

	<p style="text-align: center;"><b><i>Maud DERBAIX</i></b> Associate Professor Head of the Expertise Centre Creative Industries &amp; Culture</p> <p style="text-align: center;">KEDGE BUSINESS SCHOOL</p> <p style="text-align: center;">PROFESSIONAL +33 5 56 84 63 33 <a href="mailto:maud.derbaix@kedgebs.com">maud.derbaix@kedgebs.com</a></p>
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## **EDUCATION**

- May 2008    PhD in Economics and Business  
Dissertation Title: “Consumers’ Valuing Processes for the Performing Arts:  
Concepts, Dimensions and Relations”  
Supervisors: Pr. A. Decrop and Pr. P. Zidda  
Jury : Pr. F.Colbert, Pr. P.Desmet and Pr. M.Filser
- Fall 2005    Visiting PhD Student at HEC Montreal (Chaire en Gestion des Arts, Pr.  
François Colbert)
- 2001-2008    Research Assistant

**Research Activities**

Consumer Behaviour

Marketing the Arts & Fan Studies

Valuing Process (in the Arts Field)

Qualitative/Quantitative Research

**Advising Students, Directing Projects and Admission Juries**

et J. De Bideran, Valoriser le patrimoine via le transmedia storytelling – Reflexions et Expérimentations (*forthcoming*).

2.



34<sup>ème</sup> Congrès de l'Association Française du Marketing (Strasbourg, France, May).

4.

18. Derbaix M., Sinigaglia N. and Zidda P. (2003), "Le consentement à payer: Etude de ses déterminants dans le domaine des soins de santé à domicile", Proceedings of the 19<sup>ème</sup> Congrès de l'Association Française du Marketing (Gammarth, Tunisia, May)
19. Derbaix M. (2003), "Few Treasures come cheap ? Pricing Assessment in the Cultural Field", Proceedings of the 8<sup>ème</sup> Journées de Recherche en Marketing de Bourgogne, Université de Bourgogne, Dijon, November, (first draft of my thesis proposal)
20. Zidda P., Sinigaglia N. and Derbaix M. (2002), "Estimating Customers' Willingness-to- Pay by means of a Probabilistic Elicitation Method: The case of Home Nursing", Proceedings of the Marketing Science Conference (INFORMS) (Edmonton, Alberta, Canada, June)

### **Other Publications**

1. Hota M. et Derbaix M. (2014), "A real child in a virtual world: children's motives for participating in virtual gaming communities", Working paper, IESEG School of Management, Juin, 47 p.
2. Derbaix C., Derbaix M., Kindt M., Korchia M. et Luna Fernandez M. (2013), "Toute la musique que j'aime...elle vient de là...elle vient de mes parents ?", Working paper, Louvain School of Management Research Institute, 29, Décembre, 21 p.

### **OTHER PERSONAL INFORMATION**

#### **Languages**

Spoken, written and read: French (mother tongue), English (fluent), Dutch (reading and listening), Spanish (notions)

#### **Hobbies**

Running, tennis, music, cinema and voluntary work