

Melanie Boninsegni
PhD Candidate

PERSONAL INFORMATION

University of Fribourg	12 th October 1988
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BRIEF BIOGRAPHY

I am a Graduate Assistant of Marketing at the University of Fribourg. I am teaching a seminar of Research Methodology in Marketing and supervising Bachelor and Master Dissertations as part of my responsibilities. My research interests focus on service relationship marketing, cross-cultural marketing, and research methodology. Prior to attending the University of Fribourg, I earned a Master Degree of Science in Management from the University of Geneva.

EDUCATION

PhD in Marketing, University of Fribourg, Fribourg *08.2014 – present*
Dissertation: “Frontline Employee Friendliness: Development and Validation of a Multidimensional Scale in a Service Marketing Context”, Supervisor: Prof. Dr. Olivier Furrer

DAS in Higher Education & Technology, University of Fribourg, Fribourg *09.2015 – 06.2017*
Dissertation: “Design and Experimentation of Educational Device: Supervision of Bachelor Dissertations in Marketing”, Supervisor: Prof. Dr. Bernadette Charlier

Master of Science in Management, University of Geneva, Geneva *09.2011 – 02.2014*
One semester exchange program, Ewha University, Seoul
Principal subjects: marketing, management, strategy, finance, logistic
Dissertation: “Cultural Impacts on Consumers Service Quality Expectations”, Supervisor: Prof. Dr. Olivier Furrer

Bachelor of Science in Business Administration, University of Geneva, Geneva *09.2007 – 02.2011*
One year exchange program, Sophia University, Tokyo
Principal subjects: marketing, human resources, economy, accounting
Dissertation: “Expatriates’ Integration in Japanese Firms”, Supervisor: Prof. Dr. Emeritus Susan Schneider

DEVELOPMENT COURSES

Paper writing and publishing , University of Geneva, Geneva	<i>09.2017 – 04.2018</i>
Developing a measurement scale , University of Neuchatel, Neuchatel	<i>02.2018 – 02.2018</i>
Communication Skills in English for Researchers , University of Fribourg, Fribourg	<i>09.2017 – 12.2017</i>
Become professor , University of Geneva, Geneva	<i>11.2017 – 11.2017</i>
Research methods in marketing and management , EDEN, Brussels	<i>10.2017 – 10.2017</i>
How to help students develop methodological skills , University of Fribourg, Fribourg	<i>05.2017 – 05.2017</i>
Rhetorical and language in a scientific article , University of Fribourg, Fribourg	<i>03.2017 – 03.2017</i>
The basics of academic writing in English , University of Fribourg, Fribourg	<i>02.2017 – 02.2017</i>
Confident research presentation , University of Lausanne, Lausanne	<i>05.2016 – 05.2016</i>
Preparing your thesis presentation in English , University of Fribourg, Fribourg	<i>10.2015 – 10.2015</i>
SPSS tutorial , University of Fribourg, Fribourg	<i>09.2014 – 12.2014</i>
Strategic communication , NGO Management School, Geneva	<i>03.2014 – 03.2014</i>

WORKING PAPERS

Boninsegni, M., & Furrer, O. “Frontline Employee Friendliness: a Review and Research Agenda”

Targeting *The Service Industries Journal* for Spring 2018 submission
Conceptual paper with literature review completed

Boninsegni, M., & Furrer, O. “Frontline Employee Friendliness: an Exploratory Investigation in the Service Industry”

Targeting *Journal of Service Management* for Spring 2018 submission
Qualitative and explorative studies across four service industries completed

Boninsegni, M., & Furrer, O. “Frontline Employee Friendliness: the Development and Validation of a Multidimensional Scale”

Targeting *Journal of Service Research* for Fall 2019 submission
Confirmatory studies undergoing

Boninsegni, M., & Furrer, O. “Frontline Employee Friendliness: an Examination of Moderating Factors”

Targeting *Journal of Services Marketing* for Summer 2019 submission
Data collection undergoing

CONTRIBUTION TO CONFERENCES

EMAC 47th Annual Conference, Glasgow 05.2018 – 06.2018

Presentation of the research paper: “Frontline Employee Friendliness: an Exploratory Investigation in the Service Industry”

AMA SERVSIG 10th Annual Conference, Paris 06.2018 – 06.2018

Presentation of the research paper: “Frontline Employee Friendliness: an Exploratory Investigation in the Service Industry”

Frontiers in Service 26th Annual Conference, New York 06.2017 – 06.2017

Presentation of the research paper: “Frontline Employee Friendliness: Development and Validation of a Multidimensional Scale”

AMA SERVSIG 24th Doctoral Consortium, New York 06.2017 – 06.2017

Presentation of the PhD dissertation: “The Development of a Multidimensional Scale of Frontline Employee Friendliness in a Service Marketing Context”

EMAC 45th Annual Conference, Oslo 05.2016 – 05.2016

Presentation of the research paper: “Frontline Employee Friendliness: a Review and Research Agenda”

EMAC 30th Doctoral Colloquium, Oslo 05.2016 – 05.2016

Presentation of the PhD dissertation: “The Development of a Multidimensional Scale of Frontline Employee Friendliness in a Service Marketing Context”

EMPLOYMENT HISTORY

Chair of Marketing, University of Fribourg, Fribourg – Research & Teaching Assistant 09.2014 – present

Supervise Bachelor & Master dissertations

Assist Professor O. Furrer with the following courses at the Master level: Sustainable Marketing, Intercultural Marketing, International Business to Business, Marketing, Marketing Strategy

Assist Professor J. C. Usunier with the following course at the Master level: Business Negotiation

Grade & correct Bachelor exams

Train the new graduate assistant

Innovation Atelier, Market Research Firm, Geneva – Marketing Research Assistant 02.2014 – 08.2014

Analyzed qualitative & quantitative data

Conceived screening surveys for online questionnaires

Redacted reports summarizing recommendations & new opportunities

NGO Management School, Private School, Geneva – Market Research Assistant *09.2013 – 03.2014*
Analyzed internet traffic & newsletters subscriptions data
Segmented customers in the CRM database
Developed new marketing strategies through competition benchmarking

Kaze-Daipen, E-commerce Firm, Paris – Sales Coordinator Intern *02.2013 – 03.2013*
Created product sheets, banners & posters to promote products *06.2012 – 07.2012*
Managed inventory & selling prices based on margin
Established community management on social media and newsletters

Jalss, Language School, Tokyo – English Teacher *10.2010 – 01.2011*
Prepared class activities aimed for children, teenagers & adults
Tutored students for different proficiency tests

INSTITUTIONAL RESPONSABILITIES

CSWM, University of Fribourg, Fribourg – Committee member *09.2014 – present*
Manage the fund for collaborators' development courses and conferences
Represent the faculty in diverse meetings
Co-organize bi-annual teambuilding events

TEACHING ACTIVITIES

Seminar on Research Methodology in Marketing, University of Fribourg, Fribourg *09.2015 – present*
Teach a seminar at the Bachelor and Master levels

Seminar on Sustainable Development, CHUV, Lausanne *11.2016 – 11.2016*
Taught a one-day seminar to big actors of the Swiss public sector (e.g.: HUG, Canton de Vaud)

SCIENTIFIC REVIEWING ACTIVITIES

Reviewer for 2016, 2017, and 2018 EMAC Annual Conferences *05.2016 – present*
Review papers related to Relationship Marketing and Services Marketing

ORGANISATION OF CONFERENCES

Doctoral Seminar of the Management Department, Düringen *12.2016 – 01.2017*
Was responsible for finding a venue, catering services, selecting speakers & contacting participants

PERSONAL SKILLS

LANGUAGE SKILLS

French: Mother Tongue (CECR C2) **English:** Advanced (CECR C1) – FCE, TOEFL IBT 86/120pts
Japanese: Upper Intermediate (CECR B2) **German, Korean:** Intermediate (CECR B1)

DIGITAL COMPETENCES

Proficient with Internet, pack MS Office (Word, Excel & PowerPoint), Salesforce, MODX
Statistic programs: SPSS, PROCESS, AMOS, LISREL, Survey Reporter

ASSOCIATIVE EXPERIENCE

UniTandem, University Circle, Fribourg *09.2014 – present*
Experience one to one language exchange program (French-Japanese)

SISEC, University Circle, Tokyo *04.2010 – 04.2011*
Planned cultural exchanges with students through weekly meetings and events

INTERESTS

Taekwondo (yellow belt), scuba diving (PADI advanced open water), oriental dance