Ghalia SHAMAYLEH

Assistant Professor
Department: Marketing
ESSEC Business School
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EDUCATION

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, Economics, University of Pennsylvania, United States of America

EMPLOYMENT

Full-time academic positions

2024 - Present Assistant Professor, ESSEC Business School, France

GRANTS AND HONORS

Awards and Honors

2022	ACR/Sheth Foundation Dissertation award, United States of America
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

Grants

2023	SSHRC Doctoral Fellowship, 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

Journal Articles

SHAMAYLEH, G. and ARSEL, Z. (2026). Digital Affective Encounters: The Relational Role of Content Circulation on Social Media. Journal of Consumer Research. *Journal of Consumer Research*, 52(5), pp. 914-934.

ANDERSON, K., HASS, A., WALLACH, K.A., MERTZ, B.A., SHAMAYLEH, G., LAVERIE, D. ... ROBIN, S. (2026). The Phygital Well-being Paradox in the Service Ecosystem. *Journal of Services Marketing*, In press, pp. 1-18.

Book chapters

ABOELENIEN, A.A. and SHAMAYLEH, G. (2026). Eco-influencers: Saving planet earth one audience member at a time. In: Nils S. Borchers, Mariah L. Wellman, Liselot Hudders eds. *The Routledge Companion to Social Media Influencers*. 1st ed. Routledge, pp. 352-365.

SHAMAYLEH, G. (2026). Pet Influencers: Navigating Narrative and Sponsored Content. In: Joyce Costello, Hayley Cocker, Rebecca Mardon eds. *Routledge Companion to Influencer Marketing*. 1st ed. Routledge.

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

Conferences

SHAMAYLEH, G., KEREKES, M. and EL-BIALY, R. (2026). More-Than-Human Gifting: Meaning and Reciprocity in Human-Corvid Relations. In: Consumer Culture Theory Conference. Kyoto.

SHAMAYLEH, G. and ABOELENIEN, A.A. (2026). Sharing in the Storm: Understanding Online Communication at Times of Crisis. In: Consumer Culture Theory Conference. Kyoto.

EL-BIALY, R., SHAMAYLEH, G. and KEREKES, M. (2026). More-Than-Human Gifting: Meaning and Reciprocity in Human-Corvid Relations. In: 42e Congrès de l'Association Française du Marketing. Angers.

EL-BIALY, R., SHAMAYLEH, G. and KEREKES, M. (2026). More-Than-Human Gifting: Meaning and Reciprocity in Human-Corvid Relations. In: Netnocon. Izmir.

SHAMAYLEH, G. and ARSEL, Z. (2026). Making Kin, Kind, and Content: Animal-Human-Technology Entanglements on Digital Platforms. In: 2026 American Marketing Association (AMA) Winter Academic Conference. Madrid.

SHAMAYLEH, G., ANDERSON, K.C., WALLAH, K.A., MERTZ, B., LAVERIE, D. and HASS, A. (2026). Phygital Well-being: A Conceptual and Practical Imperative. In: 2026 American Phygital Association Paris Summit. Paris.

SHAMAYLEH, G. (2025). Beyond the Consumer: Expanding Consumer Research to Include Non-Human Actors. In: 2025 Consumer Culture Theory Conference. London.

SHAMAYLEH, G. (2025). Making Kin, Kind, and Content: Animal-Human-Technology Entanglements on Digital Platforms. In: IJRM Special Issue: Rethinking Marketing for a More-Than-Human World. Odense.

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

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

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

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

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

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

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

Press

SHAMAYLEH, G. 2026. *Et si Punch, le macaque star d'Internet, nous rendait un peu plus humains ?* February.

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

SHAMAYLEH, G. 2025. *Pawsitive Vibes: The Science Behind Cute Animal Content*. July.

SHAMAYLEH, G. 2025. *The "Paws-itivity" of Social Media Animal Content*. June.

SHAMAYLEH, G. 2025. *Pourquoi met-on des vidéos animaliers en ligne?* June.

SHAMAYLEH, G. 2025. *Science wants you to share more adorable pet photos. Here's why*. June.

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

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

SHAMAYLEH, G. (2022). Teletherapy has Come a Long Way. *The Montreal Gazette*.

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

OTHER RESEARCH ACTIVITIES

Ad-hoc reviewer for :

International Journal of Research in Marketing, Journal of Consumer Research

Affiliations

Since 2024	AFM Publication Booster Co-organizer, Association Française de Marketing, France

TEACHING EXPERIENCE

2026	Social Media Marketing, ESSEC Business School, France
2025	Refresher: Intro to Marketing, ESSEC Business School, France
2024	Marketing Management, ESSEC Business School, France