

CATHERINE JANSSEN

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PERSONAL INFORMATION

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

EDUCATION

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, Université catholique de Louvain, 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

EMPLOYMENT

- 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.

OTHER WORK EXPERIENCE

- 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)

LANGUAGES

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

PUBLICATIONS

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. and Janssen C. (2010), “On the pursuit of ideological ends through power-based means: Reconsidering stakeholder pressures for corporate social responsibility”, *Annual Meeting of the Society for Business Ethics*, 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^e Congrès du Réseau International de Recherche sur les Organisations et le Développement Durable*, June 25-27, Lille, France.

RESEARCH COMMUNICATIONS

- 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.
- Maon F. and Janssen C. (2010), “On the pursuit of ideological ends through power-based means: Reconsidering stakeholder pressures for corporate social change”, *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.

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.