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Guergana Guintcheva, Ph.D, is Professor of Marketing. She is director of the Business Management track and Programme Director of the Msc in Marketing Management at Lille Campus. Her research and personal passions revolve around entertainment marketing (cinema, museums and video games). She works on a regular basis with museums from Lille region. She has raised 115,000 € as consulting assignments from cultural institutions over the past five years. One example of consulting project she has contributed on is the implementation of a pricing pass, la C'Art (<http://www.lacart.fr>), involving 15 cultural institutions. Her recent academic articles have been published in International Journal of Arts Management (2019, 2015, 2013, 2012, 2009), Psychology & Marketing (2014), Revue Française de Gestion (2015), Décisions Marketing (2010), Revue Française de Marketing (2014).

EDUCATION

- 2003 **PhD** Degree, Montpellier University
 Title: CONSUMER UNIVERSE: Conceptualisation and Impact on Substitutability and Complementarity of Products. Application to Food Consumption.
- « L'univers de consommation. Conceptualisation et impact sur la substituabilité et la complémentarité des produits » (2010). Une application à la consommation alimentaire. Ed. Editions Universitaires Européennes, Rubrique Savoirs, ISBN : 9786131514401, pp. 252.
- 1997 **Post-graduate Diploma** in Management Sciences, Montpellier University
- 1996 **Master** in Economics and Management, Montpellier University

TEACHING EXPERIENCE

- 2002 - Present **Professor** of Marketing, Marketing Department, EDHEC Business School, Lille
- 2001 - 2002 **Assistant Professor**, Toulouse University
- 1999 - 2001 **Assistant Professor**, Montpellier University

CONSULTING ASSIGNMENTS

LaM (Lille Métropole Musée d'art moderne, d'art contemporain et d'art brut)
Consulting project on LaM visitors' behavior and profile evaluation, 2013
MEL (Métropole Européenne de Lille), 2012, 2019
Consulting project on visitors' behavior and museum network management
MEL (Métropole Européenne de Lille), 2010
Consulting project on visitors' habits in the network of 5 museums from Lille region
Central Office of Nutrition, June 2000
Representations, Value and Evaluation of Consumer Food Behaviour Mode

EXECUTIVE SEMINARS

CSM and ICF Executive Programmes
EMBA Lucca, Italy

PUBLICATIONS

Publications:

Pourbaix, A. & G. Guintcheva (2019), *Le rôle des blogs littéraires amateurs dans le processus de décision des jeunes adultes en France*, **Management & Avenir**, Décembre, n° 114, pp. 93-108.

Guintcheva, G. & J. Lagier (2019), *Quel est l'impact du digital dans la valorisation de l'expérience muséale familiale ?* **Management & Avenir**, Septembre, n° 111, pp. 57-78.

Aurier, Ph., G. Guintcheva & J. Passebois (2019), *The Decision to Purchase a Bundled Cultural Pass: The Role of Pre-existing Attitudinal and Behavioural Relationships with One Network Member*, **International Journal of Arts Management**, Special issue: CRM.vol. 21, n°2, pp. 70-82.

Guintcheva G.-Sapino (2017), *L'impact du système de monétisation sur l'expérience de jeu des gamers. Le cas des jeux Free-to-Play*, **Revue Française de Gestion**, vol. 43, n°262, pp. 37-50.

Aurier, Ph. & G. Guintcheva (2015), *The Dynamics of Emotions in Movie Consumption: A Spectator-Centered Approach*, **International Journal of Arts Management**, Special issue: Worldwide Film Industry: Issues and Challenges, vol. 17, n° 2, pp. 5-18.

Aurier, Ph. & G. Guintcheva (2014), *Using Affect-Expectations Theory to Explain the Direction of the Impact of Experiential Emotions on Satisfaction*, **Psychology & Marketing**, vol. 31, n°10, pp. 900-913.

Guintcheva G. (2014), *Le concept de consumer empowerment dans un contexte participatif et son impact sur les enchères en ligne. Le cas des eBayeurs*, **Revue Française du Marketing**, vol. 246, n°1, pp. 63-76.

Guintcheva G. & J. Passebois (2012), *Lille Metropolitan Art Programme: an example of museum networking in the north of France*, **International Journal of Arts Management**, vol. 15, n°1, pp. 54-64.

Passebois J. & G. Guintcheva (2010), *Communautés d'amateurs et création de valeur pour les musées : Le cas des Sociétés d'Amis des Musées (SAM)*, **Décisions Marketing**, numéro spécial sur les Arts et la culture, octobre-décembre, n°60, pp. 33-42.

Logé G., L. Peñaloza & G.; Guintcheva (2010), *On the Impossibility of Sustainable Development without Culture: The Gaze of Art and Perspectives on a Cultural Approach to Marketing*, **EDHEC position paper**, in collaboration with le Musée d'Orsay.

Guintcheva G. & J. Passebois (2009), *Exploring the place of museums in European leisure markets: an approach based on consumer values*, **International Journal of Arts Management**, vol.11, n°2, pp. 4- 19.

Guintcheva G. (2010), *L'univers de consommation. Conceptualisation et impact sur la substituabilité et la complémentarité des produits. Une application à la consommation alimentaire*. Ed. **Editions Universitaires Européennes**, Rubrique Savoirs, ISBN : 9786131514401, pp. 252.

Conference presentations

Guintcheva G. & D. Mangiatordi (2020), "Work hard, play hard[er]": on the effectiveness of video games in competencies development in young generations, 4ème edition colloque **Game Evolution**, May, Paris.

Fandiño S. & G. Guintcheva (2019), *Ludology vs Narratology: Effects of Narratives on Gamer's Experience*, **AIMAC** (Association internationale de management des arts et de la culture), July, Venice.

Barthélémy J., Lemaître A.F. & G. Guintcheva (2018), *Museum accessible for all*. 28-30 May, *Communicating the Museum*, Bruxelles.

Campbell A. & G. Guintcheva (2018), *Renting luxury, really? The role of consumer on-line discourse in de-legitimizing access-based consumption for luxury handbags*. **INSEEC U**, 12 – 13 April, Monaco Symposium on Luxury, Monaco.

Campbell A. & G. Guintcheva (2017), *Owning vs Renting: How cultural value systems influence consumer resistance to access-based modes of consumption*. **AFM** (Association Française du Marketing), 17 – 19 May, Tours.

Ayadi K., G. Guintcheva & J. Lagier (2016), *The screen behind the conversation... On the impact of digital device on children-adults interactions in museum visit*. *Art, Cultural & Creative Industries Symposium*, 23-24 September, Turin.

Guintcheva G. (2016), *Cooperation or rivalry: when private collections enter public museums... On the complex relationship between collectors and museum curators*. **AFM** (Association Française du Marketing), 18 – 20 May, Lyon.

Guintcheva G., C. Balfourier & C. Tardy (2015), *The impact of monetisation system on the gaming experience: The case of free- to-play video games*. **AIMAC** (Association internationale de management des arts et de la culture), July, Aix en Provence.

Aurier Ph., G. Guintcheva & J. Passebois (2014), *Cultural networking and relation management tools for specific territories: The case of the « C'Art» pricing pass in the Lille region*. **Third International Research Conference on The Cultural and Creative Industries**, May, Antwerpen.

Aurier Ph. & G. Guintcheva (2014), *From book to movie: an investigation of adaptation and its impact on spectators' evaluation judgment*, **AFM** (Association Française du Marketing), 15 – 17 mai, Montpellier.

Aurier Ph., G. Guintcheva & J. Passebois (2013), *L'offre culturelle en réseau : un outil de fidélisation des visiteurs sur un territoire ?*, **AFM** (Association Française du Marketing), 15 – 17 mai 2013, La Rochelle.

Guintcheva G. & J. Passebois (2011), *La mise en réseau culturelle : une application à la sphère muséale*, **AIMAC** (Association internationale de management des arts et de la culture), July, Antwerpen. **Finalist best paper award**.

Passebois J. & G. Guintcheva (2011), *Les Sociétés d'amis de musées : Des amis qui vous veulent du bien ?*, **AIMAC** (Association internationale de management des arts et de la culture), July, Antwerpen.

Guintcheva G. & J. Passebois (2006), *The Place of the Visit to a Museum in the Competitive Universe of Leisure Activities: an Approach Based on Perceived Consumer Benefits*, **Academy of Marketing Conference**, July, London, UK.

Aurier Ph. & G. Guintcheva (2005), *How perceived complementarity influences simultaneous choices: the application to food consumption*, **9th International Conference on Marketing and Development**, June, Thessaloniki, Greece.

Aurier Ph. & G. Guintcheva (2004), *Consumer Universe: Conceptualisation and Impact on the Substitutability and Complementarity of Products. The Application to Food Consumption*, **8th International Research Seminar in Service Management**, La Londe les Maures, France.

The Concept of Consumer Universe, European PhD Days in Montpellier: Economics and Agriculture, Rural and Agricultural Nutrition, June 2003, Montpellier, France.

Guintcheva G. (2001), *The Concept of Consumer Universe and its Impact on Assortment Building*, **European Marketing Academy Conference**, May, Bergen, Norway.

CASE STUDIES

«Art and its contribution to business: the case of Louis Vuitton's Espace Culturel », ECCH 2015. Case ref: 515-195-1 / 8

« Développement d'une offre culturelle en réseau sur un territoire donné : le cas de la C'Art à Lille », 2014 – case in Marketing des Services, Denis Lapert, Pearson

« Whirlpool Greenkitchen: Innovation development and Marketing Strategy » (with B. Nikolaev), ECCH, 2009. Case ref: 510-084-1

RESEARCH INTERESTS

- Arts and cultural consumption
- Emotions
- Satisfaction
- Cinema consumption
- Video-game business models

TEACHING SPECIALITIES

- Cultural Marketing
- Entertainment Marketing
- Consumer Behaviour
- Marketing research (qualitative techniques)
- Marketing Management