

# CATHERINE JANSSEN

LOUVAIN SCHOOL OF MANAGEMENT • UNIVERSITÉ CATHOLIQUE DE LOUVAIN  
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## PERSONAL INFORMATION

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Marital status: Single  
Citizenship: Belgian  
Date of birth: November 14, 1984  
Place of birth: Woluwe-Saint-Lambert, Belgium

## EDUCATION

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2009 - present: **Ph.D. in Management Sciences**  
Louvain School of Management, Université catholique de Louvain, Belgium  
***In progress***  
*Doctoral dissertation:* “Corporate social responsibility communication campaigns towards the consumer: Analysis of their effects during a crisis involving socially irresponsible corporate activities” (provisional title)  
*Supervisors:*  
Prof. Valérie Swaen, Louvain School of Management, UCL, Belgium  
Prof. Joëlle Vanhamme, EDHEC Business School, France

2007 - 2008: **Masters in Management**  
Louvain School of Management, Université catholique de Louvain, Belgium  
***Magna cum Laude***  
*Thesis:* “Advertising and Corporate Social Responsibility. The coherence between the CSR engagements and TV advertisements of four Belgian companies”  
Research done in collaboration with Stéphanie Chavagne.  
*Supervisor :* Prof. Valérie Swaen

2005 - 2007: **Masters in Information and Communication**  
**Option: “Public Relations and Organizational Communication”**  
Université catholique de Louvain, Belgium  
***Cum Laude***  
*Thesis:* “Awareness to human rights & print advertisements. The cases of Amnesty International and Unicef in Belgium”  
*Supervisor :* Prof. Philippe Marion  
*Co-supervisor :* Fabienne Thomas

2003 - 2005: **B.A. in Social Sciences: Information and Communication**  
Université catholique de Louvain, Belgium

2002 - 2003: One-Year **Exchange Student Program** in the USA  
with the *World Education Program*  
East Bakersfield High School, Bakersfield, California, USA

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## EMPLOYMENT

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- 2010 - present: **Researcher - I.C.M. Doctoral Fellowship Program**  
*Intercollegiate Center for Management Science*  
Louvain School of Management, Université catholique de Louvain, Belgium  
(15/09/2010 – current)
- 2009 - 2010: **Teaching and Research assistant**  
Louvain School of Management, Université catholique de Louvain, Belgium  
(16/07/2009 – 14/09/2010)
- Courses:**  
“Marketing” (Level: B.A.)  
“Strategic Marketing” (Level: M.A.)  
“Corporate Social Responsibility” (Level: M.A.)
- 2008 - 2009: **Research assistant**  
Louvain School of Management, Université catholique de Louvain, Belgium  
(15/09/2008 – 15/06/2009)
- Part-time 1:** *Development of the “Corporate Social Responsibility” online course for the “Campus Virtuel en Gestion” project.*
- Part-time 2:** *Preliminary phase of the Belgacom-UCL Chair in “CSR and Responsible Leadership” attached to the LSM.*

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## OTHER WORK EXPERIENCE

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- 2010 - present: **Teaching assistant**  
Online Executive Master in Management – Campus Virtuel en Gestion  
(August 2010 – current)
- Course:** “Corporate Social Responsibility”
- 2007: **Account Executive Junior**  
*Internship*  
DDB Group Belgium – Marketing Power Rapp Collins  
(February 2007 – March 2007)

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## AFFILIATIONS

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- 2009 - present: **Louvain CSR Network**  
*Université catholique de Louvain*
- 2008 – present: **Center for research on Consumers and Marketing Strategy (CCMS)**  
*Louvain School of Management*

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## LANGUAGES

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- French: Mother tongue
- English: Fluent (One-Year Exchange Student Program in the USA)
- Dutch: Basics

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## PUBLICATIONS

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### *Peer-reviewed articles*

- Janssen C., Chavagne S., and Swaen V. (2009), “L'exploitation de la Responsabilité Sociétale de l'Entreprise dans la publicité télévisuelle”, *Reflets et Perspectives de la Vie Economique*, n°4, 51-58.

### ***Peer-reviewed competitive papers in international meetings and conferences***

- Maon F., Janssen C., and Gond J.-P. (2011), “(Re)Considering the ideological premise of stakeholder influence strategy”, paper accepted for presentation at the *European Group of Organizational Studies annual colloquium*, July 6-9, Gothenburg, Sweden.
- Janssen C., Swaen V., and Vanhamme J. (2011), “Toward an understanding of consumers' perceptions of corporate social responsibility crises”, paper accepted for presentation at the *40<sup>th</sup> European Marketing Academy annual conference*, May 24-27, Ljubljana, Slovenia.
- Janssen C., Swaen V., and Vanhamme J. (2011), “Comment les consommateurs perçoivent-ils les crises liées aux activités socialement irresponsables de l'entreprise?” paper accepted for presentation at the *27<sup>e</sup> Congrès de l'Association Française du Marketing*, May 18-20, Brussels, Belgium.
- Maon F. and Janssen C. (2010), “On the pursuit of ideological ends through power-based means: Reconsidering stakeholder pressures for Corporate Social Change”, *Society for Business Ethics annual meeting*, August 7-10, Montreal, Canada.
- Janssen C., Chavagne S., and Swaen V. (2009), “L'exploitation de la Responsabilité Sociétale de l'Entreprise dans la publicité télévisuelle : une étude exploratoire”, *4<sup>e</sup> Congrès du Réseau International de Recherche sur les Organisations et le Développement Durable*, June 25-27, Lille, France.

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### **RESEARCH COMMUNICATIONS**

- Janssen C. (2011), “Toward an understanding of consumers' perceptions of corporate social responsibility crises”, *CCMS Doctoral Day*, March 4, Namur, Belgium.
- Janssen C. (2011), “Les crises liées aux activités socialement irresponsables de l'entreprise: Etude des perceptions du consommateur”, *Journée d'étude du groupe Org&Co: La communication de crise et les organisations*, February 25, Louvain-la-Neuve, Belgium.
- Janssen C. (2010), “CSR communication campaigns towards the consumer: Analysis of the risks during a CSR crisis”, *CSR Research Day*, February 22, Louvain-la-Neuve, Belgium.
- Janssen C. (2009), “CSR communication campaigns towards the consumer: Analysis of the risks during a CSR crisis”, *Doctoral Colloquium in Corporate Social Responsibility*, October 22, Namur, Belgium.
- Janssen C., Chavagne S., and Swaen V. (2009), “When advertising uses CSR without knowing it... Does it match the company's CSR involvement?”, *Innovation & Marketing Research Day*, June 5, Liège, Belgium.
- Janssen C. and Swaen V. (2009), “The use of corporate social responsibility in advertising: an exploratory research”, poster presented at the *Doctoral Forum of the Louvain School of Management*, January 12, Namur, Belgium.

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### **OTHER COMMUNICATIONS & SEMINARS**

- Janssen C. (2010), “Les enjeux et les risques liés à la communication de la Responsabilité Sociétale de l'Entreprise”, *MBA spécialisé – Marketing et développement durable*, Pôle Universitaire Léonard de Vinci, October 13, Paris, France.
- Janssen C. (2009), “Les enjeux et les risques liés à la communication de la Responsabilité Sociétale de l'Entreprise”, *MBA spécialisé – Marketing et développement durable*, Pôle Universitaire Léonard de Vinci, October 20, Paris, France.

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### **PARTICIPATION TO TRAINING SEMINARS**

- EIASM/EDEN Doctoral Seminar on “Interpretive Research Methods”, November 8-12, 2010, Brussels, Belgium.
- SIM - Social Issues in Management Doctoral Consortium, August 5-6, 2010, Montreal, Canada.