

MARKETING

Mélanie Florence Boninsegni

Assistant Professor of Marketing, PhD & In charge of the Digital Marketing Specialisation, and Dissertations for the Bachelor Program

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Biography

Mélanie F. Boninsegni is an Assistant Professor at IPAG Business School Paris, France, where she is in charge of developing research and teaching activities for marketing. Prior to joining IPAG, Mélanie was a Research and Teaching Assistant for the Chair of Marketing at the University of Fribourg, Switzerland. She holds a Ph.D. in marketing from the University of Fribourg, Switzerland and a Master's degree in management from the University of Geneva, Switzerland. Within her curriculum program, she studied as a visiting scholar in Pennsylvania State University, USA; Ewha Womans University, Korea; and Sophia University, Japan.

Her research focuses on service marketing, relationship management, organizational frontline, artificial intelligence, and empirical methods. She regularly presents her communications at internationally renowned conferences, and she has been a reviewer for EMAC for several years. Her research papers have been published in peer-reviewed journals: Digital Policy, Regulation and Governance, and Journal of Service Management. In parallel to her academic career, Mélanie also gained expertise and professional experience working as a market researcher for consulting firms.

Education

2021: Ph.D. in Marketing, University of Fribourg, Switzerland

2017: Diploma in Higher Education & Technology, University of Fribourg, Switzerland

2014: Master in Management, University of Geneva, Switzerland

2011: Bachelor in Management, University of Geneva, Switzerland

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Teaching Areas

- Principles of marketing
- Mix marketing et communication
- Market research
- Innovation and digital marketing
- Customer Relationship Management

Research Areas

- Service marketing
- Relationship management
- Organizational frontline research
- Artificial intelligence
- Empirical methods

Professional experiences

2023: Reviewer, EMAC Regional and Annual Conferences

2020: Marketing Research Consultant, AGILIS, Switzerland

2020: Research & Teaching Assistant, University of Fribourg, Switzerland

2019: Visiting Scholar, Pennsylvania State University, USA

Selected publications

Lissillour, R., Essiz, O., Boninsegni, M. F., & Song, Z. (2025). Intergenerational transmission of sustainable consumption practices: Dyadic dynamics of green receptivity, subjective knowledge, peer conformity, and intra-family communication. ***Journal of Environmental Management***, 378, 124754. https://doi.org/10.1016/j.jenvman.2025.124754 (ABS3)

Batouei, A., Boninsegni, M.F., Leung X.Y., & Teoh A.P. (2023), “Enhancing full-service restaurant online food ordering experiences: which factors should restaurants emphasize?”, ***International Journal of Hospitality & Tourism Administration.*** https://doi.org/10.1080/15256480.2023.2175289

Roy, A., Bakpayev, M., Boninsegni, M.F., Kumar, S., Peronard, J.P., & Reimer, T. (2023), “Technology-enabled well-being in the era of IR4.0: marketing and public policy implications”, ***Journal of Consumer Marketing***, Vol. 40 No. 4, pp. 431-444. https://doi.org/10.1108/JCM-11-2021-5021

Boninsegni, M.F., Roy, A., Bakpayev, M., Kumar, S., Peronard, J.P., & Reimer, T. (2022), “Opportunities and threats to consumer well-being in the age of fourth industrial revolution (IR 4.0) technologies”, ***Digital Policy, Regulation and Governance***, Vol. 24 No. 1, pp. 93-105. https://doi.org/10.1108/DPRG-06-2021-0080

Boninsegni, M.F., Furrer, O. and Mattila, A.S. (2021), "Dimensionality of frontline employee friendliness in service encounters", ***Journal of Service Management***, Vol. 32 No. 3, pp. 346-382. https://doi.org/10.1108/JOSM-07-2019-0214
