



Ruben CHUMPITAZ

Ph.D. in Marketing

Full Professor, Marketing

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EDUCATION

- 2016** HDR, Business Administration, Marketing, University of Paris Dauphine, France
- 1998** Ph.D. in Marketing, Université catholique de Louvain, Belgium
- 1995** Master, Business Administration, Marketing, Université catholique de Louvain, Belgium
- 1987** Master, Business Administration, Marketing, ESAN Graduate School of Business Administration, Peru

RESEARCH INTERESTS

CRM, Marketing, Quantitative Methods, Strategic Marketing

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2014 - 2015** Director of Research, IÉSEG School of Management, France
- 2008 - Present** Professor, Marketing and Negotiation, IÉSEG School of Management, France
- 2008 - 2014** Head of Marketing and International Negotiations Department - Full Professor, IÉSEG School of Management, Lille, France
- 2000 - 2008** Associate Professor, IÉSEG School of Management, Lille, France
- 1995 - 2000** Assistant, Université catholique de Louvain, Louvain La Neuve, Belgium
- 1988 - 1998** Professor, ESAN Graduate School of Business Administration, Lima, Peru

PROFESSIONAL:

- 1983 - 1989** Head of Telecommunication Department, Lima, Peru

COURSES TAUGHT

- Gestion des ventes, Grande école (master cycle)
- Marketing research seminar, Grande école (master cycle)

- Methodes de recherche et consulting en marketing 1, Grande ecole (master cycle)
- Methodes de recherche et consulting en marketing 2, Grande ecole (master cycle)
- Sales forecasting, Grande ecole (master cycle)
- Multivariate data analysis

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Chumpitaz R., Paparoidamis N. G., (2020), The impact of service/product performance and product-solving on relationship satisfaction, *Academia - Revista Latinoamericana de Administración*, 33(1), pp. 95-113
- Paparoidamis N., Katsikeas C., Chumpitaz R., (2019), The Role of Supplier Performance in Building Trust and Loyalty: A Cross-Country Examination , *Industrial Marketing Management*, 78, pp. 183-197
- Bartsch F., Diamantopoulos D., Paparoidamis N., Chumpitaz R., (2016), Global brand ownership: The mediating roles of consumer attitudes and brand identification, *Journal of Business Research*, 69(9), pp. 3629-3635
- Bigné E., Chumpitaz R., Curras R., (2010), Alliances between Brands and Social Causes: The Influence of Company Credibility on Social Responsibility Image, *Journal of Business Ethics*, 96(2), pp. 169-186
- Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2010), Comparing Efficiency Across Markets: An Extension and Critique of the Zhang and Bartels (1998) Methodology, *European Journal of Operational Research*, 205(3), pp. 719-728
- Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2010), Hedonic Price Function Estimation in Economics and Marketing: Revisiting Lancaster's Issue of "Noncombinable" Goods, *Annals of Operations Research*, 173(1), pp. 145-161
- Hota M., Chumpitaz R., Cousin A., (2010), Can Public-Service Advertising Change Children's Nutrition Habits? The Impact and Relevance of Familiarity, *Journal of Advertising Research*, 50(4), pp. 460-477
- Plé L., Chumpitaz R., (2010), Not always co-creation: introducing interactional co-destruction of value in Service-Dominant logic, *Journal of Services Marketing*, 24(6), pp. 430-437
- Swaen V., Chumpitaz R., (2008), L'impact de la responsabilité sociétale de l'entreprise sur la confiance des consommateurs, *Recherche et Applications en Marketing*, 23(4), pp. 7-35
- Chumpitaz R., Paparoidamis N., (2007), Service quality, relationship satisfaction, trust, commitment, and business-to-business loyalty, *European Journal of Marketing*, 41(7/8), pp. 836-867
- Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), Efectos de las variables ambientales y atribución en las emociones en centros comerciales. Una aplicación en la compra de perfumería y cosmética, *Revista Española de Investigación de Marketing ESIC*, 10(1), pp. 45-68
- Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), How does the perceived retail environment influence consumers' emotional experience? evidence from two retail settings, *The International Review of Retail, Distribution and Consumer Research*, 16(5), pp. 559-578
- Bigné E., Andreu L., Chumpitaz R., Swaen V., (2006), Corporate social responsibility influences on University students buying behaviour, *Revista Española de Investigación de Marketing ESIC*, pp. 135-161
- Lambin J., Chumpitaz R., (2006), L'orientation marché est-elle une stratégie rentable pour l'entreprise?, *Recherche et Applications en Marketing*, 21(2), pp. 1-29
- Bigné E., Chumpitaz R., Andreu L., Swaen V., (2005), Percepción de la responsabilidad social corporativa: un análisis cross-cultural, *Universia Business Review*, 5, pp. 14-27
- Chumpitaz R., Paparoidamis N., (2004), Service Quality and Marketing Performance in Business-to-Business Markets: Exploring the Mediating Role of Client Satisfaction, *Managing Service Quality*, 14(2/3), pp. 235-248
- Chumpitaz R., Swaen V., (2004), La qualité perçue comme déterminant de la satisfaction des clients en business-to-business. Une étude empirique dans le domaine de la téléphonie, *Recherche et Applications en Marketing*, 19(2), pp. 31-52

Chumpitaz R., Vanhamme J., (2003), Les Processus modérateurs et médiateurs: distinction conceptuelle, aspects analytiques et illustrations, *Recherche et Applications en Marketing*, 18(2), pp. 67-100

Papers in non-refereed journals

Published

Chumpitaz R., Lambin J., (2000), Being customer-driven is not enough, *European Business Forum*, (2), pp. 28-34

Communications in refereed conferences

International

Chumpitaz R., (2019), *The elitism status impact on consumer expectations and satisfaction* CLADEA, Lima, Peru

Chumpitaz R., Paparoidamis N., (2018), *The Impact of Service/Product Performance and Problem Solving on Relationship Satisfaction* CLADEA, San José, Costa Rica

Chen V., Chumpitaz R., Paparoidamis N., (2016), *Customer Analytics: Predicting and Managing Customers Across Digital Markets* EMAC, Oslo, Norway

Chen V., Chumpitaz R., Paparoidamis N., (2016), *Dealing with structural variance in cross-cultural consumer research* 11th Royal Bank International Research Conference, Jiangnan, China

Chen V., Chumpitaz R., Paparoidamis N., (2016), *Mythology in the air: Elitism, frequent flyer program, flying classes and consumer expectations and satisfaction* 11th Royal Bank International Research Conference, Jiangnan, China

Chumpitaz R., (2012), *Modelling customers' loyalty: the impact of overall customer satisfaction and the mediating role of trust and commitment* CLADEA 2012 Conference, Lima, Peru

Papaoikonomou E., Paparoidamis N., Chumpitaz R., (2012), *Modelling Ethicality in Consumption: Bridging the Literature on Ethics* AMS World Marketing Congress Cultural Perspectives in Marketing Conference, Atlanta, USA

Papaoikonomou E., Paparoidamis N., Chumpitaz R., (2012), *Understanding Ethical Consumers: A New Approach Towards Modeling Ethical Consumer Behaviors* 2012 Academy of Marketing Science Annual Conference, NEW ORLEANS, USA

Paparoidamis N., Chumpitaz R., Ford J., (2012), *Learning Orientation and Performance: exploring the sales environment* CLADEA 2012 Conference, Lima, Peru

Paparoidamis N., Chumpitaz R., Ford J., (2012), *Service Quality, Customer Satisfaction, Value and Loyalty: Investigating Problematic Encounters* 2012 Academy of Marketing Science Annual Conference, New Orleans, USA

Chumpitaz R., Ford J., Paparoidamis N., (2011), *Service Quality, Customer Satisfaction, Value and Loyalty: An Empirical Investigation of the Airline Services Industry* 40th Academy of Marketing Science Annual Conference, Coral Gables, USA

Paparoidamis N., Chumpitaz R., (2011), *Influence of Social Responsibility Image and Cause-Brand Alliance on Brand Trust* CLADEA 2011 Conference, San Juan, Puerto Rico

Paparoidamis N., Chumpitaz R., (2011), *Sales Managers' Learning Orientation and Salespersons' Goal Orientation and Performance* 2011 Sales Management Conference, Paris, France

Paparoidamis N., Chumpitaz R., (2010), *The impact of service quality and service recovery on buying centers' satisfaction and behavioral intentions: an empirical investigation* 39th Annual Conference of the Academy of Marketing Science, Portland, USA

Chumpitaz R., Paparoidamis N., Mogos-Descotes R., (2009), *The impact of satisfaction, brand trust and commitment on brand loyalty* 38th Annual Conference of the European Marketing Academy, Nantes, France

Chumpitaz R., Paparoidamis N., Swaen V., Mogos-Descotes R., (2009), *Modelling Customers' Loyalty: the Impact of Overall Customer Satisfaction and the Mediating Role of Trust and Commitment* 2009 AMA Summer Marketing Educators' Conference, Chicago, USA

Paparoidamis N., Chumpitaz R., (2009), *The role of service quality perceptions and service failure/recovery episodes in the formation of B2B Loyalty: An empirical investigation in the Greek IT industry* 2009 World Marketing Congress of the Academy of Marketing Science, Oslo, Norway

Plé L., Chumpitaz R., (2009), *Introducing Interactional Value Co-Destruction in SDL: A Theoretical Framework* Naples forum on Service-Dominant Logic, Capri, Italy

Chumpitaz R., Paparoidamis N., Swaen V., (2008), *Quality, Satisfaction, and Business Loyalty: A Multicultural Study, for presentation at the 2008 Cultural Perspectives in Marketing Conference* 2008 Cultural Perspectives in Marketing Conference, New Orleans, USA

Chumpitaz R., Paparoidamis N., Swaen V., Gentilini C., (2008), *Modeling loyalty in the mobile phones industry: the mediating role of trust* 37th European Marketing Academy Conference (EMAC), Brighton, United Kingdom

Gentilini C., Chumpitaz R., Swaen V., (2008), *The challenge of education to sustainable development: some guidelines to communicate with children* 37th European Marketing Academy Conference (EMAC), Brighton, United Kingdom

Paparoidamis N., Chumpitaz R., Mogos-Descotes R., (2008), *Sales managers' learning orientation, sales people goal orientation and overall organizational performance* 2009 Annual Conference of the Academy of Marketing Science, Baltimore, USA

Paparoidamis N., Chumpitaz R., (2007), *Sales managers' learning orientation and salespeople's goal orientation: the impact on organisational performance* 2007 World Marketing Congress, Verona, Italy

Tähtinen J., Paparoidamis N., Chumpitaz R., (2007), *Relationship Recovery and Business Loyalty: conceptual model and proposition* Relationship Marketing Summit Conference, Buenos Aires, Argentina

Tähtinen J., Paparoidamis N., Chumpitaz R., (2007), *Relationship Recovery and Relationship Continuation* 17th Nordic Workshop on Interorganisational Research, Abo-Turku, Finland

Chumpitaz R., Paparoidamis N., Chung C., (2006), *The impact of service quality, relationship satisfaction, trust and commitment on loyalty: an empirical investigation in a business-to-business services context* 2006 AMS Annual Conference - Revolution in Marketing: Market Driving Changes, San Antonio, USA

Kerstens K., Staat M., Chumpitaz R., Paparoidamis N., (2006), *Hedonic Price Function Estimation in Economics and Marketing: 'Revisiting Lancaster's Issue of 'Non combinable Goods* North American Productivity Workshop IV, New York, USA

Paparoidamis N., Kerstens K., Chumpitaz R., (2006), *Measuring Market Efficiency Revisited* 35th European Marketing Academy (EMAC) Conference, Athens, Greece

Rivera J., Molero V., Chumpitaz R., (2006), *The implementation of market orientation: An exploratory study* 2006 Annual Conference of Business Association of Latin American Studies, Lima, Peru

Tähtinen J., Paparoidamis N., Chumpitaz R., (2006), *Business Relationship Recovery – A Process Model, Electronic* 23rd IMP Conference, Manchester, United Kingdom

Other conference and seminar presentations

International

Bartsch F., Diamantopoulos A., Paparoidamis N., Chumpitaz R., (2015), *Global Brand Ownership: The Mediating Role of Consumer Attitudes and Brand Identification* 6th European Marketing Academy Regional Conference, Vienna, Austria

Paparoidamis N., Chumpitaz R., (2011), *Antecedents of Salesperson's Performance: Sales Unit's Absorptive Capacity LMX and Salesperson's Trust and Goal Commitment*, Coral Gables, USA

Books

Published

Angot J., Chumpitaz R., Swaen V., (2009), *Le marketing Scientifique à l'Usage des Managers: L'étude de la Relation Client*, 978-9048600717, Die Keure Publishing Group, Business & Economics, Bruges, 192 pages

Lambin J., Chumpitaz R., Shuiling I., (2007), *Market-driven Management*, 978-1403998521, Macmillan Publishers Ltd., Basingstoke, 496 pages

Lambin J., Chumpitaz R., de Moerloose C., (2004), *Marketing stratégique et opérationnel: du marketing à l'orientation-marché*, 978-2100075492, Dunod, Paris, 718 pages

Lambin J., Chumpitaz R., (2002), *Marketing stratégique et opérationnel: du marketing à l'orientation-marché*, 978-3790827385, Dunod, Paris, 518 pages

Chumpitaz R., (1998), *La relation entre la satisfaction et la fidélité à la marque en business-to-business: application à deux produits et à deux services*, Éditions Ciaco, Louvain, 521 pages

Chapters in books

Published

Swaen V., Vanhamme J., Chumpitaz R., (2024), Corporate Social Responsibility, in: Podnar Klement(Eds.), *Elgar Encyclopedia of Corporate Communication*, 978 1 80220 086 7, Edward Elgar Publishing, Cheltenham, chapter 28, pp. 180-185

Chumpitaz R., Paparoidamis N., (2009), Marketing and Sales: Services Marketing: An Overview and Relational Approach of the B2B Setting, in: Newlands, D., Hooper, M(Eds.), *Global Business Handbook: The Eight Dimensions of International Business*, 978-0-566-08747-9, Gower Publishing, Aldershot, chapter 19, pp. 307-324

Chumpitaz R., Kerstens K., Paparoidamis N., (2006), Performancemessung im Marketing - Von ein- zu multidimensionalen und von Durchschnitts- zu Frontierkonzepten, in: Bauer, H., Staat, M., Hammerschmidt, M.(Eds.), *Marketing-Effizienz: Messung und Steuerung mit der DEA- Konzept und Einsatz in der Praxis*, 978-3800632855, Verlag Franz Vahlen, München, chapter 1, pp. 3-30

Case studies

Chumpitaz R., Dor E., (2013), *The Determinants of Customers Loyalty to the Meat Department of a Food Store. Conducting Appropriate Marketing Research, Part A: Measurement*, European Case Clearing House, case study 513-013-1, teaching note 513-013-8

Chumpitaz R., Dor E., (2013), *The Determinants of Customers Loyalty to the Meat Department of a Food Store. Conducting Appropriate Marketing Research, Part B: Dependence Relations*, European Case Clearing House, case study 513-014-1, teaching note 513-014-8

Working papers

Chumpitaz R., Swaen V., Paparoidamis N., Bartier A.-L., (2013), *Modeling Buying Intentions: The role of Nostalgic Value, Authenticity and Brand Attachment*, Working Paper 2013/09, Louvain School of Management, Université Catholique de Louvain, Louvain-la-Neuve, Belgium

Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2010), *Comparing Efficiency Across Markets: An Extension and Critique of the Zhang and Bartels (1998) Methodology*, IESEG Working Paper Series 2010-ECO-01, LEM Working Paper 2010-02, IESEG

Plé L., Chumpitaz R., (2009), *Not always co-creation: introducing interactional co-destruction of value in Service-Dominant Logic*, IESEG Working Paper Series 2009-MAN-02, LEM Working Paper 2009-05, IESEG School of Management

Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), *How Does the Retail Environment Influence Shoppers' Emotional Experience? Evidence from Two Retail Settings*, Working Paper 06/05, IAG - Louvain School of Management, Université catholique de Louvain, Louvain-La-Neuve, Belgium

Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2006), *Measuring market efficiency revisited: how to make comparisons across markets?*, LEM Working Paper 2006-02, LEM

Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2006), *Hedonic price function estimation in economics and marketing*, LEM Working Paper 2006-01, LEM

Andreu L., Bigné E., Chumpitaz R., Swaen V., (2003), *Effects of Perceived Retail Environment on Consumption Emotions, Satisfaction and Behavioral Intentions*, IESEG Working Paper Series 2003-MARK-02

Chumpitaz R., Swaen V., (2003), *Service Quality and Brand Loyalty Relationships: Investigating the Mediating effect of Customer Satisfaction*, IESEG Working Paper Series 2003-MARK-03

Swaen V., Chumpitaz R., Bigné E., Andreu L., (2003), *"Being A Socially Responsible Company", What Does It Mean for European Young Consumers? Analysis of the Impact of Perceived Environment, Culture and Values*, IESEG Working Paper Series 2003-MARK-06

Grants

2012 La co-cr ation de valeur entre entreprise et consommateurs : Vers un monde plus responsable, F d ration Universitaire et Polytechnique de Lille

PROFESSIONAL MEMBERSHIPS

2015 ACR

2005 AMA

2004 AMS

2001 AFM, France

EDITORIAL ACTIVITY

Member of the editorial board of an academic journal

2016 Journal of Global Marketing

Reviewer in an academic journal

2008 Recherche et Application en Marketing