

Qurat-ul-ain TALPUR, PhD

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Education

2024 (In Progress) Habilitation à Diriger les Recherches (HDR) en Sciences de Gestion, Université de Nice, France.
2019 Ph. D. in Management Sciences, IAE-Lyon Jean Moulin University, France. (Jury : Pr. Barry J. Babin, Pr. Fanny Juliet Poujol, Pr. Gilles N'Goala, Pr. Isabelle Prim-Allaz, Pr. Sylvie Llosa and Pr. Kiane Goudarzi).
2015 MS/M. Phil in Management Sciences, University of Sindh, Jamshoro, Pakistan.
2011 BS in Commerce, University of Sindh, Jamshoro, Pakistan.

Teaching/Work Experience

2020 – ongoing Assistant Professor, ESSCA School of Management, France.
2019 – 2020 Lecturer, IAE-Saint-Etienne Jean Monnet University, France.
2019 – 2019 Adjunct Faculty, at *YSchool* ESC Troyes, France.
2018 – 2019 Adjunct Faculty, IAE-Lyon Jean Moulin University, France.

Academic Responsibilities

2023 – 2024 Head of Master 2 – Digital Marketing Program at Aix-en-Provence Campus
2023 – ongoing Course coordinator – Digital and Society (Alternance & PGE)
2021 – 2022 Course coordinator – Integrated Marketing Communication and Strategy

Awards/Honor

2016 Recipient, Overseas Scholarship (2015) for Doctoral Degree awarded by *Higher Education Commission of Pakistan*.
2015 First Position, University of Sindh, Jamshoro, Pakistan
2011 Silver Medal (First Position), University of Sindh, Jamshoro, Pakistan
2011 Best Student award, University of Sindh, Jamshoro, Pakistan.

Courses Taught

- Digital Marketing (MSc & Alternance)
- Principles of Marketing (PGE)
- International Marketing (PGE)
- Data Analytics and Market Dynamics (MSc)
- Digital Media and Society (Alternance)
- Business Games in Marketing (MSc & Alternance)
- Integrated Marketing Communication (Alternance)
- Research Methods (PGE)

Master Project Supervision

2020-2023: 15 master theses supervised on the topics e.g., Consumer Behaviour, Luxury Brands, & CSR
2020-2024: 40 students tutoring

Selected Publications

1. Nawaz. A., Soomro. S., & **Talpur. Q.** (2025). Environmental Actions and Leadership Integrity: Unpacking Symbolic and Substantive Pro-Environmental Behavior Impact on Organizational Perception. (*ABS-2; FNEGE-3, Impact Factor = 3.6*).
2. **Talpur. Q.**, Malik. R., Khan. R., & Murtaza. G. (2024). The Impact of Organizational Dehumanization on Creative Performance through Self-esteem Threat: The Moderating Role of Work Locus of Control. *Personnel Review* (*ABDC-A, ABS-2; FNEGE-3, Impact Factor = 3.9*).
3. Saleem. T., **Talpur. Q.**, Ishaq. M.I., Raza. A., & Junaid. M. (2024). Exploring the effect of telepresence and escapism on consumer post-purchase intention in an immersive virtual reality environment. *Journal of Retailing and Consumer Services* (*ABDC-A, ABS-2, Impact Factor = 10.4*).
4. Ahmed. R., Ishaq. M.I., Raza. A., **Talpur. Q.**, & Murtaza. G. (2024). Exploring the impact of social media content on travel envy and intention to visit destination: moderating role of narcissist admiration and rivalry. *The Service Industries Journal* (*ABDC-B, ABS-2, Impact Factor = 9.4*).
5. Junaid. M., Ishaq. M.I., Raza. A. & **Talpur, Q.** (2024). Let leaders permit nature! Role of employee engagement, environmental values, and sustainable behavioral intentions. *Business Strategy and the Environment* (*ABDC-A, ABS-3, Impact Factor = 12.5*).
6. Ahmed. A., Raza. A., **Talpur, Q.**, Ishaq. M.I., & Shafqat. T. (2024). Brand transgression in corporate social responsibility era: empirical evidence from hospitality industry. *The Service Industries Journal* (*ABDC-B, ABS-2, Impact Factor = 9.4*).
7. Ishaq. M.I, Raza. A, Murtaza. G, & **Talpur. Q.** (2024). Impact of Social Media content on Travel envy. *The Service Industries Journal* (*ABDC-B, ABS-2, Impact Factor = 9.4*).
8. Mushtaq. R., Murtaza. G., D. Yahiaoui., Preirra. V. & **Talpur. Q.** (2023) Are born global firms more environmentally responsible? The Role of Resources. *Asia Pacific Journal of Management* (*ABDC-A, ABS-3, FNEGE-3, Impact Factor = 4.5*).
9. Murtaza. G., Khan. R., Neveu. JP. & **Talpur. Q.** (2023). Gossip 2.0: The Role of Social Media and Moral Attentiveness on Counterproductive Work Behaviors. *Applied Psychology* (*ABDC-A, ABS-3; FNEGE-2, Impact Factor = 7.2*).
10. **Talpur. Q.**, Nicod. L., Murtaza. G. & Goudarzi. K. (2023). "I'm Holding on Thanks To My Customers" When the Customer Becomes the Main Source of Social Support For Frontline Employees? *Decision Marketing* (*FNEGE-3*).
11. Grolleau. G., Mzoughi. N. & **Talpur, Q.** (2023). Emotional labour in the Analysis of Farm-Based Hospitality Projects. *Hospitality and Society* (*ABDC-C, ABS-3*).
12. Hussain. S., Raza. A., Haider. A., Ishaq. M.I. & **Talpur, Q.** (2023). Fear of missing out and compulsive buying behavior: The moderating role of mindfulness. *Journal of Retailing and Consumer Services* (*ABDC-A, ABS-2; FNEGE-3, Impact Factor = 10.4*).
13. Raza. A., Rehmat. S., Ishaq. M.I., Hajsalem. N. & **Talpur, Q.** (2023). Gamification in financial service apps to enhance customer experience and engagement. *Journal of Consumer Behaviour* (*ABDC-A, ABS-2, Impact Factor = 3.28*).
14. Mushtaq. R., Murtaza, G., Yahiaoui, D., Alessio, I., & **Talpur, Q.** (2023). Impact of financial literacy on financial inclusion and household financial decisions: exploring the role of ICTs. *International Studies of Management & Organization*. (*ABDC-B, FNEGE-3, Impact Factor = 1.4*).
15. Murtaza, G. & Roques, O. **Talpur, Q.** Khan, Rahman, & Haq, I. (2022). Mindfulness: reducing the negative influence of work stressor on work outcomes. *Personnel Review* (*ABDC-A, ABS-2; FNEGE-3, Impact Factor = 3.9*).

16. Murtaza, G. Roques. O, Siegrist, J. & **Talpur. Q.** (2022). Unfairness at work and stress: An examination of two alternative models-organizational justice and effort-reward imbalance. *International Journal of Public Administration* (ABDC-B, ABS-2; FNEGE-3, Impact Factor = 1.82).
17. Murtaza. G., Roques. O., & **Talpur. Q.** (2021). Islamic Work Ethic as a Moderator of the Relationships between Workplace Incivility and Counterproductive Work Behaviors. *Human Systems Management* (ABDC-C, Impact Factor = 2.3).
18. **Talpur. Q.**, Jhatial. A., Murtaza. G., Memon. Z. et Taiyyeba. Z. (2016). The Relationship between Employees' Training their Performance in Public Universities in Pakistan. *NICE Research Journal of Social Science*, 9, pp. 47-60.

Revise & Resubmit

1. Khan. R., Murtaza, G. & **Talpur. Q.** (2024). Illegitimate Tasks and Deviant Silence: The role of Revenge Motives and Moral Identity. *Group & Organization Management* (FNEGE 2, Impact Factor = 4.8). *Major Revision Submitted.*
2. Asif. N., Soomro. S.H. & **Talpur. Q.** (2024) Environmental Actions and Leadership Integrity: Unpacking Symbolic and Substantive Pro-Environmental Behavior Impact on Organizational Perception. *Business ethics, the responsibility & Responsibility.* (ABS-2, FNEGE-2, Impact Factor = 2.4). *Second Major Revision Submitted.*
3. Khan. R, Murtaza, G. & **Talpur. Q.** (2024) Organizational Dehumanization and Employee's Deviant Silence – The Role of Anger and Moral Identity. *Human Relations* (FT; ABS 4, Impact Factor = 4.5). *Working on Revision.*

Papers Under Review process

1. Khan. R, **Murtaza, G.** & Talpur. Q. (2023) Reciprocal Relationship between Organizational Dehumanization and Taking Charge at Work: The Moderating Role of Thriving. *Journal of Management Studies* (FNEGE 1, ABS 4, Impact Factor = 5.24). *Under Review.*
2. **Talpur. Q.** Murtaza. G. Khan. R. & Hobfoll. S. (2023) Less or More? The Curvilinear Linkage between Workplace Interruptions and Task Performance – The Moderating Role of Mindfulness. *Journal of Vocational Behavior* (FNEGE 1, ABS 4, Impact Factor = 6.2). *Under Review.*
3. **Talpur, Q.** Murtaza, G. Singh. S & Khan. R. (2023). Never Too Much? The Curvilinear Relationship Between Humour and Service Interaction: Moderating Role of Service Climate. *Journal of Business Research* (FNEGE 2, Impact Factor = 11.31). *Under Review.*
4. Ohana. M. Murtaza. G. Khan. R. & **Talpur, Q.** (2023). Does Treating Customers Badly Increase Employees Social Loafing? The Role of Disidentification, Collective Guilt and Moral Attentiveness. *Business Ethics, the Environment & Responsibility* (FNEGE 3, Impact Factor =2.1). *Under Review.*

Refereed Conference Presentations

1. Khan. R., Murtaza., G. & **Talpur. Q.** (2024) Reciprocal Relationship between Organizational Dehumanization and Taking Charge at Work: The Moderating Role of Thriving. *84th Academy of Management Annual Meeting, Chicago, USA. (OB Division's Best Paper).*
2. **Talpur. Q.**, Murtaza. G., Khan. R. & Hobfoll. S. (2023) Less or More? The Curvilinear Linkage between Workplace Interruptions and Task Performance – The Moderating Role of Mindfulness. Accepted for presentation in *83rd Academy of Management Annual Meeting, Boston, USA.*

3. Murtaza. G., Khan. R., Rahman. A. & **Talpur. Q.** (2022). Organizational Dehumanization and Innovative Behavior: A Mediated Moderation Model of Threat to Self-Esteem and Locus of Control. *82nd Academy of Management Annual Meeting, USA.*
4. Murtaza. G., Khan. R., Rahman. A. & **Talpur. Q.** (2022). Moderation Model of Threat to Self-Esteem and Locus of Control. *European Academy of Academy of Management, Switzerland.*
5. Murtaza. G., Khan. R., Neveu. J.P, & **Talpur. Q.** (2021) Mindfulness and Burnout: An Effort-Reward Imbalance Approach Across Cultures. *81thAcademy of Management Annual Meeting, USA.*
6. Murtaza. G., Neveu. J.P., Khan. R, & **Talpur. Q.** (2021). Gossip 2.0: The Role of Social Media and Moral Attentiveness on Counterproductive Work Behavior. *81thAcademy of Management Annual Meeting, USA.*
7. Khan. R., Murtaza. G., Neveu. J.P, & **Talpur. Q.** (2021) Fear of goal failure making employees to behave unethically: A cross-national study. *81thAcademy of Management Annual Meeting, USA.*
8. **Talpur., Q.** Goudarzi, K. & Murtaza, G. (2019). “Does customer support can reduce the negative outcomes of frontline employees’ emotional labor? Paper presented at the *European Marketing Academy-Annual Meeting.*
9. Murtaza. G., Khan. R., Neveu. J.P. & **Talpur. Q.** (2019). From gossip to counterproductive work behavior: social media and moral attentiveness as moderators. *British Academy of Management, Birmingham, United Kingdom.*
10. **Talpur. Q.,** Goudarzi, K. & Murtaza, G. (2019). Frontline employees’ emotional labor and customer service satisfaction: job satisfaction as a multilevel mediator. *European Academy of Management-Annual Meeting.*
11. **Talpur. Q.,** Goudarzi, K. & Murtaza, G. (2018). Labor and support: moderating role of perceived customer support and conscientiousness. Paper presented at the *British Academy of Management, Bristol, United Kingdom.*
12. Murtaza. G., Roques. O. & **Talpur. Q.** (2017). Combined effects of workplace incivility and Islamic work ethics on organizational retaliation behaviors. Paper presented at the *77th Academy of Management Meeting, Atlanta, Georgia, USA.*

Academic Community: Reviewing

Editorial Board Member

- Applied Psychology: An International Review (June 2024 to present)

Ad-hoc Reviewer

- Applied Psychology: An International Review
- Business Ethics, the Responsibility and Environment
- Personnel Review

Occasional Reviewer

- Academy of Management Annual meeting
- European Academy of Management
- British Academy of Management
- The European Marketing Academy

Other research activities

- Participated in organizing responsibilities of La Londe International conference (2015-17)
- Organizing responsibilities of Entrepreneurship, leadership, time management seminars (2010)

Attended workshops

- Attended seminar on Multilevel Analysis (Mplus), ESSCA School of Management.
- Attended seminar on Multilevel Analysis (HLM), 30 March 2017, IAE-Lyon-3.
- Attended Service Research Publishing Workshop, 30-31 May 2016, IAE-Aix France.

- Attended workshop on Employability and Entrepreneurial skills in Feb-2014 in Pakistan.

Linguistic Skills

- Urdu (national language), Sindhi, English (fluent) and French (Basic).

Technical Skills

- MS Office (Word, Power-Point, Excel), SPSS, AMOS, M-Plus

Reference:

- Kiane GOUDARZI, Professeur d'universités, IAE-Aix School of Management, Université de Marseille, France.
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- Olivier ROQUES, Professeur d'universités, IAE-Aix School of Management, Université de Marseille, France.
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