

Anne-Gaëlle JOLIVOT

Associate Professor

Conservatoire National des Arts et Métiers

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Education

Ph.D. in Business Administration, Marketing, 2001

University Aix-Marseille III (IAE).

Master's degree in Business Administration

(major marketing – minor HRM), 1995

University Aix-Marseille III (IAE).

Research Interests

Consumer behavior (consideration set), global branding, international studies.

Member of the LIRSA.

Current position

Associate Professor (2005–present)

Conservatoire National des Arts et Métiers (CNAM), Paris, France.

Academic Director of Master in International Business and Corporate Development.

Other positions

Assistant Professor of Marketing (2002–2005),

HEC Montréal, Canada.

Graduate Research and Teaching Assistant (Full time)

University Lyon I (IUT), France (1999–2000);

University de Nantes (I.U.T), France (1998–1999).

Part-time lecturer

ESA (Ecole Supérieure des Affaires) Beyrouth, Lebanon (2010–present);

Taiyuan University and Zhengzhou University, China (2012) ;

University Aix-Marseille II, France (2009–present);

IAE Bordeaux (2009–present);

ESCP EUROPE, France (2007–2011);

ENSCP – Ecole Nationale Supérieure de Chimie de Paris (2006–present);

IAE Gustave Eiffel (University Paris XII) (2006–present);

Grenoble Ecole de Management, France (2002);

Euromed (ESC) Marseille, France (2002);

University Aix-Marseille III (IAE), France (2002);

University Aix-Marseille II (IUT), France (1997–1998);

École Supérieure des Dirigeants d'Entreprises, France (1996–1998);

Marseille-Provence Chamber of Commerce, France (1996–1998).

Publications

Book:

Jolivot A.-G. (2013, to be released in September), Marketing international, Dunod, 2nd ed.

Jolivot A.-G. (2008), Marketing international, Dunod, 1st ed.

Peer-Reviewed Academic Communications:

- Jolivot A.-G. (2008), "Du marketing communautaire au marketing multiculturel", Cycle Marketing - nouvelles approches de la segmentation organisé par l'ANVIE, Paris, France, 20 novembre.
- Hamzaoui L. et Jolivot A.-G. (2005), "The Effects of Country of Design, Country of Manufacture and Brand Image on Consumer Perceptions of Product Quality", European Marketing Academy Conference, Milan, Italie, 24-27 mai.
- Ambroise L., Ferrandi J.-M., Jolivot A.-G., Merunka D., Valette-Florence P. et Zine-Danguir S. (2004), "Modeling and Measuring Brand Personality: A Cross-Cultural Application", Cross Cultural Research Conference, 9, Half Moon Bay, Rose Hall, Jamaica, December 11-14.
- Jolivot A.-G. et Maisonnas S. (2004), "Ensemble de considération hiérarchisé et éléments de service: application au secteur de la restauration rapide", Congrès de l'Association francophone pour le savoir - ACFAS, 72, Montréal, UQAM, Canada, 10-20 mai.
- Maisonnas S. et Jolivot A.-G. (2004), "Application de l'échelle SERVQUAL aux relations interentreprises : mesure de la qualité des services au sein d'un canal de distribution du secteur des assurances", Congrès de l'Association francophone pour le savoir - ACFAS, 72, Montréal, UQAM, Canada, 10-20 mai.
- Jolivot A.-G. et Chandon J.-L. (2002), "Contribution à l'étude de la taille de l'ensemble de considération : une application aux enseignes de restauration", Congrès sur les Tendances du marketing en Europe, 2, Paris, ESCP EUROPE, 25-26 janvier.
- Jolivot A.-G. (1998), "Trente années de recherche sur l'ensemble de considération : un état de l'art", Actes de l'Association Française du Marketing, 14, Bordeaux, 561-593.

Working Papers:

- Jolivot A.-G. (2001), "Contribution à l'étude de la taille de l'ensemble de considération : une application aux enseignes de restauration", cahier de recherche n°622, CEROG, IAE d'Aix-en-Provence, décembre.
- Jolivot A.-G. (1998), "Trente années de recherche sur l'ensemble de considération : un état de l'art", cahier de recherche n°525, CEROG, IAE d'Aix-en-Provence, juin.
- Jolivot A.-G. (1997), "Thirty Years of Research on Consideration Set: A State of the Art", cahier de recherche n°502, CEROG, IAE d'Aix-en-Provence, décembre.

Other:

"Oubliez Nike, pensez Presto", La Presse, lundi 29 juillet 2002, p. B7.

Grants and Honors 2005 New projet Grant, Programme “Initiative Post-Doc”, 3 500€.
2004 New Project Grant, HEC Montréal (4500 CAD)
2003 New Project Grant, HEC Montréal (10 000 CAD)
1995 Master degree Grant, IAE Aix-en-Provence (23 000 FF)

Service

Ad-hoc reviewer:

International Journal of Arts Management.
East-West Journal of Economics and Business.
Gestion.
Administrative Sciences Association of Canada Conference (ASAC).
Association Française du Marketing (AFM).

Committees:

Master in Management, Cnam.
Master of Science Program in Marketing, HEC Montréal.
International Association of Arts & Cultural Management (AIMAC),
Organizing committee member, 2005 conference.

**Teaching
experience**

Management of the firm:

Taiyuan University and Zhengzhou University, course taught in English in China.

International Development Strategy:

CNAM, master course, course taught in English in France.
CNAM, master course, Adult Professional Training.

International marketing:

CNAM, undergraduate course, Adult Professional Training.
ESA (Ecole Supérieure des Affaires) Beyrouth, Lebanon, master course,
Adult Professional Training.
CNAM, master course, Adult Professional Training.
IAE Gustave Eiffel – Paris XII, Master course.
IAE Bordeaux, Master course.
Université Aix-Marseille II, Undergraduate course.
HEC Montréal, Master research course, Canada.

Strategic management:

ESEC Barcelone (Groupe ESC Toulouse), Master course, Spain.

Fundamental Marketing:

ESCP EUROPE, master course, Adult Professional Training.
CNAM, master course, Adult Professional Training.
Marseille-Provence Chamber of Commerce, Business Start-up
Assistance Center, Adult Professional Training.
ESCP EUROPE, Undergraduate course, Grande Ecole.
ENSCP, Ph.D Course.
ENSCP, Undergraduate course, Grande Ecole.
HEC Montréal, Undergraduate course, Canada.
Grenoble Ecole de Management, Undergraduate course, Grande Ecole.
Euromed (ESC) Marseille, Undergraduate course, Grande Ecole.
University Nantes (I.U.T de Saint-Nazaire), Undergraduate course.
École Supérieure des Dirigeants d'Entreprises (Marseille),

Undergraduate course.

Marketing Research:

IAE Aix-en-Provence (Université Aix-Marseille III), Master course.

University Lyon I (IUT B Villeurbanne), Undergraduate course.

École Supérieure des Dirigeants d'Entreprises, Undergraduate course.

Territorial Marketing:

University Aix-Marseille II (IUT Gestion urbaine), Undergraduate course.

Language Skills

Fluent in English

Notions of German and Spanish