Tatiana DAUXERT

Assistant Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: Paris

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Research interests

Hotel management (front office, reservations), hospitality marketing, service innovation

Education

2021	Ph.D. en Sciences de Gestion, Université Sorbonne Nouvelle, France
2006	Master in Tourism and hospitality industry management, Université Sorbonne Nouvelle, France
2023	Certified Hospitality Educator, AHLEI - American Hotel & Lodging Educational Institute, United States of America
2019	Certification in Hospitality Industry Analytics, AHLEI - American Hotel & Lodging Educational Institute, United States of America

Experience

Full-time academic positions

Since 2018	Assistant Professor, SKEMA Business School, France

Other academic affiliations and appointments

Since 2023	Programme Director MSc IMBD Paris, SKEMA Business School, France
Since 2018	Program Director - Master of Science Luxury Hospitality and Innovation, SKEMA Business School, France
2016 - 2018	ATER, École de Management de la Sorbonne (EMS), France

Other professional experiences

2012 - 2015	Reservations manager, Hôtel Ibis Paris Porte de Bercy, France
2007 - 2012	Front office manager, Hôtel Ibis Budget Paris Porte de Montreuil, France

Publications

Book chapters

DAUXERT, T., ZAMAN, M. and MICHAEL, N. (2020). Kid-Friendly Digital Communication for Hotels and Service Adaptation: Empirical Evidences from Family Hotels. In: Hugues Séraphin, Vanessa Gowreesunkar eds. *Children in Hospitality and Tourism - Marketing and Managing Experiences*. 1st ed. Oldenbourg: De Gruyter, pp. 123-136.

DAUXERT, T., BOLIDUM, S. and BOUBAKER, B. (2020). Artificial Intelligence and Robots in Hospitality: opportunities, challenges and future research agenda. In: *The Impact of Artificial Intelligence on Business and Society: The advent of the Smart Organization*. 1st ed. Springer.

BOUBAKER, B. and DAUXERT, T. (2020). Social Media Communication in Hospitality: The Case of Parisian Hotels. In: Baghdadi, Y., Harfouche, A., Musso, M. eds. *ICT for an Inclusive World: Industry 4.0–Towards the Smart Enterprise*. 1st ed. Cham: Springer, pp. 177-190.

DAUXERT, T. (2019). Online Consumer Reviews in the Hotel Sector: Why and How to Answer? In: Youcef Baghdadi, Antoine Harfouche eds. *ICT for a Better Life and a Better World*. 1st ed. Cham: Springer, pp. 313-322.

Conference proceedings

DAUXERT, T. and BONOMETTI, M. (2022). From Surviving to Thriving: The New Face of Revenue Management Strategies in A Crisis Era. *Proceedings of the 2nd International Joint Conference on Hospitality and Tourism, IJCHT 2022, Singaraja, Bali, Indonesia*, pp. 80-98.

DAUXERT, T., BOLIDUM, S. and BOUBAKER, B. (2019). Artificial Intelligence and Robots in Hospitality: opportunities, challenges and future research agenda.

Conference presentations

DAUXERT, T., BOLIDUM, S. and BOUBAKER, B. (2019). Artificial Intelligence and Robots in Hospitality: opportunities, challenges and future research agenda. In: ICTO Conference (Information and Communication Technologies in Organizations and Society). Lille.

DAUXERT, T. (2018). Les avis en ligne, l'innovation dans les services et la co-création de valeur : le cas du secteur hôtelier. In: Colloque Etienne Thil. Lille.

DAUXERT, T. (2018). The role of the online reviews in value co-creation in hospitality industry. In: TTRA (Travel and Tourism Research Association) Conference. Ljubljana.

DAUXERT, T. (2018). La communication via les médias sociaux dans l'hôtellerie. In: ICTO Conference (Information and Communication Technologies in Organizations and Society). Paris.

DAUXERT, T. (2017). Electronic word-of-mouth and organizational response in the hospitality sector. In: The Visitor Economy. Bournemouth.

DAUXERT, T. (2017). Gestion des avis en ligne par des hôtels : les cas des hôtels parisiens. In: AFM (Association Française du Marketing) Conference. Tours.

DAUXERT, T. (2017). Communication sur la gestion des avis en ligne. In: Journée de recherche ULB / PRISM Sorbonne. Paris.

DAUXERT, T. (2016). Gestion des avis en ligne par des hôtels : les cas de la France et de la Biélorussie. In: IBIMA (International Business Information Management) Conference. Séville.

Other research activities

Reviewer for:

International Journal of Electronic Marketing and Retailing, International Journal of Tourism Policy, Journal of Internet Social Networking and Virtual Communities

Affiliations

2018 - 2020 ICTO

2016 - 2020	FNEGE
2016 - 2020	ANDESE
2015 - 2020	AFMAT
2015 - 2020	AIDA-IREST