

Nathalie SPIELMANN

Professor

Marketing Department

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Education

- 2010, PhD, Marketing, Concordia University, Canada

Word of mouth for interpersonal services: communicating value, sous la direction de LAROCHE Michel

- 2006, Masters, Marketing, Hautes Etudes Commerciales de Montreal, Canada
- 2003, Bachelors, Marketing et Commerce, Concordia University, Canada

Honors and Awards

- 2011, Nominated for Reims Management School Teaching Innovation Award, Reims, France
- 2011, AMS World Marketing Conference Sheth Emerging Scholars Faculty Consortium Fellow, Reims, France
- 2010, Nominated for Reims Management School Teaching Innovation Award, Reims, France
- 2010, John Molson School of Business Valedictorian, Montreal, Canada
- 2009, AMS World Conference Doctoral Consortium Fellow, Oslo, Norway
- 2008, AMS Scholarship for EDAMBA Conference, Sorèze, France
- 2008, AMA Sheth Foundation Doctoral Consortium Fellow, Columbia, Missouri, USA
- 2007, John Molson School of Business Fellowship Award, for 3 years, Montreal, Canada
- 2007, SMA Doctoral Consortium Fellow, San Antonio, Texas, USA
- 2006, Recipient of Award for Excellence for Masters Thesis (HEC Montreal), Montreal, Canada

Teaching Areas at RMS

- Marketing
- Advertising and Communication

Teaching Languages

- English
- French

Main courses taught at RMS

- Luxury Marketing, IBP International Bachelor Program
- Product and Place: Champagne, Sup de Co Cycle Bachelor
- Marketing opérationnel, Sup de Co Cycle Bachelor
- New approaches to Media and Advertising, Sup de Co Cycle Master
- Wine Marketing, Sup de Co Cycle Master

Course Coordination at RMS

- Luxury Marketing, IBP International Bachelor Program
- New approaches to Media and Advertising, Sup de Co Cycle Master

A. RESEARCH ACTIVITY

Areas of research

- Territorial Marketing, Origin-based Products
- Advertising effects

Membership of Scientific Organizations

- Since 2009, Member of the Academy of Marketing Science
- Since 2009, Member of the Society of Marketing Advances
- 2009, Member of the Society of Consumer Psychology

Conference organization / Track chair / Workshop coordination

- SPIELMANN Nathalie, 2011, *Session Chair for 'Luxury and Arts'*, Academy of Marketing Science, Reims Management School, Reims, France.

- SPIELMANN Nathalie, 2011, *Session Chair for 'Issues in Wine Marketing'*, Academy of Marketing Science Conference, Reims Management School, Reims, France.
- SPIELMANN Nathalie, 2011, *Session Chair for 'Terroir'*, Academy of Wine Business Research, Bordeaux Management School, Bordeaux, France.
- SPIELMANN Nathalie, CHARTERS Stephen, 2011, *Co-Track Chair for 'Luxury, the arts and wine marketing'*, The AMS (Academy of Marketing Science) World Marketing Conference, Reims Management School, Reims, France.

Research Programs Participation

- Since 2010, Member of RMS 'Wine' research centre (Reims Research Centre for Wine-Place-Value)

Editorial Participation and Scientific Reviewing

- Since 2010, Member of the editorial board and reviewer for 'Journal of Business Research'
- Since 2009, Reviewer for Royal Bank International Research Seminar
- 2011, Ad-hoc reviewer for 'International Journal of Wine Business Research'
- 2010, Ad-hoc reviewer for 'Journal of Services Marketing'
- 2009, Reviewer for the Society of Consumer Psychology Annual Conference
- 2008 - 2009, Ad-hoc reviewer for 'Journal of Business Research'

B. PUBLICATIONS / COMMUNICATIONS

Peer-Reviewed Articles

- SPIELMANN Nathalie, BABIN Barry, 2011, *Testing congruency effects between origin and producer for wines*, International Journal of Wine Business Research, (Vol 23, issue 4) : pp.338-354.
- SPIELMANN Nathalie, BABIN Barry, 2011, *Service with personality: a note on generalizing personality across services contexts*, Journal of Services Marketing, (Vol 25, n°7) : pp.467-474.
- SPIELMANN Nathalie, KIM Juran, 2010, *It Doesn't Taste the same from Someone Else's Plate: The Influence of Culture in Interpersonal Retail Service Evaluations*, Journal of Global Academy of Marketing Science, (Vol 20, n°2) : pp.164-172.

Published Case Studies

- SPIELMANN Nathalie, CHARTERS Stephen, MENIVAL David, 06 May 2010, *Vranken-Pommery and POP Champagne - 10 years of celebration*.

Peer-Reviewed Proceedings

- SPIELMANN Nathalie, DELVERT M., *To adapt or to standardize, a new challenge for copywriting*, Academy of Marketing Science Conference, Reims Management School, Reims, France, July 19 - July 23 2011.
- SPIELMANN Nathalie, GELINAS-CHEBAT Claire, *Terroir: the Black Hole of Wine Marketing?*, 6th AWBR (Academy of Wine Business Research) International Conference, Bordeaux Management School, Bordeaux, France, June 09 - June 10 2011.
- SPIELMANN Nathalie, BABIN Barry, GRIFFIN Mitch, *Telepresence and Terroir: The Interplay among Regional Information. Elements on Consumer Evaluations*, 6th AWBR (Academy of Wine Business Research) International Conference, Bordeaux Management School, Bordeaux, France, June 09 - June 10 2011.
- SPIELMANN Nathalie, BRODOWSKY Glen, NEU Wayne, GRUBER Thorsten, LOWRIE Anthony, REPPPEL Alexander, VOSS Roediger, *Do marketing faculty have a leading role to play in developing meaningful service-marketing based measures of student evaluation of teaching?*, 35th Marketing Educators Association Conference, San Diego, USA, April 21 - April 23 2011.
- SPIELMANN Nathalie, BABIN Barry, *Capturing Retail/Service Personality across Service Contexts*, Academy Marketing Sciences Cultural Perspectives in Marketing Conference, IESEG, Lille, France, July 21 - July 24 2010.
- SPIELMANN Nathalie, *The importance of where and who in wine*, 5th Academy of Wine Business Research International Conference (AWBR), University of Auckland, Auckland, New Zealand, February 08 - February 10

2010.

- SPIELMANN Nathalie, *It doesn't taste the same from someone else's plate: an exploratory study on the influence of culture in interpersonal retail service evaluations*, Society for Marketing Advances Annual Conference, New Orleans, USA, November 04 - November 07 2009.
- SPIELMANN Nathalie, BORGES Adilson, BABIN Barry, *To perceive is to purchase: how consumers transfer value from store atmospheres based on their gender orientation*, AFM (Association Française de Marketing) 2009, London, United Kingdom, May 14 - May 15 2009.
- SPIELMANN Nathalie, *The Restaurant Personality Scale*, Academy of Marketing Sciences Annual Conference Doctoral Colloquium, Vancouver, Canada, May 28 - May 31 2008.

C. PROFESSIONAL EXPERIENCE

Teaching

- 09/2009 - To date, Professor, Reims Management School, Reims, France

Executive Education

- 01/2008 - 05/2008, Lecturer in marketing, EMBA classes, Montreal, Canada, Concordia University

Consulting

- 08/2007 - To date, Food and wine reviewer: www.foodwithapoint.com, Varia, Montreal - Reims, Canada - France, Independent consultant
- 01/2004 - 04/2009, Consultant in strategic marketing, Various industries, Montreal, Canada, Independent consultant

Company Experience

- 04/2006 - 04/2009, Research manager, Zoom Media, Montreal, Canada
- 10/2002 - 07/2004, Research manager, Newad Media, Montreal, Canada
- 05/2001 - 09/2002, Communications manager, TOKOM Web, Montreal, Canada
- 01/2001 - 08/2001, Business development intern, Publicis Canada, Montreal, Canada
- 04/2000 - 08/2000, Perfume division intern, L'Oréal Canada, Montreal, Canada