

Curriculum Vitae



Dr. Fatima Regany

Present employment: University of Lille/ IAE Lille University of Management

Address: 661, avenue des Nations Unies 59 100 Roubaix - France

Phone: +33 3 20 73 08 05

e-mail: fatima.regany@univ-lille.fr

ACADEMIC DEGREES

October 2012 Doctoral degree (Sciences de Gestion), University of Lille

June 2009 Master of advanced Studies in Marketing Research, University of Lille 2

PROFESSIONAL APPOINTMENTS

October 2013 - present Assistant Professor (Maître de conférences), University of Lille, IAE Lille

2011-2013 Teaching assistant and Postdoctoral researcher, University of Lille and Department of Marketing & Management SKEMA Business School

SCIENTIFIC FOCUS AREAS

General subject area: sustainable marketing and branding, consumer experience, retailing, multicultural marketplaces.

RESEARCH ACTIVITY (ULR 4999, LUMEN Research Center, Axe CCM)

Articles:

Regany, F., Benmecheddal, A., Belkhir, M., & Djelassi, S. (2021). Conflicting coexistence of legitimation and delegitimation logics in a revived market: The case of a traditional clothing market. *Journal of Business Research*, 123, 438-449.

Jafari A., Dedeoglu A.Ö., Regany F., Ustünagli E. et Batat W., Rethinking Religion in the Context of Ethnicity and Wellbeing, *Marketing Theory*, October 13, 2014.

Visconti L.M., Jafari A., Batat W., Broeckerhoff A., Dedeoglu A.Ö., Demangeot C., Kipnis E., Lindridge A., Peñaloza L.N., Pullig C., Regany F., Ustundagli E. and Weinberger M.F. (2014), Consumer ethnicity three decades after: A TCR agenda, *Journal of Marketing Management*, vol. 30, 2014.

Book chapters:

Regany, F. and Emontspool, J. They're taking us for fools: When ethnic spectacles are perceived as dystopias 2015 *Consumer Culture Theory* . Thyroff, A. E., Murray, J. B. & Belk, R. W. (red.). Bradford, UK: Emerald Group Publishing Limited, Vol. 17, s. 295-309 (Research in Consumer Behavior, Vol. 17).

Regany F. and Visconti L.M. 2014, La clientèle ethnique, un dilemme pour les distributeurs ?, in Collin-Lachaud I., *Repenser le commerce*, Editions EMS.

Regany F., Visconti L.M. et Fosse-Gomez M-H. (2012), A Closer Glance at the Notion of Boundaries in Acculturation Studies: Typologies, Intergenerational Divergences, and Consumer Agency, *Research in Consumer Behavior*, Vol 14, s. 195-213, (Research in Consumer Behavior) Edition Russ Belk.

Hadj Hmida M., Regany F. et Stamboli C. (2012), Le secteur alimentaire français à la rencontre de l'ethnicité, in Béji-Bécheur A. et Ozcaglar-Toulouse N., *L'ethnicité, Fabrique Marketing ?*, éditions EMS Management et Société.

Participation in national and international academic conferences:

Regany, F., Gorge, H., Cailluet, L. (2020). Branding the Past: Constructing Brand'S Heritage. *ACR North American Advances*.

Herbert M., Regany F, "Traitement iconographie dans un support de presse ethnique : une approche par le carré sémiotique », congrès de l'Association Française de Marketing, mai 2019, Le Havre

Jelassi S., Regany, F., Belkhir M., "Preservation logics of a declining cultural heritage product: case the Tunisian Sefsari traditional women dress", European Association of Consumer Research, Gent, 12-15 June 2018.

Regany, F. and Emontspool J., "Celebrating Ramadan and the Chinese New Year in a French supermarket? Liquid retail and the challenges of ethnic inter-group tensions in multicultural marketplaces", Paper presented at Academy of Marketing Science World Congress, July 2016, Paris, France

Regany, F., & Emontspool, J. "'They're taking us for fools'- Ethnic theming of mundane retailscapes and dystopic spectacles", Paper presented at the Consumer Culture Theory Conference, June 2015, Fayetteville, Arkansas, USA

Regany F., Schill Marie et Fosse-Gomez Marie-Hélène; Famille et marché : à la recherche de nouvelles frontières, Paper presented at *15è journées Normandes de la recherche sur la consommation*, Novembre 2015, Le Mans, France

Regany F. et Fosse-Gomez M.H. (2014), Is she addicted to the supermarket ? the supermarket as an identity resource for the housewife, Paper presented at the *Consumer Culture Theory Conference*, Helsinki, Finland

Godefroit et Regany (2013), Quelles compétences pour naviguer dans un nouveau contexte de consommation? Une recherche multisite sur le shopping en supermarché, Paper presented at the AFM Conference, La Rochelle, France

Regany, Visconti et Fosse-Gomez (2012), A Closer Glimpse at the Notion of Boundaries in Acculturation Studies, paper presented at the *Consumer Culture Theory Conference*, Oxford, UK

Regany et Fosse-Gomez (2012), Dilemme au rayon halal, paper presented at the *Actes du 15^e colloque Etienne Thil*, Lille, France

Fosse-Gomez et Regany (2010), Les apports de la CCT à l'étude de la décision d'achat familial : le cas des familles marocaines vivant en France, *paper presented at the Actes des 9^e journées Normandes de recherche sur la consommation*, Rouen, France

Fosse-Gomez et Regany (2009), Effets de l'interaction entre l'acculturation et le développement sociétal sur la décision d'achat familial : application aux migrants marocains de France, paper presented at the *Actes des 14^e journées de recherche en Marketing de Bourgogne*, Dijon, France

PARTICIPATION IN EXTERNALLY FUNDED PROJECTS and Research group

Since 2019	Member of the AFM research group dedicated to Semiotics and Marketing
2020-2023	Member of the industrial research chaire TREND(S) dedicated to retail transformation challenges
2009-2012	ANR (French Government funds for Research projects) on Ethnicity and immigrants' consumption practices

TEACHING & SUPERVISION OF STUDENTS AND THESES

Teaching	Consumer Behaviour, Retail marketing, Marketing 4.0, Research Methodology, Branding. Master degrees.
2014 - present	Responsible for a Master's degree program "Marketing du distributeur international" ("Retailing and marketing" - 70 students – IAE Lille University)
Present	Supervision of masters students theses

PROFESSIONAL EXPERIENCE

2004-2009	Product Manager, McCain Foods, Carvin, France
2002-2004	Product Manager, Bonduelle Overseas, Lille, France and Bonduelle Inc., Brockport, NY, USA.
1999-2002	Commercial assistant, Bonduelle Overseas, Lille, France