

Kiane GOUDARZI

Professor
Marketing Department
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Education

- 2005, Doctorat, Sciences de gestion, Université d'Aix-Marseille II, France

La socialisation organisationnelle du client dans les entreprises de services, sous la direction de EIGLIER Pierre

- 2000, DEA, Sciences de gestion option marketing, spécialisation marketing des services, IAE (Institut d'Administration des Entreprises) d'Aix-en-Provence, France
- 1997, Master Professionnel ESCLA, Sciences commerciales appliquées option expertise comptable et contrôle de gestion, Ecole Supérieure Libre des Sciences Commerciales Appliquées de Paris VII, France

Honors and Awards

- 2005, Invivo PhD price (professional committee), Paris, France
- 2005, AFM (Association Française de Management) - FNEGE (Fondation Nationale pour l'Enseignement de la Gestion des Entreprises) PhD price (academic committee), Paris, France

Teaching Areas at RMS

- Marketing
- Brand management
- Quantitative Methods

Teaching Languages

- English
- French

Main courses taught at RMS

- Majeure marketing : Gestion de la marque dans un environnement international, CESEM 4
- Majeure marketing : Management des services, CRM, Conseil, CESEM 4
- Management des Services et CRM, TEMA 4
- Services marketing, International MBA

Course Coordination at RMS

- Majeure marketing : Gestion de la marque dans un environnement international, CESEM 4
- Majeure marketing : Management des services, CRM, Conseil, CESEM 4
- Management des Services et CRM, TEMA 4
- Services marketing, International MBA

A. RESEARCH ACTIVITY**Areas of research**

- Service management and marketing
- Public management

Membership of Scientific Organizations

- Since 2011, Member of AMS (Academy of Marketing Science)
- Since 2009, Member of AFM (Association Française de Marketing)
- Since 2009, Member of SIOP (Society for Industrial and Organizational Psychology)

Conference organization / Track chair / Workshop coordination

- GOUDARZI Kiane, 2011, *Service marketing track chair*, AMS (Academy of Marketing Science) World marketing conference, Reims Management School, Reims, France.
- GOUDARZI Kiane, 2011, *Session chair in 'Psychology in service marketing & marketing orientation'*, AMS (Academy of Marketing Science) World marketing conference, Reims Management School, Reims, France.
- GOUDARZI Kiane, LLOSA Sylvie, ORSINGHER Chiara, 2010, *Conference organization*, 11th International Research Seminar in Service Management : www.lalondeconference.org, La Londe les Maures, France.
- GOUDARZI Kiane, LLOSA Sylvie, ORSINGHER Chiara, 2008, *Conference organization*, 10th International Research Seminar in Service Management, La Londe les Maures, France.

Research Programs Participation

- Since 2010, Member of RMS 'CMAC' research centre (Customer Management Center)
- Since 2009, Member of SNCF Research Project: The role of other customers in service experience
- Since 2008, Constitution and management of a Panel of 800 citizens users
- 2006-2007, Member of a research program on 'Quality service in the public sector (Nantes and Besançon)'

Research Laboratories Participation

- Since 2005, Member of CERGAM - EA4225 (Centre d'Etudes et de Recherche en Gestion d'Aix-Marseille), IAE d'Aix-en-Provence

Editorial Participation and Scientific Reviewing

- 2009-2011, Reviewer for 'Journal of Service Management'

B. PUBLICATIONS / COMMUNICATIONS

Peer-Reviewed Articles

- GOUDARZI Kiane, GUENOUN Marcel, 2010, *Conceptualisation et mesure de la Qualité des Services Publics (QSP) dans une collectivité territoriale*, Politiques et Management Public, (Vol 27, n°3) : pp.30-49.
- GOUDARZI Kiane, ROUQUET Aurélien, HENRIQUEZ Tatiana, 2010, *Le transfert d'activités logistiques entreprise-consommateur : une comparaison des cas Auchan Drive et IKEA*, Logistique et Management, (Vol 18, n°2) : pp.13-25.
- GOUDARZI Kiane, LLOSA Sylvie, ORSINGHER Chiara, 2009, *Editorial*, International Journal of Service Industry Management, (Vol 20, issue 3).
- GOUDARZI Kiane, EIGLIER Pierre, 2006, *La socialisation organisationnelle du client dans les entreprises de service : concept et dimensions*, Recherche et Application en Marketing, (Vol 21, n°3) : pp.65-90.

Books

- GOUDARZI Kiane, BARRAUX Jacques, BATTEAU Pierre, CAMELIS Christele, DANO Florence, EIGLIER Pierre, GUERIN Anne-Marie, LLOSA Sylvie, 2010, *La logique services. Marketing et stratégies*, EIGLIER Pierre (eds), Paris : Economica, Collection Gestion, 325 pages.

Chapters in Books

- GOUDARZI Kiane, 2005, *La socialisation organisationnelle du client dans les entreprises de service*, in DELOBBE Nathalie, HERRBACH Olivier, LACAZE Delphine, MIGNONAC Karim (eds), *Le comportement organisationnel*, Brussels : De Boeck, pp.285-292.

Peer-Reviewed Proceedings

- GOUDARZI Kiane, CAMELIS Christelle, DANO Florence, LLOSA Sylvie, *How other customers influence client satisfaction during service delivery*, The Naples forum on services, Capri, Italy, June 14 - June 17 2011.
- GOUDARZI Kiane, HENRIQUEZ Tatiana, ROUQUET Aurélien, *Managing the transfer of logistics services to the consumer: comparison of two cases*, The Naples forum on services, Capri, Italy, June 14 - June 17 2011.
- GOUDARZI Kiane, ROUQUET Aurélien, HENRIQUEZ Tatiana, *The transfer of logistics services between a company and its consumers*, 23rd NOFOMA (The Nordic Logistics Research Network) conference, Harstad, Norway, June 09 - June 10 2011.
- GOUDARZI Kiane, CAMELIS Christelle, DANO Florence, HAMON Viviane, LLOSA Sylvie, *Et les autres clients alors ? Quels rôles jouent-ils dans la satisfaction des consommateurs pendant l'expérience de service ?*, 27e

- congrès de l'AFM (Association Française de Marketing), Brussels, Belgium, May 18 - May 20 2011.
- GOUDARZI Kiane, HENRIQUEZ Tatiana, ROUQUET Aurélien, *Le transfert d'activités logistiques entre entreprise et consommateurs : enjeux de gestion et propositions théoriques*, 8èmes Rencontres Internationales de la Recherche en Logistique (RIRL), Bordeaux Management School, Bordeaux, France, September 29 - October 01 2010.
 - GOUDARZI Kiane, ROUQUET Aurélien, *La logistique aval de la firme de distribution : "servir le client" ou "se servir du client" ?*, 12e colloque THIL Etienne, La Rochelle, France, October 08 - October 09 2009.
 - GOUDARZI Kiane, GUENOUN Marcel, *Conceptualization and measure of Public Services Quality (PSQ)*, Institut International des Sciences Administratives (IISA) Conference, Helsinki, Finland, July 07 - July 11 2009.
 - GOUDARZI Kiane, *The effectiveness of socializing service customers*, Naples Forum on Services European Institute for Advanced Studies in Management (EIASM), Capri, Italy, June 16 - June 19 2009.
 - GOUDARZI Kiane, ROUQUET Aurélien, *The logistics roles of the final customer in the supply chain: proposal of an exploratory typology*, Conference European Operations Management Association (EUROMA), Göteborg, Sweden, June 14 - June 17 2009.
 - GOUDARZI Kiane, GUENOUN Marcel, LLOSA Sylvie, *Silent service in Public Sector: How to value their marketing performance?*, 2009 European Marketing Academy Conference (EMAC), Nantes, France, May 26 - May 29 2009.
 - GOUDARZI Kiane, *Conceptualizing and measuring public service quality in local government*, 2009 European Marketing Academy Conference (EMAC), Nantes, France, May 24 - May 26 2009.
 - GOUDARZI Kiane, *Etendre le champ d'application de la socialisation organisationnelle : conceptualisation de son transfert en marketing*, Research Day "La socialisation organisationnelle", Paris, France, July 05 2007.
 - GOUDARZI Kiane, *Le concept de socialisation organisationnelle du client dans les entreprises de service : mesure et efficacité*, 7e Conférence Annuelle de l'Association Française de Marketing, Aix les Bains, France, May 29 - May 30 2007.
 - GOUDARZI Kiane, *Practising interdisciplinary research in marketing by doing expert interviews with researchers*, European Marketing Academy Conference, Reykjavik, Iceland, May 22 - May 25 2007.
 - GOUDARZI Kiane, *Organizational socialization concept: theoretical contribution of its transfer to service marketing*, European Association of Work and Organizational Psychology (EAWOP), Stockholm, Sweden, May 09 - May 12 2007.
 - GOUDARZI Kiane, *The organizational socialization of service customers, toward a conceptualization based on expert interviews*, 9th international research seminar in service management, Lalonde les Maures, France, May 30 - May 31 2006.
 - GOUDARZI Kiane, *Measure and effectiveness of the organizational socialization of service customers*, European Marketing Academy (EMAC) Conference, Athens, Greece, May 01 2006.
 - GOUDARZI Kiane, *L'utilisation de l'outil marketing SERVQUAL pour mesurer la qualité dans les services publics municipaux*, Colloque de la Revue Politique et Management Public, Lille, France, March 01 2006.
 - GOUDARZI Kiane, *Le concept et les dimensions de la socialisation organisationnelle du client dans les entreprises de service*, Association Française de Marketing conference, Nancy, France, May 01 2005.
 - GOUDARZI Kiane, *The socialization of customers to service organization, toward a conceptualization: The case of Ikea*, AMA Frontiers in Services Conference, Washington, USA, October 23 - October 26 2003.

Non-Refereed Communications

- GOUDARZI Kiane, ROUQUET Aurélien, *The logistics roles of the end-customer: a typology*, 2nd Workshop on Journal Publishing for non-native English-speaking researchers in OM and NPDM, Nice, France, October 29 - October 30 2009.
- GOUDARZI Kiane, *Pratiquer l'interdisciplinarité à partir d'entretiens d'enseignants chercheurs*, ACS (Aix-Croisées-Scientifiques) Conference, Pratiquer et comprendre l'interdisciplinarité, Aix-en-Provence, France, September 01 2004.

Research Seminars

- GOUDARZI Kiane, *Services Marketing*, Research Seminar of the Maastricht University, Maastricht, The Netherlands, May 01 2003.
- GOUDARZI Kiane, *Qualitative methods*, Research Seminar at Centre Européen de Formation Approfondie à la Gestion (CEFAG), Lalonde les Maures, France, November 2002.
- GOUDARZI Kiane, *Quantitative analysis*, Research Seminar of Centre Européen de Formation Approfondie à la Gestion (CEFAG), Lille, France, August 2002.
- GOUDARZI Kiane, *Episytomology*, Research Seminar of Centre Européen de Formation Approfondie à la Gestion (CEFAG), Barbison, France, June 2002.

Scientific Coordination

- GOUDARZI Kiane, LLOSA Sylvie, ORSINGHER Chiara, 2009, *Editorial*, International Journal of Service Industry Management, (Vol 20, issue 3).

C. PROFESSIONAL EXPERIENCE

Teaching

- 09/2007 - To date, Associate professor, Institut d'Administration des Entreprises, Aix-en-Provence, France
- 09/2005 - To date, Professor, Reims Management School, Reims, France
- 09/2003 - 06/2005, Associate professor, Institut de Management Public, Aix-en-Provence, France
- 01/2003 - 12/2003, Visiting professor, University of Maryland, College Park, USA
- 09/2000 - 06/2003, Associate professor, Université de la Méditerranée, Aix-en-Provence, France

Executive Education

- 09/2009 - To date, Lecturer in CRM, Executive Managers, Paris, France, Paris Executive Campus
- 12/2008 - To date, Lecturer in 'Customer relationship management', Chinese retailing companies, Beijing, China, UIBE (University of International Business and Economics)
- 06/2007 - 01/2008, Lecturer in 'Product life cycle', Conforama, Paris, France
- 09/2005 - 06/2009, Lecturer in 'Management client et CRM analytique', Executives, Reims, France, Reims Management School

Consulting

- 09/2008 - 09/2013, Research Project management of a panel of citizens, Ville de Besançon, Besançon, France
- 10/2007 - 09/2008, Consultant in 'New customers needs and satisfaction', Casino Barrière, Paris, France
- 02/2007 - 05/2007, Consultant in 'Marketing strategy', Delta Process, Paris, France
- 09/2006 - 10/2007, Research Project on 'Service quality', Conseil General Loire Atlantiques, Nantes, France
- 01/2003 - 12/2004, Consultant in 'Measuring and enhancing satisfaction and service quality', IKEA, Saint-Germain-en-Laye, France

Company Experience

- 08/2003 - 11/2004, Marketing study, IKEA, Saint Germain en Laye, France
- 09/1998 - 06/1999, Director for culture, Alliance Française, Nepal
- 09/1996 - 06/1997, Financial control assistant, Alcatel, Paris, France

D. PROFESSIONAL AND PERSONAL DEVELOPMENT

Continuing education and Self-Development Activities (Training and seminars)

- 10/2009 - 10/2009, Attended workshop 'Publication for articles in operation and logistics', EIASM (European Institute for Advanced Studies in Management), Nice, France