

CURRICULUM VITAE

HEMONNET-GOUJOT Aurélie

Full Professor

Aix Marseille Université, IAE, CERGAM

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



BIBLIOGRAPHY

Aurélie Hemonnet is Full Professor at Aix-Marseille University, member of the board of the CERGAM research lab, and Academic Director of the Executive MBA at IAE-Aix-Marseille Graduate School of Management. She holds a Ph.D. from Paris 1 Panthéon-Sorbonne and ESCP and attended the ITP (International Teachers Program) at INSEAD. Before starting an academic career, she previously worked as innovation marketing manager with Johnson&Johnson and LVMH (Guerlain).

Her research interests include Marketing and Innovation practices with a specific focus on sustainability and design. She is the author of various publications (*Journal of Product Innovation Management*, *Industrial Marketing Management*, *Journal of Business Research*, *Creativity and Innovation Management*, *Strategic Change*, *Décisions Marketing*) and the co-author of the French edition of *Marketing Management* from P. Kotler. She was awarded with the Academic Management Research Prize Syntec-FNEGE in 2020.

EDUCATION

- | | |
|-------------|--|
| 2022 | Agrégation du Supérieur en Sciences de Gestion |
| 2021 | HDR (Habilitation à Diriger des Recherches), University Grenoble Alpes
Thesis Subject: "Innovating through design: evolution of marketing practices and the role of the brand"
(Supervisor: Pr. Pierre Valette-Florence). |
| 2021 | I.T.P. (International Teachers Program), INSEAD |
| 2014 | Ph.D. in Marketing, University of Paris 1 Panthéon-Sorbonne – ESCP
Thesis Subject: "Collaboration between marketing and design agencies: what impact on the new product development process?" (Supervisor: Pr. Delphine Manceau).
Finalist for the 2015 Sphinx thesis award |
| 2003 | ESCP, Master in Management (Grande Ecole Programme) |

PUBLICATIONS

Peer-reviewed journal articles

1. Richit S. & Hemonnet-Goujot A. (2026). Conservatives, progressives and transformers: The influence of marketers' biases on sustainable innovation. *Creativity and Innovation Management* (FNEGE 3, AJG 2).
2. Hemonnet-Goujot A. & Pecot F. (2025). The Ship of Theseus: How do Practitioners Navigate between Brand Longevity and Brand Modernity? *Décisions Marketing*, 118 (2), p.149-171 (FNEGE 3).
3. Ravat L., Hemonnet-Goujot A. & Hollet-Haudebert S. (2024). Exploring How to Develop Data-Driven Innovation Capability of Marketing Within B2B Firms: Toward A Capability Model and Process-Oriented Approach, *Industrial Marketing Management*, 118, p.110-125 (FNEGE 2, AJG 3).
4. Moumade S., Hemonnet-Goujot A. & Valette-Florence P. (2024). Brand Activism: The Roles of Brand Legitimacy

and Psychological Distance in the Consumer–Brand Relationship, *Décisions Marketing*, 111 (3), (FNEGE 3).

5. Vellera C., Jouny-Rivier E. & Hemonnet-Goujot A. (2023). Crowdsourcing Innovation Challenges: How Participants React When Their Ideas Are Rejected, *Creativity and Innovation Management*, 32 (1), p.158-173 (FNEGE 3, AJG 2).
6. Hemonnet-Goujot A., Ivens B. & Pardo C. (2022). Network creativity: A conceptual lens for inter- and intra-organisational creative processes, *Industrial Marketing Management*, 102, p. 503-513 (FNEGE 2, AJG 3).
7. Hemonnet-Goujot A. & Valette-Florence P. (2022). All you need is Love. From Product Design Value Perception to Luxury Brand Love, *Journal of Business Research*, 139, p. 1463-1475 (FNEGE 2, AJG 3).
8. Hemonnet-Goujot A., Kessous A. & Magnoni F. (2022). The Effect of Sustainable Product Innovation on the Consumer–Luxury Brand Relationship: The Role of Past Identity Salience, *Journal of Business Research*, 139, p. 1513-1524 (FNEGE 2, AJG 3).
9. Hemonnet-Goujot A., Abecassis-Moedas C. & Manceau D. (2020). When External Design and Marketing Collaborate to Develop New Products: a Typology of Patterns, *Creativity and Innovation Management*, 29, S1, p.51-62 (FNEGE 3, AJG 2).
10. Salgado S., Hemonnet-Goujot A. & Henard D. (2020). The Dynamics of Innovation Contest Experience: An Integrated Framework from the Customer's Perspective, *Journal of Business Research*, 117, p.29-43 (FNEGE 2, AJG 3).
11. Lages F., Ricard A., Hemonnet-Goujot, A. & Guérin AM. (2020). Frameworks for Innovation, Collaboration and Change: Value Creation Wheel, Design Thinking, Creative Problem Solving, and Lean, *Strategic Change*, 29 (2), p.195-213 (FNEGE 4, AJG 2).
12. Hemonnet-Goujot A., Manceau D. & Abecassis-Moedas C. (2019). Drivers and Pathways for NPD Success in the Marketing - External Design Relationship, *Journal of Product Innovation Management*, 36 (2), p.196-223 (FNEGE 1, AJG 4). **Winner of the 11th Academic Management Research Prize Syntec-FNEGE.**
13. 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 (FNEGE 3).
14. 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 (FNEGE 2, AJG 3).

Books

Kotler P., Keller K., Chernev A., Hemonnet A., Pez V. & Manceau D. (2025), *Marketing Management 17^e*, Pearson, Paris : France.

Hamdi-Kidar L., Hemonnet A., Le Nagard E., Manceau D., Morin-Delerm S. (2022). *Le Marketing de l'Innovation*, Dunod, Paris : France. *Labelled as "collective research book" by FNEGE.*

Kotler P., Keller K., Manceau D. & Hemonnet A. (2019), *Marketing Management 16^e*, Pearson, Paris : France.

Kotler P., Keller K., Manceau D. with the collaboration of Hemonnet-Goujot A. (2015), *Marketing Management 15th*, Pearson, Paris : France.

Book chapters

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 », coordinated by Charles McIntyre, TC Melewar & Charles Dennis, p.3-30, Editions Emerald.

Professional articles

Jouny-Rivier E., Vellera C., Hemonnet-Goujot A., "Concursos de 'crowdsourcing': ¿cómo decir que no a una idea sin destruir la relación con los participantes?", *Marketing News*, May 22nd 2024.

Jouny-Rivier E., Vellera C., Hemonnet-Goujot A., "Crowdsourcing : dire non sans tuer la relation avec les participants", *The Conversation*, 2024.

Hemonnet-Goujot A., Kessous A. & Magnoni F., "The Effect of Sustainable Product Innovation on the Consumer–Luxury Brand Relationship: The Role of Past Identity Salience", IAE Aix research video collection, 2023.

Hemonnet-Goujot A., « Pourquoi les géants du e-commerce ont-ils encore besoin de marketing ? », *Le Monde des Grandes Ecoles*, July 5th 2021.

Hemonnet-Goujot A., Manceau D., Abecassis-Moedas C. & Huet J.M., « Comment réussir la collaboration entre marketing et design », *Harvard Business Review France*, February 2nd 2021.

Hemonnet-Goujot A., Manceau D., & Abecassis-Moedas C., « Innovation : Les facteurs clés de succès dans la relation marketing-design externe », Syntec Webinaire, October 12th 2020.

Hemonnet-Goujot A., Manceau D., & Abecassis-Moedas C., "Drivers and Pathways for NPD Success in the Marketing External Design Relationship", FNEGE Medias, 2020

Hemonnet-Goujot A., Fabbri J. & Manceau D., « Crowdsourcing ou design thinking : quelle démarche choisir dans la phase d'idéation ? », *Harvard Business Review France*, July 31st 2019.

Hemonnet-Goujot A., Manceau D. & Abecassis-Moedas C., « Externaliser le design : les facteurs clés de succès dans le parfum et les cosmétiques », *The Conversation*, July 1st 2019.

Published Business Cases

Meysselmani Sayma, Magnoni F., Hemonnet-Goujot A. (2024). "Guerlain : Quelles stratégies de marque et de développement produit face au développement durable ?", CCMP, Paris.

Hemonnet-Goujot A., Magnoni F. (2018). "Innovation at Guerlain: how to reconcile luxury brand and sustainable development?", CCMP, Paris.

Conference Proceedings (peer-reviewed)

1. Hemonnet-Goujot A., Magnoni F., Khamitov M. (2026), "When Luxury Brands Meet Sustainable Innovation: Examining the "Moderate Incongruence Effect"", AMA Winter Academic Conference, Madrid, Spain, February.

2. Qazi H., Hemonnet-Goujot A., Magnoni F. (2025), ""Ecological Backlash": Uncovering the Antecedents of Consumer's Discontinuous Sustainable Behavior", 26th AMS World Academic Congress, Dijon, France, July.

3. Phulpoto A., Hamdi-Kidar L., Hemonnet-Goujot A. (2025), "Green Innovation Adoption: Examining the Role of Lead, Innovative and Average Users", 32nd International Product Development Management Conference (IPDMC), Porto, Portugal, June.

4. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2025), "Oh Look, Another Woke Brand: Brand Legitimacy's Impact on the Consumer-Brand Relationship in Brand Activism Campaigns", 50th EMAC, Madrid, Spain, May.

5. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2025), "Brand Activism: Tri-dimensional Brand Legitimacy's Impact on the Consumer-Brand Relationship", 41^e Congrès International de l'Association Française du Marketing (AFM), Lille, France, May.

6. Richit S., Hemonnet-Goujot A. (2025), "Unveiling Decision Biases Shaping Sustainable Innovation: A Typology of Marketing Managers", 50th EMAC, Madrid, Spain, May.

7. Richit S., Hemonnet-Goujot A. (2025), "Conservateurs, progressistes, transformateurs : l'influence des biais décisionnels des marketeurs sur l'innovation durable", 41^e Congrès International de l'Association Française du Marketing (AFM), Lille, France, May.

8. Abecassis-Moedas C., Hemonnet-Goujot A. (2024), "From Design Capabilities to Design Ambidexterity: A Research Agenda", 31st International Product Development Management Conference (IPDMC), Dublin, Ireland, June.

-
9. Richit S., Hemonnet-Goujot A. (2024), "The Influence of Decision Biases in Sustainable Innovation Marketing Practices", 31st International Product Development Management Conference (IPDMC), Dublin, Ireland, June.
 10. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2023), "Speaking up in Brand Activism: The Impact of Perceived Brand Legitimacy on Consumer Behavior", 24th AMS World Academic Congress, Canterbury, United Kingdom, July.
 11. Ravat L., Hemonnet-Goujot A., Hollet-Haudebert S. (2023), "Data-Driven Innovation Capability of Marketing for B2B Firms: Definition and Construction Process", 18th ACIEK, Madrid, Spain, June.
 12. Hemonnet-Goujot A., Pecot F. (2023), "The Ship of Theseus: How do Practitioners Navigate between Brand Longevity and Brand Modernity?", 39^e Congrès International de l'Association Française du Marketing (AFM), Vannes, France, May.
 13. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2023), "Deconstructing "Wokewashing": The Role of Brand Legitimacy and Temporal Distance in Brand Activism", 39^e Congrès International de l'Association Française du Marketing (AFM), Vannes, France, May.
 14. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2023), "It's Time to Speak Up! The Influence of Perceived Legitimacy in Activist Brands on Consumer Behavior", AMA Winter Academic Conference, Nashville (online), USA, February.
 15. Ravat L., Hemonnet-Goujot A., Hollet-Haudebert S. (2023), "Data-driven innovation capability of marketing: An exploratory study of its components and underlying processes", Industrial Marketing Management Conference, Bamberg, Germany, January.
 16. Abecassis-Moedas C., Hemonnet-Goujot A. (2022), "Distinguishing Design Paradigms in Innovation Management", JPIM Research Forum, PDMA, online, January.
 17. Abecassis-Moedas C., Hemonnet-Goujot A. (2021), "Distinguishing Design Paradigms in Innovation Management", 30^e Conférence de l'Association Internationale de Management Stratégique (AIMS), online, June.
 18. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2021), "Cognitive or Affective? A Dual Perspective of Consumer-Brand Relationship in Brand Activism", 50th European Marketing Association Conference (EMAC), Madrid (online), May.
 19. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2021), "The Era of "Woke-Washing": How do Consumers perceive Brand Activism", 37^e Congrès International de l'Association Française du Marketing (AFM), Angers (online) France, May.
 20. Hemonnet-Goujot A., Ivens B., Pardo C. (2021), "Network Creativity: A Conceptual Lens for Inter- and Intra-Organization Creative Processes", 4th Industrial Marketing Management Summit, Online, January.
 21. Hemonnet-Goujot A. & Valette-Florence P. (2020), "All you need is love. The Interplay between Product Design and Luxury Brand Love: An Integrative Perspective", 4th Monaco Symposium on Luxury, Monaco, April.
 22. Hemonnet-Goujot A., Kessous A. & Magnoni F. (2020), "Is less more? The effect of substitution product innovations on consumer-luxury brands relationships", 4th Monaco Symposium on Luxury, Monaco, April.
 23. Hemonnet-Goujot A. & Manceau D. & Valette-Florence P. (2019), "Conceptualizing Brand Innovation Capital as an Antecedent of Product Innovativeness", La Londe Conference, La Londe, France, June.
 24. Hemonnet-Goujot A. & Magnoni F. (2019), "L'innovation produit durable : quel impact sur la performance marketing?", 35^e Congrès International de l'Association Française du Marketing (AFM), Le Havre, France, May.
 25. Hemonnet-Goujot A., Manceau D. & Valette-Florence P. (2019), "La marque et le design, comme vecteurs d'innovation : le rôle du capital innovation de la marque", 35^e Congrès International de l'Association Française du Marketing (AFM), Le Havre, France, May.
 26. Lages L.F., Ricard A., Hemonnet-Goujot A., Guerin A.M. (2019), "Frameworks for Innovation and Value Creation in Formal Partnerships: Value Creation Wheel versus Design Thinking, Creative Problem Solving, and Lean", Global Conference on Creating Value, New York, USA, May.
 27. Hemonnet-Goujot A. & Magnoni F. (2019), "L'impact de l'innovation produit durable sur la performance marketing : proposition d'un modèle conceptuel", 16^e Congrès de l'ADERSE, Aix-en-Provence, France, March.
 28. Hemonnet-Goujot A. & Valette-Florence P. (2018), "The influence of design on luxury brand love", Global

Marketing Conference (GMC), Tokyo, Japan, July.

29. Hemonnet-Goujot A. & Valette-Florence P. (2018), "Enhancing luxury brand value through design", 21st Academy of Marketing Science (AMS), Porto, Portugal, June.

30. Hemonnet-Goujot A., Manceau D. & Valette-Florence P. (2018), "Investigating The Interplay Between Brands and External Design on Product Innovativeness: The Role of Brand Innovation Capital", 47th European Marketing Association Conference (EMAC), Glasgow, United-Kingdom, May.

31. Salgado S. & Hemonnet-Goujot A. (2017), "Co-creation experience for innovation: the critical role of perceived challenge", 24th International Product Development Management Conference (IPDMC), Reykjavik, Island, June.

32. 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.

33. Salgado S. & Hemonnet-Goujot A. (2016), "Mieux comprendre l'expérience de co-création dans la phase d'idéation", 32^e Congrès International de l'Association Française du Marketing (AFM), Lyon, France, May.

34. 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.

35. Hemonnet-Goujot A., Fabbri J., Manceau D. (2015), "Crowdsourcing vs Design Thinking. Apports et limites de deux démarches d'innovation externes dans la phase d'idéation", 6^e Rencontre du Groupe Thématique «Innovation» de l'AIMS, Strasbourg, France, September.

36. 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.

37. 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.

38. 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.

39. 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.

40. 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.

41. 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.**

42. Hemonnet-Goujot A., Fabbri J., Manceau D. (2013), "Design Thinking vs Co-Creation: a Comparative Study of Two Innovation Methods", 29^e Congrès International de l'Association Française du Marketing (AFM), La Rochelle, France, May.

43. 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.

44. 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.

45. Hemonnet-Goujot A., Manceau D. (2012). "Performance Factors in the collaboration between Marketing and External Design Agencies in the NPD process: an Exploratory Approach", 28^e Congrès International de l'Association Française du Marketing (AFM), Brest, France, May.

46. 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.

Conferences (Invited guest)

Hemonnet-Goujot, A. (2025), "AI, human-machine interface and major societal transformations", IAE, Aix-en-Provence, France, July.

Hemonnet-Goujot, A. (2024), "Presentation of the book *Marketing de l'Innovation*", ESSCA, Aix-en-Provence, France, March.

Hemonnet-Goujot, A. (2022), « Round table: Crossed views on ergonomic approaches to creativity and innovation», Inciam, Aix-en-Provence, France, October.

Hemonnet-Goujot, A. (2021), "My journey to publish in a rank A Journal", Research Seminar, Centre de Recherche en Gestion (CRG), Polytechnique, Paris, France, March.

Hemonnet-Goujot, Aurélie (2017), "Quand le marketing recourt au design thinking : Un gage de succès pour l'innovation?", Matinée interdisciplinarité de l'Association Française du Marketing (AFM), Paris, France, March.

SCIENTIFIC ACTIVITIES

Participation in research laboratory

- **CERGAM Research laboratory**
- 2022- today: Member of the board
- 2021-today: Director of the marketing axis
- 2017-2021: Deputy of the marketing axis
 - INCIAM, Institut Créativité et Innovations Aix-Marseille, member

Affiliation in Academic Research Associations

- **Association Française du Marketing (afm)**
- 2023-today: VP "Foresight"
- 2022-today: Member of the board
- 2020-2023: In charge of "Les Rencontres" annual event
 - European Marketing Association (EMAC)
 - American Marketing Association (AMA)

Journals Reading Committee

- 2024 – today: Recherche et Applications en Marketing (HCERES A, FNEGE 2, AJG 1)
- 2023 – today: Décisions Marketing (HCERES B, FNEGE 3)

Journals Ad hoc reviewer

- 2025-today: Revue Française de Gestion (HCERES A, FNEGE 2)
- 2024-today: Creativity and Innovation Management (HCERES B, FNEGE 3, AJG 2)
- 2023-today: Journal of Innovation Economics and Management (HCERES B, FNEGE 3, AJG1)
- 2023-today: Journal of Business Research (HCERES A, FNEGE 2, AJG 3)
- 2023-today: Industrial Management Journal (HCERES A, FNEGE 2, AJG, 3)
- 2023-today: International Journal of Management Review (HCERES A, FNEGE 2, AJG 3)
- 2022-today: Management & Avenir (HCERES B, FNEGE 3)
- 2021-today: Recherche et Applications en Marketing (HCERES A, FNEGE 2, AJG 1)
- 2019-today: Journal of Marketing Management (HCERES B, FNEGE 3, AJG 2)
- 2017-today: Décisions Marketing (HCERES B, FNEGE 3)

-
- 2016-today: Management International (HCERES A, FNEGE 2)
 - 2015-today: European Management Journal (HCERES B, FNEGE 3, AJG 2)

Conferences Ad hoc reviewer

- European Marketing Association (EMAC)
- AFM Conference
- Academy of Marketing Science
- Monaco Symposium on Luxury
- R&D Management Conference
- International Marketing Trends
- Aderse Conference

Organization of Academic Conferences

- 2025: La Londe Conference, Consumer Behavior and Marketing Communications, 50th edition, Porquerolles Island, June 3- June 6, 2025
- 2024: afm Rencontres « Marketing and Innovation (s) », ESSCA, Boulogne, France
- 2023: afm Rencontres « When marketing faces societal stakes », IESEG School of Management, Paris, France
- 2021: afm Rencontres « IA & marketing », Neoma Business School, Paris, France
- 2020: Online workshop « Design & Brand Heritage », Université de York, Royaume-Uni, avec Pr. Fabien Pecot.
- 2019, 2020: R&D Management Conference (Polytechnique, Paris ; University of Strathclyde, Glasgow)
Track co-chair of the SIG "Marketing and Innovation" together with Prof. Emmanuelle Le Nagard
- 2018, 2017: Member of the scientific board of the Abbé Grégoire Innovation Day (CNAM, Paris)
Track co-chair of the SIG "New Horizons of User Co-Creation" and "Dynamics and Impacts of Innovation" together with Prof. Emmanuelle Le Nagard
- April 2012-2013: I7, Institute for Innovation and Competitiveness (ESCP Europe, Paris)
Design and organization of the doctoral colloquium on innovation

Member of Scientific Committees

- 2025-today: Syntec Conseil – FNEGE, Member of the jury of the best article in Management
- 2023-today: HCERES, scientific expert
- 2023-today: FNEGE, Member of the jury of interdisciplinary PhD dissertation in management
- 2022-today: Monaco Symposium on Luxury
- 2022-today: Colloque Marketing Digital
- 2021: Revue Management des Technologies Organisationnelles
- 2021: Management of organizational technologies conference, University of Nimes
- 2019: ADERSE Conference, "Ethics, Governance and CSR"

Supervised PhD Students

1. Ludivine Ravat (2024), "Marketing Data-Driven Innovation Capacity: Conceptualisation and Consequences on Consumer Value Proposition" (co-direction with Pr. Sandrine Hollet-Haudebert), Assistant Professor, International University of Monaco.
2. Samia Moumade (2024), "The influence of brand activism on consumer-brand relationships" (co-direction avec le Pr. Pierre Valette-Florence), Assistant Professor IUT Lyon.

PhD Supervision

1. Sophie Richit (doctoral contract, CERGAM, 3rd year), Subject: "The influence of decision biases in marketing practices: the case of sustainable innovation", **Promotion CEFAG 2025**.

-
2. Amanullah Phulpoto (doctoral contract, CERGAM, 2nd year), Subject: "Green Innovations: The Role of Lead-Users in Creation, Adoption, and Influence" (co-direction with Pr. Linda Hamdi-Kidar).
 3. Hiba Qazi (doctoral contract, CERGAM, 2nd year), Subject: "Discontinuous Sustainable Behavior: Antecedents, Consequences, and Cross-Cultural Perspective" (co-direction with Pr. Fanny Magnoni).

PhD Dissertation Committee

- 2025: Main Reviewer of Julie Jammes' PhD Dissertation under the supervision of Pr. N'Goala and Pr. Folcher
- 2024: Main Reviewer of Lam Luong's PhD Dissertation under the supervision of Pr. Michel and Pr. Zeitoun
Main Reviewer of Faheem Ahmed's PhD Dissertation under the supervision of Pr. Valette-Florence
- 2023: Reviewer of Oxana Lahbib's PhD Dissertation under the supervision of Pr. Kessous and Pr. Valette-Florence
- 2022: Reviewer of Thérèse Fournaise's PhD Dissertation under the supervision of Pr. Kessous and Pr. Valette-Florence
- 2021: Reviewer of Manon Favier's PhD Dissertation under the supervision of Pr. Pantin-Sohier and Pr. Celhay
- 2020: Reviewer of Pauline Tesio's PhD Dissertation under the supervision of Pr. Kessous
Reviewer of Loan Pham's PhD Dissertation under the supervision of Pr. Valette-Florence
- 2019: Reviewer of Julien Couder's PhD Dissertation under the supervision of Pr. Valette-Florence
Reviewer of Asim Shabir's PhD Dissertation under the supervision of Pr. Cova.

HDR Dissertation Committee

- 2025: Main Reviewer of Meriem Agrebi's HDR Dissertation under the supervision of Pr. Merunka
Main Reviewer of Anastasia Stathopoulou's HDR Dissertation under the supervision of Pr. Valette-Florence
- 2024: Main Reviewer of Bénédicte Bourcier's HDR Dissertation under the supervision of Pr. Valette-Florence
Main Reviewer of Zied Mani's HDR Dissertation under the supervision of Pr. Beji-Becheur

Fundraising

- 2020: Research funding, 2500£ York University, United Kingdom, with Pr Fabien Pecot
- 2018: AMIDEX project leader, IAE Aix, Aix-Marseille University
Project financed by IDEX and Aix Marseille University to favor international exposure of teachers and students.
Design of a partnership with Indiana University, Kelley School of Business
Leveraged funds: 100K€
- 2015: 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 Positions

▪ IAE

- 2020-today: Academic Director of Executive MBA
- 2018-2022: Member of the Board of IAE, Aix-Marseille University
- 2015-2020: Co-director MSc International Business

▪ Aix-Marseille University

- 2024-today: Member of the board of Doctoral School of Management and Economics, Aix-Marseille University
- 2023-today: France 2030, National Scientific Responsible of ICCARE Prematuration-Maturation project (5M€) led by Aix-Marseille University
- 2021-2022: Member of the project PIA4 Cisam+, group « Design / Design Thinking », Aix-Marseille University

Courses given at Aix Marseille Graduate School of Management – IAE

- Sustainable Innovation Marketing (Executive MBA) – *English*
- Marketing and Innovation (Research Master) – *English*
- Case Study Methodology (Research Master) - *English*

-
- Innovation Marketing (Msc Marketing and Brand Management) – *French and English*
 - Brand and Design (Msc Marketing and Brand Management) – *French*
 - Principles of Marketing (Msc General Management) – *English, engineer students*
 - International Marketing (Msc International Business) – *English*
 - Marketing & Big Data (Msc Management General) – *English*
 - International Strategic Marketing (Executive MBA) – *English*
 - Market studies (Executive Programme) - *French*

International teaching & research missions

- 2023: Visiting researcher, Catolica School of Business and Economics, Lisbon, Portugal
- 2022, 2024: Visiting lecturer and researcher in Innovation Marketing, TBS Barcelona, Barcelona, Spain

CURSUS (prior to joining Aix-Marseille University, 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
- 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)