Thi Thanh Huong TRAN

Associate Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: Lille

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Research interests

Eco-Innovation, Ethical/Sustainable consumption and social innovation, High technological products – Luxury innovations, Cross-cultural consumer behaviors – Cultural intelligence, Digital marketing, Service innovation/ E-retailing, Sharing economy, Service Quality – Customer Satisfaction and Loyalty

Education

2018	PhD in Management Science, Université de Lille, France
2014	Master of Science, E-Commerce and Digital Marketing, University of Waikato, New Zealand

Experience

Full-time academic positions

Since 2022	Assistant Professor, SKEMA Business School, France
2019 - 2022	Assistant Professor, École de Management Léonard de Vinci, France

Other academic affiliations and appointments

2015 - 2019	Teaching and Research Assistant, IÉSEG School of Management, France

Publications

Peer-reviewed journal articles

TRAN, T.T.H., CHEN, S. and TRAN, T.K. (2026). Sharing experienscape, reflexivity, & re-engagement: A cross-cultural study. *International Journal of Hospitality Management*, 135, pp. 104617.

TRAN, T.T.H. and BARTSCH, F. (2025). Consumers' Responses to Moral Transgressions in the Fashion Industry: Comparative Insights from Western Developed and Southeast Asian Emerging Markets. *Journal of Business Ethics*, 196(4), pp. 773–806.

TRAN, T.T.H., PHAM, T.B.L., ROBINSON, K. and PAPAROIDAMIS, N.G. (2025). Exploring the effect of family–work conflict on employee productivity in teleworking during crisis: a cross-national comparative study. *International Marketing Review*, 42(1), pp. 1-34.

TRAN, T.T.H., VAN DEN BROEKE, M. and PAPAROIDAMIS, N.G. (2025). The dual role of flexibility in driving innovation ambidexterity and firm performance. *Journal of Business Research*, 194, pp. 115314.

HE, G., TRAN, T.T.H. and LEONIDOU, L.C. (2024). It's here to stay: Lessons, reflections, and visions on digital transformation amid public crisis. *Technological Forecasting and Social Change*, 206(123557).

TRAN, T.T.H., ROBINSON, K. and PAPAROIDAMIS, N.G. (2022). Sharing with perfect strangers: The effects of self-disclosure on consumers' trust, risk perception, and behavioral intention in the sharing economy. *Journal of Business Research*, 144, pp. 1-16.

TRAN, T.T.H. and PAPAROIDAMIS, N.G. (2021). Taking a closer look: Reasserting the role of self-accountability in ethical consumption. *Journal of Business Research*, 126, pp. 542-555.

TRAN, T.T.H. and PAPAROIDAMIS, N.G. (2020). Eco-Innovations in Global Markets: The Effect of Ecological (In)Congruence on Consumers' Adoption Intentions. *Journal of International Marketing*, 28(3), pp. 64-83.

PAPAROIDAMIS, N.G., TRAN, T.T.H., LEONIDOU, L.C. and ZERITI, A. (2019). Being Innovative While Being Green: An Experimental Inquiry into How Consumers Respond to Eco-Innovative Product Designs. *Journal of Product Innovation Management*, 36(6), pp. 824-847.

PAPAROIDAMIS, N.G., TRAN, T.T.H. and LEONIDOU, C.N. (2019). Building Customer Loyalty in Intercultural Service Encounters: The Role of Service Employees' Cultural Intelligence. *Journal of International Marketing*, 27(2), pp. 56-75.

PAPAROIDAMIS, N.G. and TRAN, T.T.H. (2019). Making the world a better place by making better products. *European Journal of Marketing*, 53(8), pp. 1546-1584.

TRAN, T.T.H., CHILDERHOUSE, P. and DEAKINS, E. (2016). Supply chain information sharing: challenges and risk mitigation strategies. *Journal of Manufacturing Technology Management*, 27(8), pp. 1102-1126.

TRAN, T.T.H. and CORNER, J. (2016). The impact of communication channels on mobile banking adoption. *International Journal of Bank Marketing*, 34(1), pp. 78-109.

Conference proceedings

KHA TUYET PHUONG LE, L., PHAM, T.B.L. and TRAN, T.T.H. (2026). Beyond Borders and Screens: The Impact of Livestreaming Immersion on Foreign Brand Purchases in Emerging Markets. *AMA Global SIG NICE 2026 Conference*.

TRAN, T.T.H., LI, L. and NGUYEN, D.Y.O. (2025). Sustainability in the spotlight: Unleashing viral dynamics and customer engagement in sustainable-centric content propagation. *2025 AMS World Marketing Congress*.

TRAN, T.T.H., CHEN, S. and TRAN, T.K. (2024). Experiencescape in Sharing Economy: A Cross-Cultural Study. *ANZMAC Conference 2024*.

TRAN, T.T.H. and BARTSCH, F. (2023). Fashionable Ethics Across Nations: Exploring the Underlying Mechanism of Consumers' Responses to Moral Transgressions.

Conference presentations

TRAN, T.T.H. and NGUYEN, T.H.N. (2026). Children, Brands, And Ethics: Reconsidering Sharenting Through the Lens of Perceived Brand Ethicality and Customer Engagement. In: 2026 Academy of Marketing Science® World Marketing Congress. Vilnius.

TRAN, T.T.H., HE, G. and LEONIDOU, L.C. (2024). It's here to stay: Lessons, reflections, and visions on digital transformation amid public crisis. In: EMAC 2024. Bucharest.

TRAN, T.T.H., ZEUGNER-ROTH, K. and KATSIKEAS, C.S. (2023). Responsible Innovation for a Better World: Conceptualization, Measurement, and its Underlying Mechanism. In: 30th Innovation and Product Development Management Conference. Lecco, Italy (June 7-9).

Other research activities

Editorial board member

Since 2026 Journal of Business Ethics