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FORMATION

Diplôme le plus élevé:

2012 Doctorat en Sciences de Gestion, Université de Champagne-Ardennes, France

PUBLICATIONS SCIENTIFIQUES

Articles classés

SAINTIVES, C., R. LUNARDO, D. CHANEY, "Food packaging and the color red: How negative cognitive associations influence feelings of guilt", *Journal of Business Research*, 2021, vol. 134, pp. 589-600 (ABDC :A, FNEGE :2, CNRS :2)

LUNARDO, R., L. BOMPAR, C. SAINTIVES, "Briser la glace avec de l'humour: La propriété soulageante de l'humour et ses effets sur la performance des vendeurs ", *Recherche et Applications en Marketing*, 2020, vol. 36, no. 2

MANITA, R., N. ELOMMAL, R. DANG, C. SAINTIVES, L. HOUANTI, "Does board gender diversity affect firm performance? The mediating role of innovation on the French stock market", *International Journal of Entrepreneurship and Small Business*, 2020, vol. 39

SAINTIVES, C., "Guilt online vs. offline: what are its consequences on consumer behavior?", *Journal of Retailing and Consumer Services*, 2020, vol. 55 (ABDC :A)

SAINTIVES, C., R. LUNARDO, "How autonomy makes an experience pleasurable: The roles of risk perception and personal contro", *Recherche et Applications en Marketing*, 2019, vol. 35, no. 1

LUNARDO, R., L. BOMPAR, C. SAINTIVES, "Humor Usage by Sellers and Sales Performance: The Roles of the Exploration Relationship Phase and Types of Humor", *Recherche et Applications en Marketing*, 2018, vol. 33, no. 2

BOMPAR, L., R. LUNARDO, C. SAINTIVES, "The effects of humor usage by salespersons: The roles of humor type and business sector", *Journal of Business and Industrial Marketing*, 2018 (ABDC :A, FNEGE :3, CNRS :3)

LUNARDO, R., C. SAINTIVES, "Coping with the ambivalent emotions of guilt and pride in the service context", *Journal of Services Marketing*, 2017, vol. 32, no. 3 (ABDC :A, FNEGE :3, CNRS :3)

SAINTIVES, C., "Comment les consommateurs gèrent-ils leur culpabilité post-consommation ? Une typologie des consommateurs selon les stratégies de coping adoptées", *Management et Avenir*, 2016, no. 86 (FNEGE :3, CNRS :4)

SAINTIVES, C., R. LUNARDO, "Coping with Guilt: The Roles of Rumination and Positive Reappraisal in the Effects of Post-Consumption Guilt", *Psychology and Marketing*, 2016, vol. 33, no. 5 (ABDC :A, FNEGE :2, CNRS :3)

SAINTIVES, C., R. LUNARDO, "How guilt affects consumption intention: the role of rumination, emotional support and shame", *Journal of Consumer Marketing*, 2016, vol. 33, no. 1 (ABDC :B, FNEGE :4, CNRS :4)

SAINTIVES, C., D. CHANEY, R. LUNARDO, "In-store quality (in)congruency as a driver of perceived legitimacy and shopping behavior", *Journal of Retailing and Consumer Services*, 2015 (ABDC :A, FNEGE :3, CNRS :3)

SAINTIVES, C., R. LUNARDO, "The effect of naturalness claims on perceptions of product naturalness in the point of purchase", *Journal of Retailing and Consumer Services*, 2013, vol. 20, pp. 529-537 (FNEGE :3)

SAINTIVES, C., R. LUNARDO, D. ROUX, "Une étude exploratoire des inférences de contrôle du consommateur face à l'atmosphère du point de vente", *Management et Avenir*, 2012, vol. 55, pp. 58-78 (FNEGE :4)

Autres articles

MERAL, H., C. SAINTIVES, "Is it really natural? How minimalist food packaging influences consumers' perception of product naturalness", *British Food Journal*, 2024

SAINTIVES, C., L. BOMPAR, R. LUNARDO, S. BRION, "Humor usage by sellers: Effects of aggressive and constructive humor types on perceptions of Machiavellianism and relational outcomes", *Journal of Business and Industrial Marketing*, 2023

Etudes de cas publiées

SAINTIVES, C., H. MERAL - "VEJA: Vers des baskets toujours plus respectueuses de l'Homme et de l'environnement" - 2022, Bordeaux, FRANCE

Contribution média de référence (valorisation)

MERAL, H., C. SAINTIVES - "Quelle est l'influence des emballages sur la perception des produits alimentaires ?" - 2024, *The Conversation*, FRANCE