

# Ghalia SHAMAYLEH

Professeur assistant

Département: Marketing

ESSEC Business School

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France

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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

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

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### Prix et Distinctions

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| 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                         |
| 2022 | ACR/Sheth Foundation Dissertation award, États-Unis   |
| 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

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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*. *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*.