



BURGUNDY
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LEAD
FOR
CHANGE



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PROFESSEUR ASSOCIE
DÉPARTEMENT : MARKETING

ÉQUIPE DISCIPLINAIRE : MARKETING (MKG)
AXE DE RECHERCHE : ARTS AND CULTURAL MANAGEMENT

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

- Arts and Cultural Management
- Décisions et Comportements

DOMAINE D'INTERVENTION

- Marketing & Communication (Recherche consommateurs) : Consommateurs

CONTRIBUTIONS INTELLECTUELLES

Articles dans des revues à comité de lecture

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*, 2021, p. 1-19. **CNRS 4, FNEGE 3, HCERES B (published on line)**

Fortune Super, E., Khadaroo, A., Bardey, A., The Grit in the Glamour: A Qualitative Study of the Well-Being of Fashion Models. *Fashion Practice*, 2021. **(published on line)**

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*, London: Palgrave, 2021.

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, 2021.

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

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., 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., 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