

Christophe TERRASSE

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PROFESSIONAL EXPERIENCE

EFMD, Director of International Projects (since 2006)

Brussels (Belgium). www.efmdglobal.org

Deputy Director, Research & Surveys (2005),

Deputy Director, Development and Projects (2001)

Establishment of the Department and management (team of 6 experts supplemented by more than 30 external experts), member of the EFMD Directors' Board.

Strategic planning of the Department 6 areas of expertise: quality of higher education, entrepreneurship, internationalisation, digitalisation of higher education, capacity building of universities, impact and social contribution assessment.

Relations with the international donors, coordination with partner universities, representation of the department in international events.

Participation as leader or partner in more than 60 projects since 2006, involving more than 500 universities, ministries and regulatory bodies in 55 countries, in Central, South and South-East Asia, Latin America and the Caribbean

Provision of expertise on quality, impact and accreditation methodologies and tools for Higher Education Professionals (specialized trainings and workshops)

Internal Quality Assurance and assessment of more than 22 international projects: methodological positioning, design of the quality assurance framework and tools, data collection and analysis, report writing and presentation. Relevant recent projects include:

- [SQUARE](#): Strengthening the quality and relevance of the 3rd mission in Georgian Universities 2020-2023, Erasmus + CBHE
- TNE-QE: Promoting quality and recognition of transnational education in Armenia and Georgia, 2013-2016, TEMPUS
- [IMPALA](#): (Strengthening IMPAct of Latin American universities), Cuba, Panama, Colombia, 2018-2022, Erasmus + CBHE
- [IFI](#): Innovative Finance Inclusion in Academia and Field, Israel (2020-2024), Erasmus + CBHE
- DIVE: Digitalising Vietnamese Higher Education, Vietnam (2024-2027), Erasmus + CBHE
- [EXIL](#): Sharing experiences in integrating displaced students (2024-2026), EU-Ukraine, Erasmus Knowledge Alliance KA220
- [MICE.N.E.](#) – Meetings Incentives Congresses Events Next Evolution (2024-2026), EU, Erasmus Knowledge Alliance KA220
- [FODIGRET](#): Fostering Digital and Green Transformation (2021-2023), EU, Erasmus Knowledge Alliance KA220
- [T.E.S.T.](#): Technologies for STEAM Teaching (2021-2023), EU, Erasmus Knowledge Alliance KA220

EFMD, Expert for the Quality Services Department (since 2006)

Participation as member of the Peer Review Team of the [EQUIS](#) Institutional Accreditation
Participation as member of the Peer Review Team of the [EFMD-Accredited](#) Programme Accreditation (Bachelor and Master levels)

EFMD, Expert for the BSIS-Business School Impact System Department (since 2018)

Participation as member of the Peer Review Team of the BSIS Impact assessment scheme (numerous missions in Europe and North America)

NCEQE (National Center for Educational Quality Enhancement), Expert and team leader (2018)

Tbilisi, Georgia

Accreditation review of the Faculty of Economics and Business of Batumi Shota Rustaveli State University

KIMEP, TACIS Expert in charge of the Marketing Department (2000-2001) Kazakh

Institute of Economics and Prospective, Almaty (Kazakhstan)

Head of the Marketing Department (6 Kazakh teacher-researchers)

Head of the Marketing and Consumer Behaviour Track in the European MBA (HEC-ESADE-CBS) funded by the European Union's TACIS programme

Lecturer in the Bachelor's and MBA programmes (Marketing, Marketing Research and Consultancy, Services Marketing)

HEC Paris, Marketing Department, Teaching Assistant (1997-2000) Jouy-en-

Josas (France)

Follow-up of the Bachelor students, writing of case studies (Nestlé, Le Bon Marché (actualisation), Super U, Philip Morris Kazakhstan).

Fondation France-Pologne, civil expert (1993-1997) French Embassy,

Warsaw (Poland)

Responsible for the roll-out of Franco-Polish management training courses: SGH (Warsaw), Warsaw Polytechnic University, University of Lublin and Katowice Polytechnic University.

Local coordination of the postgraduate diploma in financial management SGH-Université Paris-Dauphine

Local coordination of the Executive MBA Warsaw Polytechnic-HEC

Co-ordinator and lecturer in the induction programme of the Franco-Polish postgraduate diplomas in management at the Universities of Szczecin, Lublin and Katowice

Bernard Krief-East Europe, Consultant (1990-1992)

Paris (France),

Supporting the Project Director: Carrying out market studies for companies wishing to set up in Eastern Europe. Training managers of the metallurgy sector (600 managers trained in two years).

• **ACADEMIC EXPERIENCE**

Courses taught: fundamentals of marketing, services marketing, strategic marketing, consumer behaviour, quantitative methods and market research, new product marketing, brand strategy (courses taught in English unless otherwise stated).

Bachelor's programmes

- Strategic Marketing, Network Management and Services Marketing, Tourism Marketing, ESAA Algiers 2019

Master's and Postgraduate programmes

- Marketing: Executive MBA, ESAA Algiers (in French)
- Marketing: MBA (36 h), HEC, France (in French)
- Strategic marketing: Specialised MBA IAB-HEC, Almaty, Kazakhstan, International MBA HEC-EF Belgrade

Executive education

- Marketing and consumer behaviour: numerous courses as part of the HEC group's open or ad-hoc programmes and associated international programmes (ESAA Algiers, BMI Vilnius, Belgrade Faculty of Economics, Almaty School of Commerce, etc.).
- Project management, quality and impact assessment: numerous training courses as part of Erasmus Capacity Building for Higher Education projects (Georgia, Colombia, Caucasus, Cuba, Kazakhstan).

EDUCATION

- 2006: PhD in Management Sciences, HEC Paris (Hons.)
- 1999: Doctoral Certificate in Marketing, HEC Paris
- 1998: Postgraduate Diploma (DEA) in Marketing, University Paris Dauphine
- 1990: Postgraduate Diploma (DESS) in Marketing and retailing systems, University Paris Dauphine (France)
- 1989: MSc. in Management, EM-Strasbourg, University of Strasbourg (France)

Areas of specialisation

- Consumer behaviour
- Services Marketing
- Brand loyalty
- Distribution strategy and private labels
- Modernisation of higher education

Language skills

(Common European Framework of Reference for Languages)

- French: Mother tongue
- English : C2 level
- Spanish : C1 level
- Polish : Level B2
- Italian: Level B1
- German: Level A2
- Russian: Level A2

SELECTED COMMUNICATION AND PUBLICATIONS

Brand commitment: proposal for a theoretical model and application to the comparison of loyalty to national brands and private labels

Doctoral thesis under the supervision of Prof. Jean-Noël Kapferer

This research aims to provide an explanation for brand loyalty. Using an attitudinal approach, it focuses on the construction of brand commitment, in other words the consumer's intention to continue a relationship with a brand. She proposes and empirically validates an explanatory model that describes how consumer attitudes combine and are transformed into brand commitment. This model then links commitment to its behavioural consequences.

This framework is used to compare consumer loyalty to manufacturer and retailer brands. The results show significant differences in the strength and nature of consumers' relationship with these two brand categories.

Presentations in scientific conferences

- Exploring Entrepreneurship Attitudes of Students of Higher Education, Proceedings of the 2010 EFMD Entrepreneurship Conference "Entrepreneurs as Agents of Creativity in Times of Crisis", 2010
- Opening up! How to take full advantage of Open Educational Resources (OER) for Management Education, EDINEB Conference, 2012
- Proposal and validation of a brand commitment scale
Proceedings of the 16th Congress of the French Marketing Association, Tunis, 2003
- An exploratory survey of the antecedents of attitudinal brand loyalty, using structural equationing models
Proceedings of the 32nd EMAC conference, Glasgow, 2003.
- Brand commitment and repeat purchase behaviour. An empirical validation of the consequences of brand commitment.
Proceedings of the 31st EMAC conference, Braga 2002
- Brand commitment and repeat purchase behaviour: proposal of an explanatory model. EMAC Doctoral Colloquium, Bergen, 2001
- An exploration of the consequences of Brand Commitment
Joint research seminar HEC-ESSEC. Cergy, 2002
- Habit, inertia and routine... the -not so- ugly- faces of spurious loyalty
INSEAD-HEC, Third doctoral conference, Jouy en Josas, 2002
- Proposed explanatory variables for the remuneration policy of a sales force in Poland
DMSP Seminar, Paris Dauphine University, 2000

Other publications and communications

- Case study: the FORINT project in "Increasing the Impact of Higher Education in Developing Countries through Capacity Building projects", McGraw Hill, forthcoming, 2024
- "Contribution of Erasmus+ projects to the internationalisation of HEIs in Latin America", 11th International Scientific Congress of the University of Holguin, Cuba, 2023
- "Results of the Erasmus+ project IMPALA", annual conference of the Colombian Association of Faculties of Management, 2022
- "Getting inspiration from South-South cooperation to reshape education partnerships" EAIE conference, 2019
- "Buenas prácticas en la planificación institucional de la Tercera Misión, experiencias del proyecto IMPALA" Introductory chapter (978-628-7505-40-7)

- Exploring e-learning. Will e-learning really change management Education? A report commissioned by the Edu-learn European Project, ISTUD, EM Lyon. Brussels, 2005
- Proposition of a set of quality systems, South Asia Management Forum, Lahore, 2004
- Business and Ethics, Global Focus, 2002 (with P. Kletz and G. Eiges)

Awards

- Excellence Prize for Doctoral Students, Fondation HEC (France) 1998 and 1999
- 2007 In-vivo Marketing Research Award

A handwritten signature in black ink, reading "Christophe Terrasse". The signature is written in a cursive style with a horizontal line underneath the name.

