



Aurore BARDEY (Dr.)

29, rue Sambin
BP 50608
21006 Dijon Cedex

✉ aurore.bardey@bsb-education.com

PROFESSEURE ASSOCIEE
DÉPARTEMENT : MARKETING

ÉQUIPE DISCIPLINAIRE : MARKETING (MKG)
AXE DE RECHERCHE : FINANCE-GOUVERNANCE-RSE

FORMATION ET DIPLÔMES

- 2010 Doctorat de Psychologie Cognitive et Neurosciences Université de 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

EXPÉRIENCE PROFESSIONNELLE

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

AUTRES ACTIVITÉS

- 2012 - 2013 Conseiller - Bourses de recherche (Barts Health NHS Trust, Londres, Royaume-Uni)
- 2011 - 2012 Chercheur associé en post-doctorat (Université de Manchester, Manchester, Royaume-Uni)
- 2010 Post-doctorante (Ecole Polytechnique Fédérale de Lausanne (EPFL), Lausanne, Suisse)

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Marketing (MKG)

NIVEAUX D'ENSEIGNEMENT

- Niveau L et M

LANGUES D'ENSEIGNEMENT

- Anglais
- Français

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- Finance-Gouvernance-RSE

DOMAINE D'INTERVENTION

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

DIRECTION / CO-DIRECTION / JURY DE DOCTORAT-PHD

- 2022 Université de Punjab Lahore

PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

Révision d'articles

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

AUTRE

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

IMPLICATION DANS LES ACTIVITÉS DE L'ÉCOLE

- Suivis de thèses professionnelles
- Responsabilité de modules
- Participation à un ou plusieurs comités scientifiques

CONTRIBUTIONS INTELLECTUELLES

Articles dans des revues à comité de lecture

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, vol. 27, n°4, p. 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, vol. 33, n°1-2, p. 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, vol. 15, n°1, p. 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, vol. 64, n°1, p. 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, vol. 31, n°5, p. 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, vol. 18, p. 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, vol. 12, n°3, p. 421-439.

Bardey, A., Harris, E., Do Instagram profiles accurately portray personality?. *Frontiers in Psychology*, 2019, vol. 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, p. 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, vol. 3, n°1.

Bardey, A., Fashion Technology and Health. *Fashion Technology and Textile Engineering*, 2018, vol. 3, n°3, p. 1-2.

Jacquot, L., Millot, J-L., Bardey, A., Assessment of Olfactory Perception in Individuals with Motion Sickness. *Aerospace Medicine and Human Performance*, 2018, vol. 89, n°5, p. 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, vol. 88, n°1, p. 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, vol. 115, p. 1228-1242.

Keshavarz, B., Stelzmann, D., Bardey, A., Hecht, H., Visually induced motion sickness can be alleviated by pleasant odours. . *Experimental Brain Research*, 2015, vol. 233, p. 1353-1364.

Saunier, G., Bardey, A., Vargas, C., Pozzo, T., Visual inference of arm movement is constrained by motor representations. . *Behavioural Brain Research*, 2015, vol. 290, p. 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, vol. 566, p. 326-330.

Bardey, A., Quarck, G., Denise, P., Sensorial countermeasures for vestibular spatial disorientation. . *Aviation Space and Environmental Medicine*, 2014, vol. 85, n°5, p. 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, vol. 232, n°3, p. 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, vol. 312, p. 91-102.

Todd, N., Bardey, A., Kluk, K., Whittle, E., Colebatch, J., Vestibular receptors contribute to the cortical auditory evoked potentials. . *Hearing Research*, 2014, vol. 309, p. 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, vol. 232, n°2, p. 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, vol. 54, p. 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, vol. 23, n°4-5, p. 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, vol. 113, n°10, p. 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, vol. 208, n°4, p. 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, vol. 464, n°3, p. 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, vol. 27, n°3, p. 251-266.

Chapitres d'ouvrages

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, p. 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, p. 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.

Études de cas

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

Conférences académiques

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*, 28 mars 2023, Londres, Royaume-Uni.

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*, 28 mars 2023, Londres, Royaume-Uni.

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*, 3 février 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)*, 9-11 mars 2023, Bruxelles, Belgique.

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)*, 22 novembre 2022, Paris, France.

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

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

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, Royaume-Uni.

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, Royaume-Uni.

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

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

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, Royaume-Uni.

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

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, Royaume-Uni.

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

Mair, C., Bardey, A., Psychological challenges of social robots.. *Annual Conference of the British Psychological Society.*, , Brighton, Royaume-Uni.

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, Royaume-Uni.

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

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

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, Royaume-Uni.

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, Royaume-Uni.

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

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, Suède.

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

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, Suède.

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, Royaume-Uni.

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, Suède.

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, Etats-Unis.

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

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, Allemagne.

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, Belgique.

Conférences invitées

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*, 15 mars 2023, Manchester, Royaume-Uni.

Bardey, A., Positive Fashion: Evaluating the positive impact of fashion. *Invited talk at Oxford Global (online)*, 17 octobre 2022, Oxford, Royaume-Uni.

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

Bardey, A., The invisible consumers.. *Fashion Business School – research seminar*, , London, Royaume-Uni.

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

Tribunes de presse

Bardey, A., La mode unisexe, un révélateur des divergences sociétales sur le genre. *The Conversation*, 7 juin 2023,theconversation.com

Bardey, A., Mode, beauté, « effet rouge à lèvres » : ces comportements de consommation qui ont changé depuis le Covid. *The Conversation*, 22 octobre 2023,theconversation.com

Bardey, A., « Fast fashion » : porter des vêtements non éthiques fait désormais culpabiliser le consommateur. *The Conversation*, 23 mai 2022,theconversation.com

Bardey, A., Pour réduire votre anxiété, optez pour une garde-robe minimaliste !. *The Conversation*, 1 février 2022,theconversation.com

Bardey, A., Piccardi, P., Luxe : l'achat de contrefaçon n'est pas qu'une question de prix. *The Conversation*, 1 septembre 2022,theconversation.com

Bardey, A., Abus sexuels, anorexie... Derrière la magie des podiums, le mal-être bien réel des mannequins. *The Conversation*, 8 novembre 2021,theconversation.com

Bardey, A., Eco-guilt: Is it pushing you to be better?. *Pretty as you please*, 24 septembre 2021,www.prettyasyouplease.co

Bardey, A., Flares are back! 1970s staple flourishing on catwalks and high street. *The Guardian*, 6 novembre 2020,www.theguardian.com

Bardey, A., The best sparkly earrings to wear for Zoom parties. *The Times*, 24 décembre 2020,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*, 25 mars 2020,www.standard.co.uk

Bardey, A., WHAT DOES A FASHION DIRECTOR WEAR TO WORK FROM HOME?. *The Times*, 12 avril 2020,www.thetimes.co.uk

Bardey, A., Dressed to kill: why we're obsessed with the clothes on TV. *The Guardian*, 22 juin 2019,www.theguardian.com

Bardey, A., Frills, beads and bows: fashion goes child-like. *The Guardian*, 11 mai 2019, www.theguardian.com

Bardey, A., Style superstar or pop culture villain? The meaning of Melania Trump's cape. *The Guardian*, 4 décembre 2019, www.theguardian.com

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

Interviews

Bardey, A., Etre tendance sans griller l'empreinte carbone de la planète, 23 février 2023, www.rcf.fr

Bardey, A., Le formidable pouvoir du marketing, 26 janvier 2023, www.rcf.fr

Bardey, A., Podcast #EXPERT Le pouvoir de la mode sur nos cerveaux humains. *The Good Goods*, 15 mai 2023, www.thegoodgoods.fr

Bardey, A., Comment aimer la mode sans griller notre empreinte carbone ?. *Le Soir*, 9 mai 2022, sosoir.lesoir.be

Bardey, A., Podcast Old is the new new, 6 septembre 2022, anchor.fm

Bardey, A., Sustainable fashion in a gen-z world. *Contiki*, 21 octobre 2022, www.contiki.com

Autres contributions

Bardey, A., The Surprising Luxury of Handbag Rentals, *Byrdie*, 2021, France. www.byrdie.com

Vidéos