

**GOUDARZI Kiane**  
**Professor**

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## BIOGRAPHY

Kiane Goudarzi is Professor at iae aix, specialized in Service marketing and management.

He is member of the Strategic committee as an associate dean for Quality, in charge of international accreditation process (EQUIS) and rankings (FT). He is also Director of the MSc in Service Marketing and Management and Director of the DBA in China (BSI).

His research, teaching and consultancy work focuses on services : the management of customer roles (the roles of co-customers, the logistical roles of customers), customer relationship management (customer experience and quality of service, satisfaction, complaint management, socialization, trust and identification with the organization), the management of contact staff and their impact on the customer (the role of contact staff in brand image, the emotional work of contact staff and customer satisfaction, the well-being of contact staff and customer satisfaction), and the transition of industrial companies to services.

He completed a doctorate in Management Sciences (Aix Marseille University, under the supervision of P. Eiglier) on the socialization of the customer to services organizations, for which he was awarded two thesis prizes (AFM national prize, Nvivo prize). Since 2007, he has been organizing the internationally renowned Lalonde conference on service management.

He has worked with a number of public and private organizations, including the Loire Atlantique General Council, Besançon City Council, IKEA, Conforama, Casino Barrières, Ubisoft, SNCF, HEP education. His research has been published in Recherches et Applications Marketing, Journal of Business Research, International Journal of Operations and Production Management, Journal of Service Management, International Review of Administrative Science, European Management Journal, Revue Française de Gestion, Décisions Marketing et Politique and Management public.

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## EDUCATION

2023: ITP (International Teachers Program)

2015: Concours externe d'agrégation de l'enseignement supérieur (National competition for University professorship)

2014: HDR (Accreditation to supervise PhD), Université Paris Dauphine-PSL

2005: Doctorat (PhD), IAE Aix-Marseille, Award for the best marketing PhD- France

2002: CEFAG

Language	Read	Speak	Written
FRENCH	X	X	X
PERSIAN	X	X	X
ENGLISH	X	X	X
SPANISH	X	X	

## ACADEMIC ACTIVITIES

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### Courses currently given at Aix Marseille Graduate School of Management – IAE

Introduction to Service Management  
Service marketing and management  
Relationship Marketing Research Seminar  
Research Methodology  
Brand Management

### Academic positions

Sept 2022	Professor, AMGSM (IAE Aix), Aix Marseille Université Associate Dean for Quality (International accreditation and rankings) Director of the MSc Management and Marketing of Services
Jan 2020- Present	Director of the DBA in China (Business Science Institute, iaelyon)
2016-2022	Professor, IAE Lyon, Université Jean Moulin, Lyon 3 <i>In 2021/2022, half 'IAE Lyon half IAE Aix</i> Associate dean of the research center Magellan (3 years, from July 2019) Director of the MBA (3 years, from July 2019)
2015-2016	Professor, IAE Valenciennes, Université de Valenciennes Director of the Chaire in Entrepreneurship and SME
2007-2015	Maître de conférences, IAE Aix en Provence, Aix Marseille Université Director of the MSC Corporate Communication & Change Mangement, Director of the MSC Marketing & Communication In charge of the FT ranking, nvolved in the Equis accrédition,
2005-2013	Professor and associate Professor, NEOMA Business School

## SCIENTIFIC ACTIVITIES

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Organization of the Lalonde Service Conference, every 2 years (worldwide known conference, 80 participants)  
Organization if 6 publication workshops with editors, associate editors and reviewers of international journals (JBE, LRP, OS, M@n@gement, JAMS, JBR, JOSM, IJOPM, ISBJ)  
Member of the CCM (Center for Customer Management)  
2 HDR supervised, 5 PhD supervised, 4 PhD under supervision, jury member of 13 PhD, 4 DBA supervised and 6 under supervision

## Publications

1. Sanguinetti V, Chauvet V et Goudarzi K (2023, forthcoming), Interactions between formal structures and knowing communities: what does external community involvement mean, **European Management Journal**, rang 3 CNRS, rang 3 FNEGE
2. Talpur Q, Nicod L, Ghulam M.and Goudarzi K (2023, forthcoming), 'I'm holding on thanks to my customers ! when the customer decomes the main source of social support for frontline employees", **Décisions Marketing** rang 3 CNRS, rang 3 FNEGE
3. Sanguinetti V, Chauvet V et Goudarzi K (2021), « COVID-19 : inspiron-nous de l'Open Source pour manager les activités collaboratives à distance », **Revue Française de Gestion, Lavoisier**, 46 (293), p 161-170, **rang 3 CNRS et rang 2 FNEGE**
4. Rouquet A., Goudarzi K. et Henriquez T. (2017), « The company-customer transfer of logistics activities », **International Journal of Operations and Production Management**, Vol 37, 3, 321-342, **rang 2 CNRS, rang 2 FNEGE**

5. Guenoun M., Goudarzi K et Chandon J.L, (2016), «*Construction and validation of a hybrid model to measure perceived public service quality (PSQ)*», **International Review of Administrative Sciences**, vol 82, 1, 208-230, **rang 3 CNRS, rang 3 FNEGE**
6. Goudarzi K, Llosa S. et Orsingher C., (2015) « *Crossing boundaries in service research* », **Journal of Service Management**, vol 26, issue 5, **rang 4 CNRS, rang 3 FNEGE**
7. Goudarzi K, Borges A. et Chebat J.C. (2013), « *Should retailers pay to bring customer back? The impact of Quick Response and Coupons on real purchase outcomes* », **Journal of Business Research**, Volume 66, Issue 5, May 2013, 665–669, **rang 2 CNRS, rang 2 FNEGE**
8. Camelis C., Dano F., Goudarzi K., Hamon V. et Llosa S. (2013) « *Les rôles des co-clients et leurs mécanismes d'influence sur la satisfaction globale durant une expérience de service* », **Recherche et Applications en Marketing**, vol 28, avril, 46-69, **rang 2 CNRS, rang 2 FNEGE**
9. Rouquet A., Reniou F. et Goudarzi K. (2013), **Revue Française de Gestion**, « *le client acteur de l'organisation* », n°234, 4-13, **rang 3 CNRS, rang 2 FNEGE**
10. Goudarzi K. et Rouquet A. (2013) « *Les rôles des clients dans la logistique de distribution des produits* », **Décisions Marketing**, rubrique stratégie, n°69, janvier-mars, 111-116, **rang 3 CNRS, rang 3 FNEGE**
11. Goudarzi K, Llosa S. et Orsingher C. (2011), *Editorial*, **Journal of Service Management**, vol 22, issue 5, **rang 4 CNRS, rang 3 FNEGE**
12. Goudarzi K. et Guenoun M. (2010), « *Conceptualisation et mesure de la Qualité des Services Publics (QSP) dans une collectivité territoriale* », **Politique et Management Public**, vol 27, n°3, 30-49, **rang 4 CNRS, rang 4 FNEGE**
13. Rouquet A., Goudarzi K. et Henriquez T. (2010), « *Le transfert d'activités logistiques entreprise-consommateur : une comparaison des cas Auchan Drive et IKEA* », **Logistique et Management**, vol 18, n°2, 13-25, **rang 4 FNEGE**
14. Sdd Goudarzi K., Llosa S. et Orsingher C. (2009), *Editorial*, **Journal of Service Management**, Vol 20, issue 3, **rang 4 CNRS, rang 3 FNEGE**
15. Goudarzi K. et Eiglier P. (2006), « *La socialisation organisationnelle du client dans les entreprises de service: concept et dimensions* », **Recherche et Applications en Marketing**, Vol 21, 3, 65-90, **rang 2 CNRS, rang 2 FNEGE**

## Books and Book Chapter

1. "Marketing des Services", French adaptation of the Service Marketing book of Jochen Wirtz
2. Barraux J., Batteau P., Camelis C., Dano F., Eiglier P., Goudarzi K., Guerin A.M., Llosa S (2010), « *La logique services. Marketing et Stratégies* », Paris : **Economica (eds), Collection Gestion**, 325 pages
3. Goudarzi K. (2005), « *La socialisation organisationnelle du client dans les entreprises de service* », 2005, In Delobbe Nathalie, Herrbach Olivier, Lacaze Delphine, Mignonac Karim (eds), **Le comportement organisationnel**, Brussels, De Boeck, pp.285-292

## International Academic Conferences

1. Sanguinetti V. et Goudarzi, K. (2021), Organizational challenges of open source business models - a customer and ecosystem business model approach, 8th Annual World Open Innovation Conference (WOIC), Eindhoven 9-10 decembre
2. Sanguinetti V. et Goudarzi, K. (2021), Interactions between formal structures and knowing communities: what does external community involvement mean, 4<sup>th</sup> KCO Symposium, Toulon, 9 et 10 juin

3. Tahir Z. et Goudarzi K. (2020), The Role of Trust in the Service Recovery Context and Its Subsequent Effect on the Repurchase Intention, Academy of Marketing Science Annual conférence, 14 au 19 décembre, organisée en visio conférence à cause de la crise sanitaire
4. Tahir, Z. et Goudarzi, K. (2020). 'The Effect of Restored Trust on Post-Recovery Repurchase Intention', AMS World Marketing Congress. L'article a été accepté mais la conférence a été reportée à 2021 à cause de la crise sanitaire
5. Tahir, Z. et Goudarzi, K. (2020). 'Trust Recovery through Compensation: A Comparison of Offline and Online Service Failures', Congrès de l'Association Française du Marketing. L'article a été accepté mais la conférence a été annulée
6. Junaid M. et Goudarzi K (2020), Customer Participation in Health Care Services; A Proposed Framework for Enhancing Chronic Illness Management, Academy of Marketing Science Annual conference, 14 au 19 décembre, organisée en visio conférence à cause de la crise sanitaire
7. Sanguinetti V. et Goudarzi, K. (2019), "Does Open Source Adoption directly impact financial performance or does community involvement mediate the relationship?", **24ème conférence de l'AIM**, track business model et stratégie numérique, Nantes,
8. Talpur, Q. Goudarzi, K. Murtaza, G. (2018), Labor and Support: Moderating role of perceived customer support and conscientiousness, **British Academy of Management Conference**, Bristol, United Kingdom, 4-6 September.
9. Junaid, M., Raza, A., et Goudarzi, K. (2018), Customer education in service organization: A proposed framework to enhance customer experience, **21st Excellence in Services International Conference**, Paris, France, 30-31 August
10. Sanguinetti V et Goudarzi K (2018), Modalities and Enablers of Corporate Open Source Adoption: what academic and professional experts say about it?, **23ème conference de l'AIM 2018**, Montréal, Québec.
11. Sanguinetti V et Goudarzi K (2018), Open Source adoption outside software industry: identifying key objectives and enablers?, **Conference de l'AIMS**, Montpellier, France
12. Sanguinetti V et Goudarzi K (2018), Open Source adoption in industry: what do academic and professional experts say about it?, **Euram**, Reykjavik, Islande
13. Raza A. et Goudarzi K. (2016) « Aligning Frontline employees (FLE's) with the brand positioning: an exploratory research to investigate its meaning, antecedents and consequences », **32ème congrès de l'AFM** (Association Française de Marketing), Lyon, Mai
14. Rouquet A., Goudarzi K. et Henriquez T. (2016) « La transfert d'activités logistiques entre entreprises et clients », dans le cadre d'une session spéciale intitulé « regards croisés sur l'intégration du consommateur dans la chaîne logistique », **32ème congrès de l'AFM** (Association Française de Marketing), Lyon, Mai
15. Guenoun M., Goudarzi K et Chandon J.L. (2012), «Hybrides ou disjoints ? L'utilisation des modèles client et légal pour mesurer la qualité de service public (QSP) », **28ème congrès de l'AFM** (Association Française de Marketing), Brest, Mai.
16. Goudarzi K, Camelis C. et Llosa S. (2012), « *Comportements déviants des clients et satisfaction* », **1ère journée d'étude sur la gestion des clients – gérer les comportements déviants des clients**, Marne-la-vallée, Mars
17. Goudarzi K, Camelis C., Dano F. et Llosa S (2011), « *How other customers influence client satisfaction during service delivery*, **The Naples forum on services**, Capri, Italie, 14-17 Juin
18. Rouquet A., Goudarzi K. et Henriquez T. (2011), *Managing the transfer of logistics services to the consumer: comparison of two cases*, **The Naples forum on services**, Capri, Italie, 14-17 Juin
19. Rouquet A., Goudarzi K. et Henriquez T. (2011), *The transfer of logistics services between a company and its consumers*, **23rd NOFOMA (The Nordic Logistics Research Network) conference**, Harstad, Norvège, 9-10 Juin

20. Camelis C., Dano F., Goudarzi K., Hamon V. et Llosa S. (2011), « *Et les autres clients alors ? Quels rôles jouent-ils dans la satisfaction des consommateurs pendant l'expérience de service ?* », **27<sup>e</sup> congrès de l'AFM** (Association Française de Marketing), Bruxelles, Belgique, 18-20 Mai
21. Rouquet A., Goudarzi K. et Henriquez T. (2010) « *Le transfert d'activités logistiques entre entreprise et consommateurs : enjeux de gestion et propositions théoriques* », **8<sup>èmes</sup> Rencontres Internationales de la Recherche en Logistique (RIRL)**, Bordeaux Management School, Bordeaux, France, 29 Septembre -01 Octobre
22. Rouquet A., Goudarzi K. (2009), « *La logistique aval de la firme de distribution : "servir le client" ou "se servir du client" ?* », **12<sup>e</sup> colloque Etienne Thil**, La Rochelle, France, 8-9 Octobre
23. Guenoun M. et Goudarzi K. (2009), « Conceptualization and measure of Public Services Quality (PSQ) », **IISA conference** (Institut International des Sciences Administratives), **Helsinki, Finland, 7-11 Juillet**
24. Goudarzi K. (2009), « **The effectiveness of socializing service customers** », **Naples Forum on Services**, EIASM (European Institute for Advanced Studies in Management), Capri, Italie, 16-19 Juin
25. Goudarzi K et Rouquet A. (2009), « **The logistics roles of the final customer in the supply chain: proposal of an exploratory typology** », **6th International Annual EurOMA Conference** (EUROpean Operations Management Association), Göteborg, Suède, 14-17 Juin
26. Goudarzi K. et Guenoun M. (2009), « *Conceptualizing and measuring public service quality in local government* », **EMAC** (European Marketing Academy Conference), Nantes, France, 26-29 Mai
27. Goudarzi K, Guenoun M et Llosa S. (2009), « *Silent service in Public Sector: How to value their marketing performance?* », **EMAC** (European Marketing Academy Conference), Nantes, France, 26-29 Mai
28. Goudarzi K. (2007), « *Etendre le champ d'application de la socialisation organisationnelle : contribution de son transfert en marketing* », **journée de recherche sur la socialisation organisationnelle**, Université Paris Dauphine, 5 Juillet
29. Goudarzi K (2007), « *La socialisation organisationnelle du client dans les entreprises de service : mesure et efficacité* », **23<sup>ème</sup> Congrès annuelle de l'AFM** (Association Française de Marketing), Aix les bains, Mai/Juin
30. Goudarzi K. (2007), « *Practicing interdisciplinary research in marketing by doing expert interviews with researchers* », **EMAC** (European Marketing Academy Conference), Reykjavik, Iceland, 22-25 Mai
31. Goudarzi K. (2007), « *Organizational socialization concept : theoretical contribution of its transfer to service marketing* », **EAWOP** (European Association of Work and Organizational Psychology), Stockholm, Sweden, 9-12 Mai
32. Goudarzi K. (2006), « *Measure and effectiveness of the organizational socialization of service customers*», **EMAC** (European Marketing Academy Conference), Athènes, Grèce, Mai 2006
33. Goudarzi K. (2006), « *The organizational socialization of service customers, toward a conceptualization based on experts interviews*», **9th international research seminar in service management**, Lalonde, France, Mai-Juin
34. Goudarzi K. et Guenoun M. (2006), « *L'utilisation de l'outil marketing SERVQUAL pour mesurer la qualité dans les services publics municipaux* », **Colloque Politique et Management Public**, l'action publique au risque du client ? Client-centrisme et citoyenneté », Lille, Mars
35. Goudarzi K. (2005), « *Le concept et les dimensions de la socialisation organisationnelle du client dans les entreprises de service*», **21<sup>ème</sup> Congrès annuelle de l'AFM** (Association Française de Marketing), Nancy, Mai
36. Goudarzi K. (2005), « *La socialisation organisationnelle du client dans les entreprises de service, méthodologie qualitative appliquée au cas IKEA* », **Congrès Paris-Venise sur les tendances du marketing**, Paris, Janvier
37. Goudarzi K. (2004), « *Pratiquer l'interdisciplinarité à partir d'entretiens d'enseignants chercheurs* », **ACS Aix-Croisées-Scientifiques, Pratiquer et comprendre l'interdisciplinarité**, Aix-en-Provence, Septembre

38. Goudarzi K. (2003), « *The socialization of customers to service organization, toward a conceptualization: The case of Ikea* », **AMA Frontiers in Services Conference** (American Marketing Association), Washington, 23-26 October

## **IMPACTS & OTHERS**

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I have trained around 5000 actual managers from the year 2000. Among them 600 are expert managers in services and 300 are experts in communication and change management (I was their director of studies).

Besides the 15 published articles and 40 international conference, I have been supervising research of almost 20 PhD or DBA doctoral research, producing themselves research and changing their organization. I have organized 20 international academic conferences or international publication workshops impacting 1 000 researchers. My latest article in the conversation focusing on Open Source received 10 000 views and I cosigned an important market analysis of the perspective in 2017-2021 about free software and open sources in France. My latest

My consulting helped organization like Casino Barrières, SNCF, Besançon City Council, the Loire Atlantique General Council, IKEA, Ubisoft, to better manager their customer experience and the service quality. My consulting at HEP education was focused on managing employee well being and at Conforama, it was focused on the product life cycle.