

CURRICULUM VITAE

ERHARD LICK

Place of birth: Wels, Austria
Nationality: Austrian
E-mail: erhard.lick@gmx.fr

Education:

2004-2010 Vienna University of Economics and Business:
English Business Communication/Advertising, **doctorate**
1990-1999 University of Vienna:
French and American Studies, **master's degree**
1986-1994 Vienna University of Economics and Business:
Commerce, **master's degree**

Posts held:

2012-present ESCE International Business School (Grande Ecole), Paris:
Professor of Marketing and Communications
(enseignant-chercheur)



2010-2011 Fachhochschul-Studiengänge Burgenland (University of Applied Sciences): lecturer in Business Administration and English Business Communication



2008-2011 Vienna University of Economics and Business as well as FHW Wien (University of Applied Sciences): International Marketing Management and English Business Communication, adjunct lecturer

2004-2008



Institute for English Business Communication, Vienna University of Economics and Business, postgraduate research assistant

Major responsibilities:

- Research
- Teaching English Business Communication/EFL and co-teaching research seminars
- Administration
- Co-supervision of master's theses

1998-2004



FHW Wien (University of Applied Sciences); degree programs Finance, Accountancy & Taxation and Marketing & Sales, Vienna

Head of English Business Communication Program

Major responsibilities:

- Curriculum design for the complete English Business Communication program (semesters 1-8)
- Teaching English Business Communication (including Legal English)

- Personnel management
- Organization of study trips to New York (2001, 2002, and 2003)
- Organization of summer programs at the Southern Illinois University, USA (2002 and 2003)
- Placement testing of students

June 2024

Guest professor at the *Shandong University of Finance and Economics (SDUFE)* in Jinan, China

Publications:

Bargenda, Angela, Erhard Lick, Mehdi El Abed, and Dhoha Trabelsi (2025). Head start in visual merchandising: Anthropomorphism of mannequin heads in storefront windows. *Journal of Global Fashion Marketing*, 1-20. <https://doi.org/10.1080/20932685.2025.2548553>.

Lick, Erhard (2024). Multimodality in visual research. In: Fatema Kawaf and Ofer Dekel-Dachs (eds.). *Visual Methods in Marketing and Consumer Research*. Routledge, London, 142-164.

Durrieu, François, Erhard Lick, Thierry Lorey, and Albert Franz Stöckl (2023). The impact of country and wine culture on ideal pairings of French white wine and cheese. *International Journal of Gastronomy and Food Science*, 32, 100735.

Lick, Erhard (2022). 'Multimodal Sensory Marketing' in retailing: the role of intra- and intermodality transductions. *Consumption Markets & Culture*, 25(3), 252-271.

Pelet, J. É., Lick, E., and Taieb, B. (2021). The internet of things in upscale hotels: its impact on guests' sensory experiences and behavior. *International Journal of Contemporary Hospitality Management*, 33(11), 4035-4056.

Lick, Erhard (2021). Window design of fashion storefronts: Its impact on consumer behavior. *Journal of Textile Science & Fashion Technology*, 8(4), 1-7.

Lick Erhard, Holger Wochele, and Fiorenza Fischer (2020). Branding strategies of European retail banks: A linguistic comparison between brand names for financial products. In: Martinez-Lopez F., Gázquez-Abad J., Breugelmans E. (eds.). *Advances in National Brand and Private Label Marketing. NB&PL 2020*. Springer Proceedings in Business and Economics. Springer, Cham, 12-21.

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.

Pelet, Jean-Eric, Erhard Lick, and Basma Taieb (2019). Internet of Things and Artificial Intelligence in the hotel industry: which opportunities and threats for sensory marketing? In: Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, and Anne L. Roggeveen (eds.). *Advances in National Brand & Private Label Marketing: 6th International Conference, 2019*. Heidelberg: Springer, 154-164.

Lick, Erhard (2017). 'I speak English and French, NOT American': Canadian advertising from an intercultural and postcolonial perspective. *International Journal of Marketing and Business Communication*. 6(4), October, 9-16.

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 (2016). Visual Rhetorical Figures in Canadian Advertising: Differences between Anglophone and Francophone Consumer Magazines. *International Journal of Marketing and Business Communication*, 5(4), 1-15.

Azarkina, Olga, Monyédodo Kpossa, and Erhard Lick (2015). Brand mentions in social media as a key performance indicator in the German fast moving consumer goods industry. *International Journal of Business, Humanities and Technology*, 5(1).

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.

Lick, Erhard (2015). Multimodality in Canadian print advertising: different functional connections between headlines and visual texts of advertisements in English and French consumer magazines. *Semiotica*, 204, 145-172.

Stöckl, Albert, Erhard Lick, Alessio Cavicchi, Benoît Lecat, Alberto Moreno-Melgarejo, Christina Santini, and Birgit Treiber (2014). The Drink Driving Dilemma in Connection with Food and Wine Events: A Cross-National Evaluation of Best-Practice Solutions from the Generation Y's Point of View. In: Alessio Cavicchi and Christina Santini (eds.): *Food and Wine Events in Europe: a stakeholder approach*. Abingdon and New York, Routledge.

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.

Lick, Erhard and Holger Wochele (2012). *Croque McDo, CBO and Donut zucchero: a contrastive analysis of product names offered by fast food restaurants in European countries*. In: Reina Boerrigter and Harm Nijboer (eds.): *Proceedings of the International Symposium Names in the Economy III: Names as language and capital*. Meertens Instituut, Amsterdam, Netherlands.

Lick, Erhard (2010). The myth of cultural differences between English and French Canada. In: Armin Kammel, Erhard Lick, and Govind Rao, eds.: *Themes in Canadian Studies from an Austrian perspective*. Berlin, etc.: LIT.

Lick, Erhard (2010). Discursive construction of Anglophone and Francophone identities in Canada: Different semiotic approaches applied in magazine advertising. Dissertation. Vienna University of Economics and Business.

Janous, Gerald, Tuulia Ortner, and Erhard Lick (2009). *ELST* (English Language Skills Test). Mödling: Schuhfried.

Kuhn, Julia and Erhard Lick (2009). Advertising to Canada's official language groups: a comparative critical discourse analysis. *Semiotica*, 176, 165-176.

Lick, Erhard and Holger Wochele (2008). *Kentucky Fried Chicken* vs. *Poulet Frit Kentucky*: Product naming strategies of fast food restaurants in Anglophone and Francophone Canada. *Onoma*, 43, 91-113.

Edited volume:

Kammel Armin, Erhard Lick, and Govind Rao, eds. (2010). *Themes in Canadian Studies from an Austrian perspective*. Berlin, etc.: LIT.

Presentations at international conferences:

Lick, Erhard (2025). The Internet of Things in upscale health and fitness clubs: Creating multisensory customer experiences. International Conference on Application of Artificial Intelligence and Internet of Things on Management, Science and Technology (ICAAIITMST-25), Toronto, Canada, 4-5 June.

Durrieu, François, Erhard Lick, Thierry Lorey, and Albert Franz Stöckl (2023). The impact of country and wine culture on ideal pairings of French white wine and cheese. The 2023 Academy of Wine Business Research Conference. Acadia University in Wolfville, Nova Scotia, Canada, 11-14 July.

Durrieu, François, Erhard Lick, Thierry Lorey, and Albert Franz Stöckl (2023). Pairing French wine and cheese flavors: A comparison between France and Austria. 5th Wine & Hospitality Management Workshop, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 11-12 April.

Lick, Erhard, Angela Bargenda, and Dhoha Trabelsi (2023): Windows to the sold: Verbo-visual multimodality in storefront windows. Monaco Symposium on Luxury, International University of Monaco, 4-6 April.

Pelet, Jean-Eric, Erhard Lick, and Basma Taieb (2019): Internet of Things in the hospitality industry: its effects on guest behaviour. 12th Consumer Behavior in Tourism Symposium (CBTS 2019), Emotions in Tourism Research, Reflecting on Methodological Approaches, 11-14 December, Bruneck-Brunico, South Tyrol/Italy.

Pelet, Jean-Eric, Erhard Lick, and Basma Taieb (2019): Internet of Things in the hospitality industry: a threat or opportunity for sensory marketing? 13th Pangborn Sensory Science Symposium, Edinburgh, Scotland.

Pelet, Jean-Eric, Erhard Lick, and Basma Taieb (2019): Internet of Things and Artificial Intelligence in the hotel industry: which opportunities and threats for sensory marketing? *Research on National Brand & Private Label Marketing*, 6th International Conference, Barcelona, Spain.

Lick, Erhard (2018): The construction of heritage brands through the use of different myths in Canadian advertising. 7th International Corporate Heritage Symposium, Paris, France.

Bargenda, Angela, Erhard Lick, and Dhoha Trabelsi (2018): Multimodality in storefront windows: The impact of verbo-visual design on consumer behavior. *20th International Conference on Business, Economics, Marketing and Management Research*, Singapore.

Monyédodo Régis Kpossa and Erhard Lick (2017): The influence of visual attributes of plates on the flavour expectations and perceptions of French macarons. *12th Pangborn Sensory Science Symposium*, Providence, Rhode Island, USA.

Lick, Erhard, Bettina König, Monyédodo Régis Kpossa, Violetta Buller (2016): Choosing effective colours for red wine labels. *2016 New York International Academic Conference*. New York University, USA.

Lick, Erhard, Bettina König, Monyédodo Régis Kpossa, Violetta Buller (2016): Red wines in Austrian retail stores: Customers' sensory expectations generated by label colors. *1st International Workshop on Innovations in the Wine Industry*, Montpellier Business School, France.

Fischer, Fiorenza, Erhard Lick, and Holger Wochele (2014): 'When a polar bear invests in a tree': strategies applied by European banks to brand their financial products. *25th International Congress of Onomastic Sciences*, Glasgow, UK.

Kpossa, Monyédodo and Erhard Lick (2014): Brand mentions in social media as a key performance indicator in the German fast moving consumer goods industry. *19th conference of the Association Information et Management (AIM)*, Aix-en-Provence, France.

Albert Stöckl, Erhard Lick, Alessio Cavicchi, Christina Santini, Alberto Moreno-Melgarejo, and Benoît Lecat (2013): The Drink Driving Dilemma in Connection with Food & Wine Events: A Cross-National Evaluation of Best-Practice Solutions from the Generation Y's Point of View. *International Conference on Tourism & Management Studies*, Algarve, Portugal.

Lick, Erhard (2013): Visual rhetorical figures in Canadian advertising: different approaches applied in anglophone and francophone consumer magazines. *3^{ème} conférence annuelle d'ATLAS/AFMI Association Francophone de Management International*, Montréal/Canada.

Cavicchi, Alessio, Benoît Lecat, Erhard Lick, Alberto Moreno-Melgarejo, Christina Santini, and Albert Stoeckl (2012): The drink driving dilemma in connection with food & wine events: a cross-national evaluation of best-practice solutions from different

stakeholders' points of view. *International Conference on Innovation and Trends in Wine Management*. Burgundy School of Business, Dijon, France.

Lick, Erhard and Bettina König (2012): Austrian red wine labels in retail stores: a semiotic analysis. *International Symposium Names in the Economy IV*, Turku/Finland.

Lick, Erhard (2009): Different semiotic strategies applied in the consumer magazines *Chatelaine* and *Châtelaine* to construct English and French Canadian identities. *World Seminar on Canada*, Ottawa, Canada.

Ortner, M. Tuulia, Gerald Janous, and Erhard Lick (2009): Ein neuer Test zur Erfassung von Englischkenntnissen zur Eignungsanforderung. *6. Tagung der Fachgruppe Arbeits- und Organisationspsychologie der Deutschen Gesellschaft für Psychologie*, Vienna, Austria.

Lick, Erhard and Holger Wochele (2009): Croque McDo, CBO, and Donut zuccherò: a contrastive analysis of product names offered by fast food restaurants in European countries. Paper given at the *International Symposium Names in the Economy III: Names as language and capital*. Meertens Instituut, Amsterdam, Netherlands.

Lick, Erhard and Holger Wochele (2008): Kentucky Fried Chicken vs. Poulet Frit Kentucky. Anglophone and Francophone Canada: The Strategies Pursued by Fast Food Restaurants for Naming their Products. *23rd International Congress of Onomastic Sciences*, York University, Toronto, Canada.

Lick, Erhard and Julia Kuhn (2007): Advertising to Canada's Official Language Groups: Standardization or Adaptation? A Critical Discourse Analysis. *Quebec at the Dawn of the New Millennium: Between Tradition and Modernity*, University of North Texas, Denton, USA.

Lick, Erhard (2006): Discursive Construction of Different Identities in Bilingual Canada: Advertising as a Means of Reproducing Identity. *Southern Association for Canadian Studies 2006 Biennial Conference*, Atlanta, USA.

Lick, Erhard (2006): Marketing Communications Strategies: A Comparison between English and French Consumer Magazines in Canada. *3rd Conference of Young Researchers in Canadian Studies in German Speaking Countries*, Vienna, Austria.

Lick, Erhard (2005): Advertising in Bilingual Canada: Different Semiotic Approaches. *36th Annual Conference of the Association for Applied Linguistics (GAL)*, Koblenz, Germany.

Courses taught:

- Sensory Marketing
- Trends in Luxury Retailing
- Marketing Semiotics
- Integrated Marketing Communications
- Marketing Research
- Consumer Behavior
- Global Marketing
- Research Methods

International Marketing Management
From Mass Marketing to Sustainable Consumption
Principles and Practice of Marketing
Introduction to Business Administration
Legal English
English Business Communication

Reviewer for international journals:

Journal of Retailing and Consumer Services
Journal of Brand Management
Marketing Theory
Semiotica – Journal of the International Association of Semiotic Studies

Languages:

First language German, near-native proficiency in English, and fluent French