



Prénom NOM : Jean-Éric PELET

Fonction/Grade : Enseignant Chercheur

e-Mail : jean.eric.pelet@u-picardie.fr

Section CNU : 06

CARRIERE

Domaine de spécialité	Marketing et Systèmes d'Information
Diplôme(s) et distinction(s)	HDR, PHD, MBA, DESS, MST, BA (Hons), DUT
Expérience(s) professionnelle(s) antérieure(s)	Ogilvy, IBM, KMCMS
Responsabilités pédagogiques	Enseignant dans diverses filières
Matières enseignées	Metaverse GenAI Gestion de la performance informationnelle Gouvernance des SI + Certif MKT digital Présentation des systèmes d'entreprise INFORMATIQUE RH S'adapter à la transformation numérique dans les banques Sécurité des SI Gestion Avancée de Données Stratégie Digitale Création de sites web Logistique et Supply Chain Management de la Créativité Découverte des ERP UX/UI ...

CONTRIBUTIONS INTELLECTUELLES

Domaine(s) de recherche (Préciser les thèmes de recherche)	Je travaille sur les problèmes liés au comportement des consommateurs lorsqu'ils utilisent un site Web ou tout autre système d'information (e-learning, gestion des connaissances, plates-formes de commerce électronique). Mes travaux portent sur l'interface et comment celle-ci peut affecter le comportement de l'utilisateur. Mon intérêt principal réside dans les variables qui améliorent la navigation afin d'aider les gens à être plus efficaces avec ces systèmes.
Laboratoire(s) de rattachement	LEFMI
Responsabilité(s) scientifique(s) (Membre d'organisation scientifique, comités éditoriaux, activités d'évaluateur...)	Membre de l'AFM, l'AIM, l'AWBR, j'évalue pour divers journaux en marketing et en Systèmes d'Information.
Séjours de recherche	-
Organisation de conférence	J'ai coorganisé une journée recherche (W3AC) sur le Web 3.0, les NFT, Métavers et la Blockchain, et j'ai mis en place le site du colloque AIRMAP2024 (Amiens).

Détail des références sur les 5 dernières années	
Publications	<p>Ettis, S. A., Pelet, J. É., & Zaichkowsky J. (2023). Comparing online user experience across different digital business ecosystems and platforms when booking vacations, <i>Review of Managerial Science</i>. DOI : 10.1007/s11846-023-00712-2.</p> <p>Pelet, J.-É., Taieb, B., Lecat B., Terblanche N.-S., Alkhudary R. (2023), Investigating the viability of consumer cooperatives using Social Media platforms to distribute wine, <i>Journal of Consumer Behaviour</i>, Forthcoming</p> <p>Pelet, J.-É., Taieb, B. and Alkhudary, R. (2023). "Measuring consumer perceptions of home-delivery convenience – the case of cargo bikes", <i>International Journal of Retail & Distribution Management</i>, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJRDM-11-2022-0483</p> <p>Pelet, J. É., & Ettis, S. A. (2022). Social Media Advertising Effectiveness: The Role of Perceived Originality, Liking, Credibility, Irritation, Intrusiveness, and Ad Destination. <i>International Journal of Technology and Human Interaction</i>, 18(1), 1-20, [FNEGE -, CNRS 4, HCERES C]</p> <p>Pelet, J.-É., Lick, E. and Taieb, B. (2021), "The internet of things in upscale hotels: its impact on guests' sensory experiences and behavior", <i>International Journal of Contemporary Hospitality Management</i>, Vol. 33 No. 11, pp. 4035-4056. https://doi.org/10.1108/IJCHM-02-2021-0226 [FNEGE -, CNRS 3, HCERES B]</p> <p>Khan, J., Pelet, J.-É. and Zamani, S. (2022), "Tickle me on WeChat Moments: the role of brand love", <i>Journal of Product & Brand Management</i>, Vol. 31 No. 1, pp. 29-39. https://doi.org/10.1108/JPBM-10-2019-2597 [FNEGE 3, CNRS 4, HCERES C]</p>

	<p>Pelet, J.-É., Durrieu, F., & Lick, E. (2020). Label design of wines sold online: Effects of perceived authenticity on purchase intentions. <i>Journal of Retailing and Consumer Services</i>, 55, 102087. doi: 10.1016/j.jretconser.2020.102087 [FNEGE 3, CNRS 3, HCERES B]</p> <p>Pelet J.-É., Ettis S., Cowart K. (2017). Optimal Experience of Flow Enhanced by Telepresence: Evidence from Social Media use, <i>Information & Management</i>, 54, 1, 115-128, https://doi.org/10.1016/j.im.2016.05.001, [FNEGE 1, CNRS 2, HCERES B]</p> <p>Pelet J.-É., Papadopoulou P. (2014). Consumer Behavior in the Mobile Environment: An Exploratory Study of M-Commerce and Social Media, <i>International Journal of Technology and Human Interaction</i>, Special Issue on Social Media and Social CRM, 10 (4), 36-48 [FNEGE 4, CNRS 4, HCERES C]</p> <p>Pelet J.-É., Papadopoulou P. (2012). The effect of colors of e-commerce websites on consumer mood, memorization and buying intention, <i>European Journal of Information Systems</i>, Special Issue: "Information Research, Education and Policy in the Mediterranean Region", 21, 438–467. doi:10.1057/ejis.2012.17; published online 22 May 2012, [FNEGE 1, CNRS 1, HCERES A]</p> <p>Pelet J.-É. (2010). Effets de la couleur des sites web marchands sur la mémorisation et sur l'intention d'achat, <i>Systèmes d'Information et Management</i>, 15(1), 97-131. [FNEGE 2, AERES 2/ CNRS 2], https://doi.org/10.3917/sim.101.0097</p>
--	---

Ouvrages/Chapitres d'ouvrages	<p>Ouvrages</p> <p>Pelet J.-É. (2020). User Experience in Web 2.0 Technologies and its Impact on Universities and Businesses, Editor: IGI Global (Septembre 2020).</p> <p>Pelet J.-É. (2019). Advanced Web Applications and Progressing E-Learning 2.0 Technologies in Higher Education, Editor: IGI Global (Février 2019), https://doi.org/10.4018/978-1-5225-7435-4</p> <p>Pelet J.-É. (2018). E-Commerce, Comment concevoir, réaliser et piloter votre site, Dunod, Broché</p> <p>Pelet J.-É. & Lucas-Boursier J. (2017). <i>Aide-mémoire - Communication digitale</i>, Dunod, Broché – 27 septembre, 2017, EAN 9782100767540, 256 p. ISBN-13: 978-2100767540</p> <p>Pelet J.-É. (2017). <i>Mobile Platforms, Design, and Apps for Social Commerce</i>, Editor: IGI Global: http://www.igi-global.com/publish/call-for-papers/call-details/2097, Information Science Reference, Collection: Advances in e-Business Research, https://doi.org/10.4018/978-1-5225-2469-4</p> <p>Pelet J.-É. (2014). <i>M-Commerce</i>, Ed. Pearson, Coll. Village Mondial</p> <p>Pelet J.-É., Papadopoulou P. (2013). <i>Handbook of Research on User Behavior in Ubiquitous Online Environments</i>, http://www.igi-global.com/book/user-behavior-ubiquitous-online-environments/76724, DOI: 10.4018/978-1-4666-4566-0</p> <p>Pelet J.-É. (2013). <i>E-learning 2.0 Technologies and Web Applications in Higher Education</i>, published by IGI Global: http://www.igi-global.com/publish/call-for-papers/call-details/798 - http://www.kmcms.net/Doc/Call/Elearning/</p>
-------------------------------	---

Pelet J.-É. (2010). Effets de la couleur des sites web marchands sur la mémorisation et sur l'intention d'achat de l'internaute, 464 pages, Editions Universitaires Européennes (décembre 2010), ISBN-10: 6131503419, ISBN-13: 978-6131503412, disponible à cette adresse: <http://amzn.to/fgHqbz>

Chapitres d'ouvrages

Goto, K., **Pelet J.-É.**, & Iizuka, K. (2022). The Effect of Colors Used in E-Commerce Websites: An Analysis of Japanese Consumers. In *International Conference on Human-Computer Interaction* (pp. 485-491). Springer, Cham.

Pelet J.-É., Belda S., Arezki D. (2022). Use of AI in Predicting Trends in Vegetation Dynamics in Africa, Chapter 3, *Encyclopedia of Data Science and Machine Learning (3 Volumes)*, Ed; John Wang (Montclair State University, USA), pages: 2500 doi: 10.4018/978-1-7998-9220-5

Pelet, J.-É., Lick E., and Taieb B. (2019). *Internet of Things and Artificial Intelligence in the hotel industry: which opportunities and threats for sensory marketing?* In: Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, and Anne L. Roggeveen (eds.). *Advances in National Brand & Private Label Marketing*, Springer Proceedings in Business and Economics, pp.95-103.

Pelet, J.-É., (2019). « Les réseaux sociaux, cheval de Troie de l'e-commerce : La vision du chercheur », in *Les médias Sociaux*, coordonné par V. Dutot, Ed. Studyrama, 111-131.

Pelet, J.-É., (2019). Développer son business à l'international grâce au web et au webmarketing, 5 chapitres (10. L'importance des couleurs dans le monde, digital et physique, 16. Internationaliser les applications grâce au PWA, 38. Ecommerce et marketplaces différences et tendances dans le monde, 41. Mettre en place une stratégie d'e-commerce à l'export, 43. Internationaliser un site e-commerce la logistique le service client et le SAV), coordonné par Silvia Carter, Ed. Eyrolles

Pelet, J.-É., Barton M. & Chapuis C. (2018). "Towards the implementation of digital through Wifi and IoT in wine tourism: perspectives from professionals of wine and tourism", *Management and marketing of wine tourism businesses: theory, practice and cases*, Ed. Palgrave by Marianna Sigala, pp. 207-236, https://doi.org/10.1007/978-3-319-75462-8_11

Pelet, J.-É., et Taieb B. (2018). *Enhancing the Mobile User Experience through Colored Contrasts*, Chapter 527 in Khosrow-Pour, M. (2018). *Encyclopedia of Information Science and Technology*, Fourth Edition (10 Volumes) (pp. 1-7500). Hershey, PA: IGI Global. <https://doi.org/10.4018/978-1-5225-2255-3.ch527>

Pelet J.-É., Khan J. & Cowart K. (2017). *Witty Celebrity Endorsed Ads: Share and Share Alike*, Martinez-Lopez F.J. et al. (eds.), *Advances in National Brand and Private Label Marketing*, Springer Proceedings in Business and Economics, pp.75-85, https://doi.org/10.1007/978-3-319-59701-0_9

Pelet J.-É. & Taieb T. (2017). *From Skeuomorphism to Flat Design: when Font and Layout of M-Commerce Websites affect Behavioral Intentions*, Martinez-Lopez F.J. et al. (eds.), *Advances in National Brand and Private Label Marketing*, Springer Proceedings in Business and Economics, pp.95-103, https://doi.org/10.1007/978-3-319-59701-0_11

Pelet J.-É., Khan J. (2017). Conceptualising Mobile Interaction Scale. In: Ahram T., Falcão C. (eds) *Advances in Usability and User Experience. AHFE 2017. Advances in Intelligent Systems and Computing*, vol 607. Springer, Cham, https://doi.org/10.1007/978-3-319-60492-3_18

Pelet J.-É., Taieb B. (2017). *Privacy Protection on Social Networks: A Scale for Measuring Users' Attitudes in France and the USA*. In: Rocha Á., Correia A., Adeli H., Reis L., Costanzo S. (eds) *Recent Advances in Information Systems and Technologies*. WorldCIST 2017. *Advances in Intelligent Systems and Computing*, vol 570. Springer, Cham, pp 763-773, https://doi.org/10.1007/978-3-319-56538-5_77

Pelet J.-É., Taieb B., Massarini M., Ben Dahmane Mouelhi N., Mishra P., Mohammad Obeidat Z., Zukowska J. (2017). *Impact of M-Commerce Website Design on Consumers' Behavioral Intentions: An Empirical Study of Age as a Moderating Influence*. In: Rossi P. (eds) *Marketing at the Confluence between Entertainment and Analytics*. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham, pp 111-124, https://doi.org/10.1007/978-3-319-47331-4_21

Pelet J.-É. Pratt M.A., Fauvy S. (2017). *"MOOCs: curating the web and using social media to enhance e-learning"* In *Mobile Platforms, Design, and Apps for Social Commerce*, IGI Global, Edited by Pelet J.-É, <https://doi.org/10.4018/978-1-5225-2469-4.ch001>

Khan, J., **Pelet J.-É.**, Rivers, G. J., & Zuo, N. (2017). *The Effect of Cultural Values in Mobile Payment Preference*. In J. Pelet (Ed.), *Mobile Platforms, Design, and Apps for Social Commerce* (pp. 248-263). Hershey, PA: IGI Global. doi: <https://doi.org/10.4018/978-1-5225-2469-4.ch014>

Pelet J.-É., Taieb B., (2017). *"Designing website interfaces for m-commerce with consideration for adult consumers"* In *Mobile Platforms, Design, and Apps for Social Commerce*, IGI Global, Edited by Pelet J.-É.

Pelet J.-É., (2014). *"Investigating the Importance of Website Color Contrast in E-Commerce: Website Color Contrast in E-Commerce"* In Khosrow-Pour, M. (2015). *Encyclopedia of Information Science and Technology*, Third Edition (10 Volumes). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-5888-2. <http://www.igi-global.com/chapter/investigating-the-importance-of-website-color-contrast-in-e--and-m-commerce/112647>

Pelet J.-É., Khan J., Papadopoulou P. & Bernardin E. (2014). *Determinants of effective learning through social networks systems: an exploratory study*, *Higher Education in the MENA Region: Policy and Practice*, IGI Global.

Pelet J.-É., & Papadopoulou P. (2010). *Investigating the effect of color on memorization and trust in e-learning*, *Impact of E-Business Technologies on Public and Private Organizations: Industry Comparisons and Perspectives*, pp.52-78, IGI Global, DOI: 10.4018/978-1-60960-501-8.ch004, <http://bit.ly/jmyg6T>

Pelet J.-É. (2010). *Using Web 2.0 Social Computing Technologies to Enhance the Use of Information Systems in Organizations*, IGI Global, pp.101-132, DOI: 10.4018/978-1-61692-904-6.ch007, <http://bit.ly/fJVhWI>

Pelet J.-É. (2010). *The Influence of E-commerce Website Colors on Usability*, *Integrating Usability Engineering for Designing the Web Experience: Methodologies and Principles*, IGI Global, pp.264-288, DOI: 10.4018/978-1-60566-896-3.ch014, <http://bit.ly/eP0Ien>

Pelet J.-É. & Papadopoulou P. (2009). *Experimental Study on the Effects of the Colors of E-Commerce Websites upon Memorization and Intent of Buying*, in *"E-Commerce"*, edited by IN-TECH, ISBN: 978-953-7619-98-5.

	<p>Pelet J.-É. (2005). Impact de la couleur des sites Internet sur la mémorisation des informations commerciales, suite au colloque H2PTM'05 « Créer, Jouer, Echanger », Paris. Ouvrage dans la collection H2PTM aux éditions Hermès.</p>
Autres publications	<p>Sun, X., Pelet, J. É., Dai, S., & Ma, Y. (2023). The Effects of Trust, Perceived Risk, Innovativeness, and Deal Proneness on Consumers' Purchasing Behavior in the Livestreaming Social Commerce Context. <i>Sustainability</i>, 15 (23), 16320.</p> <p>Pelet, J.-É. and Taieb, B. (2022). Context-aware optimization of mobile commerce website interfaces from the consumers' perspective: Effects on behavioral intentions. <i>Computers in Human Behavior Reports</i>, 7, 100225.</p> <p>Pelet J.-É., Massarini, M., Pauluzzo R. (2018). Ethnicity versus country-of-origin effects: A situational process-focused approach towards designer fashion brand evaluation, <i>Journal of Global Fashion Marketing Bridging Fashion and Marketing</i>, 343-363, 9, 4, https://doi.org/10.1080/20932685.2018.1503554</p> <p>Pelet J.-É., Massarini, M., Taieb B. (2017). The lack of sensory stimulation on the Internet: what solutions for e-commerce websites of luxury brands?, <i>Luxury Research Journal</i>, Vol. 1 No. 3, p. 260-282, DOI: https://doi.org/10.1504/LRJ.2017.086748</p> <p>Pelet J.-É., Lecat B., Khan J., Rundle-Thiele S., Wegmann A.-L., Lee L.W., Vigar-Ellis D., Mc Garry Wolf M., Kavoura N.Katsoni V., (2017). Winery website loyalty: the role of sales promotion and service attributes, <i>International Journal of Wine and Business Research</i>, Vol. 30 Issue: 2, pp.138-152, https://doi.org/10.1108/IJWBR-01-2017-0003</p> <p>Pelet J.-É., Lecat B., Khan J., Rundle-Thiele S., Wegmann A.-L., Lee L.W., Vigar-Ellis D., Mc Garry Wolf M., Kavoura N.Katsoni V., (2017). Don't believe the hype: A grounded exploratory six country wine purchasing study, <i>Journal of Wine Research</i>, 28, 2, 91-104, https://doi.org/10.1080/09571264.2017.1309644</p> <p>Pelet J.-É., Papadopoulou P. (2015). Tablet and social media adoption in m-commerce: An exploratory study, <i>International Journal of Strategic Innovative Marketing</i>, 2,1, DOI:10.15556/IJSIM.02.01.004</p> <p>Pelet J.-É., Papadopoulou P. (2014). Social media and m-commerce: An exploratory study, <i>International Journal of Internet Marketing and Advertising</i>, 9, 1, DOI: 10.1504/IJIMA.2015.068358</p> <p>Pelet J.-É., Lecat B. (2014). Smartphones and wine consumers: A Study of Gen-Y, <i>International Journal of Wine Business Research</i>, Vol. 26 Iss: 3, pp.188 – 207, https://doi.org/10.1108/IJWBR-04-2013-0015.</p> <p>Pelet J.-É. (2013). Effects of colors on the attitude towards an e-commerce website: a multicultural approach, <i>The Małopolska School of Economics in Tarnów Research Papers Collection</i>, 2(23), pp. 163-170</p> <p>Pelet J.-É., Lecat B. (2011). Enhancing learning and cooperation through digital virtual worlds, <i>International Journal of Virtual and Personal Learning Environments</i>, April-June 2012, Vol. 3, No. 2, DOI: 10.4018/jvple.2012040101.</p>

	<p>Pelet J.-É., Papadopoulou P. (2011). The Effect of E-commerce Websites' Colors on Customer Trust, <i>International Journal of E-Business Research</i>, 7(3), 1-18, July-September 2011, DOI: 10.4018/978-1-60960-501-8.ch004.</p> <p>Gazbar T., Pelet J.-É. (2011). Consumer Expertise on a Commercial Web Site: A success key factor, <i>Interdisciplinary Journal of Contemporary Research in Business</i>, Vol .3, No. 3. ISSN 2073 7122.</p> <p>Pelet J.-É., Papadopoulou P. (2010). Colored Vs black screens or how color can help e-commerce ethics, <i>International Journal of E-Services and Mobile Applications</i>, Special Issue: "E and m-business status in the Mediterranean region", Volume: 3, Issue: 2, pp.20-38, DOI: 10.4018/jesma.2011040102.</p>
<p>Communications, Colloques /conférences</p>	<p>Pelet J.-É., Haller C. (2024). Immersive wine tourism pedagogy in the metaverse: NFTs as potential rewards for graduation, Culinary and Wine Tourism Conference 2024, 22nd–25th of May 2024, IMC Campus Gozzoburg and Piaristengasse, Krems, Austria</p> <p>Pelet J.-É., Papadopoulou P. (2024). Balancing technological innovation and carbon impact in education, 29th Conference of the Information and Management Association, May 27-29, 2024 in Montpellier - La Grande-Motte</p> <p>Pelet J.-É., Taieb B. (2024). “What about ChatGPT to learn sensory marketing?”, HICSS-57, Hawaii International Conference on System Sciences 2024, Journal of Service Research Special Issue on GenAI Service</p> <p>Pelet J.-É., Haller C., Florès L. (2023). When wine acts like fashion in the web 3.0 world, NFT are not far!, 3rd International Research Workshop in Wine Tourism “Trends for a sustainable and resilient wine tourism industry” October 18-20 October, 2023, Valdobbiadene and Treviso, Prosecco Region, Italy</p> <p>Pelet J.-É. (2023), What makes Learning Management Systems of Online Wine Sensory Evaluation effective for the wine industry in China? A report based on 4 connected studies to provide possible answers, 14th Annual Academy of Wine Business Research Conference, Acadia University, Nova Scotia, Canada, July 11th – 14th</p> <p>Pelet J.-É. Canziani, B. (2023), Wine Education via Online Learning Management Systems: Limitations and Possibilities of Wine Sensory Evaluation Instruction, 14th Annual Academy of Wine Business Research Conference, Acadia University, Nova Scotia, Canada, July 11th – 14th</p> <p>Pelet J.-É. (2023), Teaching wine tasting online: Insights from a Delphi study with wine experts, 14th Annual Academy of Wine Business Research Conference, Acadia University, Nova Scotia, Canada, July 11th – 14th</p> <p>Pelet J.-É. and Terblanche, N. (2023), Replacing western fruits and vegetables on the WSET® scale with Asian equivalents: An appropriate approach to teach wine evaluation in China? 14th Annual Academy of Wine Business Research Conference, Acadia University, Nova Scotia, Canada, July 11th – 14th</p> <p>Pelet J.-É. & Taieb B. (2023). Delineating the role of product image interactivity and consumer mood on the willingness to buy online luxury products, Monaco Symposium, April 4-6, Monaco, France</p>

Pelet J.-É. & Taieb B. (2023). Stroking Luxury Product Images on Online Retail Increases Purchase Intentions: The Effects of Image Interactivity, Academy of Marketing Science Annual Conference, May 17-19, New Orleans, LA

Pelet J.-É. (2023). Where 'Social' Meets 'Shopping': When Social and Functional Aspects of Social E-commerce Platforms Translate into Group Buying, 7th Annual Global Congress of Knowledge Economy-2023 (GCKE-2023), January 09-11, 2023, Sapporo, Japan

Goto, K., **Pelet, JE.,** Iizuka, K. (2022). « *The Effect of Colors Used in E-Commerce Websites: An Analysis of Japanese Consumers* ». In: Stephanidis, C., Antona, M., Ntoa, S. (eds) HCI International 2022 Posters. HCII 2022. Communications in Computer and Information Science, vol 1582. Springer, Cham. https://doi.org/10.1007/978-3-031-06391-6_60

Ettis S., **Pelet J.-É. & Zaichkowsky J. (2022).** « *Comparing online user experience across channels and touchpoints when booking vacations* », Congrès International de l'AFM, Tunis, 18-20 mai 2022

Pelet J.-É. & Taieb B. (2022). « *Les déterminants de l'adoption du live shopping : l'expertise de l'animateur et l'expérience de flow* », Congrès International de l'AFM, Tunis, 18-20 mai 2022

Pelet J.-É. & Taieb B. (2022). « *Perception des utilisateurs de la facilité de livraison via vélo cargo en métropoles dans le cadre de l'e-commerce du vin* », 27^{ème} conférence de l'AIM, 6-7-8 juin 2022, Carry-le-Rouet, France

Pelet J.-É. & Rutambuka D. (2022). « *Étude des antécédents et des résultats de l'expérience des consommateurs dans l'utilisation des applications bancaires* », 27^{ème} conférence de l'AIM, 6-7-8 juin 2022, Carry-le-Rouet, France

Pelet J.-É. (2020). "Buying wine online or offline: some determinants of choice", 12th Academy of Wine Business Research Conference, Burgundy School of Business, July 7th -10th 2020

Pelet J.-É. & Somayeh Z. (2020), "Belong together, buy together: When social and functional aspects of social commerce platforms translate into group buying", 18^{ème} Colloque International de l'Association Tunisienne de Marketing, 3-4 Avril 2020, Hammamet, Tunisia – **Annulée cause : COVID-19**

Pelet J.-É. & Somayeh Z. (2020), "Ride-hailing Service Quality and Satisfied Consumers: An Examination of the Antecedents of m-satisfaction", Congrès International des Territoires Innovants 2020, Essaouira, Morocco – **Annulée cause : COVID-19**

Pelet J.-É. & Somayeh Z. (2020), "When Engagement in Course-Related Social Media Leads to Better Course Self-Efficacy", HICSS-53, Hawaii International Conference on System Sciences 2020, 10.24251/HICSS.2020.328 – Best Mini track Paper.

Pelet J.-É., Lick E., and Taieb B. (2019), Internet of Things in the hospitality industry: its effects on guest behavior, Consumer Behavior in Tourism Symposium 2019, Emotions in tourism RESEARCH, Reflecting on Methodological approaches, December 11th-14th, 2019 Bruneck/Brunico, South Tyrol, Italy.

Pelet J.-É. & Somayeh Z. (2019), The Role of Emotion When Looking for Travel Through an App, Website or Social Media, Consumer Behavior in Tourism Symposium 2019, Emotions in tourism RESEARCH, Reflecting on Methodological approaches, December 11th-14th, 2019 Bruneck/Brunico, South Tyrol, Italy.

Pelet J.-É. & Somayeh Z. (2019), L'engagement dans les médias sociaux liés aux cours conduit à une meilleure efficacité des apprenants grâce au flow, à l'eudaimonisme et à la mobilité, 2ème Journée Interdisciplinaire de Recherche JIRD2C sur la « Mobilité » (JIRD2C), 3 décembre 2019, Paris.

Pelet J.-É. & Thach S. (2019), The effect of age and color on e-commerce: implications for baby boomers and visually impaired persons, XVIII International Business & Economy Conference (IBEC) - Normandie Université IAE Rouen, January 7-10, 2019

Pelet J.-É. & Somayeh Z. (2019), Competing effects of Eudaimonia and Social Anxiety on Students' Engagement in Social media, 2019 15th International Conference on Natural Computation, Fuzzy Systems and Knowledge Discovery (ICNC-FSKD 2019), 20-22 July 2019, Kunming, China.

Ben Tahar Y., Haller C., **Pelet J.-É. (2019)**, *Emotions to invest for performance in wine & spirit family business*, 1st International Research Workshop on Wine tourism: Challenges and futures perspectives, 27-28th June 2019 Strasbourg, Alsace, France.

Pelet J.-É., Lick E., and Taieb B. (2019), *Internet of Things and Artificial Intelligence in the hotel industry: which opportunities and threats for sensory marketing?* In: Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, and Anne L. Roggeveen (eds.). *Advances in National Brand & Private Label Marketing: 6th International Conference*, 2019. Heidelberg: Springer, 154-164.

Somayeh Z. & **Pelet J.-É. (2019)**, L'apprentissage en ligne optimisé par les médias sociaux, AIM 2019, 3-5 juin 2019 Nantes (France)

Pelet J.-É. & Taieb B. (2019), Vers une utilisation accrue des objets connectés grâce à la sécurisation des informations personnelles, AIM 2019, 3-5 juin 2019 Nantes (France)

Taieb B. & **Pelet J.-É., (2019)**, *The user's attitude and security of personal information depending on the category of IoT*, WorldCIST'19 - 7th World Conference on Information Systems and Technologies, La Toja Island, Spain, 16th-19th of April 2019

Pelet J.-É., Taieb B., (2018), "When social networks express concerns about information privacy: users' perception, attitudes and trust", AMS World Marketing Congress, Porto, 27-29 juin 2018.

Pelet J.-É., Canziani B., Capitello R., Haller C., Merloni E., Rossetto L., Sigala M., Tapia J., Schamel G., Casas A. (2019), Using social media to distribute wine: myth or reality? 14-16 January 2019, 11th Academy of Wine Business Research Conference, University of Stellenbosch, South Africa.

Pelet J.-É., Taieb B., Rundle-Thiele S. (2018). *User-Generated Content Reviewer perceptions and credibility*, Colloque international sur la recherche en tourisme (CIRT) - Essaouira - 25-26 avril 2018.

Fauvy S., **Pelet J.-É. (2018)**. *MOOC sur les Mobiles : Organiser le web et utiliser les Médias sociaux pour améliorer l'apprentissage à distance*, GeCSO 2018, La création des connaissances dans les organisations innovantes et leurs réseaux, 22-24 mai 2018, Paris.

Pelet J.-É., Durrieu F. (2018), *Heraldic vs chromatic colors on wine labels: effects on the e-consumer's purchasing intention*, 2nd Wine & Hospitality Management Workshop May 14th and 15th, 2018 at Ecole hôtelière de Lausanne (EHL), Switzerland.

Pelet J.-É. (2018). *Déterminants de l'intention d'accepter et de recommander l'usage des services marketing géolocalisés*, 23ème Colloque de l'AIM, "Rapprochons les communautés TI francophones", 16 au 18 mai 2018, Montréal, Québec, Canada.

Pelet J.-É. (2018). *Buying wine online or offline: some determinants of choice*, 21st Euro-Global Summit on Food and Beverages March 8-10, 2018 Berlin, Germany (Keynote + Moderator)

Pelet J.-É. (2017). « *Co-collaborating wine distribution via social media* », A Decade of Research in Consumer Behavior in Tourism, Consumer Behavior in Tourism Symposium 2017 (CBTS 2017), December 13th-16th, 2017, Bruneck/Brunico, South Tyrol, Italy.

Pelet J.-É., Khan J., Cowart K. (2017). « *Location-based services effect on online purchase intention* », 2017 Association for Consumer Research North American Conference, October 26-29, 2017. San Diego, CA, USA

Pelet J.-É., (2017). Considering the effects of perceived website personality on wine purchases in m-commerce and why gender matters, 10th Academy of Wine Business Research Conference, Rohnert Park, CA – 26-28 July 2017 (**Honorable Mention Howard in the Category of Quantitative Research**)

Pelet J.-É. & Taieb T., (2017). *From Skeuomorphism to Flat Design: when Font and Layout of M-Commerce Websites affect Behavioral Intentions*, 4th International Conference on Research on National Brand & Private Label Marketing (NB&PL2017), UOC - Universitat Oberta de Catalunya, Barcelona.

Pelet J.-É., Khan J. & Cowart K. (2017). *Witty Celebrity Endorsed Ads: Share and Share Alike*, 4th International Conference on Research on National Brand & Private Label Marketing (NB&PL2017), UOC - Universitat Oberta de Catalunya, Barcelona

Pelet J.-É., (2017). *Moderators effects of age and gender on the online purchase intention of wine*, Academy of Wine Business Research Conference, July 25 - 28, 2017, Sonoma State University, Sonoma County, California

Pelet J.-É., (2017). *Website or apps for online wine, a better design and more information to leverage ease-of-use*, XXIV Colloque International Vineyard Data Quantification Society (VDQS), BOLOGNE (Italie) du 07-10 juin 2017

Pelet J.-É., Khan J. (2017). *Development and Validation of a Scale for Perceptions of Mobile Interaction*, 8th International Conference on Applied Human Factors and Ergonomics, Los Angeles, California, USA, July 17-21, 2017

Pelet J.-É., Cowart K. (2017). The Moderating Effect of Age on the Brightness of Color Found on an E-commerce Website: Implications for Baby Boomers and Persons with Impaired Color Vision, 8th International Conference on Applied Human Factors and Ergonomics, Los Angeles, California, USA, July 17-21, 2017

Pelet J.-É., Nemkova K., Boso N. (2017), *Mobile Commerce Adoption on Tablets in the world: A Cross- Cultural Comparison of the Website Reputation on Consumer Loyalty*, 8th International Conference on Applied Human Factors and Ergonomics, Los Angeles, California, USA, July 17-21, 2017

Pelet J.-É., Taieb B. (2017). *Privacy protection on social networks: a scale for measuring users' attitudes in France and the USA*, WorldCIST'17 - 5th World Conference on Information Systems and Technologies, Porto Santo Island, Madeira, Portugal, 11th-13th of April 2017

Pelet J.-É., (2016). « *Mobility in the mobile environment: A literature review on consumer behavior and integrating social media in m-commerce* », 1st edition of the International Marketing Scientific Comite (COSIM), 1-2 december 2016, Kenitra (Maroc)

Rundle-Thiele, S.R. and **Pelet J.-É. (2016).** "Time for social marketing and not social norming." European Social Marketing Conference, 22-23 September 2016, Espoo, Finland. **Highly Commended Award – Academic Paper Category**

Massarini, M., **Pelet J.-É.**, Pauluzzo, R., Khan, J. (2016). *Fashion and Fashion System: Assessing the role of the Educational Environment*. The Mystique of Luxury Brands Conference, hosted by the Luxury Branding Research Cluster and Asia Business Centre of Curtin University, May 12-1, Shanghai, 2016

Pelet J.-É., Khan J., Rundle-Thiele S., (2016). "Enhancing User Generated Content Credibility", ANZMAC 2016 Conference in Christchurch, New-Zealand, 05-07 December

Malek F., Ben Dahmane Mouelhi N., **Pelet J.-É.**, Ghachem F. (2016). *Imiter n'est pas copier : c'est l'essence de la société*, 5^{ème} Edition du Congrès de l'Association maghrébine de Marketing, Mars, Hammamet, Tunisie, 26 pages.

Pelet J.-É., Taieb B. (2016). Effects of Colored Contrast of mobile website on behavioral intentions, CARMA 2016 - 1st International Conference on Advanced Research Methods and Analytics, CARMA 2016, Universitat Politècnica de València, July 6, 2016 – July 7, 2016.

Pelet J.-É., Lecat B., Taieb B., Terblanche N.S. and Waye V. (2016). *Optimizing the supply chain of wine with social media and collaborative consumption*, 2nd edition of the International Conference PROLOG "Project & Logistic" Agadir 5-6 Mai 2016.

Pelet J.-É., Taieb B., Massarini M., Ben Dahmane Mouelhi N., Mishra P., Mohammad Obeidat Z.; Zukowska J. (2016). *Impact of M-commerce Website design on Consumers' Behavioral Intentions: An Empirical Study of Age as Moderating Influence*, AMS World Marketing Congress held at IESEG Management School's Paris Campus, July 20 - July 22, 2016.

Pelet J.-É., Taieb, Ben Dahmane Mouelhi N., (2016). *Du design des sites de m-commerce aux intentions comportementales*, AIM 2016, Lille, IÉSEG School of Management, 18-19-20 mai.

Pelet J.-É., Lecat B., Khan J., Lee L.W., Vigar-Ellis D., Mc Garry Wolf M., Rundle-Thiele S., Kavoura N.Katsoni V., Wegmann A.-L. (2015). *Wine and website loyalty: a model of sales promotion and service attributes*, 9th Academy of Wine Business Research (AWBR) Conference, University of South Australia in Adelaide, Australia on 17-19 February 2016

Pelet J.-É., Lecat B., Fauvy S. (2015). *Learning wine thanks to powerful MOOC emulation*, 9th Academy of Wine Business Research (AWBR) Conference, University of South Australia in Adelaide, Australia on 17-19 February 2016

Pelet J.-É., Pratt M.A., Fauvy S. (2015). MOOCs and the integration of social media and curation tools in e-learning, 4th International Workshop on Learning Technology for Education in Cloud (LTEC 2015), Maribor, Slovenia

Pelet J.-É., Lecat B., El Amrani R., Papadopoulou P., (2015). Optimizing user experience for tablets to sell wine and luxury good thanks to social media during relaxing times: presentation of benefits based on two exploratory studies, 2015 Global Fashion Management Conference at Florence, June 25th-28th, 2015 University of Florence, Florence, Italy

Pelet J.-É., Papadopoulou P. (2015). Analyse exploratoire concernant la protection de la vie privée sur les réseaux sociaux : confiance, inquiétudes et comportement des utilisateurs, 20ème édition du Colloque de l'Association Information et Management (AIM 2015), 20-24 mai, Rabat (Maroc)

Pelet J.-É. & Uden L. (2014). Mobile learning platforms to assist individual knowledge management, in Uden et al. (Eds.): *KMO 2014*, LNBIP 185, pp. 1–12, 2014. DOI: 10.1007/978-3-319-08618-7_26, Springer International Publishing Switzerland 2014 presented at 9th International Conference on Knowledge Management in Organizations, September 2-5th, 2014, Santa Maria University, Santiago, Chile.

Kavoura, A., **Pelet J.-É., Rundle-Thiele S. and Lecat, B. (2014).** *Experience matters: Exploring the experience behavioral loyalty relationship in wine*, Paper to be presented at the 2014 Global Marketing Conference at Singapore, July 15-18.

Pelet J.-É., Lecat B., Khan J., Lee L.W., Vigar-Ellis D., Mc Garry Wolf M., Rundle-Thiele S., Kavoura N.Katsoni V., Wegmann A.-L. (2014). Attitudes towards M-Wine Purchasing A Cross-Country Study @www.vdqs.net/2014 Lyon - France, VDQS Vineyard Data Quantification Society, Œnométrie XXI Lyon - FR - 4-7 juin 2014.

Pelet J.-É., Ettis S., Cowart K. (2014). *Understanding Optimal Flow on Time Distorsion in Social Media Experience Enhanced by Telepresence*, 19^{ème} colloque de l'AIM, Aix-en-Provence, 19-21 Mai 2014

Pelet J.-É., Lecat B., Khan J., Lee L.W., Vigar-Ellis D., Mc Garry Wolf M., Rundle-Thiele S., Kavoura N.Katsoni V., Wegmann A.-L. (2014). *Influences of M-commerce and Social Media on Wine Purchases: A Multi-Cultural Study*, 8th Academy of Wine Business Research International Conference, June 28th-30th, 2014, Geisenheim, Germany. AWBR 2014 conference proceedings, ISBN 978-3-00-047628-0

Pelet J.-É., Ettis S., Schwob A., Hammami S. (2014). *Social networks and e-advertising: should companies promote their brand fan page or their brand website?* 17th AMS World Marketing Congress, August 5-8, 2014, ESAN Graduate School of Business Lima, Peru.

Pelet J.-É. (2014). *Smartphone or Tablet, when Global Positioning Systems may vary consumer product choices*, Shopper Marketing & Pricing Conference, Stockholm School of Economics, May 8-10, 2014.

Pelet J.-É., (2014). *Plus d'efficacité en recherche qualitative grâce à l'utilisation des logiciels libres: Une application pour la gestion*, 2^{ème} édition du Colloque international sur les TIC en éducation: bilan, enjeux actuels et perspectives futures, May 1st and 2nd 2014, Montréal, Québec, Canada.

Pelet J.-É., (2014). *Determinants of effective learning through social media: an exploratory study*, 2^{ème} édition du Colloque international sur les TIC en éducation: bilan, enjeux actuels et perspectives futures, 1er et 2 mai 2014, Montréal, Québec, Canada.

Pelet J.-É., Vo Thanh T. (2013). *Deceptive Customer Reviews: What to do?*, 3rd International Conference on Tourism Management and Tourism Related Issues, Open University of Catalonia, Barcelona, Spain, October 3-4, 2013

Pelet J.-É., Papadopoulou P. (2013). *Investigating Social Networks in M-Commerce*, The 2nd International Conference on Strategic Innovative Marketing, Prague, Czech Republic, September 13-17, 2013

Pelet J.-É., Khan J., Papadopoulou P. (2013). *Towards a scale for perceptions of mobile interaction: Establishing content and face validity*, The 2nd International Conference on Strategic Innovative Marketing, Prague, Czech Republic, September 13-17, 2013

Pelet J.-É., Diallo M.F. & Papadopoulou P. (2013). *How can Social Networks Systems be an m-commerce Strategic Weapon? Privacy Concerns based on Consumer Satisfaction*, Congrès Européen de Marketing EMAC, Istanbul / June 4-7, 2013.

Vo Thanh T. & **Pelet J.-É. (2013).** « *Faux avis de consommateurs: que faire ?* », 4èmes Journées Scientifiques du Tourisme Durable, 20/21 Juin 2013, ESC Troyes.

Ettis S., Hammami S. & **Pelet J.-É. (2013).** Réseaux sociaux et e-publicité: faut-il promouvoir la "landing page" de la marque ou le site web externe de la marque ? Social networks and e-advertising: should we promote the brand's fun page or the brand's website? Research day on digital Business, ESG Management School, 21/06/2013.

Papadopoulou, P. & **Pelet J.-É. (2013).** Trust and privacy in the shift from e-commerce to m-commerce: A comparative approach, (IFIP) International Federation for Information Processing Formation Conference on E-business, E-services, And E-society, <http://athina.cs.unipi.gr/i3e2013/> (Athènes, Grèce).

Pelet J.-É., Diallo M.F. & Papadopoulou P. (2013). Les facilitateurs du M-commerce: la facilité d'utilisation de l'interface des smartphones combinée aux réseaux sociaux numériques et au système de positionnement géographique, (AFM) Congres de l'Association Française de Marketing, <http://afm.i-campus.fr/> (La Rochelle, France).

Pelet J.-É. & Lecat B. (2013). Positive Influence of M-Commerce and GPS on the Group Purchase of Wine for Y-Generation, (AMS) Academy of Marketing Science, ams-web.org/cde.cfm?event=379890 (Monterey, CA, Etats-Unis)

Pelet J.-É., Mc Pherson M.A et Papadopoulou P. (2013). The Moderating Effect of Age on the Brightness of Color Found on an E-commerce Website: Implications for Baby Boomers and Persons with Impaired Color Vision, (e-case) International Conference on E-commerce, E-administration, E-society, E-education, And E-technology, <http://www.e-case.org/2013/> (Kitakyushu, Japan) (*Best Paper Award of the Conference: e-CASE & e-Tech 2013 in Kitakyushu*)

Pelet J.-É.; Conway, C. M.; Papadopoulou, P. & Limayem, M. (2013). *Chromatic Scales on our Eyes: How User Trust in a Website Can Be Altered by Color Via Emotion*, Digital Enterprise Design & Management Conference (DED&M), Paris, Jardins de l'Innovation, February 12-13.

Pelet J.-É. & Lecat B. (2012). Y-Generation behavior on social networks systems: towards an alternative distribution channel to attract wine buyers, 15ème Colloque Etienne Thil, 28-30/11/2012 - Lille (France).

Pelet J.-É. & Lecat B. (2012). Will Digital Consumption based upon Social Network Systems and Mobiles help to close Producers of Wine to Y-Generation?, Journée de recherche sur la consommation digitale, 29/11/2012, Ecole de Management Léonard de Vinci (EMLV) – Paris La Défense, France.

Pelet, J.-É. (2012). How can Digital Social Networks be an M-Commerce Strategic Weapon? Privacy Concerns, 17ème colloque de l'AIM, 21-23 mai, Bordeaux.

Pelet, J.-É. (2012). Effets de l'étiquette d'une bouteille de vin sur l'authenticité perçue et l'intention d'acheter sur un site web marchand, 28ème Congrès International de l'Association Française du Marketing, 9-11 Mai, Brest.

Pelet, J.-É., Lecat, B. & Papadopoulou, P. (2011). Enhancing learning and cooperation through digital virtual worlds. In the Proceedings of the International Conference on Education, Research and Innovation – ICERI 2011, October 21-23, Cairo, Egypt.

Pelet J.-É., Balantyne D. (2011). *Synergies between Digital Social Networks (DSN) and e-commerce: an application of the Delphi method*, 19th International Colloquium in Relationship Marketing (ICRM), September 27th – 30th 2011 Saunders College of Business, Rochester Institute of Technology

Pelet J.-É., Lecat B. (2011). Can Digital Social Networks enhance the E-commerce of wine from Burgundy?, 6th AWBR International Conference, 9-10 June 2011, Bordeaux Management School – BEM – France.

Lecat B., **Pelet J.-É. (2011).** The behavior of the Y-Generation vis-à-vis wine consumption and wine purchase thanks to Digital Social Networks, 6th AWBR International Conference, 9 – 10 June 2011, Bordeaux Management School – BEM – France.

Pelet J.-É. (2011). *Le e-commerce renforcé par les réseaux sociaux numériques : résultats d'une application expérimentale de la méthode Delphi*, 16ème colloque de l'Association Information & Management (AIM 2011), Saint-Denis, Ile de la Réunion, France, du 25 au 27 mai 2011.

Pelet J.-É., Dutilleux M. (2011). *Réseaux Sociaux Numériques : Vers un e-commerce social ?*, Présentation introductive et conclusive lors de la conférence de la JAAM, 14^{ème} Journée de l'AgroAlimentaire de Montpellier, 03/03/2011, Montpellier.

Conway C. M.; **Pelet J.-É.**; Papadopoulou P. and Limayem M (2010). " Coloring in the lines: using color to change the perception of quality in e-commerce sites ", *ICIS 2010 Proceedings*. Paper 224. http://aisel.aisnet.org/icis2010_submissions/224

Pelet J.-É., Papadopoulou P., (2010). The wine bottle label sold on e-commerce websites: preliminary effects on the perceived authenticity and buying intention, EMAC, Congrès Européen de Marketing.

Pelet J.-É., Yangui W. (2010). Vers de meilleurs niveaux de fiabilité et de validité des échelles de mesures avec la variable contraste plutôt que la variable couleur d'un site web marchand, Colloque International sur « La curiosité en marketing », ISTEC, Paris – 09 Décembre 2010.

Pelet J.-É., Yangui W. (2010). Effet modérateur de l'âge selon la luminosité de l'apparence colorée d'un site web marchand: conséquences pour les baby-boomers et déficients de la vision colorée, Première Journée Internationale du Marketing Santé, JIMS, IAE Lille1, 25 Novembre 2010.

Conway, C. M., **Pelet J.-É.**, Papadopoulou, P. and Limayem, M, (2010). "Coloring in the lines: using color to change the perception of quality in e-commerce sites", *ICIS 2010 Proceedings*. Paper 224.

http://aisel.aisnet.org/icis2010_submissions/224

Pelet J.-É., Ben Zakour Chelbi Z., (2010). *Effects of colors on the attitude towards an e-commerce website: a multicultural approach*, Marketing Theory Challenges in Emerging Markets – EMAC Regional Conference, Corvinus University of Budapest – Hungary, 23-25 September, 2010. (waiting for the feed back)

Pelet J.-É. (2010). *Effets de l'étiquette d'une bouteille de vin sur l'authenticité perçue et l'intention d'acheter sur un site marchand*, 26ème congrès international de l'Association Française du Marketing 6 et 7 mai 2010 Universités du Mans et d'Angers.

Pelet J.-É., Hnana L. (2010). *Écrans noirs Vs colorés ou comment la couleur peut favoriser le commerce électronique éthique*, 15^{ème} colloque de l'Association Information et Management, Systèmes d'information et développement durable: regards croisés et contributions, 19-21 mai 2010, La Rochelle, France.

Pelet J.-É., Ben Zakour Chelbi Z., (2010). Effets de la couleur sur l'attitude envers un site Web marchand : une approche multiculturelle, Congrès annuel de l'Association Tunisienne de Marketing, Sousse, Tunisie.

Pelet J.-É. (2010). Effects of the wine bottle label on the perceived authenticity and buying intention on a retail website, 5th International Conference of the Academy of Wine Business Research Conference, University of Auckland New Zealand 8-10 February 2010.

Pelet J.-É., Papadopoulou P. (2009). "The influence of negative mood on memorization and buying intention according to the colors of e-commerce websites", 4th Mediterranean conference on information systems. MCIS 2009, "Information Society Research, Greece, 25-27 September 2009

Pelet J.-É., Bernardin E. (2009). Effets de la couleur sur la mémorisation des contenus de formation en ligne, 14^{ème} conférence AIM 2008, Marrakech.

Pelet J.-É., Gazbar T. (2009). L'expertise du consommateur sur un site web marchand, facteur clé de succès ?, Congrès annuel de l'Association Tunisienne de Marketing, Ahmamet, Tunisie.

Pelet J.-É., Papadopoulou P. (2009). The effects of e-commerce websites colors upon consumer trust, EMAC, Congrès Européen de Marketing, Audencia, Nantes, France.

Pelet J.-É. (2008). Diversité des états affectifs vécus sur un site web marchand, *Ateliers de la recherche en Design*, Tours, France.

Pelet J.-É. (2008). Effets de la couleur des sites web sur la mémorisation et sur l'intention d'achat, 13th conference AIM 2008 Paris - pre-ICIS Workshop, Dauphine – France.

Pelet J.-É. (2008). Effets de la couleur des sites web marchands sur la mémorisation des informations commerciales et sur l'intention d'achat du consommateur, 7th journée nantaise de recherche sur le e-marketing, Nantes, France.

Pelet J.-É., Lemoine J.-F. (2008). Experimental study on the effects of the colors of e-commerce websites upon memorization and intent of buying, *CUB08 - 1st international workshop on*

	<p><i>computers users' behaviour in conjunction with the DEXA 2008</i>, September 1-5, 2008 Politecnico di Torino, Turin, Italy, 449-453. Session Chair lors de ce colloque</p> <p>Pelet J.-É. (2007). Effets de la couleur des sites sur la mémorisation et sur l'intention d'achat de l'internaute, Design workshop®, Bordeaux, France.</p> <p>Pelet J.-É. (2007). Effets de la couleur des sites sur la mémorisation et sur l'intention d'achat des consommateurs, International workshop - eCommerce et Gouvernance of the Internet - Sousse, Tunisia.</p> <p>Pelet J.-É. (2006). Effets de la couleur des sites marchands sur la mémorisation des informations commerciales, Phd Students Days of the French Marketing Association, Nantes, France.</p> <p>Pelet J.-É. (2005). Impact de la couleur des sites Internet sur la mémorisation des informations commerciales, <i>H2PTM'05 Conférence</i> « Building, Playing, Sharing », Paris, France.</p> <p>Pelet J.-É. (2005). Impact de la couleur des sites Internet sur la mémorisation des informations commerciales, <i>IRIS Conférence</i> « Essence et sens des couleurs », Nancy, France.</p> <p style="text-align: center;">Communications invitées</p> <p>Pelet J.-É. (2022), «Growth and development in the era of black swans». Plenary Session in the conference Technology and Entrepreneurship in the Digital Society (<i>TEDS'22</i>), 29 November 2022, online, https://teds-conference.org/.</p> <p>Pelet J.-É. (2020), “Buying wine online or offline: some determinants of choice”, The 3rd International conference on Business Management in the Digital Economy, Saint Petersburg University, Russie, 19-21 mars 2020, Annulée cause : COVID-19</p> <p>Pelet J.-É. (2020), “When Engagement in Course-Related Social Media Leads to Better Course Self-Efficacy”, The 3rd International conference on Business Management in the Digital Economy, Saint Petersburg University, Russie, 19-21 mars 2020, Annulée cause : COVID-19</p> <p>Pelet J.-É., (2019), Invité pour ouvrir la plénière de la conférence sur : « <i>L'intelligence artificielle et son importance immédiate et future</i> », 8^{ème} édition du Colloque International de l'Association Maghrébine de Marketing, Forum International, Jamais trop tôt pour l'entreprise !, 07–08 mars 2019, Hammamet – Tunisie</p> <p>Pelet J.-É., (2019), Invité pour ouvrir la plénière de la conférence sur : « <i>L'Intelligence Artificielle fait sa place en Afrique</i> », 17^{ème} édition du Colloque International de L'Association Tunisienne de Marketing – ATM2019, Hôtel Khayam Garden, Nabeul, Hammamet - 5 - 6 avril 2019 – Tunisie</p>
Vulgarisation	<p>Vidéo</p> <ul style="list-style-type: none"> • Vidéo de présentation du livre publié chez Dunod (E-commerce), « Pourquoi votre site de e-commerce ne marchera plus demain », Interview publiée le 18 décembre 2018 par Thomas Benzazon à l'adresse https://www.widoobiz.com/2018/12/18/pourquoi-votre-site-de-e-commerce-ne-marchera-plus-demain/ <p>Blog Widoobiz</p> <ul style="list-style-type: none"> • Le blog de Jean-Éric Pelet, Le blog du e-commerce, 1 billet par mois depuis Mars 2019, https://www.widoobiz.com/auteur/jeanericpelet/

- E-commerce et logistique, quelques avancées grâce au SAV - Publié le 10 avril 2019, <https://www.widoobiz.com/2019/04/10/e-commerce-et-logistique-quelques-avancees-grace-au-sav/>
- E-commerce : comment la France peut-elle rivaliser avec Amazon ? - Publié le 21 mai 2019, <https://www.widoobiz.com/2019/05/21/e-commerce-comment-la-france-peut-elle-rivaliser-avec-amazon/>
- Situation du e-commerce chinois et des possibilités de collaboration avec la France - Publié le 26 septembre 2019, <https://www.widoobiz.com/2019/09/26/situation-du-e-commerce-chinois-et-des-possibilites-de-collaboration-avec-la-france/>

Articles journalistiques

1. [Les villes du futur : les vélos cargo, l'avenir du transport durable et connecté ? \(Le Monde des Grandes Écoles et Universités, 17/07/2023\)](#)
2. [Le réseau social Mastodon peut-il concurrencer Twitter ? \(Le Télégramme, 11 2022\)](#)
3. [La nouvelle vague de l'e-commerce social débarque en Chine \(Survey Magazine, 07/2020\)](#)
4. [VTC : comment mieux harmoniser la qualité de service ? \(The Conversation, 06/2020\)](#)
5. [Or et argent... ces couleurs qui nuisent à la vente en ligne du vin \(The Conversation, 04/2020\)](#)
6. [L'engagement des profs et des étudiants et les médias sociaux liés aux cours favorisent l'efficacité des apprenants \(La lettre DUNOD Innovation pédagogique, 06/2020\)](#)
7. 2 septembre 2019 - Convenience vs privacy in Sino-French business development, chinadaily.com.cn, <https://www.chinadaily.com.cn/a/201909/02/WS5d6f20c2a310cf3e35569a29.html>
8. 29 juin 2019 - **Le Monde des Grandes Écoles et Universités** : Business : La France, championne du e-commerce !, Paru dans Monde des grandes écoles et universités Le magazine • n°85 • juin 2019, écrit par Maximilien Arengi | Décryptage des tendances, disponible à l'adresse <http://www.monedesgrandesecoles.fr/business-la-france-championne-du-e-commerce/>
9. 4 avril 2019 - **Le Monde des Grandes Écoles et Universités** : La réalité controversée : du big data à l'intelligence artificielle, place à l'inbound marketing, L'inbound marketing : fournir des réponses adaptées en temps opportun. Analyse de Basma Taieb (EMLV) et Jean-Eric Pelet (ESCE), disponible à l'adresse <http://www.monedesgrandesecoles.fr/la-realite-controversee-du-big-data-a-lintelligence-artificielle-place-a-linbound-marketing/>
10. Avril 2018 - SURVEY : La couleur, premier vecteur de l'acte d'achat sur Internet ?, Jean-Eric Pelet (ESCE), dans le magazine : L'Intelligence artificielle à l'assaut du Marketing et de la connaissance client, Survey-Magazine, voir <http://www.soft-concept.com/surveymagazine/intelligence-artificielle-a-l'assaut-du-marketing-et-de-la-connaissance-client/>

<p>Prix et distinctions</p>	<p>HICSS-53 : Pelet J.-É. & Somayeh Z. (2020), “When Engagement in Course-Related Social Media Leads to Better Course Self-Efficacy”, Hawaii International Conference on System Sciences 2020, 10.24251/HICSS.2020.328 – Best Mini track Paper.</p> <p>2018 : Prix d’excellence en expertise d’évaluation de la revue scientifique Information & Management (Elsevier - USA).</p> <p>2017 – AWBR 2017 : Honorable Mention Award in the Category of Quantitative Research, Article dans la presse relatif à cet award : https://tastingroom.blogs.pressdemocrat.com/2017/08/21/2942/</p> <p>2016 – ESMC 2016: European Social Marketing Conference - Highly Commended Academic Paper Award</p>
<p>Intégration dans les programmes/projets de recherche</p>	<p>-</p>