Marie Catherine Mars

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Professor - Specialty: Marketing

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Professor **Marie-Catherine Mars** has been a faculty member for height years. She has defended her doctoral dissertation after several years as a marketing manager in the advertising and fashion industry. Her primary research areas revolve around atmospherics and services marketing and also around consumer resistance & alternative consumption. She teaches these subjects for undergraduate and graduate level students.

EDUCATION

22/01/2008	**Doctorate** in Management Science (with distinction), University of Nice Sophia-Antipolis *Thesis Subject : " The role of the Servicescape on consumers' evaluations, perceived value and loyalty"*
2000	**DEA** (equivalent to a Research Masters) in Management Science, University of Nice Sophia-Antipolis *Subject : "New Forms of Consumption : towards a new Paradigm in Marketing?"*
1996	**DESS** (equivalent to a Masters) **in** Marketing, University of Nice Sophia-Antipolis

TEACHING EXPERIENCE

July 2007-Present	**Coordinator of the Marketing Department (Nice Campus)** **Professor of Marketing** Markets, Management and Humanities Department EDHEC Business School, Nice
October 2002 – July 2007	**Assistant Professor** of Marketing, Marketing Department, EDHEC Business School, Nice
September 2001 - Present	**Part-Time Professor** of Marketing, CERAM Business School, Sophia Antipolis
January 2001 - July 2002	**Part-Time Professor** of Marketing, Espeme Program, EDHEC Group, Nice
September 2001 - January 2002	**Part-Time Professor** of Marketing, IPAG Business School, Nice, French & International Programs
January 2001 - December 2001	**Part-Time Professor** of Marketing, U.S.E Business School, Monaco, International Program

PROFESSIONNAL NON-TEACHING EXPERIENCE

2001	EDHEC Business School, **Research Assistant**, Marketing Department, Nice
1999 – 2000	MC COMPANY, **Marketing Product Manager**, Monaco
1997 – 1999	CRYPTONE; **Marketing Assistant**, Nice
1997	DMBB, **Media Surveys Assistant**, Paris

PUBLICATIONS

Conference Presentations

« L'influence du contenu du message publicitaire et des caractéristiques motivationnelles sur les réponses du consommateur aux publicités vertes », MC Mars et L. Menvielle, X° International Marketing Trends Conference, Paris, 20-22 Janvier 2011

"Women's Resistance to Idealized Images of Feminine Beauty in Advertising", S. Borau et MC Mars, 39th EMAC Conference, Copenhagen, 1-4 June 2010

« Comprendre la consommation de cosmétiques biologiques : une approche exploratoire par les valeurs du consommateur », MC Mars, L. Menvielle, K. Depardon et J. Albrecht, IX° International Marketing Trends Conference, Venise, 21-23 Janvier 2010

« L'influence de la musique d'ambiance en environnement de services : une étude exploratoire en contexte hôtelier », N. Minvielle et MC Mars, IX° International Marketing Trends Conference, Venise, 21-23 Janvier 2010

« Le comportement d'anti-consommation dans le domaine des cosmétiques : étude exploratoire sur le rejet des marques traditionnelles et la consommation de cosmétiques biologiques », MC Mars et K Depardon, XXV° Congrès International de l'Association Française de Marketing, ESCP-EAP, Londres, 14 et 15 mai 2009

« Les cosmétiques biologiques : exploration d'une consommation alternative et résistante », MC Mars et K. Depardon, 13° Journées de Recherche en Marketing de Bourgogne, IAE Dijon, 13-14 novembre 2008

« La satisfaction des consommateurs de restaurants fast-food : une étude exploratoire multiculturelle », W. Menvielle, L. Menvielle et MC Mars, 12° Journées de Recherche en Marketing de Bourgogne, IAE Dijon, 8-9 novembre 2007

Refeered Articles

« La satisfaction des consommateurs auprès de PME de la restauration libre-service : une étude exploratoire », W. Menvielle, L. Menvielle et MC Mars, Revue Internationale PME, vol.21, n°3/4, 2008

EXECUTIVE SEMINARS

2007/2008 CAISSE D'EPARGNE Program (Edhec Executive Education): "Services Quality", « Qualitative Methods »

2005/ 2006 Cycle Supérieur de Management Program (Edhec Executive Education) "Market Surveys", "Services Marketing"

2002 Chamber of Commerce and Industry, Nice-Sophia Antipolis, Executive Education: "Consumer Behavior in the Service Industry", June

RESEARCH INTERESTS

- Consumer Behavior
- Consumer Value, Consumer Loyalty
- Experiential Marketing
- Retail atmospherics
- Services Marketing
- Consumer Resistance
- Green Marketing

PROFESSIONAL ASSOCIATIONS

- Member, Association Française de Marketing

COURSES TAUGHT

- Luxury Marketing Management
- Design and Hospitality Management
- Sensory and Experiential Marketing
- Advertising
- Consumer Behavior
- Branding
- Marketing Research
- Retailing
- Statistics
- Principles of Marketing