

Ghalia SHAMAYLEH

Assistant Professor

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Department: Marketing

Campus de Cergy

DIPLOMAS

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2013	Bachelor of Science, Economics (Université de Pennsylvanie United States of America)
2019	Master of Science, Marketing (John Molson School of Business, Concordia University Canada)
2024	Doctor of Philosophy, Marketing (John Molson School of Business, Concordia University Canada)

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

2024 - Now	Assistant Professor (ESSEC Business School France)
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PUBLICATIONS

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[SHAMAYLEH, G. \(2021\). Have an Instagram Account For Your Pet? Love Sharing Funny Animal Videos? You're Part of The Cute Economy. *The Conversation*.](#)

[SHAMAYLEH, G. \(2023\). AI Chatbots are Still Far From Replacing Human Therapists. *The Conversation*.](#)

INTERVIEWS: RADIO - TV - PRESS

[SHAMAYLEH, G. et ARSEL, Z. 2021. *https://www.spreaker.com/episode/episode-10-they-re-all-good-dogs-and-cats--44946425*. Mai.](https://www.spreaker.com/episode/episode-10-they-re-all-good-dogs-and-cats--44946425)

[*SHAMAYLEH, G. 2025. The Last Show with David Cooper. Juin.*](#)

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[SHAMAYLEH, G. et ARSEL, Z. \(2024\). Digitized Dyadic Services: Tensions in the Online Therapy Experience. Dans: Association for Consumer Research Conference.](#)

[SHAMAYLEH, G. \(2024\). Digital inclusion and consumer empowerment. Dans: Association for Consumer Research. Paris.](#)

[SHAMAYLEH, G. et ARSEL, Z. \(2024\). Digitized Dyadic Services: The Impact of Technology on Interpersonal Service. Dans: Consumer Culture Theory Conference. San Diego.](#)

[SHAMAYLEH, G. et ARSEL, Z. \(2024\). The Digital Affective Network of Companion Species Content. Dans: Consumer Culture Theory Conference. San Diego.](#)

[SHAMAYLEH, G. et ABOELENEN, A.A. \(2024\). Digital Sign of the Times: How Crises Impact Activity on Social Platforms. Dans: Consumer Culture Theory Conference. San Diego.](#)

[SHAMAYLEH, G. et ARSEL, Z. \(2023\). Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy. Dans: Association for Consumer Research. Seattle.](#)

[SHAMAYLEH, G., FISCHER, E. et DOLBEC, P.Y. \(2023\). Do We Know a Crisis When We See One? A Practice Theoretic Conceptualization of Consumers' Experience of Systemic Crisis. Dans: Association for Consumer Research. Seattle.](#)

JOURNAL ARTICLES

[SHAMAYLEH, G. et ARSEL, Z. \(2025\). Digital Affective Encounters: The Relational Role of Content Circulation on Social Media. *Journal of Consumer Research*. *Journal of Consumer Research*, In press.](#)

BOOK CHAPTERS

[SHAMAYLEH, G. et ARSEL, Z. \(2022\). From Blogs to Platforms Content Landscape and Affordances. Dans: Rosa Llamas, Russell Belk eds. *The Routledge Handbook of Digital Consumption*. 1st ed. London: Routledge.](#)

