

DEPARTMENT OF MARKETING

Guergana D. Guintcheva
Associate Professor since 2002

Professor G. Guintcheva is a full time faculty member who joined Edhec Business School in 2002. She holds a PhD degree in Marketing from the University of Montpellier. Her Ph.D. thesis deals with the reorganization of the shopping area into universes, as introduced by Carrefour. She does basic and applied research in marketing and consumer behaviour. She is a member of the European Marketing Academy (EMAC). She is currently also Head of the MSc Degree Programme in European Business.

EDUCATION

2003 **Doctorate** in Marketing, University of Montpellier II, Thesis Subject: The Consumer Universe: Conceptualisation and Impact on Substitutability and Complementarity of Products. Application to Food Consumption.
Doctorat de Sciences de Gestion, Montpellier II, L'univers de consommation : conceptualisation et impact sur la substituabilité et la complémentarité des produits. Une application à la consommation alimentaire

TEACHING EXPERIENCE

2002 to present – Assistant and Associate Professor of Marketing, Department of Marketing, EDHEC Business School, Lille
2001-2002 – Assistant Professor, Toulouse University
1999-2001 – Assistant Professor, Montpellier University

CONSULTING ASSIGNMENTS

Central Office of Nutrition, June 2000
Representations, Value and Evaluation of Consumer Food Behaviour Mode

EXECUTIVE SEMINARS

EMBA Lucca, Italy April 2006
Marketing Management Seminar

PUBLICATIONS

Conference presentations, working papers, conference chairs

« The place of museum visits in the competitive universe of leisure activities. Approach based on perceived consumer benefits » (with J. Passebois), 10èmes Journées de Recherche en Marketing de Bourgogne, 9-10 Novembre 2005.

“How Perceived Complementarity Influences Simultaneous Choices: The Application to Food Consumption”, 9th International Conference on Marketing and Development, Thessaloniki, Greece – June 8- 11, 2005.

“The Consumer universe: Conceptualisation and Impact on the Substitutability and Complementarity of Products. The Application to Food Consumption”, 8th International Research Seminar in Service Management, La Londe les Maures, France - June 8 - 11, 2004.

The Concept of the Consumer Universe, European Ph.D. Days in Montpellier: Economics and Agriculture, Rural and Agricultural Nutrition, June 2003.

The Concept of the Consumer Universe and Its Impact on Assortment Building, EMAC Conference, May 2001.

RESEARCH INTERESTS

Consumer Behaviour
Analysis of consumer choices
Shopping area management

TEACHING SPECIALITIES

International Marketing
Consumer Behaviour
Distribution Channels
Pricing Policy