

## **CV - Marion SANGLE-FERRIERE**

### **Associate Professor at CY Cergy-Paris Université**

Laboratoire THEMA  
UMR CNRS 8184  
CY Cergy Paris Université  
33, boulevard du Port  
95000 Cergy Pontoise

PhD obtained at ESCP, Paris 1 Sorbonne Doctoral School, in 2019

### **RESEARCH AREAS**

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Service Marketing, Relationship Marketing, Consumer Behavior, Technology Acceptance

### **RESEARCH WORK**

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#### **Peer-reviewed Journal Publications**

Voyer, B. G., Sangle-Ferriere, M., Sajtos, L., & Sung, B. The measurement of perceived shared agency in customer–artificial intelligence interactions. *Journal of Service Theory and Practice*. (2025).

Rodriguez, V. & Sangle-Ferriere, M (2023), “Do supermarkets’ emails have any value for their customers? The effect of emails’ content and interestingness on customers’ attitude and engagement”, *Journal of Retailing and Consumer Services*, (Vol 75)

Sangle-Ferriere, M. & Voyer, B.G. (2021), “consumer’s propensity to avoid seeking assistance: Conceptualization and scale development”, *Recherche et Applications en Marketing*, (Vol 37, N°3, p. 3-27)

Sangle-Ferriere, M. & Voyer, B.G. (2019), “Friend or foe? Chat as a double-edged sword to assist customers”, *Journal of Service Theory and Practice*, (Vol 29, N° 4, p. 438-461)

#### **Book Contributions**

Rodriguez, V. & Sanglé-Ferrière, M. (2022). Collaborative Book Co'lab AFM - Marketing for a Responsible Society, Chap. 10, [https://marketingpourunesocieteresponsable.org/index.php/Chapitre\\_09#Partie\\_1.\\_Les\\_objets\\_et\\_les\\_acteurs\\_de\\_communication](https://marketingpourunesocieteresponsable.org/index.php/Chapitre_09#Partie_1._Les_objets_et_les_acteurs_de_communication)

#### **Conference Presentations**

Service separation in highly emotional settings : what if dogs were performing the service?,  
**41st International AFM Conference**, Lille, France, May, 14-16, 2025.

In pursuit of customer happiness online and offline : enhancing or transcending the self ? (with A. Mimouni-Chaabane), **40<sup>th</sup> International AFM Conference**, Paris, France, June 5-7, 2024.

“Don’t rush to the rescue!” : how frontline employees’ negative capability can create positive interactions with customers (with C. Rieu Plichon), **18th International Research Conference in Service Management**, Porquerolles Island, France, May 20-23, 2024.

Cooperation or competition: Conceptualization and measurement of shared agency in customer-AI interactions (with B. Voyer, L. Sajtos and B. Sung), **39th International AFM Conference**, Vannes, France, May10-12 2023.

Making decisions with AI in a service context: conceptualization and perceived shared agency (with B. Voyer, L. Sajtos and B. Sung), **EMAC annual conference**, Budapest, May 24-27th 2022.

What value-added content can retailers offer in their relational emails? (with V. Rodriguez), **Brand Relationship Day in a Connected World**, Strasbourg, France, December 10, 2021.

Relational email communications from retailers: What is the effect of content on perceived consumer value? (with V. Rodriguez), **37th International AFM Conference**, Angers, France, May 19-21, 2021.

The content of retailers’ relational emails: Its impact on consumers’ perceptions (with V. Rodriguez), **20th International Marketing Trends Conference**, Venice, January 14-16, 2021.

Consumers’ propensity to avoid seeking assistance (with B.Voyer), **6th French-Austrian German workshop on Consumer Behaviour**, Nancy, France, November 2019; **EMAC 48th Annual Conference**, Hamburg, Germany, May 2019.

Understanding need for customer assistance: measuring the personal differences that trigger customer assistance request (avec B. Voyer), **10<sup>th</sup> SERVSIG**, Paris, France, June 2018; **34<sup>th</sup> International AFM Conference**, Strasbourg, France, May 2018.

Understanding perceptions of chat as a customer assistance channel (with B. Voyer), **Association For Consumer Research Conference**, San Diego, Californie, October 2017; **EMAC 46th Annual Conference and EMAC, KMS and GAMMA Joint Symposium**, Groningen, Netherlands, May 2017; **24<sup>th</sup> International Colloquium on Relationship Marketing**, Doctoral Colloquium and Academic Colloquium, Toulouse, France, September 2016.

The need for online assistance: Customer perceptions, motivations, and preferences regarding chat customer service, **AFM Doctoral Colloquium**, Lyon, France, May 2016.

### **Other Publications and Communications**

Services and tools provided to consumers, *Survey Magazine*, February 23, 2022

Why do some consumers avoid asking for help when they can't use a product or service? *The Conversation*, October 4, 2021

Email marketing: Brands now focus on utility and entertainment, *The Conversation*, April 6, 2021

Maintaining the link during a crisis: What client communication should retailers prioritize? *IREP Forum*, March 3, 2021

### **Case Studies**

Butagaz: How to differentiate through customer experience in the French liquefied gas market?

### **Awards**

2016, 24th International Colloquium on Relationship Marketing, Toulouse, France, Award for the best paper presented at the doctoral colloquium: Understanding perceptions of chat as an assistance tool: a customer typology (with B. Voyer)

### **Editorial Work**

Reviewer for ACR since 2016

Reviewer for EMAC since 2017

Reviewer for AFM since 2021

Reviewer for Ges'Handi Workshop organized by VALLOREM EA6296 on May 12, 2023

Invited reviewer for *Journal of Service Theory and Practice* and *Journal of Service Management*, 2023, *Décisions Marketing*, 2025.

### **Participation in Committees and Scientific Associations**

Member of the Individual Thesis Monitoring Committee for Hugo Henkelman under the supervision of Michel Baroni (ESSEC)

Member of the organizing committee and scientific committee for the interdisciplinary study day: "Post-Covid: What changes for the hotel and catering sectors?" - Gennevilliers, March 17, 2022

Mission Officer for Partnerships at the French Marketing Association (since September 2022)

### **Responsibilities at the Institut Economie-Gestion at CY University**

Responsible for the University Diploma: "Act for Transition", since 2024

Communication Manager for the Institut Economie et Gestion, since March 2023

Participation in the Working Group on the Bachelor's Program Overhaul, Institut Economie et Gestion, 2022

## **TEACHING EXPERIENCE**

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### **Since 2020 : Associate Professor at CY Cergy – Paris University**

**Consumer Behavior** – M1 and M2

**Relationship and Customer Experience Management** – M2

**Services Marketing Fundamentals** – Executive Education

**Market Research** – M1

**Introduction to Marketing (in French and English)** – L3

**2017-2020 (Temporary teaching and guest lecturer)**

**Customer Satisfaction and Loyalty Strategies** – Executive – EM Lyon

**Introduction to Research** (in French and English) – M2 – CY University, ESCP Business School

**Sales Force Management** – M2 – MBWAY

**Service and B2B Marketing** (Problem-Based Learning) – M1 – IMT Business School

**Survey Methods** – L3 – CY University

**Marketing Fundamentals** (in English) – L2 – ESCP Business School

**PREVIOUS POSITIONS**

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2018-2020: **Temporary Teaching and Research Assistant**, CY Cergy-Paris University

2017-2018: **Local Academic Coordinator for Specialized Masters in Marketing and Sales**, ESCP Business School Paris

**Lecturer**, Skema Business School, Institut Mines Telecom Business School

2015-2017: **Tutor**, ESCP Business School Paris

2013-2015: **Customer Marketing Manager for Prepaid Offers**, Bouygues Telecom

2008-2013: **Customer Marketing Manager**, Réseau Club Bouygues Telecom (600 retail outlets)

2006-2008: **Catalogue Manager**, Bayard Presse

2001-2006: **Product Manager**, Bayard Presse

1999-2001: **Product Manager**, Publiprint/Le Figaro