



# Research

**Nacima OURAHMOUNE** brilliantly defended her doctoral thesis entitled ***Understanding Male Consumers: a Socio-cultural Approach. Brand discourse on masculine appearance and consumer representations of men's underwear.***

The thesis was based on *Consumer Culture Theory*. By varying levels of interpretation, the thesis proposes masculine territories for brands, positioning and segmentation; identifies the rituals of men who consume in ways considered anomic until recently and their meanings. The research repositions the micro-discourses of the respondents within the ideological field of social forces and thus brings a French perspective to North American conceptualisations of masculinity (Holt & Thompson, 2004). Finally, the work introduces a conceptualisation of intimacy previously absent from research into consumer behaviour.

The examining panel was made up of Pr Søren ASKEGAARD, Univ. Southern Denmark (Editor of the *Journal of Consumer Research*), rapporteur; Pr Marie-Hélène FOSSE-GOMEZ, Univ. Lille 2 (University Vice-President), rapporteur; Pr Simon NYECK, ESSEC (Academic director of the LVMH Chair), Thesis Supervisor; Pr Elyette ROUX, IAE Aix (Director of the Doctoral School), Thesis Co-supervisor; Pr Elisabeth TISSIER-DESBORDES, ESCP Europe (Editor of *Décisions Marketing*), suffragant.

The defence took place on 31 August 2011 at ESSEC and was considered "Très Honorable." Nacima was congratulated by the panel for her work