



Christine PETR

Full Professor
Marketing and digital usages

“

*Whoever pretends to research
must never stop learning*

”

BIO

Starting from her thesis defended in 1998 at Rennes 1 University, Christine Petr has questioned consumers' behavior in the worlds of tourism, art, and culture. In 2005, she joined forces with GIS (scientific interest group) Marsouin on the digital usages issue and she has been particularly invested in E-tourism. As a teacher-researcher, Christine Petr has worked in various institutions (IUT Saint Briec, IAE Rennes, IAE Tours, SciencesPo Rennes), before joining University Bretagne Sud in 2015. She devotes her research to the effects and evolution of individual behavior in the utilization of digital tools. Since 2018, her research themes have remained devoted to the art and tourism sectors but focus more specifically on the link between sensitivity to personal data protection and digital hygiene, which involves cybersecurity.



[Link to full biography](#)

25% of the researcher's activity devoted to cybersecurity

Focus :
Research
Application field

Core data

PhD students: 7

Post-doctoral fellows: 1

Publications: 32 – IJAM, Management & Avenir, JMT, Tourism Management, Arts Marketing, RAM, DM, etc.

Conferences: 94 – IMTC, AFM, HTSF, AIMAC, etc.

Book(s): 7 books, 23 chapters – Le marketing du Tourisme (Dunod, 2010.2015), L'Accueil international: concepts et cas de management (De Boeck, 2011), 10 cas de Communication (Dunod, 2015.2020), etc.

Award(s): Best Paper Award JTTM 2009.

Videography: Experiencing Contemporary Arts: A Reexamination of Fun, Feeling and Fantasy, 2015.

International collaborations: Udayana University - Bali (Indonesia), La Sagesse University - Beirut (Lebanon).

Area(s) of research

Digital Usage Analyses

Fields of expertise

Types and degrees of digital practice.
Digital transformation.
Perceived sensitivity of individual data.
User empowerment.

Applicative examples

Raising users' awareness towards their personal data protection.
Users involvement in data sharing to improve collective benefit.

Responsibilities

- Educational Manager since 2019 for the third year's Sales Marketing Bachelor.
- Member of various UBS committees (Research, CAC, CFVU ...) since 2015.
- Member of the UBS Scientific Committee of the Archipel Institute, Research Institute on the Sea and Coast (since 2019).
- Director of the IREA-LEGO Vannes Laboratory (2015-2018).
- Responsible for research projects on digital uses (since 2005).
- Scientific Council of GIS Marsouin (www.marsouin.org)
- Reviewer of international journals and congresses.
- GIT AFM (thematic interest group - French marketing association)
Co-leader - Innovations and Marketing of Culture and Tourism.

Domain

Consumers

Keywords

Uses
Impacts
Appropriation
Addictions
Deviations
Empowerment
Trust
Marketing Information

Contact

christine.petr@univ-ubs.fr
+33 (0)6 41 97 09 59