

Ghalia SHAMAYLEH

Assistant Professor

Department: Marketing

ESSEC Business School

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EDUCATION

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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, Economics, University of Pennsylvania, United States of America |

EMPLOYMENT

Full-time academic positions

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| 2024 - Present | Assistant Professor, ESSEC Business School, France |
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GRANTS AND HONORS

Awards and Honors

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| 2022 | Concordia University Public Scholar, John Molson School of Business, Concordia University, Canada |
| 2022 | ACR/Sheth Foundation Dissertation award, United States of America |
| 2022 | Most Distinguished Presentation at Montreal Business Schools' Ph.D. Symposium, 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

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| 2023 | FRQSC Doctoral Research Scholarship, Canada |
| 2023 | SSHRC Doctoral Fellowship, 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. (2025). Digital Affective Encounters: The Relational Role of Content Circulation on Social Media. *Journal of Consumer Research*. *Journal of Consumer Research*, In press.

Book chapters

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

SHAMAYLEH, G. (2026). Pet Influencers: Navigating Narrative and Sponsored Content. In: *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. 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 ABOELNIEN, 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. 2025. *The Last Show with David Cooper*. 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. (2021). Have an Instagram Account For Your Pet? Love Sharing Funny Animal Videos? You're Part of The Cute Economy. *The Conversation*.