

Alain GOUDEY

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Associate Dean for Digital, Full Professor (HDR) & Entrepreneur

Academic leader, entrepreneur, and keynote speaker driving digital transformation and disruptive innovation in higher education. Associate Dean for Digital and Full Professor (HDR) at NEOMA Business School. Expert in AI, immersive tech, adoption of disruptive innovations, and sensory marketing. Founder of AtooMedia (sound design) and Sociacom (digital consultancy). Renowned for global thought leadership in innovation, sensory marketing, and the future of education.

PROFESSIONAL EXPERIENCE

NEOMA (70%) Reims, Rouen, Paris <i>May 2008 – to date</i>	<ul style="list-style-type: none">• Associate Dean for Digital (since April 2022)• Chief Digital Officer (March 2018 – March 2022)• Full Professor of Marketing (May 2008 – Feb. 2018), for Bachelors, MiM & Executive Education students
AtooMedia (25%) Paris <i>Jan. 2001 – to date</i>	<ul style="list-style-type: none">• Founder & Marketing / Sales Operations• Music composer
Sociacom (5%) Paris <i>May 2014 – to date</i>	<ul style="list-style-type: none">• Founder & Strategic Advisor
Past experiences	<ul style="list-style-type: none">• External lecturer at CNAM (2005-2007), EDHEC (2002-2008), IMT-BS (2002-2008), University of Evry (2002-2007)

DIGITAL ACHIEVEMENTS (SELECTION)

With NEOMA's digital teams, we have won 22 innovation national & international awards (AMBA, AACSB, FT, FNEGE, IT Night, etc.) over the last 7 years, around some of these key transformative projects:

- **Gen AI for Business global initiative** (2022): 9,000+ people trained, strategic partnership with Mistral AI, key companies transformed
- **iLearning online courses** in Digital Transformation, Data Management & Digital Literacy for Disruptive Innovation (2022)
- **Several web-based projects**: NEOMA's website (2021), Coding School (2021), Intranet (2022), Moodle LMS (2024), NEOMA Online (2025), mobile app (2026)
- **Metaverse like Virtual Campus** (2020), for 12,000 people, in the middle of COVID
- **VR-based case studies**: marketing (2016), supply chain (2018) & logistics, workplace design (2020), crisis management with URCA under a France 2030 financed project (2025)
- **New learning spaces**: Learning/Meeting Pods (2018), Classrooms 2.0 (2019), Augmented Learning Room (2019), Creativity Rooms (2020), the new Paris Campus (2021), and the new Reims Campus (2026)
- **Other key projects**: ERP (2023), Cybersecurity (2024), CRM (2025), Datacenters (2026)

PUBLICATIONS & RESEARCH (SELECTION)

- BONNIN, G., A. GOUDEY, "Creating a hospitable hospital: How colors, music, and scent in the servicescape reduce rumination and enhance the patient waiting experience", *International Journal of Hospitality Management*, July 2025, vol. 128 - DOI: [10.1016/j.ijhm.2025.104155](https://doi.org/10.1016/j.ijhm.2025.104155)
- GOUDEY, A., P. LOUPIAC, "Effect of Brand Trust on Behavioral Intentions Toward AI-based Virtual Agents", Academy of Marketing Science Annual Conference, 2023
- PUESCHEL, J., S. MOOKHERJEE, S. HAO, A. GOUDEY, "Metaverse & Brands" in Special Conference on Metaverse, Advances in Consumer Research, 2023
- LOUPIAC, P., A. GOUDEY, "How website browsing impacts expectations of store features", *International Journal of Retail & Distribution Management*, Jan 2020, vol. 48, no. 1, pp. 92-108 - DOI: [10.1108/IJRDM-07-2018-0146](https://doi.org/10.1108/IJRDM-07-2018-0146)
- CAROLINE, A., N. VEG-SALA, A. GOUDEY, M. HAIKEL-ELSABEH, "Entre crainte et désir pour les objets connectés : comprendre l'ambivalence des consommateurs", *Décisions Marketing*, June 2017, no. 86, pp. 35-52
- GOUDEY, A., G. BONNIN, "Un objet intelligent doit-il avoir l'air humain ? Etude de l'impact de l'anthropomorphisme d'un robot compagnon sur son acceptation", *Recherche et Applications en Marketing*, Apr. 2016, vol. 31, no. 2, pp. 3-22 - DOI: [10.1177/0767370115617914](https://doi.org/10.1177/0767370115617914)
- SAYIN, E., A. KRISHNA, C. ARDELET, G. BRIAND-DECRE, A. GOUDEY, "'Sound and safe': The effect of ambient sound on the perceived safety of public spaces", *International Journal of Research in Marketing*, Dec. 2015, vol. 32, no. 4, pp. 343-353 - DOI: [10.1016/j.ijresmar.2015.06.002](https://doi.org/10.1016/j.ijresmar.2015.06.002)

KEYNOTES & MEDIA, BOOKS (SELECTION)

- Regular TV Speaker for BFM Business Tech & Co shows (2024 – to date)
- Gen AI & Education: What for?, DEC Summit, SMU, 5 & 6 Nov 2024, Singapore
- The Future of AI in Business Education: Innovations and Research, BSIS, 15th Oct 2024, online
- AI Driven Academic-Industry Partnerships, Gen AI Conference AACSB, 09th/10th Oct 2024, Paris
- Keynote AI & Gen AI in HR, L'Oréal, 17th June 2024, Londres (UK)
- Gen AI & Education: how to move the faculty forward?, AACSB AI Conference: Preparing Business Leaders, Santa Clara University, 22 & 23 May 2024, California (USA)
- Goudey A. & Galiano P. (2018), The impact of digital technologies on employment, skills and learning in Huet J.-M. & Simon A. (2018), The New Digital Horizons, Pearson, Paris
- Rieunier S., Gallopel Morvan K. et Goudey A. (2017), Marketing sonore in Rieunier S. (2017), Marketing Sensoriel et Expérientiel du Point de Vente, 5th ed., Dunod, Paris
- Goudey A. & Bonnin G. (2010), Marketing pour Ingénieurs, Dunod, Paris

EDUCATION

- Jan 2019: Authorization to supervise research / HDR (Paris-Dauphine PSL*)
- Nov 2007: Doctoral thesis / PhD in Management Sciences (Paris-Dauphine PSL*). Awarded with the highest honors with congratulations from the jury
- June 2002: DEA 102, Marketing & Strategy, Paris-Dauphine PSL*
- June 2001: Master's degree Institut Mines-Telecom Business School (specializing in IS Engineering)
- June 2000: Master's degree in Management Sciences from the University of Evry Val d'Essonne, specializing in Finance
- 1996-1998: CPGE MP (specializing in computer sciences), Lycée H. Poincaré (Nancy)
- English: fluent, Advanced Certificate in English, Cambridge University
- German: notions