

Ghalia SHAMAYLEH

Professeur assistant

Département: Marketing

ESSEC Business School

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FORMATION

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| 2024 | Doctor of Philosophy, Marketing, John Molson School of Business, Concordia University, Canada |
| 2019 | Master of Science, Marketing, John Molson School of Business, Concordia University, Canada |
| 2013 | Bachelor of Science, Economie, Université de Pennsylvanie, États-Unis |

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

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| 2024 - Présent | Professeur assistant, ESSEC Business School, France |
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BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

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| 2022 | ACR/Sheth Foundation Dissertation award, États-Unis |
| 2022 | Most Distinguished Presentation at Montreal Business Schools' Ph.D. Symposium, Canada |
| 2022 | Concordia University Public Scholar, John Molson School of Business, Concordia University, Canada |
| 2021 | Member of Beta Gamma Sigma, The International Honor Society, John Molson School of Business, Concordia University, Canada |
| 2019 | The Concordia University Fellowship, John Molson School of Business, Concordia University, Canada |
| 2018 | Annual Graduate Research Exposition Runner Up, John Molson School of Business, Concordia University, Canada |
| 2017 | Member of Golden Key Society, John Molson School of Business, Concordia University, Canada |

Bourses

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| 2023 | SSHRC, Canada |
| 2023 | FRQSC Doctoral Research Scholarship, Canada |
| 2022 | Bourse d'Etudes Supérieures en Commerce et en Administration Humberto Santos, Canada |

2020	National Bank PhD Fellowship, Canada
2019	Concordia University PhD Tuition Scholarship, John Molson School of Business, Concordia University, Canada
2018	SSHRC Joseph-Armand Bombardier Canada Graduate Scholarships, Canada
2017	Concordia Aid to Scholarly Research Fund, John Molson School of Business, Concordia University, Canada

PUBLICATIONS

Articles

SHAMAYLEH, G. et ARSEL, Z. (2025). Digital Affective Encounters: The Relational Role of Content Circulation on Social Media. *Journal of Consumer Research*. *Journal of Consumer Research*, In press.

Chapitres d'ouvrage

ABOELNIEN, A.A. et SHAMAYLEH, G. (2026). Eco-influencers: Saving planet earth one audience member at a time. Dans: *The Routledge Companion to Social Media Influencers*. 1st ed. Routledge, pp. 352-365.

SHAMAYLEH, G. (2026). Pet Influencers: Navigating Narrative and Sponsored Content. Dans: *Routledge Companion to Influencer Marketing*. 1st ed. Routledge.

SHAMAYLEH, G. et ARSEL, Z. (2022). From Blogs to Platforms Content Landscape and Affordances. Dans: Rosa Llamas, Russell Belk eds. *The Routledge Handbook of Digital Consumption*. 1st ed. London: Routledge.

Conférences

SHAMAYLEH, G. et ARSEL, Z. (2024). Digitized Dyadic Services: Tensions in the Online Therapy Experience. Dans: Association for Consumer Research Conference.

SHAMAYLEH, G. (2024). Digital inclusion and consumer empowerment. Dans: Association for Consumer Research. Paris.

SHAMAYLEH, G. et ARSEL, Z. (2024). Digitized Dyadic Services: The Impact of Technology on Interpersonal Service. Dans: Consumer Culture Theory Conference. San Diego.

SHAMAYLEH, G. et ARSEL, Z. (2024). The Digital Affective Network of Companion Species Content. Dans: Consumer Culture Theory Conference. San Diego.

SHAMAYLEH, G. et ABOELNIEN, A.A. (2024). Digital Sign of the Times: How Crises Impact Activity on Social Platforms. Dans: Consumer Culture Theory Conference. San Diego.

SHAMAYLEH, G., FISCHER, E. et DOLBEC, P.Y. (2023). Do We Know a Crisis When We See One? A Practice Theoretic Conceptualization of Consumers' Experience of Systemic Crisis. Dans: Association for Consumer Research. Seattle.

SHAMAYLEH, G. et ARSEL, Z. (2023). Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy. Dans: Association for Consumer Research. Seattle.

Presse

SHAMAYLEH, G. 2025. *The Last Show with David Cooper*. Juin.

SHAMAYLEH, G. et ARSEL, Z. 2021. <https://www.spreaker.com/episode/episode-10-they-re-all-good-dogs-and-cats--44946425>. Mai.

SHAMAYLEH, G. (2023). AI Chatbots are Still Far From Replacing Human Therapists. *The Conversation*.

SHAMAYLEH, G. (2021). Have an Instagram Account For Your Pet? Love Sharing Funny Animal Videos? You're Part of The Cute Economy. *The Conversation*.