

Joëlle Vanhamme, PhD
Professor - Speciality: Marketing

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Joëlle Vanhamme, Ph.D, is Professor of Marketing at EDHEC Business School. Prior to joining EDHEC, Professor Vanhamme was faculty member at Rotterdam School of Management and IESEG School of Management. She received her doctorate from the Catholic University of Louvain (Louvain School of Management, 2002) and her accreditation to supervise research (French habilitation qualification, 2012) from the University of Bourgogne. Between 2011 and 2018 Joëlle Vanhamme was the Editor of the *Journal of Business Ethics*'s section on corporate social responsibility (quantitative issues), one of the FT50 journal list. Her research has appeared in top-ranking journals such as the *California Management Review*, *International Journal of Research in Marketing*, *Journal of Business Ethics*, *Journal of Retailing*, *Marketing Letters, and Organization Studies*. One of Joëlle Vanhamme's core research streams focusses on sustainable marketing and corporate social responsibility (e.g., influence of corporate social responsibility communication on consumers; how to promote more responsible consumers' behaviours such as healthy eating or sustainable behaviours; how to curb product obsolescence)

RESEARCH (CITATIONS) SITES

- Google Scholar: https://scholar.google.com/citations?hl=en&user=ThilMMoAAAAJ
- ORCID: https://orcid.org/0000-0003-1658-8008
- Web of Science: KOC-4843-2024
- ScholarGPS® ID: 24498154865577
- SCOPUS: https://www.scopus.com/authid/detail.uri?authorId=8571014900
- ResearchGate: https://www.researchgate.net/profile/Joelle-Vanhamme

EDUCATION

06/2012 — **Habilitation à Diriger les Recherches in Management science**
IAE Dijon & Cermab-LEG (UMR CNRS 5118)
Université de Bourgogne, France.
Jury: M. Filser, E. Vernette, D. Bourgeon Renault, J. Brée, G. Laurent, D. Merunka.

10/1998-03/2002 — **Ph.D. in Management science**
Université Catholique de Louvain / Louvain School of Management, Louvain-La-Neuve, Belgium
- Thesis: "The emotion of surprise and its influence on consumers' satisfaction"
Supervisors: C. Derbaix, P. Pellemans
Other members of the jury: J. Brée, B. Pras, R. Peeters, H.M.J.J. Snelders

01/1998-07/1999 — **Master (« DEC ») in Psychology**
Université Catholique de Louvain / Faculté de Psychologie et des Sciences de l'Education, Louvain-La-Neuve, Belgium
- Thesis: "Surprise as a marketing tool? The case of a purchase experience", Supervisor: G. Lories, Jury: Ph. Béguin, C. Vandenberghe.

1995-1996 — **Cems' Master**

07/1991-06/1996 — **Bachelor and Master in Management (Sept. 1991 - June 1996) - Specialization: Marketing**
Université Catholique de Louvain / Faculté des sciences économiques, sociales et politiques, Louvain-La-Neuve, Belgium
-Thesis: "Senior marketing applied to the retailing industry: Delhaize Le Lion", Supervisor: J.-J. Lambin, Other members of the jury: P. Wijvekens, C. Allard.

1995 — **IMSceC International Business Exchange Program (*Sept.- Dec. 1995)***
Erasmus Universiteit Rotterdam, Bedrijfskunde Faculteit, Rotterdam, The Netherlands

WORK EXPERIENCE

09/2022-10/2025 — **EDHEC Business School – Executive MBA**
Lille - France
Academic Director

01/2011- — **EDHEC Business School - Marketing Department**
Lille - France
FULL PROFESSOR

1996-2010 — **VIC SA**
Brussels – Belgium
MEMBER OF THE BOARD OF DIRECTORS

02/2009-12/2010	**Université catholique de Lille** **IESEG School of Management / Marketing Department** Lille - France ASSOCIATE PROFESSOR
11/2008-10/2009	**The University of Hull** **Hull University Business School, Department of Marketing** Hull – United Kingdom VISITING PROFESSOR
08/2002-01/2009	**Erasmus Universiteit Rotterdam** **School of Management (RSM), Department of Marketing** Rotterdam – The Netherlands ASSISTANT PROFESSOR
1996-2002	**REFACOM SA** Brussels – Belgium MEMBER OF THE BOARD OF DIRECTORS
10/1999-07/2002	**Fonds National de la Recherche Scientifique** **Host university: Université Catholique de Louvain/Louvain School of Management (LSM)/Marketing department** Louvain-La-Neuve, Belgium ASPIRANTE FNRS (RESEARCH FELLOW FNRS)
06/2002-07/2002	**Eindhoven University of Technology** **Faculty of Management en Marketing** Eindhoven – The Netherlands GUEST RESEARCH FELLOW
02/2001-03/2001	**Delft University of Technology** **Faculty of Industrial Design** Delft – The Netherlands VISITING RESEARCH FELLOW
12/1999-08/2000	**The University of Auckland** **School of Business and Economics/ Marketing Department** Auckland, New Zealand VISITING RESEARCH FELLOW AND VISITING LECTURER
10/1997-10/1999	**Université Catholique de Louvain** Louvain-La-Neuve, Belgium TEACHING AND RESEARCH ASSISTANT IN MARKETING
02/1997-10/1997	**InduTec ASBL** Brussels, Belgium *DIRECTION ATTACHÉ* AND EDITOR OF 'INDUTEC NEWS'
09/1996-07/1997	**Carré Jaune S.A. (Marketing Department)** Brussels, Belgium

MARKET ANALYST (clients: GB [Carrefour], Ixina/Electro Cash)

07/1996-09/1996 **DESCO GmbH**
Frankfurt, Germany
CEMS' INTERNSHIP, MARKET RESEARCH.

TEACHING SPECIALITIES

PHD SUPERVISION

- PhD thesis co-supervisor (with V. Swaen) : Pauline Munten – Université catholique de Louvain – 2016-2021
- PhD thesis co-supervisor (with V. Swaen) : Catherine Janssen – Université catholique de Louvain – 2009-2013 ; Catherine was awarded the ICM fellow PhD. grant in 2010
- Member of PhD thesis supervision committee and jury member : Anne-Cécile Jeandrain – Université catholique de Louvain –2004-2006

RESEARCH MASTER THESES SUPERVISION

- 2011 - : supervision of Msc theses and exec MBA theses at Edhec Business School
- 2009-2010 : supervision of master student's theses at IESEG School of Management
- 2002-2009 : supervision of 73 master student's theses at Erasmus University Rotterdam
- 1997-2002: co-supervision of master theses at Université Catholique de Louvain and Facultés Universitaires Catholiques de Mons

COURSES TAUGHT

- MARKETING MANAGEMENT – Executive MBA
- FUNDAMENTALS OF QUANTITATIVE RESEARCH – Executive Ph.D. / DBA
- ADVANCED CONSUMER BEHAVIOR – Msc
- SERVICES MARKETING – Msc and Bachelor
- EXPERIMENTAL DESIGNS IN MARKETING – Msc
- MARKETING COMMUNICATION – Msc and Bachelor
- STRATEGIC MARKETING – Bachelor

MEMBERSHIPS

RESEARCH CENTER MEMBER:

- CCMS (Center on Consumer and Marketing Strategy), Belgium: 2015-…
- LEM UMR CNRS, France: 2009 - 2010
- ERIM Fellow Member at Erasmus University, The Netherlands: 2002-2009
- LABACC Associate Member at FUCAM, Belgium: 1998-2002

ASSOCIATIONS:

- Since 2000, Member of the European Marketing Academy
- 2000-2021, Member of the Society for Consumer Psychology
- Since 2000, Member of the Association for Consumer Research
- Since 2000, Member of Association française du Marketing
- In 1999, Member of the Australian and New Zealand Marketing Academy
- In 2000, Member of the New Zealand Strategic Management Society

PRIZES AND AWARDS

- 2026; Winner (category « Transformer le marketing et la relation client ») for the « 17ème Prix Académique de la Recherche en management », Syntec/FNEGE for : ALBERTO DA SILVA, A., FERECATU, A., VANHAMME, J., PUNTONI, S, AND ALBERTO SOUZA E SILVA, R. (2025), Enhancing B2B sustainability through customer training in product-service systems: A design science approach, Industrial Marketing Management, Volume 125, February 2025, Pages 355-372.
- 2023; Among the finalists for the « 14ème Prix Académique de la Recherche en management », Syntec/FNEGE for Munten, P. and Vanhamme, J. (2023), To reduce waste, have it repaired! The quality signaling effect of product repairability, in Journal of Business Research.
- 2022; Among the finalists for the « 13ème Prix Académique de la Recherche en management », Syntec/FNEGE for Vanhamme, J. et al. (forthcoming), Luxury Ethical Consumers, forthcoming in Journal of Business Ethics.
- 2018; Teaching Excellence Award
- 2015; Among the finalists for the « 7ème Prix Académique de la Recherche en management », Syntec/FNEGE for Vanhamme, J. (2017), Playing with Fire. *Marketing Letters*, 26(4), 565-578.
- 2012; External Project Partner for the grant awarded by Forschungsförderungsfonds (FFF) der Universität Liechtenstein. Partners: Christine Vallaster (Universität Liechtenstein), Adam Lindgreen (Cardiff Business School), François Maon (IESEG), Joëlle Vanhamme (Edhec Business School)
- 2005; Research bonus awarded by Erasmus University in connection with my Veni research project short-listed by the Dutch National Research Organization (NWO)
- 2003; Awarded the prize for the best PhD. thesis, Prix Nicolas, by the Académie des Sciences Commerciales, Paris (France).
- 2000; Awarded one of the ten French Community (Belgium) Travel Grants.
- 2000; Best doctoral Paper – Academy of Marketing
- 2000; 2d Prize Best Paper in Relationship Marketing – Academy of Marketing
- 1999; Among the three finalists for the "Best PhD. Student Paper Award" at the ANZMAC99 Doctoral Colloquium;
- 1999; Awarded a 4-year PhD grant by Belgian National Research Organization (FNRS)
- 1995; First prize - business project: Market study for Tony Stone Images (England).

OTHER ACADEMIC ACTIVITIES

TRACK CHAIR

- EMAC - SOCIAL RESPONSIBILITY & ETHICS : 2015-2017; 2019-2025

MEMBER OF SCIENTIFIC COMMITTEE:

- Monaco Symposium on Luxury (2018, 2020, 2021, 2023)
- CSR Research Seminar (2013, 2014, 2015)

EDITORSHIPS

- Journal of Business Ethics' CSR section (quantitative issue) : 2011-2018
- Special issue Recherche et Applications en marketing - Marketing & Ethics : 2017

MEMBER OF EDITORIAL REVIEW BOARD:

- Recherche et Applications en Marketing (2007-2021)
- Industrial Marketing Management

AD HOC REVIEWER:

- Journal of Retailing
- European Journal of Marketing
- Journal of Business Ethics
- Journal of Business Research
- Journal of Marketing
- International Journal of Research in Marketing
- International Journal of Advertising Research
- Journal of Business Research
- Motivation and Emotion
- Recherche et Applications en marketing
- Reviewer for books and for marketing conferences (e.g., Congrès de l'Association Française du Marketing, Les journées de la satisfaction, EMAC, SCP Doctoral competition, Lalonde Seminar, ACR,)
- Reviewer for FNEGE best PhD thesis (2010, 2011)

REFEREE FOR RESEARCH FUNDING APPLICATIONS:

- Fonds Wetenschappelijk Onderzoek (FWO) - Vlaanderen, Belgium: 2017

MEMBER OF JOURNAL RANKING COMMITTEE:

- International commission – FNEGE ranking 2022

MEMBER OF ETHICS BOARD:

- Ethics Committee AFM 2021- 2022

MEMBER OF JURY:

PhD. Theses and HDR

- Habilitation à Diriger les Recherches : Bénédicte Bourcier. Université Grenoble Alpes, France (2024)
- PhD. Thesis : Theresa Wallner. TU Delft, The Netherlands (2023)
- PhD. Thesis: Charlotte Lecuyer. Université Lumière Lyon 2 en sciences de gestion, France (2016)
- PhD. Thesis: Charlotte De Corte. Gent Universiteit, Belgium (2017)
- Habilitation à Diriger les Recherches : Aïda Mimouni Chaabane. Université Paris Dauphine, France (2018)
- Habilitation à Diriger les Recherches : Béatrice Parguel. Université Paris Dauphine, France (2019)

Awards (academic jury)

- Prix de theses FNEGE 2025 – award for the best transdisciplinary thesis
- Philippe de Woot Award for the best Master Thesis on Corporate Social Responsibility (2018, 2020, 2022, 2025)

Recruitment committee – External member

- Louvain School of Management, UClouvain 2019

MARKETING RESEARCH SEMINARS COORDINATOR: IESEG, 2009-2010.

CAREER RELATED ACTIVITIES

- Member of the Board of Directors – Refacom SA (1996-2002)
- Member of the Board of Directors – VIC SA (1996-2010)
- Consulting/collaborations: Philips DAP (NL), LU (NL), Rabobank (NL), De Telegraaf (NL), DHL (NL), NRC (NL).

PUBLICATIONS

Double Blind Peer Reviewed Articles

SHEIBANI MOGHADAM, N., VANHAMME, J. (forthcoming). Corporate Social Responsibility in Negative Marketing Events: The Overlooked Role of Normative Ethics. *Journal of Business Ethics*, 1-23. **DOI** 10.1007/s10551-026-06501-7

ALBERTO DA SILVA, A., FERECATU, A., VANHAMME, J., PUNTONI, S, and ALBERTO SOUZA E SILVA, R. (2025), Enhancing B2B sustainability through customer training in product-service systems: A design science approach, *Industrial Marketing Management,* Volume 125, February 2025, Pages 355-372

MUNTEN, P., SWAEN, V., VANHAMME, J. (2024), Exploring rebound effects in Access-Based services (ABS), *Journal of Business Research*, Volume 182, (September), 114758.

MUNTEN, P., VANHAMME, J., (2023), To reduce waste, have it repaired! The quality signaling effect of product repairability, *Journal of Business Research*, 156, February, 1 – 22. *Editor's choice 2023, CSR & Business Ethics.*

VANHAMME, J., LINDGREEN, A., SARIAL-ABI, G. (2023), Luxury Ethical Consumers: Who Are They? *Journal of Business Ethics*, online first: https://doi.org/10.1007/s10551-021-04981-3

MAON F., VANHAMME J., DE ROECK K., LINDGREEN A. (2021), Serving multiple masters: The role of micro-foundations of dynamic capabilities in addressing tensions in for-profit hybrid organizations, *Organization Studies*, 42(6):911-947. DOI 10.1177/0170840619856034.

MUNTEN P., VANHAMME J., MAON F., LINDGREEN A., SWAEN V. (2021), Addressing tensions in coopetition for sustainable innovation: Insights from the automotive industry. *Journal of Business Research*, 136(November):10-20.

MUNTEN P, VANHAMME J, SWAEN V. (2021). Reducing obsolescence practices from a product-oriented PSS perspective: A research agenda. *Recherche et Applications en Marketing (English Edition).* 36(2):42-74. doi:10.1177/2051570720980004

VANHAMME, J., LINDGREEN, A. AND BEVERLAND, M. (2021), The paradox of surprise: empirical evidence about surprising gifts received and given by close relations, *European Journal of Marketing*, 55(2): 618-646.

LINDGREEN, A., DI BENEDETTO, C.A., VERDICH, C., VANHAMME, J., VENKATRAMAN, V., PATTINSON, S., CLARKE, A.H., KHAN, Z. (2019), How to write really good research funding applications, *Industrial Marketing Management*, 77, 232-239.

MAON F., VANHAMME J., DE ROECK K., LINDGREEN A., SWAEN V., (2019), The dark side of stakeholder reactions to corporate social responsibility: Tensions and micro-level undesirable outcomes, *International Journal of Management Reviews*, 21, 209–230.

VANHAMME J. AND CHIU C-K. (2019), Measuring Different Emotions in Children With a Pictorial Scale: A Self-Reported Nonverbal Tool Measures the Emotions Children Experience when Exposed to Ads, *Journal of Advertising Research,* 59(3), 370-380*.*

LAPLACA Peter , LINDGREEN Adam , VANHAMME Joelle, C. Anthony DI BENEDETTO (2018), How to revise, and revise really well, for premier academic journals, *Industrial Marketing Management*, 72, 174-180.

LAPLACA Peter , LINDGREEN Adam , VANHAMME Joelle (2018), How to write really good articles for premier academic journals, *Industrial Marketing Management*, 68, 202-209.

VANHAMME J. (2017), Doing and publishing research in marketing ethics, *Recherche et Applications en Marketing*, 32(3), 2 – 5.

VANHAMME J. , JANSSEN C. , LEBLANC S. (2017), Should luxury brands say it out loud? Brand conspicuousness and consumer perceptions of responsible luxury, *Journal of Business Research*, 77, 167-174.

BORLAND, H., AMBROSINI, V., LINDGREEN, A., AND VANHAMME, J. (2016), "Building theory at the intersection of ecological sustainability and strategic management", *Journal of Business Ethics*, 135(2), 293-307

TOON M.A, MORGAN R., LINDGREEN A., VANHAMME, J. HINGLEY, M. (2016), "Processes and integration in the interaction of purchasing and marketing: Considering synergy and symbiosis*", Industrial Marketing Management*,52, 74-81.

LUND-THOMSEN, P., LINDGREEN, A., & VANHAMME, J. (2016). Industrial Clusters and Corporate Social Responsibility in Developing Countries: What We Know, What We Do Not Know, and What We Need to Know, *Journal of Business Ethics*, 133, 9–24.

VANHAMME, J., SWAEN, V., BERENS, G., and JANSSEN, C. (2015), "Playing With Fire: Aggravating and Buffering Effects of Ex Ante CSR Communication Campaigns for Companies Facing Allegations of Social Irresponsibility, *Marketing Letters*, 26(4), 565-578.

JANSSEN, C., and VANHAMME, J., (2015), "Theoretical lenses for understanding the CSR-consumer paradox", *Journal of Business Ethics*, 130 (4), 775-787.

LINDGREEN A., DOBELE A., and VANHAMME J. (2013), "Word-of-Mouth and viral marketing referrals : what do we know ? and what should we know?", *European Journal of Marketing*, 47 (7), 1028 – 1033.

JANSSEN, C., VANHAMME, J., LINDGREEN, A., and LEFEBVRE, C. (2013), "The catch-22 of responsible luxury: effects of luxury product characteristics on consumers' perceptions of fit with corporate social responsibility", *Journal of Business Ethics*, 119 (1), 45 - 57.

LINDGREEN A., VANHAMME, J., VAN RAAIJ, E., and JOHNSTON, W. (2013), "Go Configure: The Mix of Purchasing Practices to Choose for Your Supply Base", *California Management Review*, 55, 2, 72-96.

REAST, J., MAON, F., LINDGREEN, A, and VANHAMME, J. (2013), "Legitimacy-Seeking Organizational Strategies in Controversial Industries: A Case Study Analysis and a Bidimensional Model", *Journal of Business Ethics*, 118 (1), 139 - 153.

ANTIOCO, M., VANHAMME, J., HARDY, A., and BERNARDIN, L. (2012), "On the importance of social integration for minority targeting effectiveness*," International Journal of Research in Marketing*, 29, 4, 380-389.

VANHAMME, J., LINDGREEN, A., REAST, J., and NATHALIE VAN POPERING (2012), "To Do Well by Doing Good: Improving Corporate Image Through Cause-Related Marketing," *Journal of Business Ethics*, 109 (3), 259-274.

REAST, J., LINDGREEN, A., VANHAMME, J., and MAON, F. (2010-11), "The Manchester super casino: experience and learning in a cross-sector social partnerships", *Journal of Business Ethics*, 94(suppl.1): 197-218.

PUNTONI, S., VANHAMME, J., AND VISSCHER, R. (2011), "Two Birds and One Stone: Strategic Ambiguity in Advertising Targeting and Advertising Evaluations," *Journal of Advertising*, Volume 40, (1), 25-42.

VANHAMME, J. AND GROBBEN, B. (2009), "Too good to be true!: The Effectiveness of CSR History in Countering Negative Publicity," *Journal of Business Ethics*, 85 (2), 273-283.
MAON, F., LINDGREEN, A., AND VANHAMME, J. (2008), "Disaster Relief Operations and Humanitarian Logistics: A Theoretical Framework," *Supply Chain Management*, 14 (2), 149-164.

VANHAMME, J. AND DE BONT, C. (2008), "Surprise gift purchases: customer insights from the small electrical appliances market", *Journal of Retailing*, 84 (3), 354-369.

VANHAMME, J. (2008), "La relation surprise-ravissement revisitée à l'aune du marketing expérientiel/The surprise-delight relationship revisited in the management of experience," *Recherche et Applications en Marketing*, 23 (3), 113-140.

LINDGREEN, A., PALMER, R., VANHAMME, J., ET WOUTERS, J. (2006), "A relationship-management assessment tool: questioning, identifying, and prioritizing critical aspects of customer relationships", *Industrial Marketing Management*, 35 (1), 57-71.

PALMER, R., LINDGREEN, A, ET VANHAMME, J. (2005), "Relationship Marketing: schools of thoughts and future research directions", *Marketing Intelligence & Planning*, 23 (2-3), 313-330.

LINDGREEN, A, PALMER, R., AND VANHAMME, J. (2004), "Contemporary marketing practice: theoretical propositions and practical implications", *Marketing Intelligence & Planning, 22 (3), 673-692*

LINDGREEN, A. AND VANHAMME, J. (2003), "To surprise or not surprise your customers: the use of surprise as a marketing tool", Journal of Customer Behaviour, 219-242. (a summary of this article has been published in 2002: "Surprise as a marketing tool", *MIT Sloan Management Review*, 44(1), p. 15).

CHUMPITAZ, R. AND VANHAMME, J. (2003), "Les processus modérateurs et médiateurs: Distinction conceptuelle, aspects analytiques et illustrations", *Recherche et Applications en Marketing*, 18(2), 67-100.

VANHAMME, J. AND SNELDERS, D. (2003), "What if you surprise your customers … will they be more satisfied? Findings from a pilot experiment", in P. A. Keller and D. W. Rook, *Advances in Consumer Research,* vol XXX, 48-54.

DERBAIX, C. AND VANHAMME, J. (2003), "Inducing Word-of-Mouth by eliciting surprise: a pilot investigation", *Journal of Economic Psychology*, 24 (1), 99-117.

VANHAMME, J. (2002), "La satisfaction des consommateurs spécifique à une transaction: définition, antécédents, mesure et modes", *Recherche et Applications en Marketing*, 17(2), 55-86.

VANHAMME, J. AND SNELDERS, D. (2001), "The role of surprise in satisfaction judgements"? Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 14, 27-45.

LINDGREEN, A., VALLASTER, C. AND VANHAMME, J.(2001), "Reflections on the PhD Process: The experiences of three survivors", *The Marketing Review*, 1(4), 505-529.

VANHAMME, J. (2001), "L‟influence de la surprise sur la satisfaction des consommateurs: étude exploratoire par journal de bord", *Recherche et Applications en Marketing*, 16(2), 1-32.

VANHAMME, J. AND LINDGREEN (2001), "Gotcha! Findings from an exploratory investigation on the dangers of using deceptive practices in the mail order business", *Psychology & Marketing*, 18(7), 785-810.

VANHAMME, J. (2000), "The link between surprise and satisfaction: an exploratory research on how best to measure surprise", *Journal of Marketing Management*, 16, 565-582.

VANHAMME J. (1998), "Une analyse qualitative des seniors face à la grande distribution: application de la grille de Gritti", *Revue Française du Marketing*, 170 (5), 41-56.

VANHAMME J.AND BIELEN F. (1998), "Retailing in Europe: the challenges of the senior market", *CEMS' Business Review*, 2, 269-283.

Books or books' chapters

SWAEN, V. VANHAMME, J., CHUMPITAZ, R. (2024), "Corporate Social Responsibility". In Klement Podnar (Eds), Elgar Encyclopedia of Corporate Communication, Edward Elgar Publishing Ltd, Chapter 28, pp. 180-185.

SWAEN, V. VANHAMME, J. (2023), "Parler de Responsabilité sociale à ses cibles : le CSR Blacklash", in Ouvrage collaboratif Co'lab AFM - Marketing pour une Société Responsable, Chap. 9, www.marketingpourunesocieteresponsable.org, https://marketingpourunesocieteresponsable.org/index.php/Parler_de_Responsabilit%C3%A9_sociale_%C3%A0_ses_cibles_:_le_CSR_Blacklash

LINDGREEN, A., DI BENEDETTO, C. A., VANHAMME, J., & NICHOLSON, J. (Eds.) (2021). How to Fast-track Your Academic Career: A Guide for Mid-career Scholars. How To Guides. Edward Elgar Publishing.

BORLAND, H., LINDGREEN, A., MAON, F., VANHAMME, J., AMBROSINI, V., AND PALACIOS FLORENCIO, B. (Eds.) (2018), Business Strategies for Sustainability, Routledge, London.(ISBN 978-1-4724-8671-4)

LINDGREEN, A., MAON, F., VANHAMME, J., PALACIOS FLORENCIO, B., VALLASTER, C., AND STRONG, C. (Eds.) (2018), A Relational Approach to Stakeholder Engagement, Routledge, London (ISBN 978-1-4724-8638-7)

LINDGREEN, A., VANHAMME, J., MAON, F., AND WATKINS, R. (Eds.) (2017), Communicating Corporate Social Responsibility in the Digital Era, Routledge, London, (ISBN 978-1-4724-8416-1)

MAON, F., LINDGREEN, A., VANHAMME, J., ANGELL, R., AND MEMERY, J. (Eds.) (2017), Not All Claps and Cheers: Humor in Business and Society Relationships, Routledge, London (ISBN 978-1-138-24343-9)

LINDGREEN, A., HINGLEY, M.K., ANGELL, R., MEMERY, J., AND VANHAMME, J. (Eds.) (2016), *A Stakeholder Approach to Managing Food: Local, National, and Global Issues*, Routledge, London, 332 pp. (ISBN 978-1-4724-5605-2)

LINDGREEN, A., REAST, J., and VANHAMME, J. (2013), "Business ethics: fact or fiction?" in Michalos, A.C. and Poff, D.C. (Eds.), Citation Classics from the Journal of Business Ethics: Celebrating the First Thirty Years of Publication, pp. 740-741. (ISBN 978-94-007-4125-6.)

LINDGREEN A., SEN, S., MAON, F., AND VANHAMME, J. (2013), *Sustainable Value Chain Management: Analyzing, Designing, Implementing, And Monitoring For Social And Environmental Responsibility,* Gower Publishing, Aldershot.

LINDGREEN A., KOTLER, PH., MAON, F., AND VANHAMME, J. (2012), *A Stakeholder Approach to Corporate Social Responsibility: Pressures, Conflicts, Reconciliation,* Gower Publishing, Aldershot. http://www.gowerpublishing.com/isbn/9781409418399

LINDGREEN, A., VANHAMME, J., AND BEVERLAND, M.B. (Eds.) (2009), Memorable Consumer Experiences: A Research Anthology, Gower Publishing, Aldershot (ISBN 0 566 08868 1)

LINDGREEN, A., HINGLEY, M.K., AND VANHAMME, J. (Eds.) (2009), Controversies in Food and Agricultural Marketing, Gower Publishing, Aldershot (ISBN 0 566 08812 6)

DOBELE, A., LINDGREEN, A., BEVERLAND, M., AND VANHAMME, J. (2008), "Viral marketing", in Kitchen, P. (Ed.), Marketing: Metaphors and Metamorphosis, pp. 102-117, Palgrave-Macmillan, Basingstoke (ISBN:1 4039 9861 2).

SWAEN, V AND VANHAMME, J. (2005), Utilisation de l'argument citoyen dans les campagnes de communication des entreprises : analyse des risques dans la perspective d'une crise, in Patrice de la Broise, Thomas Lamarche (éds), Responsabilité sociale : vers une nouvelle communication des entreprises ?, Presses Universitaires du Septentrion, pp 75-98 (isbn : 2-85939-963-1)

DERBAIX, C., GREGORY, P., LAVOISIER, L-M., LEHU, J-M., PECHEUX, C., PONCIN, I., STAYER, A., AND VANHAMME, J. (2004), "La théorie de l'irrationnalité restreinte, fondement de la communication persuasive", ECONOMICA, Paris.

LINDGREEN, A. AND VANHAMME, J. (2004), "Viral marketing: the use of surprise", in CLARKE, I. C. AND FLAHERTY, T. B. (EDS.), Advances in Electronic Marketing, Idea Group Publishing, Hershey, Pennsylvania, pp.

VANHAMME, J. (2002), "La surprise et son influence sur la satisfaction des consommateurs: le cas de l'expérience de consommation / achat", nr392/2002, Louvain-la-Neuve: Presses Universitaires de Louvain.
LINDGREEN, A. AND VANHAMME, J. (2001), "At overraske eller ikke at overraske...", in Jørgensen, B. (Ed.), Loyalitetsudvikling: Kapitel 6: Praktisk implementering af loyalitetsudvikling, Børsen Forum, PP. 6.4.1-6.4.11 (ISBN 87-7553-627-7.)

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- ***https://theconversation.com/louer-ses-vetements-plutot-que-les-acheter-a-t-il-un-vrai-impact-environnemental-240368***
- ***https://theconversation.com/does-renting-clothes-instead-of-buying-them-have-a-real-positive-environmental-impact-245620***
- ***https://theconversation.com/reparabilite-des-produits-durabilite-versus-fiabilite-quels-enjeux-de-communication-200105***
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- ***https://theconversation.com/consommateurs-de-luxe-ethique-qui-sont-ils-174121***

UNPUBLISHED COMMUNICATIONS / SEMINARS

2017

- EMAC Meet the editors: how to publish in the Journal of Business Ethics, Groningen, The Netherlands.

2015

- CSR Research Seminar: how to publish in the Journal of Business Ethics, Paris, France.

2014

- Theoretical lenses for understanding the CSR-Consumer Paradox, communication for a marketing research seminar, Lincoln University, UK.
- The use of surprise in marketing, Lincoln University, UK.

2013

- Theoretical lenses for understanding the CSR-Consumer Paradox, communication for a marketing research seminar, Louvain School of Management, Université catholique de Louvain, Belgium.
- CSR Research Seminar : how to publish in the Journal of Business Ethics, Brussels, Belgium.

2012

- Theoretical lenses for understanding the CSR-Consumer Paradox, invited guest presentation, *4th World Business Ethics Forum: Corporate Social Responsibility and Sustainability*, organized by Cheung, S. and Chan, A., December 16-18, Hong Kong Baptist University, Hong Kong.

2011

- La surprise: définition, propriétés et effets, Atelier de Recherche Appliquée, surprise et marketing, journée de l'AFM
- The use of surprise in marketing, Alumni Campus day, Edhec Business School, Lille, France
- Sustainable Luxury: Oxymoron or Pleonasm? The Influence of Scarcity and Ephemerality on Perceived Fit between Luxury and Sustainability, the 18th Annual International Conference Promoting Business Ethics, St John's University, October 26-28, New York.
- Sustainable Brands: Religious Brands vs. Non-Religious Brands, the 18th Annual International Conference Promoting Business Ethics, St John's University, October 26-28, New York.

2010

- The boomerang effect of CSR communication campaigns, Marketing Research Seminar, Edhec Business School, Lille, France

2008

- Surprise gift-giving, Marketing Research Seminar, IESEG School of Management, Lille, France

2005

- On the Use of Corporate Social Responsibility Arguments in Communication Campaigns, Marketing research seminar, Tilburg University, Department of Marketing, Faculty of Management and Economics, the Netherlands

2004

- Formulating marketing strategies for "surprise gift" purchases of small electrical appliances? MSI conference "practitionar-academic collaboration", New Haven, USA.
- The Influence of Surprise On Customer Satisfaction, communication for the annual PLS conference, HEC Paris, France.
- To Surprise Or Not To Surprise … : An investigation into the influence of surprise on customer satisfaction, communication for a marketing seminar, HEC Paris, Department of Marketing, France.

2003

- La surprise et son influence sur la satisfaction des consommateurs, communication for the award ceremony of Prix Nicolas awarded by Académie des Sciences Commerciales, Paris, France.
- Inducing word-of-mouth by eliciting surprise A pilot investigation", communication for an invited seminar at Philips DAP – Amersfoort (The Netherlands, 23/4/2003).

2002

- Surprendre les consommateurs pour mieux les satisfaire?, communication for a marketing-psychology seminar, Université catholique de Louvain.

2001

- Using surprise as a marketing tool: the surprise - satisfaction link, communication for a marketing seminar, Erasmus University of Rotterdam, Department of Marketing, The Netherlands.
- Using surprise as a marketing tool: the surprise - satisfaction link, communication for a marketing seminar, University of Tilburg (KUB), The Netherlands.

2000

- Surprise as a marketing tool, communication for a marketing seminar, Marketing Department, University of Auckland, Auckland, New Zealand.

1998

- La surprise et son influence sur la satisfaction des consommateurs, communication for a doctoral seminar of the Institut d'Administration et de gestion, Université Catholique de Louvain, Louvain-la-Neuve, Belgique.
- Les seniors et la grande distribution: perspectives belge et européenne, communication for a marketing seminar, Unité Marketing, Institut d'Administration et de gestion, Université Catholique de Louvain, Louvain-la-Neuve, Belgium.
- Surprise and its influence on consumer satisfaction, communication for a research seminar, Section Marketing/Consumer Research, Subfaculty of Industrial Design Engineering, Delft, The Netherlands.

RECENT (SOCIAL) MEDIA ATTENTION

Research on access-based consumption:

- https://texfash.com/special/yes-folks-clothing-rentals-can-actually-encourage-increased-consumption-among-certain-consumers
- https://www.boursorama.com/budget/conso/actualites/louer-ses-vetements-plutot-que-les-acheter-a-t-il-un-vrai-impact-environnemental-7f9bb4562bbb8103c852841709b93aa3
- https://www.ipsnews.be/artikel/verhuurplatformen-voor-mode-toch-niet-zo-goed-voor-de-planeet-opinie
- https://theconversation.com/does-renting-clothes-instead-of-buying-them-have-a-real-positive-environmental-impact-245620
- https://www.designartmagazine.com/2025/01/is-renting-clothes-good-for-planet.html
- https://www.yahoo.com/lifestyle/cure-turns-poison-renting-jeans-204429777.html

Research on repair & waste management:

- https://www.lesoir.be/428451/article/2022-03-07/un-indice-de-reparabilite-pour-rallonger-la-vie-des-electromenagers#_ga=2.146171252.1528502661.1648735461-1512676106.1648735461
- https://www.edhec.edu/en/research-and-faculty/edhec-vox/product-reparability-durability-vs-reliability-communication-issues

Research on Luxury ethical consumers:

- https://parisgoodfashion.fr/en/news/luxury-ethical-consumers-who-are-they-323/
- https://www.latribune.fr/opinions/tribunes/qui-sont-les-consommateurs-du-luxe-ethique-899207.html
- https://www.maddyness.com/2022/01/15/profil-consommateurs-de-luxe-ethique/
- https://www.clients-live.fr/consommateurs-de-luxe-ethique-qui-sont-ils/
- https://www.tolerance.ca/ArticleExt.aspx?ID=503102&L=fr

CSR:

- https://share.google/k5HCCV6NW7wrGHmbr

Interviews:

- https://www.edhec.edu/en/research-and-faculty/edhec-vox/meet-joelle-vanhamme-professor-sustainable-marketing
- https://www.edhec.edu/en/news/educating-leaders-not-managers-meet-dr-joelle-vanhamme-academic-director-edhec-s-executive-mba