

## **Nacima OURAHMOUNE**

Professor  
Marketing Department  
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### **Education**

- 2011, Doctorat, Marketing, Programme doctoral ESSEC, IAE (Institut d'Administration des Entreprises) Aix-en-Provence, France

*Comprendre le comportement du consommateur masculin : une approche socioculturelle. Du discours des marques sur l'apparence masculine aux représentations des consommateurs de lingerie d'homme*, sous la direction de NYECK Simon, Directeur ROUX Elyette, Co-Directeur

- 2005, Master, Marketing, Université de Paris I - Panthéon Sorbonne, France  
- 2003, MBA, Luxury brands marketing and international management, Institut Supérieur de Marketing du Luxe - EDC (Ecole des Dirigeants et Créateurs d'entreprises) , France  
- 2000, MSc in Management, Grande Ecole Program, HEC, Paris, France  
- 1997, Diplôme de Sciences-Pô, Institut d'Etudes Politiques d'Aix-en-Provence, France

### **Honors and Awards**

- 2003, 1st prize of the Plaza for an independent consulting project in marketing, Paris, France

### **Teaching Areas at RMS**

- Marketing  
- Advertising and Communication

### **Teaching Languages**

- French  
- English

### **Main courses taught at RMS**

- Luxury marketing, IBP International Bachelor Program  
- Marketing management, Sup de Co Prépa. Cycle Master  
- Marketing et design, Sup de Co Cycle Master  
- Marketing du luxe : spécialisation, Sup de Co Cycle Master  
- Marketing trends, Sup de Co Cycle Master  
- Fondamentaux de la communication, Sup de Co Cycle Master  
- Marketing and design, Sup de Co Cycle Master  
- Marketing du luxe : les fondamentaux, Sup de Co Cycle Master

### **Course Coordination at RMS**

- Fondamentaux de la communication, Sup de Co Cycle Master

## **A. RESEARCH ACTIVITY**

### **Areas of research**

- Consumer behavior, Branding  
- Consumer culture theory

### **Membership of Scientific Organizations**

- Since 2010, Member of EMAC (European Marketing Academy)
- Since 2008, Member of AFM (Association Française du Marketing)
- Since 2005, Member of ACR (Association for Consumer Research)

### **Research Laboratories Participation**

- Since 2010, Member of LSMRC (Lille School of Management Research Center), Université Lille Nord de France

### **Editorial Participation and Scientific Reviewing**

- Since 2008, Reviewer for the ACR (Association for Consumer Research) USA and Europe Conferences

- Since 2007, Reviewer for the Consumer Culture Theory Conference, Toronto

## B. PUBLICATIONS / COMMUNICATIONS

### Chapters in Books

- OURAHMOUNE Nacima, 2011, *Product Design and Creativity*, in Penalzoza Lisa, Toulouse Nil, Visconti Luca (eds), *Marketing Management: A cultural perspective*, London : Routledge, pp.363-378.

### Peer-Reviewed Proceedings

- OURAHMOUNE Nacima, *Transnational tourists consuming hyper-masculinity in the Dominican Republic: 'All inclusive'?*, The Association for Consumer Research Annual North American Conference, Saint-Louis, USA, October 13 - October 16 2011.
- OURAHMOUNE Nacima, *Consuming bodies in the Dominican Republic: All inclusive?*, 18th International Conference on Recent Advances in Retailing and Consumer Services Science, San Diego, USA, July 15 - July 18 2011.
- OURAHMOUNE Nacima, *Exogamous wedding and fashion in a rising consumer culture: Kabyle ethnic minority dialectics of change and reproduction*, 18th International Conference on Recent Advances in Retailing and Consumer Services Science, San Diego, USA, July 15 - July 18 2011.
- OURAHMOUNE Nacima, OZCAGLAR-TOULOUSE Nil, *Nuptials and fashion: the case of the Kabyle acculturation*, Association for Consumer Research - Asia-Pacific Conference, Renmin University of China, Beijing, China, June 16 - June 18 2011.
- OURAHMOUNE Nacima, *Retail, beauty services and masculinity: when brands face retailers' resistance to change masculine market*, ACR (Association for Consumer Research) conference, Jacksonville, USA, October 2010.
- OURAHMOUNE Nacima, OZCAGLAR-TOULOUSE Nil, *Gender, Fashion consumption and the Kabyle exogamic wedding ceremonies*, 10th ACR (Association for Consumer Research) Conference on Gender, Marketing and Consumer Behavior, University of Cumbria, Ambleside, United Kingdom, September 26 - September 29 2010.
- OURAHMOUNE Nacima, NYECK Simon, ROUX Elyette, *Masculine representations of men's lingerie consumption: a duality based on identity*, The 39th European Marketing Academy EMAC Conference, Copenhagen Business School, Copenhagen, Denmark, June 01 - June 04 2010.
- OURAHMOUNE Nacima, NYECK Simon, *Retail and beauty services for men: When brands face retailers' resistance to changing masculine market*, 16th International Conference on Recent Advances in Retailing and Services Science, Eirass, Niagara Falls, Canada, July 06 - July 09 2009.
- OURAHMOUNE Nacima, *Intimacy-related male consumption and masculinity identity : a consumer point of view*, ACR (Association for Consumer Research) Asia-Pacific Conference, Indian School of Business, Hyberabad, India, January 02 - January 04 2009.
- OURAHMOUNE Nacima, NYECK Simon, TASALA Didier, *Store Display of New Masculine Aesthetic Codes: A Semiotic Approach*, ACR (Association for Consumer Research) Latin American Conference, Sao Paulo, Brazil, July 31 - August 03 2008.
- OURAHMOUNE Nacima, NYECK Simon, *Male Consumers Entering the Private Sphere: An Exploratory Investigation of French Male Involvement, Practices and Interactions Around the Lingerie for Men Consumption*, ACR (Association for Consumer Research) Latin American Conference, Sao Paulo, Brazil, July 31 - August 03 2008.
- OURAHMOUNE Nacima, NYECK Simon, TSALA Didier, *Store Display of New Masculine Aesthetic Codes: A Semiotic Approach*, 15th International Conference on Recent Advances in Retailing and Services Science, Eirass, Zagreb, Croatia, July 14 - July 17 2008.
- OURAHMOUNE Nacima, NYECK Simon, ROUX Elyette, *Male consumers entering the private sphere: an exploratory investigation of male fears and interactions around lingerie for men consumption*, 9th ACR (Association for Consumer Research) Conference on Gender, Marketing and Consumer Behavior, Simmons College, Boston, USA, June 16 - June 19 2008.
- OURAHMOUNE Nacima, NYECK Simon, *Gender Values and Brand Communication: The transfer of masculine representations to brand narratives*, 8th European Association for Consumer Research Conference, Milano, Italy, July 10 - July 14 2007.
- OURAHMOUNE Nacima, OSWALD Laura R., *Sex for Sale: Positioning the Eroticized Male Body in Calvin Klein Advertising*, 8th ACR Conference on Gender, Marketing and Consumer Behavior, Edinburgh, United Kingdom, June 29 - July 01 2006.

## Peer-Reviewed Paper presentation without proceedings

- OURAHMOUNE Nacima, *Tourisme sexuel et tensions de genre : La culture latine comme ressource pour les dominicains*, 8ème journées d'étude sur la consommation et le marketing méditerranéens, Pisa University, Pisa, Italy, October 17 - October 20 2011.
- OURAHMOUNE Nacima, OZÇAGLAR-TOULOUSE Nil, *Kabyle Exogamic Weddings Ceremonies and Feminine Fashion Consumption: A Non-Western Case of Acculturation*, Workshop on Non Western Consumption, Association for Consumer Research, Glasgow, United Kingdom, July 05 - July 06 2010.
- OURAHMOUNE Nacima, OZÇAGLAR-TOULOUSE Nil, *Feminine Fashion Consumption in Non-western Contexts: The Case of the Exogamic Kabyle Wedding Ceremonies in Algeria*, Consumer Culture Theory conference 2010, University of Wisconsin, Madison, USA, June 10 - June 13 2010.
- OURAHMOUNE Nacima, ROUX Elyette, NYECK Simon, *Interpreting male consumption meanings and masculine identity construction: when French male consumers meet lingerie for men*, 5th workshop on interpretative consumer research, Bocconi University, Milano, Italy, April 02 - April 03 2009.
- OURAHMOUNE Nacima, ROUX Elyette, NYECK Simon, *French Consumers meanings, representations and rituals around lingerie for men*, 1st Swarovski Crystal Reflections on Multi-cultural Brand Research, 'The Meaning of Brand Meaning', University of Innsbruck, Innsbruck, Austria, September 25 - September 27 2008.
- OURAHMOUNE Nacima, *Exploring changing masculinity and masculine identity construction through consumption. A consumer point of view*, Consumer Culture Theory conference, Suffolk University, Boston, USA, June 19 - June 22 2008.
- OURAHMOUNE Nacima, NYECK Simon, *Cultural Dimensions of Brand Desirability: The Gender Archetypes Representations in Brand Narratives*, 1st International Workshop on Attachment Research in Marketing, University of Innsbruck, Innsbruck, Austria, March 01 - March 02 2007.

## Non-Refereed Communications

- OURAHMOUNE Nacima, *Consuming masculinities (Chairs: Jacob Ostberg and Diego Rinaldo)*, Round table of 10th ACR (Association for Consumer Research) Conference on Gender, Marketing and Consumer Behaviour, University of Cumbria, Ambleside, United Kingdom, June 26 - June 29 2010.

## Research Seminars

- OURAHMOUNE Nacima, OZÇAGLAR-TOULOUSE Nil, *Changing Kabyle consumption in Algeria: a introspective approach*, 6ème journée du Marketing Méditerranéen, Bocconi University, Milano, Italy, June 23 - June 24 2009.
- OURAHMOUNE Nacima, *Presentation of the dissertation papers. Brand discourses and Consumers representations of the masculine identity construction.*, Séminaire "Méthodes qualitatives et approche culturelle de la consommation", Université de Lille II, Lille, France, November 24 - November 26 2008.
- OURAHMOUNE Nacima, *Presentations of the doctoral dissertation project. Masculinity and Consumer Research*, Consumer culture theory seminar, Bilkent University, Ankara, Turkey, June 11 - June 17 2007.

## C. PROFESSIONAL EXPERIENCE

### Teaching

- 09/2010 - To date, Professor, Reims Management School, Reims, France
- 01/2010 - 08/2010, Associate researcher and teacher, Université Lille Nord de France, Lille, France
- 09/2007 - 06/2010, Lecturer, ESCP Europe, Paris, France
- 09/1999 - 06/2009, Professor, Sup Exam, Marseille, France

### Executive Education

- 05/2011 - 05/2011, Lecturer in 'Comportements du consommateur', BADGE, Reims, France, Reims Management School
- 06/2000 - 07/2002, Lecturer in strategy and human organization, Executives in various companies, Paris, France, Accenture

## **Consulting**

- 08/2003 - To date, Consultant in branding and marketing, Various business clients, Paris, France, Independent consultant
- 06/2000 - 07/2002, Consultant in strategy and human organization, Various companies, Paris, France, Accenture

## **Company Experience**

- 11/2002 - 07/2003, Group manager assistant, Marketing department, Lancel, Paris, France
- 09/1999 - 06/2009, CEO and co-founder, Sup Exam, Marseille, France
- 04/1999 - 06/1999, Internship, CEO assistant, BMW Rover Middle East, Algiers, Algeria
- 09/1998 - 03/1999, Internship, Junior strategy consultant, PwC (PricewaterhouseCoopers), Paris, France

## **D. PROFESSIONAL AND PERSONAL DEVELOPMENT**

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

- 04/2010 - 04/2010, Attended seminar '7ème journée du Marketing Méditerranéen', Euromed, Bocconi University, Marseille, France
- 11/2008 - 11/2008, Attended seminar 'Méthodes qualitatives et approche culturelle de la consommation', Université de Lille II, Lille, France
- 06/2007 - 06/2007, Attended seminar 'Consumer culture theory', Bilkent University, Ankara, Turkey