



Gauthier Casteran

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Work: IAE Limoges CREOP EA, 4332 Limoges (France)

WORK EXPERIENCE

Associate Professor in Marketing

University of Limoges [2016 – Current]

City: Limoges

Country: France

EDUCATION AND TRAINING

Ph.D. in Marketing

IAE School of Management, University Toulouse [2013 – 2016]

Address: (France)

Master 2 In Marketing Research

IAE School of Management, University Toulouse [2012 – 2013]

Address: (France)

Master 1 In Economics

Toulouse School of Economics [2008 – 2012]

Address: (France)

LANGUAGE SKILLS

Mother tongue(s): **French**

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN INTERACTION B2

PROJECTS

Regional research grant « Vers une valorisation de l'écosystème entrepreneurial régional du Limousin »

[2020]

Travel grant awarded by the Aarhus School of Business and Social Sciences

[2014]

PUBLICATIONS

Casteran, G., Ruspil T. (2021). How can an organic label help private label?. *Journal of Consumer Marketing*, 38(2), 191-200.

[2021]

Casteran, G., Chrysochou, P., & Meyer-Waarden, L. (2019). Brand loyalty evolution and the impact of category characteristics. *Marketing Letters*, 30(1), 57-73.

El Fallah El Quadmiry S., Hlady-Rispal M., Casteran, G. (2023). "L'écosystème entrepreneurial et le rebond de l'entreprise", dans Laufaurie, K & Rivet, A. *RÉSILIENCE, REBOND DES TPE ET PME EN DIFFICULTÉ, Faut-il sauver l'entreprise quoi qu'il en coûte ? Regards croisés Droit et Gestion*. L'Harmattan.

CONFERENCES AND SEMINARS

Ruspil, T., Casteran, G., (2020). Going organic, Fairtrade or both: what's best for vice and virtue products?. In 36th AFM Conference, Biarritz, France, May 5-7.

Busca, L., Casteran, G., Massa, C., Plotkina, D., (2019). The impact of organic private label on retailer perceptions and recommendation and shopping intent towards a retailer. In 35th AFM Conference, Le Havre, France, May 15- 17.

Casteran, G., Busca, L. (2018). The impact of organic private label image on retailer brand image. In 47th European Marketing Academy Conference, Glasgow, Scotland, May 29- June 1.

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 32nd AFM Conference, Lyon, France, May 18-20.

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.

NETWORKS AND MEMBERSHIPS

European Marketing Academy (EMAC)

Association Française de Marketing (AFM)

HONOURS AND AWARDS

• Special Jury Award of the Marketing Direct Circle and BNP Paribas contest for best Master Thesi

[2014]