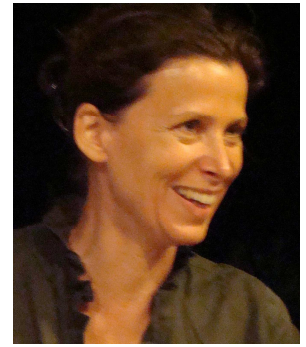


CHAMEROY Fabienne

Status : Assistant Professor (Maître de Conférences, Enseignant-Chercheur)  
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## Current situation and skills

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Marketing professor since 8 years with a managerial expertise (20 years' experience, Marketing Director of Nestlé Group), Doctorate in Management Sciences.

## Education

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- 2014-Qualification for lecturing in Management Sciences by the National Council of Universities (CNU, 06 section).
- 2013-Doctorate (Ph.D) in Management Sciences, Thesis Directors: Jean-Louis Chandon and Lucien Véran, Thesis subject: "The effects of third party organization endorsement on perceived quality, brand attachment, willingness to pay", IAE Aix-en-Provence, Aix-Marseille Université.
- 2009-Master Research in Management Sciences- IAE Aix-en-Provence, Aix Marseille Université.
- 1988-Masters' degree in Management Sciences- Université Paris XII.

### Awards :

- ~ AREA 2014: Best Thesis in Economics and Management in the field of alimentary products (<http://feg.univ-amu.fr/prix-these-larea-2014-fabienne-chameroy>)
- ~ SPHINX 2014: 2<sup>nd</sup> Best Thesis in the field of Information, communication and Management sciences.

### Foreign Languages

Languages	Read	Speak	written
English	x	x	x
Italian	x		x

## Research & Publications

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**Research interests:** Brand Management, Strategic and Marketing Management.

### **Publications in refereed journals**

- Veran L. et Chameroy F. (2015), Modalités de captation et de conservation des publics au sein des industries créatives numérisées, *La revue des Sciences de Gestion*, 272.
- Chameroy F., Ghantous N. et Veran L. (2015), L'impact de la visite d'une exposition muséale sur la recommandation du musée : le rôle central de l'expertise des visiteurs, *Economies et Sociétés, Série « Economie et Gestion des Services »*, EGS, 16, 3/2015, p.363-381.
- Chameroy F. et Veran L. (2014), Immatérialité de la qualité et effet des labels sur le consentement à payer, *Management International*, 18, 3, p.32-44.

### **Publications in peer-reviewed journals**

- Chameroy F. et Véran L. (2012), César. Le Rhône pour mémoire. Une visite entre raison et sentiment, *OCIM*, 141 (mai-juin), p.33-38.

- Chameroy F. et Chandon J.-L. (2011), Les labels sont-ils tous éthiques ?, *İletişim*, 15, p.79-101.

### **Books, chapters in book**

- Véran L. et Chameroy F. (2015), Représentations de l'organisation, explication de la performance et interdépendance des décisions. *Mélanges en l'honneur du professeur Yves Dupuy-Les systèmes de gestion entre simplification et complexification*, in Gérald Naro et Denis Travaillé (coord), Paris, Economica, 394 pages.
- Chameroy F. (2013), *Les effets du label sur les marques et le consentement à payer. Les marques ont-elles besoin des labels ?*, Sarrebruck, Presses Académiques Francophones, 478 pages.

### **Refereed proceeding papers**

- Bertrand D., Chameroy F., Léo P.-Y., Jean P. (2016), The sharing economy: what makes it attractive for consumers? A preliminary study in the context of hospitality services in France, *RESER (European Association for Research in Services)*, 8-10 september, Napoli, Italy.
- Ghantous N. et Chameroy F. (2015), Exploring the adaptation of international franchise relationships, *EMAC*, 26-29 may, Leuven, Belgique.
- Chameroy, F. (2014). Les labels sont-ils des marques ? Construction d'un cadre conceptuel pour les labels à partir de l'avis d'experts en marketing, *30ème congrès de l' Association Française du Marketing*, 13-15 may, Montpellier, France.
- Chameroy F., Ghantous N. et Véran L. (2013), L'impact de la visite d'une exposition muséale sur la recommandation du musée : le rôle central de l'expertise des visiteurs, *RESER (European Association for Research in Services)*, 19-21 september, Aix-en-Provence, France.
- Ghantous N., Serrano-archimi, C., Léo P.-Y. et Chameroy F. (2013), Key success measures and factors in international franchising, *RESER*, 19-21 september, Aix-en-Provence, France.
- Chameroy F. et Chandon J.-L. (2010), Does any kind of seal of guarantee have impact on consumer behavior? *9th International Marketing Trends Conference*, 21-23 janvier, Venice, Italy.

### **Working paper**

- Chameroy F. et Chandon J.-L. (2010), Les labels ont-ils des effets sur les attitudes du consommateur, Working paper n° 885, *CERGAM*, juin.

### **Academic Activities**

#### **Teaching experience in English**

- Brand Management
- Marketing Planification and Business plans, lessons and case study elaboration.
- International Marketing.

#### **Teaching experience in French**

- Brand Management
- How to define a strategy?
- Marketing Management for non-profit organizations-Communication Strategies and Marketing for services
- Digital Marketing
- Marketing for start-up

#### **Other academic activities**

Since 2014 Program Director of International business Management

2012-2014 Program Director of MSC's specialization in Arts and Culture in Sciences-Po Aix.

- Hceres expert
- Member of Faculté d'économie et de Gestion Board.
- Member of scientific comities: Association Française du Marketing since 2009
- President's advisor for Procames (exporting firms from Provence)

## **Managerial experience (prior to joining Aix Marseille University)**

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2001 / 2008 Consultant specialized in international development

- 1991 / 2000 Marketing director of Nestlé Waters (Nestlé Group, ([www.nestle-waters.com](http://www.nestle-waters.com))) Member of CEO.
- Development and launch of successful products: Vittel sport's cap, Quezac, P'tit Vittel.
  - International Brand management of: Perrier, Vittel, Contrex, Valvert, Quezac, San Pellegrino, Hépar and spas Contrexeville and Vittel.
  - Expertise in the different techniques required for these achievements: Value analysis, return on investment. Segmentation and positioning. Packaging: development, shape and brand identities. Studies: quantitative and qualitative (panel data, advertising impacts, and brand image evaluation). Price: pricing policies. Communication: use of main media support: TV, press, outdoor, radio, PR. International marketing coordinator.
  - French turnover: 720 million €; 80 million € for marketing expenses.
  - Management and training of a team of 30 people: Marketing, studies, consumer service.