

Gaëlle MOAL-ULVOAS, PhD

Associate Professor in International Business and Marketing

Dean of International Relations

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Research Interests

- Consumer behavior,
- Senior consumers,
- Consumer well-being,
- Tourism marketing

Teaching Area Interests

- Negotiation, Sales Techniques, Sales Forecasting,
- Tourism marketing

Academic Background

- 2013: PhD in Management with concentration in Marketing, Université de Bretagne Occidentale, Brest, France
- 2006: Master of Science in Management Research, Université de Bretagne Occidentale, Brest, France
- 1991: MBA, Bowling Green State University (OH), USA
- 1989: MSc in Chemistry, Université de Bretagne Occidentale, Brest, France.

Courses Taught

Master level

- International Business Negotiation,
- Business negotiation for engineers

Bachelor level

- Business Negotiation,
- Business development and performance analysis,
- Entrepreneurship in tourism,
- Tourism Master Class

Academic Experience

- Since December 2018 : Dean of International Relations, Brest Business School
- January 2014 – April 2017: Dean of the Faculty, Brest Business School
- 2013-to Present: Associate Professor, FRANCE BUSINESS SCHOOL Brest Campus, in charge of teaching and doing research in the areas of International Business and Marketing

- 2009- August 2015: Head of the Master of Science in International Business
- 2009- August 2015: Head of the “Export development for firms” Major, Master in Management Program
- Since 2009: Associate Researcher at ICI Research Laboratory (University of Western Brittany, Brest)
- 2009-2012: Assistant Professor, ESC BRETAGNE Brest, in charge of teaching and doing research in the areas of International Business and Marketing
- 2006-2009: Associate Lecturer in Marketing, UniSIM (Singapore), in charge of teaching in the area of marketing
- 1997-2004: Assistant Professor, ESC BRETAGNE Brest, in charge of teaching and doing research in the areas of International Business and Marketing.

Professional Experience

- 2005 – 2009: Manager at ULVOAS MARKETING SERVICES, Singapore
- 1999-2001: Sales Manager at CELTIC GLOBAL SERVICES, Landerneau, France,
- 1993-1997: Account Manager at MANPOWER France, Brest and Paris, France.
- 1992-1993: Account Manager at LAB SUPPORT Inc., St Louis (MO) and Piscataway (NJ), USA.

Refereed Articles (Peer-reviewed journals)

- MOAL ULVOAS Gaëlle, CHEVALIER Corinne. The use of mature models in advertisements and its contribution to the spirituality of older consumers, *Journal of Consumer Marketing*, Vol. 35, Issue: 7, 2018. (FNEGE 4)
- MOAL-ULVOAS Gaëlle. Positive emotions and spirituality in older travelers, *Annals of Tourism Research*, Vol. 66, pp.151-158, 2017. (FNEGE 2).
- MOAL-ULVOAS Gaëlle, Taylor Valérie, Halstead Diane. Millennial Consumer Responses to Christian Religious Symbols in Advertising: A Replication Study, *Journal of Empirical Generalisations in Marketing Science (EMPGENS)*, Vol.17, n°1, 2017.
- Moal-Ulvoas Gaëlle. (2016), Spirituality and the travel motivations of older adults, *International Journal of Religious Tourism and Pilgrimage*, vol.4, pp. 90-97.
- Moal-Ulvoas Gaëlle. (2016), The tourism experience offered by religious theme parks: the case of Taman Tamadun Islam (TTI) in Malaysia, *International Journal of Religious Tourism and Pilgrimage*, n° special, septembre 2016.
- Ulvoas G., Taylor V. (2014). The spiritual benefits of travel for senior tourists/ *Journal of Consumer Behaviour*, 2014.
- Ulvoas G. (2014). Les motivations à voyager des retraités : l’influence du vieillissement étudiée via la théorie de la géotranscendance. *Décisions Marketing*, octobre – décembre 2014, n°76, pp.
- Ulvoas, G. (with Koubaa, Y. and Chew, P.) (2011), The dual impact of traditional and national cultural values on expatriate ethnic groups’ attitudes and willingness to buy, *Asia Pacific Journal of Marketing and Logistics*, vol. 23, n°5.

Refereed Proceedings

- Moal-Ulvoas Gaëlle, MHENAOUI Ikram, DUYCK Jean-Yves, Esprit es-tu las ? De la nécessité d’un apport spirituel dans les organisations, *Journée de recherche « Entreprise et spiritualité »*, 28 janvier 2016, Brest.
- Moal-Ulvoas G. (2015). Travelling contributes to older adult’s spiritual growth and positive Aging, *International Religious Tourism and Pilgrimage (IRTP)*, 7th Annual Expert Conference, 10th-13th June 2015, Girona, Spain.

- Moal-Ulvoas G. (2014) Les motivations à voyager des retraités français : conception d'une échelle de mesure. Congrès AFM 2014, 14-16 mai 2014, Montpellier, France.
- Moal-Ulvoas G. (2014). Segmenting the retired travelers' market : A French study of older adults motivations to travel in the context of ageing, TTRA 2014, June 18-20, 2014, Bruges, Belgium.
- Ulvoas G. (2013). I wish I would travel more often: Understand travel barriers for older travelers. In :TTRA 2013 European Chapter Conference, April 17-19, 2013, Dublin, Ireland.
- Ulvoas G. (2013). What prevents older adult from travelling as much as they wish they would and thus reap the benefits of travelling at old age? In :The 2013 Association for Consumer Research North American Conference, October 3-6, 2013, Chicago, IL, USA.
- Sessarego S. and Ulvoas, G. (2012), Country of origin effect on brand personality, quality and purchase intention for apparel products: the A L'AISE BREIZH case, 10th International Marketing Trends Conference 2012, January 19-21st, Venice.
- Chew, P., Koubaa, Y. and Ulvoas, G. (2011), The dual impact of traditional and national values on attitudes and willingness to buy cosmetics in Singapore, GBATA 2011 Conference, July 12-16th, Istanbul.
- Ulvoas, G. (2011), The spiritual benefits of tourism for senior tourists: a new perspective on senior tourism, Journée AFM Tourisme – TTRA 2011, April 11-13th, Archamps.
- Ulvoas, G. (2011), Le consommateur senior est un être spirituel, Journée d'Etude sur le Vieillessement, MSHB, January 21st, Rennes.
- Ulvoas, G. (2010), Spiritually motivated tourism of older adults, European Advances in Consumer Research, 30/06 – 3/07, London.
- Ulvoas, G. (2010), Research Hypotheses for the influence of spirituality on the consumer behaviour of older adults, 9th International Marketing Trends Conference, January 21-23rd, Venice.
- Ulvoas, G. (2009), Vers une nouvelle représentation du consommateur senior : celle d'un être spirituel, La Société des Seniors, Jeunesse d'un Défi, Paris, November 26th.
- Ulvoas, G. (2009), Exploring the influence of spirituality: a new perspective on senior consumers' behaviour, Advances in Consumer Research, vol. XXXVII.
- Ulvoas, G. (2009), The influence of spirituality on consumer behaviour: conceptual clarification, state of the art review and future research, Journées Normandes de Recherches sur la Consommation, 8th Edition, Caen, March 12-13th.
- Ulvoas, G. (2009), Spirituality and the Consumer Behaviour of Older Adults, 8th Marketing Trends International Conference, January 16-17th.
- Ulvoas, G. and Melle, D. (2008), Opportunities and risks of drawing from one's own personal experience of management to create and teach with case studies: action research on two case studies, 5th Conference on Pedagogy for Higher Education, Brest, June 18-20th .
- Ulvoas, G. (2007), The influence of traditional Chinese and Singaporean values on the attitude of Chinese Singaporean women toward the purchase of skincare cosmetics, Conference on Business Performance, Brest, February 1-2nd.
- Ulvoas, G. (2007), Influence de la spiritualité sur le comportement du consommateur senior, Doctoriales de Bretagne 2007, Vannes, November 18-23rd. Poster selected for a marketing action aimed at promoting scientific research in Brittany.

Book/Book Chapters:

- Moal-Ulvoas Gaëlle (2017), Spiritualité et comportement de consommation, in Management et Spiritualité, Editions MPE, p. 99-111.
- Moal-Ulvoas Gaëlle, Voynnet-Fourboul C. (2017), Introduction : spiritualité et management au 21ème siècle, in Management et Spiritualité, Editions MPE, p. 11-29.
- Duyck Jean-Yves, Mhenaoui I., Moal-Ulvoas Gaëlle (2017), Esprit es-tu las ?, in Management et Spiritualité, Editions MPE, p. 33-47.
- Ulvoas G. (2014). Business Negotiation. Bruxelles : De Boeck, 1er septembre 2014

Business cases

Tourism

- Moal-Ulvoas G. (2016), Costa Cruises in China: taking culture into account to tap the potential of the Chinese market, ECCH (516-0027-1)

Negotiation

- Ulvoas, G. (2008), *Key Account Negotiator at Scientists on Assignment*, ECCH (508-013-1)
- Ulvoas, G. (2008), *Account Manager at Scientists on Assignment*, ECCH (508-012-1)
- Ulvoas, G. (2007), *Chargé d’Affaires chez Scientists on Assignment*, CCMP (M1514)
- Ulvoas, G. (2007), *Account Manager at Scientists on Assignment*, CCMP (M1514GB)

Export development for firms

- Ulvoas, G (2016), Costa Cruises in China: taking culture into account to tap the potential of the Chinese market, The Case Centre (516-0027-1)
- Melle, D. and Ulvoas, G. (2011), *International Development, CFTP (French Landscaping Works Company): Opportunities and Strategies*, ECCH (312-049-1)
- Melle, D. and Ulvoas, G. (2010), *Le développement international : opportunités and stratégies pour la CFTP*, CCMP (G 1692)
- Melle, D. and Ulvoas, G. (2004), *Exporter ou la capacité à s’adapter, la CFTP au Maroc*, CCMP (G1336)

Reviewer

- Scientific journals: Journal of Consumer Behaviour, Décisions Marketing.
- Since 2010: ACR Conference, Competitive Paper Session and Working Paper Session
- Since 2012 : AFM Conference
- Since 2009 : International Marketing Trends Conference

Service to the School (Promotion, Development, Research)

- Since 1997: Students’ Advisor on Choice of Studies and Work Placement in the Field of International Business
- Since 2009: Supervision of Master Theses, Master in International Business and Master in Management
- Since 2009: Students Enrolment for the Master of International Business

Member: Conference Organization Committee

- 2015 : Research day “Management and Spirituality” at BBS January 28th 2016 (member of the scientific committee, member of the organization committee, marketing session chair and corporate round table moderator)
- 2010-12: Association Française de Marketing (AFM, French Marketing Association), Member of the Organization Committee for the 2012 International AFM Conference.

Honours

- 2013 : Graduated with the PhD in Management Sciences with 1st class Honours (Mention Très Honorable avec les félicitations du jury à l'unanimité)
- 2006: Graduated with the Master in Business Management Research with 1st class Honours (Mention Bien)

Memberships

- Association Française du Marketing (AFM),
- Association for Consumer Research (ACR)

Speeches / Presentations at a Community Meeting

- ULVOAS, G. (2014), Using business negotiation as a tool to grow customer loyalty, Brest CCI, November 18th.
- ULVOAS, G., SHEN D (2014), Doing business in China, Brest Business School, April 10th.
- AÏT RAZOUK A., HERVEOU A. et ULVOAS G. (2010), International mobility : stakes and perspectives, Round table, Université de l'entreprise ESC Bretagne Brest.