

Erhard Lick

Associate Professor of Marketing, Communication & Business Sales

ESCE International Business School

erhard.lick@esce.fr

Summary

Erhard Lick is an Associate Professor of Marketing, Communication & Business Sales at ESCE Paris. He holds a doctorate from the WU, Vienna University of Economics and Business as well as a master's degree in French philology from the University of Vienna. His research interests include sensory marketing, visual merchandising, applied linguistics, marketing semiotics, and multimodality. Due to his studies in both management and applied linguistics, he pursues an interdisciplinary approach in his scholarly work. He has presented his work at international conferences and has published in international journals such as the *Journal of Retailing and Consumer Services*, *International Journal of Retail & Distribution Management*, *Semiotica*, and *Visual Communication*.

Course Taught	Academic writing in English
Main Topics	to enhance students' skills of writing a doctoral thesis and research articles in English

Research Interest

Sensory marketing, visual merchandising

Applied linguistics, marketing semiotics, multimodality

Selected Publications

- Pelet, Jean-Eric, François Durrieu, and Erhard Lick (2020): Label design of wines sold online: effects of perceived authenticity on purchase intentions. *Journal of Retailing and Consumer Services*, 55, 102087, 1-12.
- Lick, Erhard, Angela Bargenda, and Dhoha Trabelsi (2020): Windows to the sold: Verbo-visual multimodality in storefront windows. *International Journal of Retail & Distribution Management*, 48(5), 501-515.
- Kpossa, Monyédodo Régis and Erhard Lick (2020): Visual merchandising of pastries in foodscapes: The influence of plate colours on consumers' flavour expectations and perceptions. *Journal of Retailing and Consumer Services*, 52, 101684, 1-15.
- Lick, Erhard, Bettina König, Monyédodo Régis Kpossa, Violetta Buller (2017): Sensory expectations generated by colours of red wine labels. *Journal of Retailing and Consumer Services*, 37, 146-158.
- Lick, Erhard (2015): Print advertising in anglophone and francophone Canada from a critical discourse analytical point of view: Establishing different relations between the producer and viewer of advertisement images. *Visual Communication*, 14 (2), 221-241.
- König, Bettina and Erhard Lick (2014): "Wine Labels in Austrian Food Retail Stores: A Semiotic Analysis of Multimodal Red Wine Labels". *Semiotica*, 200, 313-334.

External Links

[Erhard Lick - Google Scholar](#)

[Erhard Lick, Author at Recherche \(inseec.com\)](#)