Pierre DESMET

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ESSEC Business School
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EDUCATION

1994	Ph.D. en Sciences de Gestion, ESSEC Business School, France
1990	Doctorat en Sciences de Gestion, Paris-Dauphine, PSL University, France
1976	IESEG Diploma, Iéseg School of Management, France
1954	Agrégé from the Faculty of Science in Management, France
1954	Maîtrise in Economics Sciences, Université Paris 1 Panthéon-Sorbonne, France

EMPLOYMENT

Full-time academic positions

2022 - Present	Emeritus Professor, ESSEC Business School, France
1986 - 2021	Professor, ESSEC Business School, France

GRANTS AND HONORS

Awards and Honors

2016	Elsevier Outstanding Contribution in Reviewing, Journal of Business Research., Elsevier, Netherlands
2015	Best Paper Award, Innovation and Growth Strategies in Marketing Conference (ANZMAC 2015) for the articles "Does Loyalty Influence a Store's Price-Image?" and "Motivations for Participation and E-WOM Among Supporters of Crowdfunding Campaigns".
2015	Best Paper Awards, Innovation and Growth Strategies in Marketing Conference (ANZMAC 2015) for the articles « Does Loyalty Influence a Store's Price-Image? » and « Motivations for Participation and E-WOM Among Supporters of Crowdfunding Campaigns ».
2005	The book LE MARKETING DIRECT (3ème édition) was selected as part of the program to distribute works in the Francophonie
2002	PROMOTION DES VENTES, (2ème édition) was selected as part of the program to distribute works in the Francophonie
1998	Medal from the Académie des Sciences Commerciales, Académie des sciences commerciales, France
1998	B.CLARKE Award of the best paper of the year, Direct Marketing Educational Foundation, United States of America

1997 Award for Best Book about Direct Marketing, La Poste-Esc Lille-SEVPC, La Poste, France

1992 B.CLARKE Award for Best Paper of the Year, Direct Marketing Educational Foundation, United States of America

PUBLICATIONS

Journal Articles

LACAN, C., LE NAGARD, E. and DESMET, P. (2022). Drivers of Consumers' Willingness to Answer an eWOM Solicitation for a Time-Limited Offer. *Journal of Interactive Marketing*, 57(2), pp. 343-355.

WEYDERT, V., DESMET, P. and LANCELOT-MILTGEN, C. (2019). Convincing consumers to share personal data: double-edged effect of offering money. *Journal of Consumer Marketing*, 37(1), pp. 1-9.

HERBETH, N., DESSALLES, S. and DESMET, P. (2017). Brand and Design Effects on New Product Evaluation at the Concept Stage. *Journal of Marketing Management*, 1(5), pp. 21-26.

LACAN, C. and DESMET, P. (2017). Does the Crowdfunding Platform Matter? Risks of Negative Attitudes in Two-Sided Markets. *Journal of Consumer Marketing*, 34(6), pp. 472-479.

DESMET, P. (2016). Effectiveness of Measures Assessing Response to Price Information. *Journal of Product and Brand Management*, 25(7), pp. 676-686.

DESMET, P. (2014). How Retailer Money-Back Guarantees Influence Consumer Preferences for Retailer versus National Brands. *Journal of Business Research*, 67(9), pp. 1971-1978.

DESMET, P., BORDENAVE, R. and TRAYNORV, J. (2013). Différences de comportement d'achat entre des magasins laboratoires réels et virtuels. *Recherche et Applications en Marketing*, 28(2), pp. 71-86.

DESMET, P., LE NAGARD, E. and ESPOSITO VINZI, V. (2012). Refund Depth Effects on the Impact of Price-Beating Guarantees. *Journal of Business Research*, 65(5), pp. 603-608.

DESMET, P. (2010). Are Emotions Consequences of Affective Expectations? A Commentary Essay. *Journal of Business Research*, 63(8), pp. 903-904.

PARGUEL, B., DE PECHPEYROU, P., SABRI-ZAARAOUI., O. and DESMET, P. (2007). Format Effects in Volume Discounts to Consumers. *Journal of Product and Brand Management*, 16(5), pp. 348-357.

PECHPEYROU (DE), P., PARGUEL, B., MIMOUNI, A. and DESMET, P. (2006). Valeur et sincérité perçues d'une promotion multi-mécanismes. *Recherche et Applications en Marketing*, pp. 25-39.

DESMET, P. and LE NAGARD, E. (2005). Differential Effects of Price-beating Versus Price-matching Guarantee on Retailers' Price Image. *Journal of Product and Brand Management*, pp. 393-399.

DESMET, P. (2004). Effet signal d'une réduction promotionnelle de prix : concept et expérimentation. *Recherche et Applications en Marketing*, pp. 25-37.

DESMET, P. (2004). Effetti segnaletici della promozione sull'accettazione di un prodotto di largo consumo. *Micro Macro Marketing*, pp. 663-675.

DESMET, P. (2004). Les déterminants du prix et la représentation mentale du consommateur. *Revue de la Concurrence et de la Consommation*, pp. 15-19.

DESMET, P. (2003). Ask and Ye Shall Receive: The Effect of the Appeals Scale on Consumers' Donation Behavior. *Journal of Economic Psychology*, pp. 349-376.

DESMET, P. (2003). Promotion des ventes et capital marque. *Revue Française de Gestion*, pp. 175-185.

DESMET, P. (2002). A study of the Potential Effects of the Conversion to Euro. *Journal of Product and Brand Management*.

DESMET, P. (2002). Les prix en euro : questions, méthodes et premiers résultats. *Décisions Marketing*, pp. 7-16.

DESMET, P. and GASTON-BRETON, C. (2001). Effet du passage à l'euro sur les marques de distributeurs : une réplication partielle de l'étude de Diller et Ivens. *Recherche et Applications en Marketing*, pp. 47-56.

DESMET, P. (2000). Hedonic Prices and Colinearity: An Empirical Comparison of Statistical and Neuronal Solutions. *Fuzzy Economic Review: review of the International Association for Fuzzy-set Management and Economy*, pp. 61-76.

DESMET, P. and HENDAOUI, F. (2000). La relation prix-qualité dans l'automobile : comparaison de méthodes d'estimation des prix hédoniques. *Revue Française du Marketing*, pp. 167-179.

WINDAL, P. and DESMET, P. (2000). Les méthodes de mesure de l'importance des critères de satisfaction. *Revue Française du Marketing*, pp. 205-220.

DESMET, P. (2000). Politiques de prix sur Internet. *Revue Française du Marketing*, pp. 49-68.

DESMET, P. (2000). Relative Performance of the Statistical Learning Network: An Application of the Price-quality Relationship in the Automobile. *European Journal of Economic and Social Systems*, pp. 69-79.

DESMET, P. (1999). Asking for Less to Obtain More. *Journal of Interactive Marketing*, pp. 55-65.

DESMET, P. (1999). Le Lot Virtuel : une application d'un marketing interactif de masse. *Décisions Marketing*, pp. 61-66.

DESMET, P. and RENAUDIN, V. (1998). Estimation of Product Category Sales Responsiveness to Allocated Shelf Space. *International Journal of Research in Marketing*, pp. 443-457.

DESMET, P. and ZOLLINGER, M. (1998). L'Euro : conversion de prix ou remise en cause des stratégies marketing ? *Décisions Marketing*, pp. 7-16.

DESMET, P. (1998). The Impact of Mail Order on Subsequent Donations: An Experiment. *Financial Accountability and Management*, pp. 203-214.

BERNARDET, J., CHANDON, P., DESMET, P., FARGETTE, F., GUILBERT, F. and LAURENT, G. (1997). La Promotion des Ventes en France : Evolution et révolutions. *Décisions Marketing*, pp. 9-21.

DESMET, P. and XARDEL, D. (1996). Challenges and Pitfalls for Direct Mail Across Borders : The European Example. *Journal of Interactive Marketing*, pp. 48-60.

DESMET, P. (1996). Comparaison de la prédictivité d'un réseau de neurones à rétropropagation avec celles des méthodes de régression linéaire, logistique et AID pour le calcul des scores en marketing direct. *Recherche et Applications en Marketing*, pp. 17-27.

DESMET, P. (1996). Intérêt et limites de la vente par catalogue en collecte de fonds. *Revue Française du Marketing*, pp. 23-32.

DESMET, P. (1995). Merchandising and the Life Cycle of Books Sold by Mail. *Journal of Interactive Marketing*, pp. 61-71.

DESMET, P. and BERNARDET, J.P. (1995). Promotion des ventes : tendances et interactivité. *Décisions Marketing*, pp. 79-84.

DESMET, P. and DUBOIS, P.L. (1994). Editeur invité d'un numéro spécial. *Recherche et Applications en Marketing*.

BERNARDET, J.P. and DESMET, P. (1994). Pour un média-planning promotionnel. *Décisions Marketing*, pp. 7-14.

DESMET, P. and XARDEL, D. (1994). Strategies for a European Catalog. *Journal of Interactive Marketing*, pp. 62-73.

DESMET, P. (1993). Portée et limites de l'utilisation du modèle Logit pour l'étude des comportements d'achat. *Recherche et Applications en Marketing*, pp. 65-78.

DESMET, P. (1992). Catalog Space Allocation at the Department Level. *Journal of Interactive Marketing*, pp. 7-18.

DESMET, P. (1991). Estimation de la relation surface-vente pour la vente par catalogue. *Recherche et Applications en Marketing*, pp. 67-81.

DESMET, P. and LE ROY, I. (1991). Mesurer les effets promotionnels par l'utilisation de la zone d'expérimentation Scannel. *Recherche et Applications en Marketing*, pp. 27-51.

Books and book editor

DESMET, P. (2005). *Marketing direct. Concepts et méthodes*. Dunod, 380 pages.

AURIER, P. and DESMET, P. (2003). *Actes du 3ème Colloque Doctoral AFM*. ESSEC Business School, 223 pages.

EVRARD, Y., PRAS, B., ROUX, E., DESMET, P. and DUSSAIX, A.M. (2003). *Market. Etudes et recherches en marketing*. Dunod, 699 pages.

AURIER, P. and DESMET, P. (2002). *Actes du 2ème Colloque Doctoral AFM*. ESSEC Business School, 231 pages.

DESMET, P. (2002). *La promotion des ventes. Du 13 à la douzaine à la fidélisation*. Dunod, 381 pages.

DESMET, P. (2001). *Marketing direct - concepts et méthodes*. Dunod, 360 pages.

DESMET, P. and ZEYL, A. (1997). *Le CD-ROM - Porte du multimédia pour le marketing*. Economica, 112 pages.

DESMET, P. and ZOLLINGER, M. (1997). *Le prix - de l'analyse conceptuelle aux méthodes de fixation*. Economica, 244 pages.

DESMET, P. (1995). *Marketing direct - Concepts et méthodes*. Nathan, 350 pages.

DESMET, P. (1992). *Promotion des ventes - Du 13 à la douzaine au marketing direct*. Nathan, 253 pages.

DESMET, P. (1987). *Analyse des décisions marketing avec Lotus 1-2-3 (G.LILIEN, ed. - P.DESMET, trad.)*. Economica.

Book chapters

LACAN, C. and DESMET, P. (2016). Motivations for Participation and E-WOM Among Supporters of Crowdfunding Campaigns. In: *Strategic Innovative Marketing*. 1st ed. Springer, pp. 315-321.

DESMET, P. (2014). Politique de prix. In: *MBA. L'essentiel du management par les meilleurs professeurs (3e édition)*. 3 ed. Eyrolles, pp. 369-387.

DESMET, P. (2008). Politique de prix. In: *MBA. L'essentiel du management par les meilleurs professeurs (2e édition)*. 1st ed. Eyrolles, pp. 311-333.

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DESMET, P. (1999). Marketing direct. In: *Encyclopédie de la Gestion et du Management - E.G.M.* 1st ed. Dalloz, pp. 788-790.

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DESMET, P. (1999). Promotion des ventes. In: *Encyclopédie de la Gestion et du Management - E.G.M.* 1st ed. Dalloz, pp. 1284-1286.

DESMET, P. and ZOLLINGER, M. (1999). Yield Management. In: *Encyclopédie de la Gestion et du Management - E.G.M.* 1st ed. Dalloz, pp. 1290-1292.

NYECK, S. and DESMET, P. (1999). La vente directe et le marketing direct. In: *Manuel de Gestion*. 1st ed. Paris: Ellipses, pp. 467.

DESMET, P. (1998). Comparison of the Predictability of a Neural Network with Retropropagation with Those using Linear Regression, Logistic and A.I.D. Methods for Direct Marketing Scoring. In: *Bio-Mimetic Approaches in Management Science*. 1st ed. Kluwer Academic Publishers, pp. 61-75.

DESMET, P. and ZOLLINGER, M. (1970). Prix et information géographique. In: *Géographie et Gestion*. 1st ed.

Conference proceedings editor

DESMET, P. (2004). Actes du 4ème Colloque Doctoral AFM. ESSEC Business School, France.

AURIER, P. and DESMET, P. (2001). Actes du 1er Colloque Doctoral AFM. ESSEC Business School, France.

Conference proceedings

LACAN, C. and DESMET, P. (2017). How Message Framing and Temporal Distance Affect Word of Mouth. In: *19th International Conference on Digital Marketing (ICDM 2017)*. World Academy of Science, Engineering and Technology (WASET).

LAMBEY-CHECCHIN, C. and DESMET, P. (2016). Comment gérer l'image-prix de votre point de vente ? In: *International Marketing Trends Conference 2016*. International Marketing Trends Conference.

DESMET, P. (2015). Motivations for Participation and E-WOM Among Supporters of Crowdfunding Campaigns. In: *Innovation and Growth Strategies in Marketing Conference (ANZMAC 2015)*. Australian and New Zealand Marketing Academy (ANZMAC).

DESMET, P. (2014). Empirical Comparison of Hypothetical Methods for Measuring Price Sensitivity. In: *2014 Meeting of the Australian and New Zealand Marketing Academy (ANZMAC)*. Australian and New Zealand Marketing Academy (ANZMAC).

DESMET, P. (2010). An Individual measure of reference price using price limits. In: *Proceedings of the European Marketing Academy (EMAC) Conference*. Copenhagen Business School.

DESMET, P. (2009). Customer-base Equity and Price Acceptability: An Empirical Analysis. In: *ANZMAC 2009: Sustainable Management & Marketing Conference*. Monash University.

DESMET, P. (2008). Effect of Penaly Levels in Price Matching Guarantees on Consumers' Intention to Search for a Lower Price. In: *Australia and New Zealand Marketing Academy Conference 2008 (ANZMAC) - Marketing: Shifting the Focus From Mainstream to Offbeat*. University of Western Sydney.

DESMET, P. and LE NAGARD, E. (2007). The Effect of a Large Penalty for a Low Price Guarantee on Perceived Offer Value. In: *Proceedings of the 36th EMAC Conference 2007 (CD-Rom)*. Reykjavik University.

DE PECHPEYROU, P. and DESMET, P. (2007). The Role of Trust in Consummers' Evaluations of Website Personnalization. In: *ANZMAC 2007 Conference Proceedings: 3Rs reputation responsibility relevance. Australia & New-Zealand Marketing Academy*. University of Otago.

DESMET, P., SABRI-ZAARAOUI, O., PECHPEYROU (DE), P.P. and PARGUEL, B. (2006). Consumer's Perceptions and Evaluations of Virtual Bundling. In: *ANZMAC. Advancing Theory. Maintaining Relevance*. QUT (Queensland University of Technology).

ROLLAND, S. and DESMET, P. (2006). Perceived Quality in a Multi-channel Environment: Impact of Website Visits on Perceived In-store Quality. In: *Services Management - La Londes seminar. Services Management 2006*. IAE Aix-en-Provence.

COUTELLE, P. and DESMET, P. (2006). Store Brands and Overall Store Price Image. In: *ANZMAC. Advancing Theory, Maintaining Relevance*. QUT (Queensland University of Technology).

PECHPEYROU (DE), P., PARGUEL, B., MIMOUNI, A. and DESMET, P. (2006). Valeur et sincérité perçues d'une promotion multi-mécanismes. In: *Actes du 5ème Congrès International. Université Foscari/ESCP-EAP*. Universita Ca'Foscari Venezia.

DESMET, P. (2003). Etude de l'effet de signal de la promotion sur l'acceptation d'achat d'un produit de grande consommation. In: *3ème Congrès International Tendances en Marketing*. ESCP-EAP.

DESMET, P. (2003). Pratique des réseaux de neurones en marketing. In: *ACSEG. Approches connexionnistes en sciences économiques et de gestion. 10ème Rencontre Internationale*. IAE Nantes.

DESMET, P. (2000). Analyse des paniers d'achat avec une typologie par une carte de Kohonen. In: *7ème Rencontre Internationale - ACSEG (Approches Connexionnistes en Sciences Economiques et de Gestion)*. Centre national de la recherche scientifique (CNRS), pp. 189-201.

DESMET, P. and GASTON-BRETON, C. (2000). Experimental Study of the Effect of the Swith to the Euro on the Intention to Buy Private Label Brand. In: *Proceedings of the 29th EMAC Conference (CD-Rom)*. Erasmus University of Rotterdam.

DESMET, P. (2000). Relative Performance of the Statistical Learning Network: An Application of the Price-quality Relationship in the Automobile. In: *Proceedings ANZMAC 2000 - Visionary Marketing for the 21st Century: Facing the Challenge*. Griffith University, pp. 100.

DESMET, P. (1999). Perception of a Price Increase According to its Expression in Francs or Euros. In: *Marketing and Competition in the Information Age-28th EMAC Conference*. Humboldt University, Berlin.

DESMET, P. (1998). Asking for Less in Order to Obtain More. Is it Really that Simple? In: *Frontiers in Direct Marketing Research*. John Wiley & Sons, Inc. pp. 7-16.

DESMET, P. (1998). Modeling Reaction to a Pricing Scale: An Application to Requests for Charitable Donations. In: *ANZMAC98*. University of Otago.

DESMET, P. (1998). Performance relative des réseaux statistiques à apprentissage : application à la relation prix-qualité dans l'automobile. In: *Cinquième Rencontre Internationale. ACSEG*. Financial Management Association (FMA).

DESMET, P. (1997). Behavioral Consequences of the Coherence between Motivations and Distribution Channels : A fundraising Experiment. In: *Workshop on the Management of non-profit Organisations*. European Institute for Advanced Studies in Management (EIASM).

DESMET, P. and RENAUDIN, V. (1997). Estimating Shelf-Space Elasticity for Product Categories : a Preliminary Step to Hierarchical Space Allocation in Stores belonging to a Chain. In: *Marketing Progress Prospects Perspectives*. Warwick Business School, pp. 1029-1042.

DESMET, P. and MACE, S. (1996). Rupture de la relation commerciale et comportement d'achat. In: *Troisième Rencontre Internationale / Approches Connexionnistes en Sciences Economiques de Gestion ACSEG*. Faculté des Sciences Economiques et de Gestion, pp. 37-50.

DESMET, P. and VOLLE, P. (1996). The Modelling and Assessment of Store Loyalty Performance with a Simple-effect Gravitational Model. In: *Marketing for an Expanding Europe - Proceedings of the 25th EMAC Conference*. Budapest University of Economic Sciences, pp. 333-351.

DESMET, P. (1995). Apport des réseaux de neurones pour le scoring en marketing direct. In: *Approches Neuronales en Sciences Economiques et de Gestion - 2e Rencontre Internationale*. Financial Management Association (FMA), pp. 75-88.

DESMET, P. and LE ROY, I. (1990). Promo-impact : un modèle de mesure des effets promotionnels sur données scanner au niveau du point de vente. In: *Actes du 6e Congrès l'Association Française du Marketing*. IAE Nantes, pp. 240-261.

Conferences

LACAN, C., LE NAGARD, E. and DESMET, P. (2019). Interaction Between Solicitation Framing and Timing on Consumer's Willingness to Share e-Wom. In: 10th European Marketing Academy (EMAC) Regional Conference 2019.

WEYDERT, V., DESMET, P. and LANCELOT-MILTGEN, C. (2018). Convincing Consumers to Sshare Personal Data: Money or Control ? In: 3rd ETIMM Emerging Trends in Marketing & Management 2018.

DESMET, P. (2015). Does Loyalty Influence a Store's Price-Image? In: Innovation and Growth Strategies in Marketing Conference (ANZMAC 2015).

DESMET, P., BORDENVAVE, R. and TRAYNOR, J. (2012). Comparing Shopping Behavior in Real Lab Stores and Virtual Lab Store (DESMET P., BORDENVAVE R., TRAYNOR J.). In: 41st EMAC Annual Conference 2012.

LE NAGARD, E., LARDINOIT, T. and DESMET, P. (2006). Pourquoi le marketing sportif peut-il être utilisé pour le lancement de nouveaux produits ?

DESMET, P. (1998). Asking for Less in Order to Obtain More. Is it Really that Simple? An Experimental Study on the Impact of the Level of Appeal.

DESMET, P. (1997). Giving or Buying : is There any Substitution Effect in Fund-Raising ?

DESMET, P. and MOTTIS, N. (1996). BERTENGUT : A Multimedia Case.

DESMET, P. and XARDEL, D. (1995). Challenges and Pitfalls for Direct Mail across Borders : The European Example.

DESMET, P. and VOLLE, P. (1994). Fréquentation des points de vente : analyse descriptive préliminaire.

DESMET, P. and XARDEL, D. (1994). The Catalog Merchandising and Life Cycles of Books.

DESMET, P. (1992). Catalog Space Allocation at the Department Level.

DESMET, P. (1991). A Multi-stage Methodology for the Estimation of Price Promotion Elasticities by Regression Method on Scanner Data with a Reduced Bias.

DESMET, P. (1991). Normative Segmentation and Customer Classes in Fund Raising.

DESMET, P. (1990). Estimation de la relation surface-vente pour la vente par catalogue.

Working Papers

DESMET, P. and RENAUDIN, V. (1996). *Estimating Shelf-space Elasticity for Product Categories : A Preliminary Step to Hierarchical Space Allocation in Stores Belonging to a Chain*. ESSEC Business School.

VOLLE, P. and DESMET, P. (1994). *Fréquentation des points de vente : analyse descriptive préliminaire*. ESSEC Business School.

AGRAWAL, M. and DESMET, P. (1994). *Towards a Transnational Index of Customer Satisfaction : A Conceptual and Methodological Exploration*. ESSEC Business School.

DESMET, P. and XARDEL, D. (1993). *Strategies for a European Catalog*. ESSEC Business School.

DESMET, P. (1992). *Catalog Space Allocation at the Department Level : Empirical and Normative Rules*. ESSEC Business School.

DESMET, P. (1992). *Logit Model of Consumer Purchases : Application on a French Data Set.* ESSEC Business School.

DESMET, P. (1992). *Normative Segmentation and Customer Classes in Fund Raising*. ESSEC Business School.

DESMET, P. and LE ROY, I. (1991). *Mesurer les effets promotionnels par l'utilisation de la zone d'expérimentation Scannel*. ESSEC Business School.

DESMET, P. (1991). *Utilisation des processus markoviens pour l'élaboration du plan d'action commerciale en marketing direct*. ESSEC Business School.

DESMET, P. (1990). *Estimation de la relation surface-vente pour la vente par catalogue*. ESSEC Business School.

DESMET, P. and LE ROY, I. (1990). *Promo-impact : un modèle de mesure des effets promotionnels sur données scanner au niveau du point de vente*. ESSEC Business School.

Book reviews

DESMET, P. (2003). Optimiser ses prix. Manageris, France.

Published Cases

DESMET, P. (2019). Les panels de distributeurs et de consommateurs. ESSEC Business School.

DESMET, P. (2018). « Deos » Analyse des données de panels distributeurs et consommateurs. ESSEC Business School.

BLANCHARD, D. and DESMET, P. (2018). Deos : analyse des données de panels distributeurs et consommateurs. ESSEC Business School.

DESMET, P. (2015). Politique de prix d'une innovation: Babolat play pure drive©: La première raquette connectée. ESSEC Business School.

DESMET, P. (2011). Politique du prix du Nabaztag. ESSEC Business School.

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

Since 2015	Journal of Business Research
2013 - 2014	Question(s) de Management
2012	Journal of Business Research
2011 - 2020	Recherche et Applications en Marketing
2009 - 2019	Décisions Marketing
2007 - 2010	Journal of Business Research
2002 - 2007	Décisions Marketing
1993 - 2009	Recherche et Applications en Marketing

Affiliations

Since 1954	Member of the Association Française du Marketing (AFM)
Since 1954	Member of the European Marketing Academy (EMAC)
Since 1954	Member of the Australia New Zealand Marketing Academy (ANZMAC)