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DIPLOMAS

2018

Ph. D, Business Administration, Marketing, IAE Aix-Marseille Université, France

2015

Master CGE, Business Administration, Marketing, IAE Aix-Marseille Université, France

2014

Master CGE, Business Administration, Management, Université Libanaise, Lebanon

2012

Bachelor, Business Administration, Marketing, Université Libanaise, Lebanon

RESEARCH DOMAINS

Consumer Behavior

CAREER

2018

Assitant Professor, PARIS SCHOOL OF BUSINESS, France

2017-2018

Lecturer, SKEMA Business School, France

2016-2018

Lecturer, Université Paris IX Dauphine, France

2016-2018

Lecturer, IAE Aix-Marseille Université, France

2012-2014

, Fred Astaire Franchised Dance Studios, Lebanon

2010-2012

, L'Oréal, Lebanon

TEACHING EXPERIENCE

2019

International Management, PARIS SCHOOL OF BUSINESS, France

2019

Communication & Persuasion, PARIS SCHOOL OF BUSINESS, France

2019

International Marketing, PARIS SCHOOL OF BUSINESS, France

2018

Comportements organisationnels, PARIS SCHOOL OF BUSINESS, France

2017-2018

Théories des organisations, SKEMA Business School, France

2017-2018

Stratégie 3, Université Paris IX Dauphine, France

2016-2018

CRM, Université Paris IX Dauphine, France

2016-2018

Chef de produit, Université Paris IX Dauphine, France

2016-2018

Persuasion & Communication, IAE Aix-Marseille Université, France

2016-2018

Stratégie 1, Université Paris IX Dauphine, France

ACADEMIC COMMUNICATION

- [1] MOUSSA, A., V.DE BARNIER, "Consumers' response to branded longevity" in *Association for Consumer Research., Elvise*, 2018
- [2] MOUSSA, A., "Branded longevity's effect on processing fluency and brand familiarity.", *9th International Business Meeting in Research and Management*, 2018
- [3] MOUSSA, A., "Consumers' response to longevity branding", *4ème Journée de Recherche en Marketing du Grand Est.,* 2018
- [4] MOUSSA, A., "Branded longevity's effect on processing fluency and brand familiarity", *7 th International Corporate Heritage Symposium*, 2018
- [5] MOUSSA, A., "Antecedents and consequences of consumer perceived brand innovativeness", *2ème Journée de l'innovation Abbé Grégoire*, 2017
- [6] MOUSSA, A., "L'innovation sociale est-elle contradictoire avec la notion d'intérêt général?", *2ème Journée de l'innovation Abbé Grégoire.,* 2017
- [7] MOUSSA, A., "Are founding dates supraliminal stimuli?", *3ème Journée de Recherche en Marketing du Grand Est*, 2017
- [8] MOUSSA, A., "The Effect of Brand Heritage on Brand Trust, Brand Equity and Brand's Perceived Innovativeness: An Exploratory Research" in *Academy of Marketing Science (AMS)., Elvise*, 2016
- [9] MOUSSA, A., "When heritage meets innovativeness: a duality view", *6th International Symposium on Corporate Heritage*, 2016

THESIS

- [10] MOUSSA, A. - "Branded longevity's effect on processing fluency: the moderating effect of product involvement and congruence" - 2018, *IAE*

PRESS ARTICLE

- [11] MOUSSA, A. - "« Depuis 1778 » : quand les marques créent de la fausse familiarité" - 2018, *The Conversation*

INTERVIEW

- [12] MOUSSA, A. - "#Journée de l'innovation - Episode 2 : La perception de l'innovation" - 2017, *Faber Novel*

GRANTS AND HONORS

2017
CEFAG