

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

### **Visiting Professorships**

2022/23	Innovobot and McGill University, Montréal, Canada
2022	Partner Tech, USA
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 2023	Scientific member of the Ethical/Safety Advisory Board – TOUCHLESS Project
Since 2022	Session Chair for the Doctoral Colloquium – AMS World, Canterbury
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, Innovobot, 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, Ricard A & Mauer R. (*in press*) "Effectuation And Causation Models: An Integrative Theoretical Framework", *Small Business Economics*. | FNEGE 2019: 2 | ABS 2021: 3.

Racat, M. and Plotkina, D. (*in press*) Sensory-enabling technology in m-commerce: the effect of haptic stimulation on consumer purchasing behavior, *International Journal of Electronic Commerce*. | FNEGE 2019: 2 | ABS 2021: 3.

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*

### *Under review*

Capelli, S. and Racat, M. "Touching the screen and reaching the conscience: The role of sensory-enabling technologies identification and attitudes in mobile advertising". *Journal of Advertising Research*. | FNEGE 2019: 2 | ABS 2021: 3.

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

### *Submission stage*

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

### *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

### *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”. | target: Journal of Retailing

### *Starting projects*

Huang, Y-S., Racat M., and Yee Wong, C. “Service Robot and Customer Interaction: enhancing elderly shopping experience”.

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

2024 AMS-AFM Joint Initiative Research Grant – \$2000 USD

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/Lecturer:** Workshop on Haptics McGill (2023), CanHaptics at Ecole de Technologie Supérieure (2023) Smart Haptics conference (2021, 2022), Retail Show with Partner (2022), Haptic Clubs (2022)

### **Interviews:**

2022 Handelsblatt <https://www.handelsblatt.com/technik/forschung-innovation/insight-innovation-das-internet-anfassen-wie-haptik-technologie-das-metaversum-ermoglicht/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. (2023) "Touching in the digital age"; Uncommon Sense IV conference, Concordia University, Montreal, May 3-6<sup>th</sup>.

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, 9<sup>th</sup>.

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 30<sup>th</sup> to May 5<sup>th</sup>.

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 2<sup>nd</sup> & 3<sup>rd</sup> December.

Racat, M. and Ricard, A. (2021) "Theorizing entrepreneurs' decisions making with effectuation model-of-action and grounded cognition theory", RENT Conference, Turku, Finland, 17<sup>th</sup>-19<sup>th</sup> 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, 16-18<sup>th</sup> 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 29<sup>th</sup> to 31<sup>st</sup>.

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

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

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 », 33<sup>rd</sup> French Marketing Association Annual Congress, May 17<sup>th</sup> to 19<sup>th</sup>.

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

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

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

2023 Co-editor special issue in Frontier in Communication

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:*

Journals: PLOS ONE, Frontiers, Journal of Consumer Behavior, Journal of Management Development, Journal of Business Research, Journal of Interactive Marketing, Canadian Journal of Administrative Sciences, International Journal of Human-Computer Interaction, Knowledge Management and Research Practices

Conferences: Academy of Marketing Science Annual Conference, Academy of Marketing Science Doctoral Colloquium, European Marketing Academy Conference, Marketing Trends Conference.