



Email Address

redouane.bakrim@etu.univ-paris1.fr



Institution Name

UIR Ra bat Business School / Paris I Panthéon
Sorbonne



Country

Morroco, France



Research Area

Ma rketing, Customer Behaviour and Digital Media



Thematic Focus

Customer behavior and IT applications to marketing



Stakeholders involved

Media, IT industry, companies, consumers, researchers



Research Phase

In preparation

RESEARCH ASSET

Dysfunctional digital consumers and business sustainability: CSR practices working for their misbehaviors on digital media

The concept of consumer misbehavior, also called consumer deviant behavior, is defined as consumer actions and behavior deliberately transgressing the general and accepted norms and standards of a society or community. Therefore, a behavior is considered as deviant because of the negative impact on stakeholders (e.g., society, individuals, consumers, companies). Interestingly, the development of new technologies and the advent of digital media platforms (e.g., Facebook, Twitter, Booking.com, Twitter) fosters a new form of consumer deviance, which is online consumer misbehavior. Numerous forms of online consumer misbehavior have proliferated such as digital bullying, digital piracy, dissemination of fake news.

misbehavior motivations, theories. Second, developing a digital dysfunctional consumer behavior scale (DDCB). Third, we want to investigate how corporate social responsibility could play a mitigating effect on reducing or coping with consumers' dysfunctional digital behavior.

Given this rationale, the objective of this doctoral project is first to understanding online consumer

POTENTIAL VALORISATION AREAS

- **Joint research:** focused on extending the research asset and bringing in new perspective on the issue around online consumer misbehavior and the mitigating potential of CSR
- **Consulting:** offering consulting services to researchers, industry stakeholders and policy makers on the initiatives that focus on resolving the online consumer misbehavior and assessing the potentials of CSR in coping with digital dysfunctional consumers
- **Collaboration with industry:** all type of digitally based companies, such as e-commerce companies coping with fake reviews, or hospitality companies looking to lessen the effect of vindictive online reviews or IT companies creating anti-bullying and more auspicious and favourable digital platforms for all stakeholders



My research has a great valorisation potential that can serve diverse groups of stakeholders to bring individually or jointly new research, initiatives, policies and projects on the use of digital media, corporate social responsibility and customers regulations.

DESCRIPTION OF VALORISATION POTENTIAL

- **New research**
- **Publications**
- **Joint research and projects**
- **New research models and perspective**
- **Collaboration with government stakeholders**
- **Collaboration with industry stakeholders**
- **Consulting services to companies, HEIs and research organisations**
- **Workshops and trainings for companies**
- **Policy/Regulations** on the corporate social responsibility practices

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

Government stakeholders:

- Government officials in Morocco and France who are working on initiatives relating the use of digital media, corporate social responsibility and customers regulations

Non-governmental stakeholders:

- HEI stakeholders: researchers and academics with expertise in the corporate social responsibility practices in Europe and abroad
- Industry stakeholders: companies focusing on the IT applications to marketing