



Lana MULIER

Ph.D. in Business Economics

Assistant Professor, Marketing

Major Coordinator

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EDUCATION

2021 Ph.D. in Business Economics, Ghent University, Belgium

2016 MSc in Communication Sciences, Ghent University, Belgium

RESEARCH INTERESTS

Advertising, Consumer Behavior, Marketing

PROFESSIONAL EXPERIENCE

ACADEMIC:

2023 - Present Assistant Professor, IÉSEG School of Management, France

2023 - Present Head of Digital Marketing Major, IÉSEG School of Management, France

2022 - Present Visiting Professor, University of Antwerp, Antwerpen, Belgium

2021 - 2022 Postdoctoral Assistant, Ghent University, Ghent, Belgium

2017 - 2021 Doctoral researcher, Ghent University, Ghent, Belgium

2016 - 2017 Teaching and Research Assistant, Ghent University, Ghent, Belgium

COURSES TAUGHT

- Digital communication, Grande école (master cycle)
- Omnichannel consumer behavior, Grande école (master cycle)
- Consumer behavior in a digital world, Msc in digital marketing and crm
- Marketing communications
- Marketing communication
- Finality choice marketing management

- Consumer behavior
- Market research

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Mulier L., Slabbinck H., Vermeir I., (2024), Face your fears: Direct and indirect measurements of responses to looming threats, *Cognition and Emotion*, 38(1), pp. 187-197

Mulier L., Meersseman E., Vermeir I., Slabbinck H., (2021), Food on the move: The impact of implied motion in pictures on food perceptions through anticipated pleasure of consumption, *Foods*, 10(9), pp. 2194

Mulier L., Slabbinck H., Vermeir I., (2021), This way up: The effectiveness of mobile vertical video marketing, *Journal of Interactive Marketing (formerly JDM)*, 55(1), pp. 1-15

Roose G., Mulier L., (2020), Healthy advertising coming to its senses: The effectiveness of sensory appeals in healthy food advertising, *Foods*, 9(1), pp. 51

Communications in refereed conferences

International

MULIER L., Slabbinck H., Vermeir I., (2020), *GIF it to me: The effect of animation on sense of urgency and impulse buying* Society for Consumer Psychology Annual Winter Conference, Huntington Beach, CA, USA

MULIER L., Slabbinck H., Vermeir I., (2017), *Fight or flight? Implicit and explicit measurement of emotions elicited by looming threat* International Conference on Research in Advertising, Ghent, Belgium

Refereed proceedings

Published

MULIER L., Slabbinck H., Vermeir I., (2020), This way up: The effectiveness of mobile vertical video marketing, in: J. Argo, T. M. Lowrey, & H. J. Schau(Eds.) in *NA - Advances in Consumer Research Volume 48, Association for Consumer Research, Duluth, pp. 556–557*

MULIER L., Vermeir I., Slabbinck H., (2018), Approach and loss aversion: Consumer responses to approaching and receding stimuli in advertising, in: A. Gershoff, R. Kozinets, & T. White(Eds.) in *NA – Advances in Consumer Research Volume 46, Association for Consumer Research, Duluth, pp. 713–714*

MULIER L., Slabbinck H., Vermeir I., (2017), Fight or flight? Consumers' implicit and explicit emotional reactions to looming threat, in: A. Gneezy, V. Griskevicius, & P. Williams(Eds.) in *NA – Advances in Consumer Research Volume 45, Association for Consumer Research, Duluth, pp. 1050–1050*

Grants

2017 Personal PhD grant from the Special Research Fund (BOF) and the National Bank of Belgium (NBB), Ghent University (Belgium)

GRANTS AND HONORS

Award

2022 Best Thesis (PhD) Award, International Marketing Trends Conference, Italy

PROFESSIONAL MEMBERSHIPS

BE4LIFE, Belgium

EDITORIAL ACTIVITY

Reviewer in an academic journal

International Journal of Human-Computer Interaction

Physiology & Behavior

Nutrients

International Journal of Environmental Research and Public Health

Behavioral Sciences

International Journal of Business and Emerging Markets

Sustainability

Journal of Theoretical and Applied Electronic Commerce Research

Journal of Financial Services Marketing

Obesity Reviews

PROFESSIONAL SERVICE

Invited Lecturer

Afterhours Marketing: Building Brands & Generating Leads, Belgium

Keynote address

2021 12th Scientific Conference for PhD Students and Young Researchers in Management, Czech Republic

2020 Vertifilms 2020 Pocket Conference, Czech Republic

Member of the organizing committee of an academic conference

2023 Conference on Virtual Worlds and the Metaverse, France

2018 European Association for Consumer Research Conference (EACR 2018), Belgium

Reviewer for an academic conference

Association for Consumer Research Conference (ACR 2017, 2022, 2023), USA

European Association for Consumer Research Conference (EACR 2018), Belgium

La Londe Conference (2019), France

International Conference on Research in Advertising (ICORIA 2017), Belgium

International Marketing Trends Conference (IMTC 2023), Italy

International Conference on Economic and Business Management (FEBM 2023), China

Session chair in an academic conference

International Conference on Research in Advertising (ICORIA 2017), Belgium

RESEARCH ACTIVITIES

COMMITTEE CHAIR**Organizer of a workshop**

Co-founder and organizer of workshop series on nudging in the supermarket, Ghent University, Belgium

Participation in a pedagogical cafe

Participation in Pedagogical Cafés, IÉSEG School of Management, France

Participation in the development of an academic program

Development of the PGE Master Redesign for Marketing majors, IÉSEG School of Management, France