

CV : Gauthier Casteran

Ph.D. in Marketing, Temporary Lecturer and Research Assistant, University Toulouse 1 Capitole, CRM CNRS

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Personal Information

Birth date : 24 March 1989

Place of birth : Toulouse, France

Research Interests

- Customer brand loyalty
- Marketing modelling and empirical generalizations

Education

- **2013-2016 : Ph.D. in Marketing**, IAE School of Management, University Toulouse 1 Capitole, France.
Thesis Title : “An empirical investigation of antecedents of brand loyalty: The role of product category, marketing mix and consumer-related characteristics in the light of niche brands proliferation”
Supervisors:
Lars Meyer-Waarden, Professor, University Toulouse 1 Capitole and Strasbourg Business School
Polymeros Chrysochou, Associate Professor, Aarhus School of Business and Social Sciences
Ph.D Evaluation Committee:
Christophe Benavent, Professor, University Paris 10
Gilles N’Goala, Professor, University Montpellier 1
Eric Vernet, Professor, University Toulouse 1 Capitole
Anne ter Braak, Associate Professor, Katholieke University Leuven
- **2012 – 2013: Master 2 In Marketing Research**, IAE School of Management, University Toulouse 1 Capitole, France.
Thesis Title: “Has brand loyalty declined? A longitudinal analysis of repeat purchase behavior of private label and national brands”
Directors : Lars Meyer-Waarden and Polymeros Chrysochou.
GPA: 18 out of 20
- **2008 - 2012: Master 1 In Economics**, Toulouse School of Economics, France.

Teaching experience

- **September 2016 – June 2017: Head of the Market Research Course** in M2 International Marketing, University Toulouse 1 Capitole, IAE Toulouse. **Class taught in English.**

- **September 2016 – June 2017: Head of the Market Research** Course in M1 in Marketing, University Toulouse 1 Capitole, IAE Toulouse.
- **September 2016 – January 2017: *Statistics***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to Master 1 students in Marketing)
- **September 2016 – January 2017: *Introduction to Marketing***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to second year students in Marketing)
- **March 2015 – April 2016: *Pricing Strategy***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to Master 1 students in Marketing)
- **December 2015: *Statistics***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to Master 2 students in Marketing). **Class taught in English.**
- **September 2015 – January 2016: *Statistics***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to Master 1 students in Marketing)
- **January 2015 - April 2015 : *Mathematics***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to third year students in Marketing)
- **September 2013 – January 2014: *Statistics***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to Master 1 students in Marketing)
- **September 2013 – January 2014: *Strategy***, Teachings assistant, University Toulouse 1 Capitole, IAE Toulouse (to Master 1 students in Accounting)

Research and Exchange Visits

- **October 2014 – January 2015 : *Visiting PhD student***, MAPP, Department of Business Administration, Aarhus School of Business and Social Sciences, Denmark.

Research Projects (*Winning Grants*)

- **2014** : Travel grant awarded by the Aarhus School of Business and Social Sciences for my visit (Total budget: 4,500€)

Refereed conference proceedings

Chrysochou, P., **Casteran, G.**, Meyer-Waarden, L. (2016). *The Signaling Effect of Price on Private Label and Organic Food Brands*. In 45th European Marketing Academy Conference, Oslo, Norway, May 24-27.

Casteran, G., Ruspil T. (2016). *The impact of adding an organic label for private label brands. An investigation on the effect on perceived value for money and brand loyalty*. In 45th European Marketing Academy Conference, Oslo, Norway, May 24-27.

Casteran, G., Ruspil T. (2016). *The impact of adding an organic label for private label brands. An investigation on the effect on perceived value for money and brand loyalty*. In 32nd AFM Conference, Lyon, France, May 18-20.

Casteran, G., Chrysochou, P., Meyer-Waarden, L. (2015). *The impact of market-related drivers on brand loyalty. A longitudinal investigation with panel data*. In 44th European Marketing Academy Conference, Leuven, Belgium, May 26-29.

Chrysochou, P., **Casteran, G.**, Meyer-Waarden, L. (2015). *The impact of price on behavioural loyalty on organic food brands*. In 44th European Marketing Academy Conference, Leuven, Belgium, May 26-29.

Busca, L., **Casteran, G.**, Ruspil, T. (2015). *Crafting the value of the link: practices, inscriptions and hierarchical position in modding communities*. In 44th European Marketing Academy Conference, poster session, Leuven, Belgium, May 26-29.

Busca, L., **Casteran, G.**, Ruspil, T. (2015). *Crafting the value of the link: practices, inscriptions and hierarchical position in modding communities*. In 31st AFM Conference, Marrakech, Morocco, May 20-22.

Casteran, G., Chrysochou, P., Meyer-Waarden, L. (2015). *The impact of market-related drivers on brand loyalty. A longitudinal investigation with panel data*. In 31st AFM Conference, Marrakech, Morocco, May 20-22.

Busca, L., **Casteran, G.**, Ruspil, T. (2014). *Les communautés de modders : une recherche de reconnaissance professionnellement organisée mais irrationnelle*. In 13th Research Day on E-Marketing, Paris, France, September 12.

Casteran, G., Chrysochou, P., Meyer-Waarden, L. (2014). *A longitudinal analysis of brand loyalty*. In 30th AFM Conference, Montpellier, France, May 14-16.

Casteran, G., Chrysochou, P., Meyer-Waarden, L. (2014). *Does Brand Loyalty Decline? Investigating Brand Loyalty Evolution and the Role of Product Category Characteristics*. In 43rd European Marketing Academy Conference, Valencia, Spain, June 3-6.

Casteran, G., Casteran, H., Chrysochou, P., Meyer-Waarden, L. (2014). *Do organic brands develop higher excess loyalty ? An empirical investigation with GfK panel data*. In: "Is the Digitally Empowered Customer a Happy Customer?" Workshop, Montpellier, France, May 12-14.

Casteran, G., Chrysochou, P., Meyer-Waarden, L. (2013). *Has brand loyalty declined? A longitudinal analysis of repeat purchase behaviour of private label and national brands*. In MAPP Workshop 2013, Middelfart, Denmark, May 22-23.

Reviewing activities

- Reviewer for the EMAC Conference (2015, 2016).

Seminars/Courses

- EMAC Doctoral Colloquim (2015). Leuven, Belgium, May 24-26.
- AFM Doctoral Colloquim (2015). Marrakech, Morocco, May 19-20.
- Organizer of the Doctoral Workshop "Relation et Gouvernance en Marketing" (2015). Toulouse, France, July 6.
- Member of the organization team of the ICRM and JTM conferences. Toulouse, France, September 6-9.

Academic Memberships

- European Marketing Academy (EMAC)
- Association Française de Marketing (AFM)

Honours/Scholarships/Achievements

- Special Jury Award of the Marketing Direct Circle and BNP Paribas contest for best Master Thesis, 2014

Administrative responsibility

- **September 2016-August 2017:** Elected representative of the Ph.D. students on the doctoral school board of the IAE Toulouse

Additional Knowledge

- French (Native Speaker), English (Fluent), German (Beginner)
- Statistical and Modelling Softwares : SPSS, Scilab, R, Lisrel, EQS, AMOS

References

For further recommendations please contact the following academics:

- **Associate Prof. Polymeros Chrysochou**, Aarhus School of Business and Social Sciences; email: polyc@asb.dk; tel: +45 871 64 689
- **Prof. Lars Meyer-Waarden**, University Toulouse 1 Capitole and Strasbourg Business School; email: lars.meyer-waarden@iae-toulouse.fr; tel: +33 5 61 63 56 46