



Michael ANTIOCO, PhD

Dean of Faculty and Research

Professor - Speciality: Marketing

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Michael Antioco joined EDHEC Business School as Professor in Marketing in September 2013. Prior to joining EDHEC, Michael held a tenured faculty position at EMLYON Business School where he taught in Ecully (France) and Shanghai (China) and a visiting position at TIAS School for Business and Society, Tilburg University (the Netherlands).

The broad area of his quantitative research is customer understanding with a focus on formulating practical recommendations for decision-making, product innovation and marketing communications. He mainly carries out his research in the high-tech and luxury sectors. For his research, he has collaborated with firms such as Ion Beam Applications (IBA), ING Banking & Insurance, Philips, L'Oréal division luxe, Lancel, and Printemps retailers (Kering), among others.

EDUCATIONAL BACKGROUND

2002 - 2006	<p>Eindhoven University of Technology, the Netherlands Faculty of Technology Management Ph.D. in Marketing & Innovation Studies</p>
2004 - 2005	<p>Purdue University, West Lafayette, USA Department of Consumer Sciences and Retailing Visiting Scholar</p>
2001 - 2002	<p>Louvain School of Management, Belgium Catholic University of Louvain Research Master of Business Science (DEA)</p>
1996 - 2001	<p>Louvain School of Management, Belgium Catholic University of Louvain Master of Business Science</p>
1999 - 2000	<p>Faculty of Comparative Culture, Japan Sophia University of Tokyo One-year Exchange Program</p>

PROFESSIONAL EXPERIENCE

- 2021 - *Current* **EDHEC Business School, France**
• Dean of Faculty and Research
- 2020 - *Current* **EDHEC Business School, France**
• Member of the Program Management Committee
- 2014 - 2020 **EDHEC Business School, France**
Marketing Department
• Head of Faculty, Marketing
- 2013 - *Current* **EDHEC Business School, France**
Marketing Department
• Professor in Marketing
- 2010 - 2013 **EMLYON Business School, France**
Markets & Innovation Department
• Associate Professor in Marketing
- 2008 - 2013 **TIAS School for Business and Society, the Netherlands**
Tilburg University
• Visiting Faculty
- 2006 - 2010 **IESEG School of Management Lille|Paris, France**
Lille Catholic University
Marketing Department
• Assistant & Associate Professor in Marketing
- 2002 - 2006 **Eindhoven University of Technology, the Netherlands**
Department of Organization Science & Marketing
• PhD Candidate
- 2005 - 2006 **Vanderlande Industries, Veghel, the Netherlands**
Social Networks Analysis
• Part-time Intern
- 2004 - 2005 **Purdue University, West Lafayette, USA**
Department of Consumer Sciences and Retailing
• Visiting Scholar
- 2001 - 2002 **Louvain School of Management, Belgium**
Catholic University of Louvain
• Researcher in Relationship Marketing and E-Business.
- 2000 - 2001 **IBA N.V., Louvain-la-Neuve, Belgium**
Business Development Department
• Intern

- 2000 **Hewlett Packard, Brussels, Belgium**
Operations Service Centre Department
- Intern
- 2000 **Zenken Honsha, Tokyo, Japan**
- Education
- 1997 **Unilever, Dublin, Ireland**
Finance Department
- Intern

TEACHING EXPERIENCE

Marketing Management (2006 - 2025)
Marketing Luxury Products/Luxury Branding/Luxury Strategy (2008 - Current)
Research Methods for Business (2017 - 2020)
Product Innovation Management (2006 - 2012)
Customer Feedback Management (2011 - 2012)
Strategic Marketing (2002 - 2008)

RESEARCH INTERESTS

Customer/consumer understanding in the contexts of:

1. New Product Development/Innovation
2. Product feedback management
3. Advertising responses/Marketing communications

Methods:

Survey, Linguistics Analysis, Quasi-Experiments, Quantitative Methods, UCINET

Sectors:

FMCG, Luxury goods, Skincare and high-tech products.

JOURNAL ARTICLES (2005 - Current)

Antioco, M., K. Coussement, C. Fletcher-Chen, and C. Prange (2023). **"What's in a Word? Adopting a Linguistic-Style Analysis of Western MNC's Global Press Releases,"** *Journal of World Business*, 58 (2), 1-16.

Antioco, M. and K. Coussement (2018). **"Misreading of Consumer Dissatisfaction in Online Product Reviews: Writing Style as a Cause for Bias,"** *International Journal of Information Management*, 38 (1), 301-310.

Coussement, K., D. Benoit, and M. Antioco (2015). **"A Bayesian Approach for Incorporating Expert Opinions into Decision Support Systems: A Case Study of Online Consumer-Satisfaction Detection,"** *Decision Support Systems*, 79 (Nov), 24-32.

Antioco, M., J. Vanhamme, A. Hardy, and L. Bernardin (2012). "**On the Importance of Social Integration for Minority Targeting Effectiveness,**" *International Journal of Research in Marketing*, 29(4), 380-389.

Antioco, M., D. Smeesters, and A. Le Boedec (2012), "**Take Your Pick: Kate Moss or the Girl Next Door? The Effectiveness of Cosmetics Advertising?**" *Journal of Advertising Research*, 52(1), 1-16.

Lindgreen, A., Hingley, M.K., and Antioco, M (2011). "**Value Marketing in the Health Care Industry,**" *Journal of Marketing Management*, 27(3-4), 199-206.

Moenaert R.K., H. Robben, M. Antioco, V. Deschamphelaere, and E. Roks (2010). "**Strategic Innovation Decisions: What You Foresee is not What You Get,**" *Journal of Product Innovation Management*, 27(6), 840-855.

Antioco, M. and M. Kleijnen (2010), "**Consumer adoption of technological innovations: Effects of psychological and functional barriers in a lack of content versus a presence of content situation,**" *European Journal of Marketing*, 44(11/12), 1700-1724.

Lindgreen, A., R. Palmer, M. Wetzels, and M. Antioco (2009), "**Do different marketing practices require different leadership styles? An exploratory study,**" *Journal of Business & Industrial Marketing*, 24(1), 14-26.

Lindgreen, A., M. Antioco, D. Harness, and R. van der Sloot (2009), "**Purchasing and marketing of economic, social, and environmental responsibilities in high-tech medical equipment systems,**" *Journal of Business Ethics*, 85, 445-462.

Lindgreen, A., M. Antioco, R. Palmer, (2009), "**High-tech, innovative products: identifying and meeting business customers' value needs,**" *Journal of Business & Industrial Marketing*, 24(3/4), 182-197.

Antioco, M., R.K. Moenaert, R.A. Feinberg, and M.G.M. Wetzels (2008), "**Integrating service and design: The influences of organizational and communication factors on relative product and service characteristics,**" *Journal of the Academy of Marketing Science*, 36(4), 501-521.

Antioco, M., R.K. Moenaert, and A. Lindgreen (2008), "**Reducing on-going product design decision-making bias,**" *Journal of Product Innovation Management*, 25(6), 528-545.

Antioco, M., R.K. Moenaert, A. Lindgreen, and M.G.M. Wetzels (2008), "**Organizational antecedents to and consequences of service business orientations in manufacturing companies,**" *Journal of the Academy of Marketing Science*, 36(3), 337-358.

De Moerloose, C., M. Antioco, A. Lindgreen, and R. Palmer (2005), "**Information kiosks: The case of the Belgian retail sector,**" *International Journal of Retail & Distribution Management*, 33(6), 472-490.

CONFERENCE PROCEEDINGS

Antioco M., Bouten L., Coussement K., Hoozee S., (2016), "Impression Management in CSR-related Press Releases: An Empirical Investigation based upon Textual Characteristics," *The 6th CSEAR North America Conference*, Illinois, 1-2 June.

Coussement, K., D. Benoit, and M. Antioco (2014), "Incorporating Expert Opinions into Statistical Models," *IFORS*, Barcelona, 13-18 July.

Prange, C. and M. Antioco (2013). "Analyzing MNC-Subsidiary Managers' Mindsets - A Diary Study." *Academy of Management Annual Meeting*, Orlando. 8-15 August.

Coussement K. and M. Antioco (2013). "Warning about Product Feedback: How Consumers Write it Influences What Managers Make of It," *Proceedings of the 20th International Product Development Management Conference*, EIASM, 23-25 June, Université de Paris Dauphine, France (Runner-up best paper award).

Coussement K. and M. Antioco (2012). "Managing Information Overload: The Case of Online Product Review Categorization," *Proceedings of the Academy of Marketing Science Annual Conference*, New Orleans, 15-20 May, New Orleans, Louisiana, USA.

Moenaert R.K., M. Antioco, H. Robben, and P. Gouw (2011). "Innovation and the Strategic Agenda of the Firm," *Proceedings of the 18th International Product Development Management Conference*, EIASM, 5-7 June, University of Delft, the Netherlands.

Moenaert R.K., H. Robben, M. Antioco, V. Deschamphelaere, and E. Roks (2009). "Strategic Decision Making and New Product Development", *Proceedings of the 16th International Product Development Management Conference*, EIASM, 7-9 June, University of Twente, the Netherlands.

Antioco, M., R.K. Moenaert, and A. Lindgreen (2007), "Reducing on-going product design decision-making bias," *Proceedings of the 14th International Product Development Management Conference*, EIASM, 10-13 June, University of Porto, Porto, Portugal (Best Paper Award).

Antioco, M. and M. Kleijnen (2007), "Consumer adoption of technological innovations: Effects of psychological and functional barriers in a lack of content versus a presence of content situation," *Proceedings of the 36th European Marketing Academy Conference*, EIASM, 22-25 May, University of Reykjavik, Reykjavik, Iceland.

Antioco, M., R.K. Moenaert, and M.G.M. Wetzels (2004), "R&D/Service integration mechanisms in manufacturing firms: Impact on new product selling performance," *Proceedings of the 11th International Product Development Management Conference*, EIASM, 20-22 June, University of Dublin, Trinity College, Dublin.

Antioco, M. (2003), "Design for service - Service for design: Exploring the interface between marketing and design," *Proceedings of the 16th EMAC Doctoral Colloquium*, 18-20 May, University of Strathclyde, Glasgow.

Antioco, M., M. Wetzels, and A. Lindgreen (2003), "Design for service - service for design: exploring the interface between marketing and design," in Karlsson, C. and Hustad, T. (Eds.),

Proceedings of the 10th International Product Development Management Conference, EIASM, 10-11 June, Brussels.

Antioco, M. and A. Lindgreen (2002), "Relationship marketing in the Internet age: a research agenda," In Baker, M. (Ed.). *Proceedings of the Annual Conference of the Academy of Marketing: Doctoral Colloquium*, 1 July, Nottingham University Business School.

Lindgreen, A., M. Antioco, and M.G.M. Wetzels (2002), "The creation of a video chat service on the Internet," In Paliwoda, S., Wright, L. T., Abbott, J., and Stone, M. (Eds.). *E-Business: Proceedings of the E-business Conference*, 4 December, Birmingham Business School. (Award of merit).

ACADEMIC SERVICES

Since 2023	Peer Review Team / Assessor for AMBA & BGA Accreditation
Since 2005	Editorial review Board of <i>Industrial Marketing Management</i>
Since 2008	Reviewer: <i>Journal of Business Ethics</i> , <i>Journal of Business Research</i> , <i>EMAC</i>
Since 2011	Reviewer: <i>Journal of Product Innovation Management</i>
Since 2018	Jury Member of PhD / DBA committees at the KUL (Leuven), the University of Antwerp (UA) and the United Arab Emirates University (UAEU)
2010-2018	Responsible for MSc Marketing Essentials (Coordination of all faculty members)
2011-2013	Advisor accreditations & Program Design: Master in Luxury Management
2014	External invited member for the recruitment committee of the University of Neuchâtel, Switzerland

LANGUAGES

English, Dutch, French, and basic German.