assistant Professor IAE Toulouse (TSM)

2007 20016

Assistant Professor Arts et Métier ParisTech

PUBLICATIONS

2022 Azzam JE, D. Henard, S. Salgado **“Patent marking” as a signaling strategy: Impacts on perceived product innovativeness and innovation adoption**” *Décision Marketing*, (Ranked 3 FNEGE)

2020 Salgado S. ,A.H Goujot, V. DeBarnier and D. Henard, De Barnier V. **“The Dynamics of Innovation Contest Experience: An Integrated Framework from the Customer’s Perspective”** *Journal of Business Research* (Ranked 2 CNRS).

2016 Salgado S. et De Barnier V. (2016) **« Encouraging and rewarding consumer creativity in new product development processes: How to motivate consumers involved in creative contests? »** *Recherche et Actualité en Marketing* (Ranked 2 CNRS).

HONORS AND AWARDS

Best Paper Award at Entrepreneurship, Innovation & Development Symposium (EIDDEV), Faculty of Economics and Management Aix-Marseille. IPAG Prize for best paper in the young researcher category

RESEARCH INTEREST

Consumer creativity, user innovation, crowdsourcing, consumer collaborative platforms, new product development

TEACHING EXPERIENCE

Platform Crowdsourcing and NPD MSc TSM

Innovative market research M2 CPEM TSM

Creativity for entrepreneurs M2 International Marketing

Marketing for engineers (M2) Arts et Métiers Campus d'Aix-en-Provence.

Innovation Marketing (M2) Arts et Métiers Campus d'Aix-en-Provence.

Innovation Management, 3rd year (M2) double diploma IAE/Arts et Métiers

Innovation Marketing MI TSM Marketing

Market Analysis MI TSM

Business Model and Entrepreneurship MI Management International TSM

Marketing of new products L3 Marketing TSM

CONFERENCE PRESENTATIONS AND PROCEEDINGS

2023 Vellera C, S. Salgado, Y Roth, JF Lemoine (2023), ***Creative brief attractiveness shaping creative crowdsourcing contest outcomes: a comparison between “top” and “average” contributors*** Emac 51st annual conference, Odense 2023.

2022 Meyer-Waarden, L. Cloarec, J., Salgado, S. and Favarin, V. (2022), **The perceptions of benefits and risks of AI-powered drones for last-mile delivery**, Assumption University of Thailand Virtual International Conference, Bangkok, Thailand. Best paper Award.

2020 Chameroy F. & Salgado S. (2020) **Collaborative Consumption: Modelling the Antecedents and Effects of the Three Dimensions of Trust**. Emac 49th annual conference, Budapest 2020.

2020 Salgado S. & Vellera C. (2020) **From consumer innovation to firm creation: Are fab labs effective in supporting end-user entrepreneurship?** 36^{ème} Congrès de l'Association Française du Marketing, Biarritz, France, Mai. (canceled)

2019 Chameroy F. & Salgado S. (2019) **Reconsidering Trust in the Context of the Sharing Economy: Conceptualization of an Alternative Composite Hierarchical Index of**

- Trust on a Collaborative Consumption Platform** International Research Seminar on Marketing Communication and Consumer Behavior, The 2019 La Londe Conference.
- 2018 Salgado S., & Huaman R. (2018) **How consumers perceive co-created product by brand fan? Examining the effect of love and the moderating role of product domain on perceived product innovation.** Emac 47th annual conference, Glasgow 2018.
- Salgado S., & Huaman R. (2018) **Comment les produits co-cr  s par les fans de marque sont-ils per  us par les consommateurs ? Etude du r  le de l'amour des fans et de l'effet mod  rateur du domaine de produit sur la perception de la capacit      innover.** 34  me Congr  s de l'Association Fran  aise du Marketing, strasbourg, France, Mai.
- 2017 Banoun, A., Hamdi-Kidar L., Salgado S. **“Exploring the influence of rewards on participant’s empowerment in open innovation challenges”.** In *International Product Development Management Conference*, Reykjavik, Juin.
- Hemonnet-Goujot, A., Salgado S. **“Co-creation experience for innovation: the critical role of perceived challenge”.** In *International Product Development Management Conference*, Reykjavik, Juin.
- Salgado S., Banoun, A., Hamdi-Kidar, L. **« Explorer l’influence des r  compenses sur la prise de pouvoir des participants    un challenge d’innovation ».** In 33   me Congr  s de l'Association Fran  aise de Marketing, Tours, France, Mai.
- 2016 Salgado S. & Hemonnet-Goujot A. **« Mieux comprendre l’exp  rience de co-cr  ation dans la phase d’id  ation »**, 32  me Congr  s de l'Association Fran  aise du Marketing, Lyon, France, Mai.
- 2014 Salgado S. et De Barnier V. **“What is the appropriate reward during an ideation contest: monetary, reputational or brand feedback?”** EMAC 43rd annual conference, Valencia 2018.
Salgado S. et De Barnier V. **“Consumer Co-creation as an Experience : What Are the Dimensions at Stake in an Ideation Challenge?”** EMAC 43rd annual conference, Valencia 2018.
- 2013 Salgado S. et De Barnier V. **"Creativity in New Product Development with Communities: the Role of Cognition and Emotions".**
International Research Seminar on Marketing Communication and Consumer Behavior, The 2013 La Londe Conference.
Salgado S. et De Barnier V. **"Does Cognition matter more than Emotion for Creativity in New Product Development with Communities ?"**
Society for Marketing Advances, (SMA).
Salgado S. et De Barnier V. **« La co-cr  ation de nouveaux produits avec des communaut  s :   tude de la formation de la cr  ativit   et du processus de co-cr  ation ».** Colloque Entrepreneuriat, Innovation & DEveloppement (EIDDEV), Facult   d'conomie et de Gestion Aix-Marseille. [Prix IPAG meilleure papier cat  gorie jeune chercheur.](#)

PROFESSIONAL AFFILIATIONS

French Marketing Association, European Marketing Association

Reviewer Decision Marketing (journal), EJM (European Journal of Marketing), EMAC conferences, AFM Conference,