

**Margot RACAT**  
Professor of Marketing

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### Nationality & Languages

Nationality: French  
English: fluent  
Spanish: professional  
French: native

### Education

- 2016 **PhD in Management Sciences**, Specialized in Marketing, *honors*, University of Lyon
- 2015 Laureate CEFAG doctoral Program, FNEGE, Paris
- 2013 **Master in Marketing and Sales, International Management Activities**, *honors*, University of Lyon
- 2012 **Bachelor in Business Administration, specialized in Marketing**, OMNES Education, Lyon
- 2008 **Baccalaureate**, Scientific Engineer Sciences, *honors* Lycée Pierre-Mendès France, Epinal

### Professional Experiences

- Since 2020 Associate Professor of Marketing, IDRAC Business School
- 2019-2020 Assistant Professor of Marketing, ESSCA School of Management
- 2017-2018 Assistant Professor of Marketing, EDHEC Business School
- 2016-2017 Professor of marketing, IDRAC Business School-March
- 2013-2016 Teaching and Research Assistant, iaeLyon, University of Lyon

### *Non-Academic positions:*

2019-2021	Consultant in Marketing, Founder of Mind Your Sense
2013	Marketing data analyst, Retail & Consumer
2013	Event Manager, Connection Events
2012	Merchandising manager, L'Oréal

### **Courses taught at IDRAC Business School**

2022-2023:	Sensory Marketing International Marketing Global Branding Strategy International Marketing Survey	
2021-2022	Customer Relationship Marketing Principles of Marketing UX Design thinking Global Branding Strategy International Marketing Survey Atelier Marketing Initiation à la recherche	ESCM – Madagascar MBA4 ESCM – Madagascar MBA1 PGE5 – Lyon campus PGE4 – Lyon campus PGE2 – Lyon campus PGE1 – Lyon campus BBA3 – Lyon campus
2020-2021	Learning from Research Elective course Initiation à la recherche Digital disruptive bootcamp International Marketing	PGE5 – Lyon campus PGE4 – Lyon campus BBA3 – Lyon campus BBA3 – Lyon campus BBA2 – Lyon campus
2016-2017	Luxury Marketing Services Marketing Marketing des Services	ZBC – China BBA Study Abroad B3 – Lyon Campus BB3 – Lyon Campus

### **Visiting Professorships**

2022	Innovobot and McGill University, Montréal, Canada
2021	Oregon State University, Portland, USA
2017	York University, York, England
2017	Zhejiang Business College, Hangzhou, China
2015	Temple University, Philadelphia, USA
2014	HEC Montréal, Montréal, Canada

### **Membership of Academic Associations/Networks**

Since 2022	Member of the Haptic Industry Forum, INC.
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Since 2022 Member of the ACM in Human Computer Interaction  
Since 2016 Member of the Academy of Marketing Science  
2016-2017 Member of the Association for Consumer Research  
2014-2019 Member of the French Marketing Association  
2014-2016 Member of the European Marketing Academy

#### *Professional collaboration*

Interhaptics, Sensostat, InnovRobot, Immersion, Apple, Facebook, Certesens.

### Main Research Interests

*Consumer Behavior, sensory-enabling technologies, human-computer mediated interactions, cognition and perceptual processes, information processing, entrepreneurship, innovation, technology development.*

### Publications

#### 1. *Articles in refereed journals (peer-reviewed)*

Racat, M. and Lichy, J. (2022) Negative effects of distance learning accentuated by COVID-19 outbreak: a perspective of learners and teachers, Knowledge Management Research & Practice | FNEGE 2019: 3 | ABS 2021: 1.

<https://doi.org/10.1080/14778238.2022.2075807>

Plotkina, D., Dinsmore, J. and Racat, M. (2021), "Improving service brand personality with augmented reality marketing", Journal of Services Marketing | FNEGE 2019: 3 | CNRS 2019: 3 | ABS 2021: 2. <https://doi.org/10.1108/JSM-12-2020-0519> - Granted project Joint Initiative Research AMS-AFM 2019

Lichy, J., and Racat, M. (in press) "Tracing digital fragmentation at the user level: Gen Y & Gen Z in Russia and France, Management International | FNEGE 2019: 2 | CNRS 2019: 3.

Racat, M., Capelli, S., Lichy, J. (2021) "New insights into 'technologies of touch': information processing in product evaluation and purchase intention", Technological Forecasting and Social Change, 170. | FNEGE 2019: 2 | CNRS 2019: 2 | ABS 2021: 3.

<https://doi.org/10.1016/j.techfore.2021.120900>

Pagani, M., Racat, M. et Hofacker, C. (2019) « Adding voice to the omnichannel and how that affects brand trust », Journal of Interactive Marketing, Vol. 48 (November), p. 89-105. | FNEGE 2019: 2 | CNRS 2019: 2 | ABS 2021: 3.

<https://doi.org/10.1016/j.intmar.2019.05.002>

Racat, M. and Capelli, S., (2016), « L'impact de la similarité sur l'efficacité des outils d'aide à la vente en ligne », Revue Française de Gestion, vol. 42, n° 254, p. 89-105. | FNEGE 2019: 2 | CNRS 2019: 3. <https://doi.org/10.3166/rfg.2016.00005>

Racat M. et Capelli S. (2014), « Le test de produit en ligne influence-t-il la décision d'achat en ligne ? », Revue Française du Marketing, n°250, 5/5, p. 27-29. HCERES 2015: C | FNEGE 2013: 4.

## 2. *Scholarly books*

Racat, M. et Capelli, S. (2020) Haptic Sensation and Consumer Behaviour - The Influence of Tactile Stimulation in Physical and Online Environments, Palgrave Macmillian's global academic publishing. <https://doi.org/10.1007/978-3-030-36922-4>

## 3. *Work in progress*

### *Submission stage*

Racat, M., Ricard, A., and Mauer, R. "Theorizing entrepreneurs' decisions making with effectuation model-of-action and grounded cognition theory." | target: Small Business Economics.

Racat M., Hofacker, C., Vezzoli, E., Urbano, C. and Teiller, E. "Haptic design for mobile retailing: enhancing the customer online experience." | target: Journal of Retailing.

Racat, M. and Plotkina, D, "Ethical use of haptic stimulation for online consumption: strategic brand behavior" | target: Technology Forecasting and Social Change

### *Writing stage*

Racat, M. and Cruz, M. Haptic as a business value: how creating efficient communication between academia and industry can lead to more relevant consumer experience. | target: *Journal of Information Technology*.

Racat, M., Kacha M., Capelli, S., Carlson, B., "Leveraging similarity and congruency for persuasive sensory-based communication" | target: *Journal of the Academy of Marketing Science*. Granted Project Joint Initiative Research AMS-AFM 2019

Racat, M, and Kacha M., "Persuasive communication using color and texture combination to enhance product appeal online" | target: Journal of Advertising Research.

Racat, M. and Birnbaum, D. "TouchPoint: engaging your audience". Book project.

### *Data collection*

Racat, M., Reynolds, R., Obal, M. and Vezzoli, E. "The effect of multisensory product experience on consumer-based brand equity: augmenting sound and haptic feedback. (5K USD funding) | target: Journal of Marketing Research

Racat, Plotkina, D. and Dinsmore, J., "Augmented Reality app: strategic product presentation for cross-canal experiences". (15K USD Funding) | target: Journal of Retailing

### *Starting projects*

Racat, M., Bressoles, Gregory, and Heitz-Spahn, S. Omnivers: integrating multilevels for digital consumption.

Racat, M. & Hadi, R. "Haptics and consumption: economic value for brands".

Ziat, M. & Racat, M. "Bright and Dark effect on mobile consumption".

### Grants and awards

2022 AACSB Accreditation course Teaching Digital Marketing AMS 2022

2022 Finalist FNEGE Management for Innovation Article

2019 AMS-AFM Joint Initiative Research Grant - 2x1000 US\$

2017 Finalist Thesis Award of the French Marketing Association

2017 Finalist SPHINX Thesis Award

2015 FNEGE CEFAG grant for junior research visiting abroad (Temple University) - 700 euros

National selection for 15 doctoral students each year

<https://www.fnege.org/nos-programmes/cefag/resultats-cefag-2015>

2013-2016 National Doctoral Grant - 3 years - about 75000 euros

### Guest lecturers and participation to conferences

**Guest Speaker:** Smart Haptics conference (2021, 2022), Retail Show with Partner (2022), Ecole de Technologie Supérieure et McGill (2022), Haptic Clubs (2022)

#### Interviews:

2022 Handelsblatt <https://www.handelsblatt.com/technik/forschung-innovation/insight-innovation-das-internet-anfassen-wie-haptik-technologie-das-metaversum-ermoeglicht/28100200.html>

2022 Rest of the World <https://restofworld.org/2022/as-western-social-media-apps-leave-russia-snaps-zenly-hangs-on/>

#### Papers presented in conference

Racat, M. and Cruz, M. (2022), Haptic as a business value: how creating efficient communication between academia and industry can lead to more relevant consumer experience, Smart Haptic, San Diego, December, 9th.

Racat, M. Hofacker, C., and Veozzoli, E. (2022), Towards a virtual haptic signature: how texturing the screen improve consumer product understanding and purchase intention., ACM CHI 2022, New Orleans, April 30th to May 5th.

Racat, M., Kacha, M., Capelli, S. & Carlson, B., (2020) "Leveraging similarity and congruency for persuasive sensory-based communication: A Structured Abstract." AMS-AFM Grant.

Racat, M. (2021) "Technologies of Touch: giving a human touch to online consumption", Smart Haptics, San Diego 2nd & 3rd December.

Racat, M. and Ricard, A. (2021) "Theorizing entrepreneurs' decisions making with effectuation model-of-action and grounded cognition theory", RENT Conference, Turku, Finland, 17th-19th November.

Racat, M. and Kacha, M. (2021) "Persuasive communication using color and texture combination to enhance product appeal online", Uncommon Sense III conference, Concordia, Canada.

Racat, M., Kacha, M., Capelli, S. & Carlson, B., (2020) "Sensory Similarity: a conceptual clarification and examination of the influence on cognitive processes from a grounded perspective", Academy of Marketing Science Annual Conference, Virtual, 16-18th December.

Racat, M. & Kacha, M. (2019) "An Exploratory Study of the Role of Color and Texture on Consumers' Online Product Evaluation and Purchase Intention", Academy of Marketing Science Annual Conference, Vancouver, Canada, May 29th to 31st.

Maity, D. & Racat, M. (2018), "The Role of Audience Comments in YouTube Vlogs", Academy of Marketing Science Annual Conference, New Orleans, USA, May 23th to 25th.

Racat M., Capelli S. & Dantas C.D (2017), « Sensory similarity: a physical product perception in online context », 45th Academy of Marketing Science Annual Conference, San Diego, USA, May 24th to 26th.

Racat M., Geerts A. (2017) « Would you believe more the person next to you or the one behind the screen? A threefold perspective on online reviews credit and use », 33rd French Marketing Association Annual Congress, May 17th to 19th.

Pagani, M., Racat M., & Hofacker, C. (2017) "Voice Vs Touch: The Impact Of Mobile Experiences On Brand Trust", 46th European Marketing Academy, Groningen, May 23th to 26th.

Racat M., Capelli S. & Dantas C.D (2016), « The indirect effect of virtual tactile effect in online product evaluation », 45th European Marketing Academy, Oslo, Norway, May 24th to 28th.

Racat M., Capelli S. & Dantas C.D (2015), « The influence of tactile stimulation in online product evaluation », 44th European Marketing Academy, Leuven, Belgium, May 26th to 29th 2015.

Racat M. & Capelli S. (2014), « Le réalisme d'une nouvelle technologie de réalité virtuelle : un antécédent à l'efficacité des outils d'aide à la vente en ligne » (Realism of new virtual technology : an antecedent to virtual tool's efficiency), 5th Meeting of Group of Interest on « Innovation » of the AIMS, Luxembourg, September 18th.

Racat M. & Capelli S. (2014), « Le test de produit en ligne: complément ou substitut à la présence d'un vendeur en magasin ? (Product online testing: complement or substitute to the in-store sales force?) », 2nd European Colloque on Innovation and Commerce, IAE Gustave Eiffel, Université Paris Est Créteil, April 2nd to 3rd.

## Reviewing and service to academia

2017 French Marketing Association (AFM) Annual Congress Organization

2015-2017 Responsible of the AFM English content of Twitter and Blog

2014-2016 Responsible for the Newsletter afmNET

### *Reviewing:*

Journal of Business Research, Journal of Interactive Marketing, Canadian Journal of Administrative Sciences, International Journal of Human-Computer Interaction, Knowledge Management and Research Practices, Academy of Marketing Science Annual Conference, Academy of Marketing Science Doctoral Colloquium, European Marketing Academy Conference, Marketing Trends Conference.