

# 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

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### Positions académiques principales

2024 - Présent Professeur assistant, ESSEC Business School, France

## BOURSES, PRIX ET DISTINCTIONS

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### Prix et Distinctions

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

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

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### Articles

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

### Chapitres d'ouvrage

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 ABOELENIEN, 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*.