

Delphine GODEFROIT-WINKEL
Associate Professor at Toulouse Business School

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Education

- 2013 Ph.D. in Management
 Université Lille 2, France
- 2009 Master in Marketing Research
 Université Lille 2, France
- 1997 Master in Business Engineering
 Université catholique de Louvain, Belgium

Academic Positions

- 2017 Associate Professor at Toulouse Business School, Casablanca Campus
- 1998-2017 Independent lecturer in Algeria, France, Ghana, Morocco

Research Activities

Journal Articles

- Schill, M., Godefroit-Winkel, D. and Üçok-Hughes, M. (2020), "A Country of Origin Perspective on Climate Change Actions: Evidence from France, Morocco, and the United States," *Journal of International Marketing* (ABS 3; CNRS 2)
- Godefroit-Winkel, D. and Peñaloza, L. (2020), "Women's Empowerment at the Moroccan Supermarket: An Ethnographic Account of Achieved Capabilities and Altered Social Relations in an Emerging Retail Servicescape," *Journal of Macromarketing*, 4, 1, 492-509 (ABS 2; CNRS 3)
- Schill, M. Godefroit-Winkel, D. and Hogg, K. H. (2020), "Young Children's Consumer Agency: The Case of French Children and Recycling," *Journal of Business Research*, 110, 292-305 (ABS 3; CNRS 2)
- Schill, M., Godefroit-Winkel, D., Diallo, M. F. and Barbarossa, C. (2019), "Consumers' Intentions to Purchase Smart Home Objects: Do Environmental Issues Matter?" *Ecological Economics*, 161, 176-185 (ABS 3; CNRS 1)
- Schill, M. and Godefroit-Winkel D. (2019), "Consumer Segments in the Smart Environmental Objects Market," *Journal of Consumer Marketing*, 36, 2, 317-327 (ABS 1; CNRS 4)
- Godefroit-Winkel, D., Schill, M. and Hogg, M. K. (2019), "The Interplay of Emotions and Consumption in

the Relational Identity Trajectories of Grandmothers with their Grandchildren,” *European Journal of Marketing*, 53, 2, 164-194 (ABS 3; CNRS 3)

Djelassi, S., Godefroit-Winkel, D., and Diallo, M. F. (2018), “Does the Culture affect the Relationship among Utilitarian and non-Utilitarian Values, Satisfaction and Loyalty to Shopping Centres? Evidence from Two Maghreb Countries,” *International Journal of Retail & Distribution Management*, 46, 11/12, 1153-1169 (ABS 2; CNRS 3)

Godefroit-Winkel, D. (2018), “Developing Shopping Abilities to Empower: An Ethnography of Moroccan Women in Supermarkets,” *Markets, Globalization and Development Review*, 3, 2, 2, 1-32. Available at: <https://digitalcommons.uri.edu/mgdr/vol3/iss2/2>

Diallo, M. F., Diop-Sall, F., Djelassi, S. and Godefroit-Winkel, D. (2018), “How Shopping Mall Service Quality Affects Customer Loyalty Across Developing African Countries: The Moderation of the Cultural Context,” *Journal of International Marketing*, 20, 10, 1-16 (ABS 3; CNRS 2)

Schill, M., Lethielleux, L., Godefroit-Winkel, D. et Combes-Joret, M. (2018), “Action de l'Entreprise dans la Lutte contre le Réchauffement Climatique: Effets sur l'Identification Organisationnelle et l'Engagement Organisationnel des Salaries”, *Revue de Gestion des Ressources Humaines*, 2, 3-18 (CNRS 2)

Figueiredo, B., Chelekis J., DeBerry-Spence B., Firat, F. A., Ger G., Godefroit-Winkel D., Kravets O., Moisander J., Nuttavuthisit K., Peñaloza L., and Tadajewski M. (2014), “Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR)”, *Journal of Macromarketing*, 35, 2, 257-27 (ABS 2; CNRS 3)

Book Chapters

Godefroit-Winkel, D. and Winkel M. (2018), “Rethinking Industrial Marketing from a Cultural Perspective: A Spanish Steel Mill in Morocco after the 2008 Crisis,” in Diallo M.F. and Kaswengi J. eds., *In Times of Crisis: Perspectives and Challenges of the 21st Century*, Nova Science Publishers.

Bonsu, S. K. and Godefroit-Winkel, D. (2016), “Guinness in Africa: Contemporary Branding at the Base of the Pyramid” in Dall’omo Riley F., Singh J. and Blankson Ch. eds., *The Routledge Companion to Contemporary Brand Management*, Routledge.

Godefroit-Winkel, D. and Bonsu S. K. (2014), “Repenser les Stratégies Globales dans une Perspective Culturelle”, in Collin Lachaud I. ed. *Repenser le Commerce, Vers une Perspective Socio-Culturelle de la Distribution*, EMS

Case Study

Senechal, S., Moqaddem, A. and Godefroit-Winkel, D. (2020), “La Vache Qui Rit 4.0 : Marketing International et RSE,” *Centrale de Cas et de Médias Pédagogiques*, Ref: M2093

Conference Proceedings/Presentations

Godefroit-Winkel, Delphine, Schill, Marie et Hogg, Margaret (2020), “Wisdom Examined via a Qualitative Investigation of the Bathing Rituals of Ageing Moroccan Women and their Granddaughters,” *NA – Advances in Consumer Research*, Special session, “Shining a Light on Female Power: Women's Experiences of Transcending Ageing,” Paris on Zoom, October 1-4.

Godefroit-Winkel, D. (2020), “Selling Snail Soup to Build the Family: The Tensions of Micro Entrepreneur

Women in Casablanca,” *Virtual Subsistence Marketplaces Conference*, Loyola Marymount University, Los Angeles on Zoom, May 31-June 1.

- Godefroit-Winkel, D., Diop-Sall, F. and Schill, M. (2019), “Écologie, Émotions et Attitude envers le Supermarché au Maroc et au Sénégal: Effet Modérateur du Contexte Culturel,” *Journée de Recherche en Marketing sur les Pays d’Afrique*, Lille, November 28.
- Godefroit-Winkel, D. and Schill, M. (2019), “Wisdom and Family Identities in Relational Exchanges: A Qualitative Investigation among Moroccan Grandmothers,” *NA – Advances in Consumer Research*, Atlanta, Georgia, October 17-20.
- Godefroit-Winkel, D., Diallo, M. F. and Djelassi, S. (2019), “Shopping Mall Values, Customer Satisfaction and Loyalty: The Moderation of Education Level in Morocco,” *Association for Marketing Science Annual Conference*, Vancouver, Canada, May 29-31.
- Schill, M., Godefroit-Winkel, D., Odou, Ph. and Schiffler, F. (2019), “Représentations Mentales et Réactions Affectives Liées au Changement Climatique: Impact sur les Intentions d’Agir,” *Association Française de Marketing*, 35ème congrès international, Le Havre, France, May 15-17
- Godefroit-Winkel, D., Peñaloza L. and Bonsu S. K. (2018), “Shopping for Freedom: Moroccan women’s experience in supermarkets,” *NA – Advances in Consumer Research*, Dallas, Texas, October 14-18.
- Godefroit-Winkel, D. and Peñaloza L. (2018), “Women’s Empowerment in Shopping: A Qualitative Investigation,” *14th ACR Gender Marketing and Consumer Behavior*, Dallas, Texas, October 9-11
- Bonsu, S. K. and Godefroit-Winkel D. (2018), “The Re-resurrection of David Bowie: Death and Immortality in Contemporary Society,” *Consumer Culture Theory Conference*, Odense, Denmark, June 28-July 1.
- Schill, M. and Godefroit-Winkel D. (2017), “Identifier les Images Perçues d’une Ville; Les Images de Casablanca à travers une Typologie de ses Étudiants,” *1ere Journée de Recherche sur les Pays Africains*, Lille, November 30.
- Godefroit-Winkel D., Diallo M. F. and Djelassi S. (2017), “Effects of Perceived Value of a Shopping Mall: Evidence from Morocco”, *International Business and Consumer Research Conference*, Marrakech, Morocco, April 24-27
- Godefroit-Winkel, D. and Schill, M. (2016), “Shared Happiness and Relational Identities among French Grandmothers and Grandchildren”, *NA - Advances in Consumer Research*, 44, pages 458-459, ISSN: 0098-9258
- Godefroit-Winkel, D. (2016), “Elderly Women and Honor Construction in Moroccan Families”, *The International Society of Markets and Development*, 14th Biennial Conference, Lima, Peru, August, 9-11
- Bonsu, S. K., Godefroit-Winkel D. et Chelariu Ch. (2016), “Purchasing Guilt: Conceptualization and Propositions for Future Research”, *Academy of Marketing Science*, 19th World Marketing Congress, Paris, France, July, 19-23
- Godefroit-Winkel D. et Schill M. (2016), “How Elderly Consumers Negotiate Identities in their Families? A Multisited Investigation among French and Moroccan Grandmothers”, competitive paper, *Consumer Culture Theory Conference*, Lille, France, July 6 – 9

- Godefroit-Winkel D. et Bonsu S. K. (2016), "Contemporary Branding in Africa: The Guinness Story", competitive paper, *Consumer Culture Theory Conference*, Lille, France, July 6 – 9
- Schill, M., Godefroit-Winkel D. et Bonsu S. K. (2016), "Cultural (re)Production across Generations: Family Heritage and the Market", Poster Session, *Consumer Culture Theory Conference*, Lille, France, July 6 - 9.
- Djelassi, S, Godefroit-Winkel D. and Diallo M. F. (2016), "Value Perception of Innovative Shopping Malls : Evidence from Two Maghreb Countries", *Forum Innovation VII, RRI*, Cité des Sciences et de l'Industrie, Paris, France, June 9-11.
- Godefroit-Winkel, D. and Bonsu S. K. (2015), "Conceptualizing Consumer Freedom: Liberating Shopping Practices among Moroccan Women", *AP - Asia-Pacific Advances in Consumer Research* Volume 11, eds. Echo Wen Wan and Meng Zhang, Duluth, MN: Association for Consumer Research
- Schill, Marie and Godefroit-Winkel, D. (2015), "Consommation dans les Liens entre Grands-Parents et Petits-Enfants, une Étude Qualitative en France et au Maroc", *14^{èmes} Journées Normandes de la Recherche sur la Consommation*, Angers, France, November 26-27
- Diallo, M. F., Djelassi S. and Godefroit-Winkel, D. (2015), "The Influence of Non-Utilitarian Shopping values on Customer Loyalty to the Shopping Mall: Evidence from Morocco and Tunisia", *18^{ème} Colloque International Etienne Thil*, Paris, France, October 14-16
- Diallo, M. F., Godefroit-Winkel D., Diop-Sall F. and Djelassi S. (2015), "Qualité de Service et Fidélité au Centre Commercial: Une Recherche Multi-Site en Milieu Africain", *31^{ème} Congrès de l'Association Française du Marketing*, Session Spéciale, Marrakech, Morocco, May 21-23
- Godefroit-Winkel, D. and Fosse-Gomez M.-H. (2014), "The Changes of Meanings over Life Stages: Caftans as Expressions of Moroccan Women's Identities", *NA - Advances in Consumer Research* Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, pages: 493-493, ISSN: 0098-9258
- Godefroit-Winkel, D. and Regany F. (2013), "Quelles Compétences pour Naviguer dans un Nouveau Contexte de Consommation? Une Recherche Multisite sur le Shopping en Supermarché", *29^{ème} Congrès de l'Association Française du Marketing*, Session Spéciale, La Rochelle, France, May, 16-17
- Godefroit-Winkel, D. et Bonsu S. K. (2013), "Shopping as Freedom", *Anthropology of Markets and Consumption*, University of California, Irvine, Irvine, California, United States, March, 7 - 9.
- Godefroit-Winkel, D., Fosse-Gomez M.-H. and Özçağlar-Toulouse N. (2012), "Globalization in the Less Affluent World: Moroccan Consumers' Acculturation to Global Consumer Culture in Their Homeland", *NA - Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, Pages: 454-461, ISSN: 0098-9258
- Fosse-Gomez, M.-H., Godefroit-Winkel D., and Özçağlar-Toulouse N. (2011), "Acculturated in Homeland: Consumer Culture in Morocco", *E - European Advances in Consumer Research* Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research, Pages: 581-582, ISBN: 9780915552559.
- Godefroit-Winkel, D. and Fosse-Gomez M.-H. (2011), "Acquisition de la Culture de Consommation Globale par les Femmes Marocaines", *10^{èmes} Journées Normandes de Recherche sur la communication*, Rouen, France, November 17-18

Other Publications/References

- Godefroit-Winkel, D. and Peñaloza L. (2020), "Supermarket as a site for empowerment for Moroccan women," Genmac, Gender, Markets, Consumers accessible at : <https://genmac.co/news/>
- Schill, M., Godefroit-Winkel, D. and Hogg M. K. (2020), "Les enfants savent bien trier les déchets... mais ne le font pas à la maison, pourquoi?" *The Conversation*, 18 octobre 2020, available at <https://theconversation.com/les-enfants-savent-bien-trier-les-dechets-mais-ne-le-font-pas-a-la-maison-pourquoi-148140>
- Godefroit-Winkel, D. and Peñaloza L. (2020), "Le Supermarché, Improbable Lieu de Pouvoir des Marocaines," *The Conversation*, 1 octobre 2020, available at <https://theconversation.com/le-supermarche-improbable-lieu-de-pouvoir-des-marocaines-144243>
- Godefroit-Winkel, D. and the students in master marketing at Université Hassan II (2015), "Le Caftan, Une Tenue qui se Mérite !" *Citadine*, 206, Janvier, Casablanca, Morocco
- Godefroit-Winkel, D. and the students in master marketing at Université Hassan II (2013), "Les Marocaines et le Caftan, Plus qu'une Histoire d'Amour", *Citadine*, 193, Décembre, Casablanca, Morocco
- Godefroit-Winkel, D. (2010), "Comment Consomment les Marocaines!", *Ousra Magazine*, n°103, Juillet - Août, Casablanca, Morocco
- Godefroit-Winkel, D. (2006), "Les Marques Globales au Maroc: des Adaptations Locales", *Les Cahiers de la Recherche*, 1, ESCA, Casablanca, Morocco
- Lopes, A. (2010), "La Cuisine et les Femmes Marocaines: de Tradition et Modernité", *Au Fait*, Octobre, Casablanca, Morocco
- Lopes, A. (2010), "Habitudes de Consommation des Ménages Casablancais: les Grandes Surfaces et les Femmes", *Au Fait*, Mai, Casablanca, Morocco

Invited Speaker

- Godefroit-Winkel, D. and Peñaloza, L. (2019), "Identities in Transition: An Ethnographic Investigation among Moroccan Women in the Supermarket," *2nd Annual Interdisciplinary Summer School in Morocco, Hans Seidel Foundation and Practical Wisdom Society*, Casablanca, Morocco, October 7-12.
- Hogg, M. K., Godefroit-Winkel, D., and Schill, M. (2019), "The Interplay of Emotions and Consumption in the Relational Identity Trajectories of Grandmothers with their Grandchildren," *Grandparenting Conference*, Aalborg University, Aalborg, Denmark, September 5-6.
- Hogg, M. K., Godefroit-Winkel, D., and Schill, M. (2019), "The Interplay of Emotions and Consumption in the Relational Identity Trajectories of Grandmothers with their Grandchildren through the Lens of a Study of French Families," *University of Exeter Business School research Seminar*, Plenary, Exeter, Great Britain, March.

- Hogg, M. K., Godefroit-Winkel, D., and Schill, M. (2018), "Contemporary Intergenerational Relationships and Consumption: Through the Lens of a Study of French Families," *Edinburgh University Business School PhD Workshop*, Opening Session, Plenary, Edinburgh, Great Britain, November 2.
- Sadiki A., Schill M. et Godefroit-Winkel D. (2016), "Les Entreprises et la Lutte contre le Réchauffement Climatique au Maroc: Engagement et Perceptions des Employés", Conférence des Présidents d'Universités, *22nd Conference of the Parties (COP22) to the UN Framework Convention on Climate Change (UNFCCC)*, Marrakech, Morocco, November 7-16.
- Godefroit-Winkel, D. (2016), "Developpement de l'Enseignement Supérieur, R&D et Innovation", Atelier Action, Wilaya de la Région de Casablanca-Settat, Casablanca, Morocco, June 16.
- Godefroit-Winkel, D. (2016), "La Consommation des Ménages", Table Ronde, Wafasalaf, Casablanca, Morocco, May 24.
- Godefroit-Winkel, D. et Benslimane A. (2016), "L'Image de Casablanca vue par ses Etudiants: Une étude Quantitative", *Marketing Territorial, Ville de Casablanca: Quel Marketing pour la Metropole?*, Université Hassan II Casablanca, Morocco, May 16.
- Godefroit-Winkel, D. (2014), "Méthodologie de Publication et de Communication Scientifique", Université Hassan II, Casablanca, Morocco, September 24.
- Godefroit-Winkel, D. (2014), "La voix de la Femme Marocaine, se Faire Entendre en Famille et dans la Société", Harmony & Mobility Consulting, Casablanca, Morocco, February 18.

Teaching Experience at TBS 2017-2019

2020-2021: Toulouse Business School, Casablanca, Morocco

- Marketing fondamental (30h) – Bachelor – 1 group (in French)
- Cross-cultural Marketing (30h) – Bachelor – 1 group (in English)
- Brand activation (30h) – Bachelor – 1 group (in French)
- Consumer culture (15h) – Master in Marketing – 2 groups (in French)

2019-2020: Toulouse Business School, Casablanca, Morocco

- Marketing fondamental (30h) – Bachelor – 3 groups (in French)
- Cross-cultural Marketing (30h) – Bachelor – 1 group (in English)

2018-2019: Toulouse Business School, Casablanca, Morocco

- Marketing fondamental (30h) – Bachelor – 4 groups (in French)
- Etudes de marché avancées (12h) – Master – 2 groups (in French)

2017-2018: Toulouse Business School, Casablanca, Morocco

- Consommateurs et Marchés (30h) – Bachelor – 2 groups (in French)
- Creation de Valeur (30h) – Bachelor – 2 groups (in French)
- Marketing Mix (12h) – Bachelor – 3 groups (in French)
- International Negotiation (12h) – Master of Management (in French)
- Market Research (12h) – Master of Communication – 2 groups (in French)

Invited Lecturer 2008-2021

École Supérieure Algérienne des Affaires, Algiers, Algeria (Master in Marketing) (in French) (2014-2021)

Ghana Institute of Management and Business Administration, Accra, Ghana (in English) (2014-2015)
 Université de Lille, Lille France (Master in Marketing) (in French and English) (2008-2018)
 Université Cheikh Anta Diop, Dakar, Senegal (PhD program) (in French) (2019)

Teaching Portfolio 2008-2021

Culture and Consumption (12h) – Master in Marketing (Université de Lille, France) (in French) (2012-2018)
 Cross Cultural Marketing (15h) – Master in Marketing (Université de Lille, France) (in French) (2012-2018)
 Cross Cultural Negotiation (20h) – Master in Marketing (Ecole Supérieure Algérienne des Affaires, Algeria) (in French) (2014-2020)
 International Marketing (24h) – Master in Marketing (Université de Lille, France; Ecole Supérieure Algérienne des Affaires, Algérie) (in French) (2012-2019)
 Marketing Strategy (12h) – Master in Marketing (Université Hassan II, Morocco) (in French) (2008-2016)
 Organizational Behavior (24h) – Bachelor (Université de Lille, France) (in English) (2015-2016)
 Qualitative Research (24h) – Master in Marketing (Université Hassan II, Morocco) (in French) (2008-2016)
 Quantitative Research (24h) – Master in Marketing (Université Hassan II, Morocco) (in French) (2008-2016)
 Research practice (40h) – PhD program (Ghana Institute of Management and Business Administration, Ghana) (in English) (2014-2015)
 Research workshop (40h) – Executive MBA (Ghana Institute of Management and Business Administration, Ghana) (in English) (2014-2015)
 Services Marketing (13h) – Master in Finance (Université Hassan II, Morocco) (in French) (2010-2016)

Community Service

Chair/Jury Member for NGOs and NPOs Events

Jury member for *INJAZ, Junior Entrepreneur challenge*, Casablanca, Morocco, September 20, 2018.
 Chair for *Africa Place Marketing*, session “Mobilisation des Citoyens et des Acteurs Locaux pour l’Attractivité des Territoires,” Casablanca, Morocco, January 18, 2018.
 Member of the organizing committee of a conference on Justice with M. Bennouna, Judge at the International Court in The Hague: « Justice à l'international et Droit Humain », Casablanca, Morocco, March 23, 2017
 Member of the organizing committee of a conference on psychological pain among teens and young adults with Brian Mishara, Professor at Quebec University: “Prévention et Intervention en Situation de Crise Psychologique”, Casablanca, Morocco, November 12, 2016

Ad Hoc Reviewer

Reviewer for the Academy of Marketing Science (2016 ; 2019)
 Reviewer for Advances in Consumer Research (2011-2021)
 Reviewer for the AFM-Afrique grant (2020)
 Reviewer for the Atlas-AFMI Reward (Centrale des Cas et de Medias Pédagogiques, France) (2017)
 Reviewer for Business Forum (2019)
 Reviewer for Consumer Culture Theory (2016)
 Reviewer for the Etienne Thil Congress (2019, 2020)
 Reviewer for the European Journal of Marketing (2020-2021) (ABS 3 ; CNRS 3)

Reviewer for the International Journal of Retail and Distribution Management (2018-2021) (ABS 2 ; CNRS 3)

Reviewer for the Journal of African Business (2014-2015)

Reviewer for the Journal of African Management (2021)

Reviewer for the Journal of Macromarketing (2021) (ABS 2 ; CNRS 3)

Reviewer for the Journée de Recherche Marketing sur les Pays d'Afrique (2017-2019)

Reviewer for Revue Française de Gestion (2020) (CNRS 3)

Reviewer for Recherche et Applications en Marketing (2020) (CNRS 2)

Reviewer for a book: *In times of crisis: Perspectives and challenges of the 21st Century* (2017), Nova Science Publishers, New York, eds Mbaye Fall Diallo and Joseph Kaswengi

Chair/Organizing Committee Member for Academic Conferences

Chair of the Climate Change, Markets and Development Track at the International Society for Markets and Development Conference (ICMD 2020 India): "Rethinking Marketing, Growth, and Development: Contesting and Contextualizing Knowledge," Trichy, India, December 2021

Co-Chair of the Women's Empowerment Track at the Third Subsistence Marketplaces Bottom-up Immersion Conference (Subsistence Marketplaces Initiative), Puebla, Mexico, June 2021

Co-chair of the Marketplace Exclusion Track at the Second Subsistence Marketplaces Bottom-up Immersion Conference (Subsistence Marketplaces Initiative): "Sustainable Innovation Bottom-Up Enterprise", Arusha Region, Tanzania, May 25-28, 2019

Member of the organizing committee of the 12th conference of the International Society of Markets and Development (ICMD 2012 Casablanca): "Development in the Era of Markets", Casablanca, Morocco, May 21-25, 2012

Member of the organizing committee of a conference on Justice with M. Bennouna, Judge at the International Court in The Hague: "Justice à l'International et Droit Humain", Casablanca, Morocco, March 23, 2017

Board member

Board member of the International Society of Markets and Development (President: Prof. Rohit Varman) since 2019

Ambassador for the International College of the French Marketing Association (AFM) (President: Prof. Alain Decrop) since 2020

Academic and Civil Affiliations

American Marketing Association

Association for Consumer Research

Association Française de Marketing

Groupe d'Intérêt Thématique of the Association Française de Marketing : Distribution dans les Pays Émergents

International Society of Markets and Development

Sourire de Reda (association for suicide prevention)

Languages

French (native), English, Spanish, Dutch, Moroccan Arabic dialect (darija)