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**ASSOCIATE PROFESSOR**  
**DEPARTMENT: MARKETING MANAGEMENT**

**DISCIPLINARY TEAM: MARKETING**  
**RESEARCH AXIS: FINANCE-GOVERNANCE-CSR**

## EDUCATION AND DEGREES

- 2010 PhD in Cognitive Psychology and Neurosciences University of Grenoble, Grenoble, France
- 2006 Maîtrise STAPS - option Psychologie Cognitive Université de Bourgogne, Dijon, France
- 2003 Licence Université de Bourgogne, Dijon, France
- 2004 DEUG Psychologie Université de Tours, Tours, France

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2021 - ... Professeur associé en Marketing (Burgundy School of Business, Dijon, France)
- 2020 Senior Lecturer in Psychology (London Metropolitan University, London, United Kingdom)
- 2016 - 2020 Course Leader & Senior Lecturer in Psychology (UAL London College of Fashion, London, United Kingdom)
- 2013 - 2016 Course Leader & Lecturer in Psychology (Open University, London, United Kingdom)
- 2009 - 2010 ATER (Université de Franche-Comté, Besançon, France)

### OTHERS ACTIVITIES

- 2012 - 2013 Research Grant Applications Advisor (Barts Health NHS Trust, London, United Kingdom)
- 2011 - 2012 Postdoctoral Research Associate (University of Manchester, Manchester, United Kingdom)
- 2010 Postdoctoral Fellowship (Polytechnic School of Lausanne (EPFL), Lausanne, Switzerland)

# TEACHING

## DISCIPLINARY TEAM

- Marketing

## TEACHING LEVELS

- L and M Level

## TEACHING LANGUAGES

- English
- French

# SCIENTIFIC ACTIVITIES

## RESEARCH FOCUS

- Finance-Governance-CSR

## RESEARCH INTERESTS

- Marketing & Communication (Recherche consommateurs): Consumers
- Psychology - Education (Psychologie sociale): Culture

## DOCTORATE-PHD SUPERVISION/CO SUPERVISION/JURYS

- 2022 University of the Punjab Lahore

## PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

### Reviewing of articles

- British Journal of Social Psychology
- International Journal of Fashion Studies
- International Journal of Market Research (IJMR)
- Sustainability
- 2023 - ... Journal of Fashion Marketing and Management

## OTHER

- Fashion Practice
- 2023 - ... Global Fashion Conference 2023
- 2023 Global Fashion Conference Global Fashion Conference

## INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Supervision of professional theses
- Responsibility for modules
- Participation in one or more scientific committees

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Almaguer Buentello, D., Bardey, A., Rogaten, J., Beyond the gender dichotomy in fashion: Exploring the factors involved in cross-sexual fashion consumer behavior . *Journal of Fashion Marketing and Management*, 2023, 27,(4): 697-709. **FNEGE 4**

Bardey, A., Almaguer Buentello, D., Rogaten, J., Mala, A., Khadaroo, A., Exploring the post-COVID lipstick effect: a short report. *International Journal of Market Research*, 2023. **CNRS 4, FNEGE 3, HCERES B (published on line)**

Fixsen, A., Kossewska, M., Bardey, A., I'm skinny, I'm worth more: Fashion models' experiences of aesthetic labor and its impact on body image and eating behaviors. *Qualitative Health Research*, 2023, 33,(1-2): 81-91.

Fortune Super, E., Khadaroo, A., Bardey, A., The Grit in the Glamour: A Qualitative Study of the Well-Being of Fashion Models. *Fashion Practice*, 2023, 15,(1): 91-112.

Bardey, A., Booth, M., Heger, G., Larsson, J., Finding yourself in your wardrobe: the social and well-being impact of minimalist fashion. *International Journal of Market Research*, 2022, 64,(1): 113-131. **CNRS 4, FNEGE 3, HCERES B**

Bardey, A., Turner, R., Piccardi, P., Bargaining fashion: Investigating the consequences of purchasing luxury fashion counterfeit. *Strategic Change*, 2022, 31,(5): 505-514. **CNRS 4, FNEGE 4, HCERES C**

Tassell, C., Bardey, A., Schat, A., Impact of wearing sustainable and unsustainable clothing on positive and negative feelings. . *International Journal of Sustainable Fashion & Textiles*, 2022, 18: 63-80.

Bardey, A., Achumba-Wollenstein, J., Chiu, P., Exploring the third gender in Fashion: From consumers' behaviour to designers' approach towards unisex clothing. *Fashion Practice*, 2020, 12,(3): 421-439.

Bardey, A., Harris, E., Do Instagram profiles accurately portray personality?. *Frontiers in Psychology*, 2019, 10.

Forbes-Bell, S., Bardey, A., Fagan, P., Testing the Effect of Consumer-Model Racial Congruency on Consumer Behaviour. *International Journal of Market Research*, 2019: 1-16. **CNRS 4, FNEGE 3, HCERES B**

Bardey, A., Can Practising Sport Activities Improve Body Image in People with Physical Disabilities?. *International Physical Medicine & Rehabilitation*, 2018, 3,(1).

- Bardey, A., Fashion Technology and Health. *Fashion Technology and Textile Engineering*, 2018, 3,(3): 1-2.
- Jacquot, L., Millot, J-L., Bardey, A., Assessment of Olfactory Perception in Individuals with Motion Sickness. *Aerospace Medicine and Human Performance*, 2018, 89,(5): 428-433.
- Golding, J., Bardey, A., Normand, H., Besnard, S., Denise, P., Prevalence, predictors and prevention of motion sickness in zero-G parabolic flights.. *Aerospace Medicine and Human Performance*, 2017, 88 ,(1): 1-7.
- Gale, S., Prsa, M., Schurger, A., Gay, A., Bardey, A., Herbelin, B., Guyot, J-P., Lopez, C., Blanke, O., Evoked and Oscillatory Responses to Natural Vestibular Stimulation: Semicircular Canal Contributions. . *Journal of Neurophysiology*, 2016, 115: 1228-1242.
- Keshavarz, B., Stelzmann, D., Bardey, A., Hecht, H., Visually induced motion sickness can be alleviated by pleasant odours. . *Experimental Brain Research*, 2015, 233: 1353-1364.
- Saunier, G., Bardey, A., Vargas, C., Pozzo, T., Visual inference of arm movement is constrained by motor representations. . *Behavioural Brain Research*, 2015, 290: 197-200.
- Bardey, A., Lamôré, M., Etard, O., Millot, J-L., Jacquot, L., Denise, P., Quarck, G., Is there a relationship between odours and motion sickness? . *Neuroscience Letters*, 2014, 566: 326-330.
- Bardey, A., Quarck, G., Denise, P., Sensorial countermeasures for vestibular spatial disorientation. . *Aviation Space and Environmental Medicine*, 2014, 85 ,(5): 563 -567 .
- Cian, C., Barraud, P-A., Bardey, A., Denise, P., Ventre-Dominey, J., Otolith signals contribute to inter-individual differences in the perception of gravity-centred space.. *Experimental Brain Research*, 2014, 232,(3): 1037-1045.
- Todd, N., Bardey, A., Kluk, K., Whittle, E., Colebatch, J., Source analysis of short and long latency vestibular-evoked potentials (VsEPs) produced by left versus right ear air-conducted 500 Hz pips. . *Hearing Research*, 2014, 312: 91-102.
- Todd, N., Bardey, A., Kluk, K., Whittle, E., Colebatch, J., Vestibular receptors contribute to the cortical auditory evoked potentials. . *Hearing Research*, 2014, 309: 63-74.
- Todd, N., Mclean, A., Bardey, A., Kluk, K., Colebatch, J., Vestibular-evoked potentials (VsEPs) produced by an impulsive acceleration applied at the nasion. . *Experimental Brain Research*, 2014, 232 ,(2): 3771-3784.
- Bardey, A., Kluk, K., Todd, N., Thresholds for vestibular-evoked myogenic potentials (VEMPs) produced by impulsive transmastoid acceleration. . *International Journal of Audiology*, 2013, 54: 1-4.
- Bardey, A., Quarck, G., Paolino, F., Denise, P., Paolino, M., Golding, J., Ghulyan-Bedikian, V., Motion sickness susceptibility in healthy subjects and vestibular patients: effects of gender, age and trait-anxiety.. *Journal of Vestibular Research*, 2013, 23 ,(4-5): 203-209.
- Todd, N., Bell, S., Bardey, A., Griffin, M., Ocular vestibular evoked myogenic potentials (OVEMPs) produced by whole-body vibration (WBV). . *Journal of Applied Physiology*, 2012, 113,(10): 1613-1623.
- Carriot, J., Cian, C., Bardey, A., Denise, P., Lackner, J., Influence of multisensory graviceptive information on the apparent zenith. *Experimental Brain Research*, 2011, 208,(4): 569-579.
- Bardey, A., Denise, P., Barraud, P-A., Roux, A., Cian, C., The elevator illusion results from the combination of body orientation and egocentric perception. . *Neuroscience Letters*, 2009, 464,(3): 156-159.

Calmels, C., Holmes, P., Jarry, G., Hars, M., Lopez, E., Bardey, A., Stam, C., Variability of EEG synchronisation prior to and during observation and execution of a sequential finger movement. . *Human Brain Mapping*, 2006, 27,(3): 251-266.

### **Book chapters**

Bardey, A., Mehdiratta, U., Turner, R., Fashioning the future generation: Generation Z Indian consumers' attitudes towards Western and Indian Fashion. Brooksworth, F., Mogaji, E., Bosah, G., *Fashion Marketing in Emerging Economies – Strategies, Tools, and Insights for Fashion Brands*, Londres: Palgrave Macmillan, 2023, 19-48.

Bardey, A., Nessim, Y., Bosah, G., The rise of female empowerment in Egypt: The fashion psychology behind their attire & armour. Brooksworth, F., Mogaji, E., *Fashion Marketing in Emerging Economies – Strategies, Tools, and Insights for Fashion Brands*, Londres: Palgrave Macmillan, 2023, 213-240.

James, P., Bardey, A., Assessing the factors mediating the attitude-behaviour gap in sustainable fashion consumerism. Barnes, L., Armstrong, K., *The Palgrave Handbook of Fashion Marketing*, 2022.

### **Case studies**

Alexander, B., Hiatt, D., Bardey, A., Moving from the UK to China: the case of M&S. *Bloomsbury Fashion Business Cases*, 2021

Bardey, A., Mehdiratta, U., Victoria's Secret vs. Savage X Fenty: Inclusivity in the Lingerie Industry. *Bloomsbury Fashion Business Cases*, 2021

### **Papers in Academic Conferences**

Almaguer Buentello, D., Bardey, A., Rogaten, J., Consumer behaviour processes of cisgender women involved in cross-sexual Fashion purchase. *LCF (London College of Fashion) Psychology of Fashion online conference*, March 28th 2023, Londres, United Kingdom.

Bardey, A., Radclyffe-Thomas, N., Tassell, C., Pesaj, N., The invisible consumers: Qualitative Studies of Mature Consumers' Opinions of Fashion Media. *LCF (London College of Fashion) Psychology of Fashion online conference*, March 28th 2023, Londres, United Kingdom.

Bardey, A., Vecco, M., Mehdiratta, U., Empathise Fashion: Assessing the impact of empathy and framing message on sustainable fashion consumption. *4ème Journée sur le Marketing et Développement Durable*, February 3rd 2023, Paris, France.

Çili, S., Bardey, A., Rogaten, J., Khadaroo, A., The power of Fashion over People: The Good, the Bad and the Future Explored from a Psychological Perspective. *International Convention of Psychological Science (ICPS)*, March 9th-11th 2023, Bruxelles, Belgium.

Bardey, A., S'habiller de bien-être : comprendre l'impact de la mode durable sur le bien-être des consommateurs. *5ème Journée Interdisciplinaire de Recherche sur les Décisions des Consommateurs (JIRDC)*, November 22nd 2022, Paris, France.

Super, E., Khadaroo, A., Bardey, A., A Qualitative Study of the Well-Being of Fashion Models. *9th Global Fashion Conference (online)*, November 17th-18th 2022, Germany.

Bardey, A., Consumer behaviour processes involved in cross-sexual Fashion purchase. *FMCD 2nd Colloquium - Manchester Fashion Institute (online)*, November 25th 2021, Manchester, France.

Bardey, A., Pejsak, N., Tassell, C., Radclyffe-Thomas, N., "Older people are not allowed to be old anymore": Assessing the psychological impact of mature consumers' representation in Fashion media. *FMCD 2nd Colloquium - Manchester Fashion Institute (online)*, November 25th 2021, Manchester, United Kingdom.

Poage, J., Kapsali, V., Bardey, A., An inclusive approach to sportswear (athletic wear) for people with upper limb impairments. . *Academic Design Management Conference ADMC20*. , , Toronto, Canada.

Bardey, A., Consumerism of fake: Investigating the counterfeit luxury fashion consumerism in millennials. . *PRME Regional Chapter UK & Ireland, 6th Annual Conference Leeds University Business School, University of Leeds*. , , Leeds, United Kingdom.

Karipidi, E., Bardey, A., The 'art nouveau' of shopping to relax: Assessing the impact of a nature-inspired store design on consumers. . *6th French-Austrian-German Workshop on Consumer Behavior*. , , Nancy, France.

Bardey, A., Harris, E., Do Instagram profiles accurately portray personality? . *Annual Conference of the British Psychological Society*. , , Nottingham, United Kingdom.

Bardey, A., Exploring the seam: Psychological perspectives of first/second skin interaction. . *The skin2 conference, London College of Fashion*, , London, United Kingdom.

Bardey, A., Wellbeing and fashion adverts: a 21st-century curse. . *Annual Conference of the British Psychological Society*. , , Nottingham, United Kingdom.

Bardey, A., Which one of these tee-shirts would you buy? Sustainable vs. Non-sustainable purchasing behaviour. . *Global Fashion conference – London College of Fashion*, , London, United Kingdom.

Bardey, A., Gangwal, P., Perceptions of handbags and their designs: creating emotionally durable handbags.. *Annual Conference of the British Psychological Society*. , , Nottingham, United Kingdom.

Ceccarili, L., Bardey, A., Can social media and fashion empower queer people with their sexual orientation identity? . *Annual Conference of the British Psychological Society*, , Nottingham, United Kingdom.

Bardey, A., Looking forward in Psychology: the new theory of Fashion Psychology. . *Annual Conference of the British Psychological Society*, , Brighton, United Kingdom.

Mair, C., Bardey, A., Psychological challenges of social robots.. *Annual Conference of the British Psychological Society*. , , Brighton, United Kingdom.

Quarck, G., Bardey, A., Denise, P., Motion sickness: physiopathology, therapeutic and rehabilitation. *European Federation of Physiology*, , Paris, France.

Todd, N., Mclean, A., Bardey, A., Kluk, K., Colebatch, J., Vestibular-evoked potentials (VsEPs) produced by an impulsive acceleration applied at the nasion. . *Balance Interest Group of the British Society of Audiology*, , London, United Kingdom.

Golding, J., Bardey, A., Denise, P., Motion sickness during parabolic flights. . *6th International Congress of Medicine in Space and Extreme Environments (ICMS)*. , , Berlin, Germany.

Golding, J., Bardey, A., Denise, P., Motion sickness in Zero-G parabolic flight. . *Aerospace Medical Association (ASMA)*. , , Lake Buena Vista, United States.

Quarck, G., Denise, P., Bardey, A., Is there a relationship between odours and motion sickness?. *28th Barany Society Meeting*, , Buenos Aires, Argentine.

Quarck, G., Ghulyan-Bedikian, V., Paolino, M., Denise, P., Paolino, P., Golding, J., Bardey, A., Motion sickness susceptibility in healthy subjects and vestibular patients: effects of gender, age and trait-anxiety. . *28th Barany Society Meeting*, , Buenos Aires, Argentine.

Todd, N., Kluk, K., Bardey, A., Colebatch, J., Vestibular receptors contribute to cortical auditory evoked potentials.. *British Academy of Audiology Annual Conference*, , Manchester, United Kingdom.

Wilkinson, G., Bardey, A., Kluk, K., Motion sickness susceptibility and vestibular-evoked myogenic potentials testing (VEMP): cervical and ocular VEMP. . *British Academy of Audiology Annual Conference*, , Manchester, United Kingdom.

Bardey, A., Kluk, K., Todd, N., Threshold properties of vestibular evoked myogenic potentials (VEMPs) to impulsive head acceleration. . *27th Barany Society Meeting*, , Uppsala, Sweden.

Bardey, A., Todd, N., Colebatch, J., Kluk, K., Long latency vestibular evoked potentials (VsEPs) of cortical origin produced by impulsive acceleration (IA) applied at Nz.. *27th Barany Society Meeting*, , Uppsala, Sweden.

Jacquot, L., Millot, J-L., Bardey, A., Olfactory perception and motion sickness: a psychophysical and psychophysiological approach. *Society for Neuroscience*, , New-Orleans, United States.

Todd, N., Bardey, A., Colebatch, J., Kluk, K., Long latency vestibular evoked potentials (VsEPs) of cortical origin produced by air-conducted (AC) sound. *27th Barany Society Meeting*, , Uppsala, Sweden.

Todd, N., Bardey, A., Kluk, K., Long latency vestibular evoked potentials (VsEPs) of cortical origin produced by air-conducted (AC) sound. *03rd Annual Conference and Experimental and Clinical Short Papers Meeting*, , Nottingham, United Kingdom.

Todd, N., Bell, S., Bardey, A., Griffin, M., Ocular vestibular evoked myogenic potentials (OVEMPs) produced by naso-occipital (NO) axis whole-body vibration (WBV).. *27th Barany Society Meeting*, , Uppsala, Sweden.

Bardey, A., Denise, P., How to solve spatial disorientation: a non-visual approach. *Society of Psychology conference*, , Metz, France.

Bardey, A., Jacquot, L., Millot, J-L., The implication of the olfactory system in the motion sickness susceptibility.. *French Society of Psychology conference*, , Metz, France.

Gale, S., Bardey, A., Alpha oscillations in bilateral premotor and parietal cortex reflect vestibular stimulation: semicircular canal contributions. *Society for Neuroscience*, , Washington, United States.

Herbelin, B., Bardey, A., Evoked potential mapping in humans during vestibular stimulation: Semicircular canal contributions. . *Society for Neuroscience*, , Washington, United States.

Bardey, A., Denise, P., Jacquot, L., Millot, J-L., The olfactory sense, the "Madeleine de Proust" for subjects suffering from motion sickness.. *European Society for Clinical Evaluation for Balance Disorders*, , Nancy, France.

Bardey, A., Jacquot, L., Olfactory perception and motion sickness. *ECRO congress*, , Avignon, France.

Bardey, A., Denise, P., Body tilt perception in hypergravity: steady-state environment. *ELGRA Symposium*, , Bonn, Germany.

Bardey, A., Cian, C., Denise, P., Body tilt perception in a gravitational environment higher than 1G.. *French Society of Psychology conference*, , Bordeaux, France.

Bardey, A., Denise, P., A contribution of somesthetic cues to the oculogravic illusion.. *International Conference of ESA, Life in Space for Life on Earth*, , Angers, France.

Bardey, A., Denise, P., The implication of the somesthetic sensory cues in the oculogravic illusion. . *12th International Congress of French Sports Society*, , Leuven, Belgium.

### **Invited keynote speeches**

Bardey, A., Can we use Fashion to enhance and embrace equality?. *The University of Manchester, School of Health Sciences. Invited talk as part of International Women Day*, March 15th 2023, Manchester, United Kingdom.

Bardey, A., Positive Fashion: Evaluating the positive impact of fashion. *Invited talk at Oxford Global (online)*, October 17th 2022, Oxford, United Kingdom.

Bardey, A., The sound of silence: the need for fashion brands to predict to their consumers' needs. *Guest talk - London College of Fashion*, October 12th 2021, London, United Kingdom.

Bardey, A., The invisible consumers.. *Fashion Business School – research seminar*, , London, United Kingdom.

Bardey, A., How to reach success in grant applications: the translational funding. *The innovation week. NHS*, , London, United Kingdom.

### Press tribunes

Bardey, A., La mode unisexe, un révélateur des divergences sociétales sur le genre. *The Conversation*, June 7th 2023,[theconversation.com](https://theconversation.com)

Bardey, A., Mode, beauté, « effet rouge à lèvres » : ces comportements de consommation qui ont changé depuis le Covid. *The Conversation*, October 22nd 2023,[theconversation.com](https://theconversation.com)

Bardey, A., « Fast fashion » : porter des vêtements non éthiques fait désormais culpabiliser le consommateur. *The Conversation*, May 23rd 2022,[theconversation.com](https://theconversation.com)

Bardey, A., Pour réduire votre anxiété, optez pour une garde-robe minimaliste !. *The Conversation*, February 1st 2022,[theconversation.com](https://theconversation.com)

Bardey, A., Piccardi, P., Luxe : l'achat de contrefaçon n'est pas qu'une question de prix. *The Conversation*, September 1st 2022,[theconversation.com](https://theconversation.com)

Bardey, A., Abus sexuels, anorexie... Derrière la magie des podiums, le mal-être bien réel des mannequins. *The Conversation*, November 8th 2021,[theconversation.com](https://theconversation.com)

Bardey, A., Eco-guilt: Is it pushing you to be better?. *Pretty as you please*, September 24th 2021,[www.prettyasyouplease.co](http://www.prettyasyouplease.co)

Bardey, A., Flares are back! 1970s staple flourishing on catwalks and high street. *The Guardian*, November 6th 2020,[www.theguardian.com](http://www.theguardian.com)

Bardey, A., The best sparkly earrings to wear for Zoom parties. *The Times*, December 24th 2020,[www.thetimes.co.uk](http://www.thetimes.co.uk)

Bardey, A., This is why it's important to get dressed every morning while WFH, according to the experts. *Evening Standard*, March 25th 2020,[www.standard.co.uk](http://www.standard.co.uk)

Bardey, A., WHAT DOES A FASHION DIRECTOR WEAR TO WORK FROM HOME?. *The Times*, April 12th 2020,[www.thetimes.co.uk](http://www.thetimes.co.uk)

Bardey, A., Dressed to kill: why we're obsessed with the clothes on TV. *The Guardian*, June 22nd 2019,[www.theguardian.com](http://www.theguardian.com)

Bardey, A., Frills, beads and bows: fashion goes child-like. *The Guardian*, May 11th 2019,[www.theguardian.com](http://www.theguardian.com)

Bardey, A., Style superstar or pop culture villain? The meaning of Melania Trump's cape. *The Guardian*, December 4th 2019,[www.theguardian.com](http://www.theguardian.com)



Bardey, A., Henderson, L., Alexander, B., Wellbeing barometer: measuring anxiety in fashion business students & their use of support services., May 2nd 2018

### **Interviews**

Bardey, A., Etre tendance sans griller l'empreinte carbone de la planète, February 23rd 2023,[www.rcf.fr](http://www.rcf.fr)

Bardey, A., Le formidable pouvoir du marketing, January 26th 2023,[www.rcf.fr](http://www.rcf.fr)

Bardey, A., Podcast #EXPERT Le pouvoir de la mode sur nos cerveaux humains. *The Good Goods*, May 15th 2023,[www.thegoodgoods.fr](http://www.thegoodgoods.fr)

Bardey, A., Comment aimer la mode sans griller notre empreinte carbone ?. *Le Soir*, May 9th 2022,[sosoir.lesoir.be](http://sosoir.lesoir.be)

Bardey, A., Podcast Old is the new new, September 6th 2022,[anchor.fm](http://anchor.fm)

Bardey, A., Sustainable fashion in a gen-z world. *Contiki*, October 21st 2022,[www.contiki.com](http://www.contiki.com)

### **Other contributions**

Bardey, A., The Surprising Luxury of Handbag Rentals, *Byrdie*, 2021, France.[www.byrdie.com](http://www.byrdie.com)

### **Videos**