

## CURRICULUM VITAE

**HEMONNET-GOUJOT Aurélie**

Date of birth : September 1979

Aix Marseille GSM - IAE

Assistant Professor (Maître de conférences)

Director MSc International Business

E.mail : aurelie.hemonnet@iae-aix.com



## EDUCATION

### 2014 Ph.D. in Marketing, University of Paris 1 Panthéon-Sorbonne – ESCP Europe

Thesis Subject: "Collaboration between marketing and design agencies: what impact on the new product development process?" (Supervisor: Delphine Manceau).

Dissertation unanimously proposed for a prize

Finalist for the 2015 Sphinx thesis award

Thesis committee:

- Mrs Géraldine Michel, University Professor, IAE de Paris (chairperson)
- Mrs Emmanuelle Le Nagard-Assayag, Professor, ESSEC (main reviewer)
- Mr Eric Vernet, University Professor, IAE de Toulouse (main reviewer)
- Mrs Céline Abecassis-Moedas, Associate Professor, Catolica Lisbon School of Business and Economics (reviewer)
- Mr Jean-François Lemoine, University Professor, Paris 1 Panthéon-Sorbonne (reviewer)

### 2003 ESCP Europe, Master in Management, specialization: Marketing

## RESEARCH AND PUBLICATIONS

### Articles in refereed journals

Hemonnet-Goujot A., Fabbri J. & Manceau D. (2016). *Crowdsourcing vs Design Thinking*. Une étude comparative de deux démarches d'innovation externe dans la phase d'idéation, *Décisions Marketing*, 83 (3), p.123-139, (HCERES B, CNRS 3)

Aldebert B., Hemonnet-Goujot A., & Ricard A. (2015). À propos du livre « Management de l'innovation et globalisation » de Sihem Ben Mahmoud-Jouini, Florence Charue-Duboc et Christophe Midler, *Management International*, 19 (4), p.234-236, (HCERES A, CNRS 3)

### Book

*Marketing Management*, Kotler P., Keller K., Manceau D. en collaboration avec Hemonnet-Goujot A., Editions Pearson, 2012 and 2015

### Book chapter

Hemonnet-Goujot A. & Manceau D. (2016), « Branding: At the heart of the relationship between product marketing and design» in « Multi-Channel Marketing, Branding and Retail Design: New Challenges and Opportunities », coordonné par Charles McIntyre, TC Melewar & Charles Dennis, p.3-30, Editions Emerald.

### Refereed proceedings conference papers (peer-reviewed)

Glaser A., Rieu-Plichon C., Hemonnet-Goujot A., Fabbri J. (2016), "Materiality of spatial strategies and spatial tactics: the shopfloor as a hybrid space", Organizations, Artifacts and Practices (OAP) workshop, Lisbon, Portugal, June.

- 
- Salgado S. & Hemonnet-Goujot A. (2016), « Mieux comprendre l'expérience de co-création dans la phase d'idéation », 32ème Congrès de l'Association Française du Marketing, Lyon, France, May.
- Glaser A., Rieu-Plichon C., Hemonnet-Goujot A., Fabbri J. (2015), "Exploring the conflicted spatial strategies of hybrid spaces", APROS/EGOS Conference, Sydney, Australia, December.
- Hemonnet-Goujot A., Fabbri J., Manceau D. (2015), « Crowdsourcing vs DesignThinking. Apports et limites de deux démarches d'innovation externes dans la phase d'idéation », 6eme Rencontre du Groupe Thématique « Innovation » de l'AIMS, Strasbourg, France, September.
- Hemonnet-Goujot A., Manceau D. (2014), "The Interplay Between Brands and Design Agencies in the NPD Process: What Drives Product Innovativeness?", 2nd International Colloquium on Design, Branding and Marketing, Nottingham Trent University, United-Kingdom, December.
- Hemonnet-Goujot A., Manceau D. (2014), "The Influence of Interactions between Brands and Design Agencies' Characteristics on Product Innovativeness", 43rd European Marketing Association Conference (EMAC), Valencia, Spain, June.
- Hemonnet-Goujot A., Fabbri J., Manceau D. (2013), "A comparative study of two open innovation methods: Co-creation vs design thinking", 29th EGOS Colloquium, Montréal, Canada, July.
- Hemonnet-Goujot A., Manceau D. (2013), "How The Characteristics of Brands and Design Agencies Interact to Generate Product Innovativeness", 20th International Product Development Management Conference (IPDMC), Paris, France, June.
- Fabbri J., Hemonnet-Goujot A., Manceau D. (2013), "Design Thinking vs Co-Creation Innovation Methods: A Comparative Study based on an Edutainment Innovative Project", 20th International Product Development Management Conference (IPDMC), Paris, France, June.
- Hemonnet-Goujot A., Fabbri J., Manceau D. (2013), " Design Thinking vs Co-Creation Innovation Methods: A Comparative Study in the New Service Development Process ", 42nd European Marketing Association Conference (EMAC), Istanbul, Turkey, June. **Nominated for the Best Paper Award based on a Doctoral Dissertation.**
- Hemonnet-Goujot A., Fabbri J., Manceau D. (2013), "Design Thinking vs Co-Creation: a Comparative Study of Two Innovation Methods", 29e Congrès de l'Association Française du Marketing (AFM), La Rochelle, France, May.
- Hemonnet-Goujot A., Manceau D. (2012). "How Marketing Departments and External Design Agencies Collaborate in the NPD Process: A Dyadic Approach". 19th International Product Development Management Conference (IPDMC), Manchester, United-Kingdom, June.
- Hemonnet-Goujot A., Manceau D. (2012). "Determinants of Performance in the Collaboration between Marketing Departments and External Design Agencies during the NPD Process". 41st European Marketing Association Conference (EMAC), Lisboa, Portugal, May.
- Hemonnet-Goujot A., Manceau D. (2012). "Performance Factors in the collaboration between Marketing and External Design Agencies in the NPD process: an Exploratory Approach". 28e Congrès de l'Association Française du Marketing (AFM), Brest, France, May.
- Hemonnet-Goujot A., Manceau D. (2011). "Performance Factors in the Collaboration between Design Agencies and Their Clients' Marketing Departments: A Marketing Point of View". 18th International Product Development Management Conference (IPDMC), Delft, Netherlands, June.
-

---

## SCIENTIFIC ACTIVITIES

---

### Participation in academic research associations:

- Association Française du Marketing
- European Marketing Association
- I7 Institute for Innovation and Competitiveness

### Reviewing

- Journal of Product Innovation Management (HCERES A, CNRS 1)
- Management International (HCERES A, CNRS 3)
- European Management Journal (HCERES B, CNRS 3)
  
- European Academy of Design Conference
- Academy of Marketing Science - World Marketing Congress

### Fundraising

- PACALABS project member, CERGAM laboratory, Aix-Marseille University  
Research project financed by French PACA region to optimize use and design of intelligence software programmes.

---

## ACADEMIC ACTIVITIES

---

### Academic Position

2015-today: Director MSc International Business

### Courses given currently at Aix Marseille GSM - IAE

- Innovation Marketing (MGIM, MBM) – *English/French*
- Design Driven Innovation (MGIM) - *English*
- Principles of Marketing (Msc General Management) - *English*
- International Marketing (Msc International Business) - *English*
- International Communication (Msc Communication) - *English*

### CURSUS (prior to joining Aix Marseille GSM - IAE)

---

- 2003 -2005: JOHNSON&JOHNSON, Evian Affinity, Junior Brand Manager, Global Skincare Innovation.
- 2005-2007: LVMH, Guerlain, Product Manager Global Travel Retail and Fragrance Promotion
- 2007-2010: LVMH, Guerlain, Brand Manager Global Skincare Innovation and Fragrance Promotion
- 2010-2014: ESCP Europe, Marketing Researcher and Lecturer, Ph.D. Candidate
- 2014-2015: AIX-MARSEILLE UNIVERSITY, Faculty of Economics and Business, Research and Teaching Assistant (ATER),