

BRANDS & VALUES CHAIR

Activity report 2012-2020



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About the Brands & Values Chair

Research chairs **bridge the gap between academic research and companies**. Thanks to corporate or institutional financing, researchers can explore and produce new knowledge with theoretical and managerial implications. To this end, the Brands & Values Chair works together with three types of partners: companies, academics and public authorities. It aims to constitute a forum of ideas, thoughts and proposals from different disciplines: strategy, marketing, human resources, finance and law, all **for a common purpose: that of understanding better the levers to brand management**.

Vision

The traditional analytical tools of brands - such as the brand identity, the brand equity or the brand territory are now showing some weaknesses in facing dematerialisation and brands' social engagement. Addressing these new challenges, the Brands & Values Chair intends to become **an international benchmark laboratory for multidisciplinary research on Brand**.

Mission

The mission of the Brands & Values Chair is to better understand these changes and the influence brands have on the different actors in society, through a transversal vision of the brand. **It thus has 3 aims:**

- Producing researches on brand management linked to managerial concerns
- Spreading knowledge under an accessible and operational form
- Creating and propagating a pedagogy of brand management

Research Axis

Marketing // The brand and the customer

Human resources // The brand and the employees

Finance // The brand and intangible capital

Legal // The brand and its protection

Activities

Developing and funding research in adequacy with **managerial preoccupations**

Diffusing research results in a format which **enterprises can make use of**

Developing **original formations in Brand Management**

The Chair's Researchers

Direction



Geraldine Michel

Professor, IAE Paris

Director of the Brands & Values Chair

Fields of expertise: Brand strategy and development, social psychology applied to marketing, brands and the Arts.

Scientific Committee



Fabienne Berger-Rémy

Associate Professor, IAE Paris

Fields of expertise: Brand identity, brand strategy and management, intangible capital.



Jean-Pierre Helfer

Honorary Professor, IAE Paris

Scientific counsellor of the Brands & Values Chair

Fields of expertise: Strategy and marketing.



Marie-Eve Laporte

Associate Professor, IAE Paris

Fields of expertise: Health marketing, food marketing and brand management.



Ouidade Sabri

Professor, IAE Paris

Fields of expertise: Data science, communication, digital marketing.



Valérie Zeitoun
Associate Professor, IAE Paris

Fields of expertise: Strategic marketing, consumer-brand relationship, innovation, qualitative methodologies.

23 Professors and researchers

Elisabeth Albertini, Associate professor, IAE Paris

Laure Ambroise, Professor, University Lyon 2

Andria Andriuzzi, Associate professor, University Jean Monnet (Saint-Etienne)

Stéphane Borraz, Associate professor, NEOMA Business School

Delphine Dion, Professor, ESSEC Business School

Clément Dubreuil, Associate professor, IPAG

Nathalie Fleck, Professor, Le Mans Université

Irene Gil-Saura, Professor, University of Valencia (Spain)

Tiphaine Gorlier, Associate professor, IPAG Business School

Cynthia Illouz, Associate professor, EDC Paris Business School

Margaret Josion-Portail, Associate professor, IAE Gustave Eiffel

Eric Julienne, Associate professor, University of Evry-Val-d'Essonne

Rania Kthiri, Associate professor, HEC Tunis (Tunisia)

Fanny Magnoni, Associate professor, IAE d'Aix en Provence

Michaela Merk, Associate professor, Sciences Po Paris

Claude Pécheux, Professor, University of Lille

Sophie Rieunier, Professor, IAE Gustave Eiffel, University of Paris Est Marne la Vallée

Béatrice Tachet, Doctor, IAE Paris

Saverio Tomasella, Doctor in psychoanalysis, psychoanalyst, writer, researcher, Founder of the Center for Studies and Research in Psychoanalysis.

Nathalie Veg-Sala, Associate professor, University of Paris Ouest Nanterre La Défense

Johanna Volpert, Doctor, IAE Paris

Elisabeth Walliser, Professor, University of Nice Sophia Antipolis, Director of the GRM research laboratory

15 PhD candidates

Feriel Benabdeslem, Ilham Benbahia, Camille Cornudet, Nawel Dehiri, Sylvain Delmas, Pascal Gremaud, Samuel Haddad, Nadr el Hana, Phuong Hoang, Ghizlane Kasmi, Christela Leroy, Yann Levy, Alexandre Nassar, Claire Spaletta, Anne Vaal

Defended Thesis

2019

Brand heritage supporting brand resurrection: temporal orientation, cognitive and affective routes

Johanna Volpert, supervisor Géraldine Michel

Pain in entertainment: domesticating violence through experience. A study in Rugby stadiums

Clément Dubreuil, supervisor Delphine Dion

Stakes of legitimacy between two market trends: conventional and plus size fashion

Béatrice Tachet, supervisor Delphine Dion

2018

Motivation and philanthropic practices within the luxury sector: managers' generativity

Cynthia Illhouz, supervisor Géraldine Michel

2017

How brands create proximity? Contribution of self-expansion and attachment theories

Tiphaine Gorlier, supervisor Géraldine Michel

Brand conversation enlightened by the face-work theory: the impact of brands' interaction strategy on web users' attitudes

Andria Andriuzzi, supervisor Géraldine Michel

Management of the symbolic inaccessibility of luxury: selection and education of consumers on the point of sale

Stéphane Borraz, supervisor Delphine Dion

2016

Brands' defence facing a crisis: rethinking the influence of attachment

Rania Khtiri, supervisor Géraldine Michel.

A new perspective on the consumer-brand relationship: the relational mechanics analysed through the prism of theatre

Valérie Zeitoun, supervisor Géraldine Michel

2014

Eating well: grandparents, grandchildren and transmission of alimentary practices

Margaret Josion-Portail, supervisor Géraldine. Michel

Consumers' perception of nutritional risk, a new lever to explain eating habits

Marie-Ève Laporte, supervisors Géraldine Michel and Sophie Rieunier

2013

The construction of brands: in-between the conception process and a translation phenomenon, how brands' identity is shaped by organisations?

Fabienne Berger-Rémy, supervisor Géraldine Michel

2012

Strengthening sales force – private brand relationships: a new management strategy for retailers?

Michaela Merk, supervisor Géraldine Michel

International Research Seminars

These research seminars aim to provide updates on knowledge on a particular brand-related topic and to cross both academic and corporate points of view. Each seminar hosts known international researchers and experts.

2020

Brands and Territories

Honorary guest:

Benoit Heilbrunn, Professor ESCP

The nested nature of brand identity: co-creation of brands among multiple stakeholders

Honorary guest:

Richard Gyrd-Jones, Professor at the Copenhagen Business School

2019

Made in France: what value for small and medium businesses?

Honorary guests:

Yves Jego, CEO and Founder of Label Origine France Garantie, **Fabienne Delahaye**, CEO and Founder of MIF Expo, **Agnès Beuchet**, CEO of Mako Moulages, **Thomas Huriez**, CEO and Founder of 1083

2018

Turn employees into brand ambassadors

Honorary guests:

Christoph Burmann, Professor at the University of Bremen, Germany, **Emmanuel Anjembe**, TBWA Corporate

The Social life of brands

Honorary guest:

Bernard Cova, Professor at the Kedge Business School

2017

Co-branding & partnerships, a matter of value(s), or when 1+1>2

Honorary guests:

Benoit Hubert, GfK, **Reine Willing**, Agence 19-03, **Hélène Bouvier-Liminana**, Carrefour. **Chloé Hautin**, Fauchon, **Arnaud Ribault**, DS, **Camille Alcover**, La French Team and Cultureveille

2016

Artists and Brands

Honorary guests:

Olivier Gabet, Musées des Arts Décoratifs de Paris **Ludovic Houplain**, Studio H5, **Dominique Wolton**, sociologist

2015

Fifty Shades of Brand Meaning: From Couch to Brand Attachment
The subconscious of meaningful brands

Honorary guests:

Deborah MacInnis, University of Southern California, **Saverio Tomasella**, psychologist

2014

Managing Brands Differently

Honorary guest:

Professor Leslie de Chernatony, Aston Business School, UK

2013

Towards brands that are more «human»?

Honorary guest:

Professor Carlos Torelli, Minnesota University, USA

2012

Exploring the Diversity of Consumers' Relationships with Brands

Honorary guest:

Professor Susan Fournier, Boston University, USA

Research Workshops

Workshops allow to present and discuss research works in progress (**6 workshops per year**). Participants are either researchers and PhD candidates. Corporate workers may also join discussions depending on topics.

Here are a few examples of our workshops:

21st January 2020

Brand's social responsibility: the impact of legitimation strategies on brand image and consumer-brand relationship

Camille Cornudet

Rap and identity play between the rapper and the brand

Ghizlane Kasmi

3rd December 2019

The Impact of social selling on B2B salesforce's performance

Pascal Gremaud

Generative communication and advertising efficiency: what are the conditions for its success?

Feriel Benabdeslem

8th October 2019

How does the insertion of brands into rap music impacts brands' consumption: an exploratory study

Ghizlane Kasmi

How does a political parody conveying a negative evaluation of politicians can induce a positive evaluation of such politicians?

Nadr Elhana

11th June 2019

Brands Social Responsibility: conceptualization and legitimation

Camille Cornudet

Towards a better understanding of the behaviour of women aged between 50-59: the role of transitional stages and social norms on the evolution of the subjective age

Christela Leroy

Agentic generativity and advertising efficiency: what are the conditions for success?

Feriel Benabdeslem

Academic Papers

2020

- **When special rewards in loyalty programs enrich consumer-brand relationships: The role of self-expansion**, Gorlier T. & Michel G. (2020) *Psychology & Marketing*
 - **When brands use CEOs and employees as spokespersons: A framework for understanding internal endorsement**, Zeitoun V., Michel G. & Fleck N. (2020) *Qualitative Market Research (In Press)*
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2019

- **Effects of value and innovation on brand equity in retailing**, Moliner-Velazquez B., Fuentes-Blasco M. & Gil-Saura I. (2019) *Journal of Brand Management*
- **Influence of environmental practices on brand equity, satisfaction and word of mouth**, Simona Moise M., Gil-Saura I., Seric M. & Ruiz-Molina M.E. (2019) *Journal of Brand Management*
- **Understanding brand equity in hotel firms. What is the role of brand loyalty and satisfaction?** Seric M. & Gil-Saura I. (2019) *International Journal of Contemporary Hospitality Management*
- **Social media communications and festival brand equity: Millennials vs Centennials**, Llopis-Amoros M.P., Gil-Saura I., Ruiz-Molina E.M. & Fuentes-Blasco M. (2019) *Journal of Hospitality and Tourism Management*
- **Consumer brand engagement and its social side on brand-hosted social media: how do they contribute to brand loyalty?** Helme-Guizon A. & Magnoni F. (2019) *Journal of Marketing Management*.
- **Intellectual capital and financial performance: A meta-analysis and a research agenda**, Albertini E. & Berger-Remy F. (2019), *M@n@gement*
- **The dark side of salesperson brand identification in the luxury sector: When brand orientation generates management issues and negative customer perception**, Merk M. & Michel G. (2019), *Journal of Business Research*
- **When family dining protects against sweet food consumption... and when it does not**, Laporte, M-E., Rieunier, S., Michel, G, *Journal of Consumer Affairs*, Wiley, 54 (1).

2018

- **Lessons from nearly a century of the Brand Management System**, Aimé I., Berger-Remy F. & Laporte M.E. (2018), *Journal of Historical Research in Marketing*
 - **Cross-gender extension potential of luxury brands: A semiotic analysis**, Veg-Sala N. & Roux E. (2018), *Journal of Product and Brand Management*
 - **The impact of stereotyped and non-stereotyped brand genders on cross-gender extension evaluations**. Veg-Sala N. (2018) *Journal of Marketing Management*
 - **The Dark Side of Place Attachment: Why do Customer Avoid their Treasured Stores?** Eroglu S. & Michel G., *Journal of Business Research*, n°85
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2017

- **Managing Status: How Luxury Brands Shape Class Subjectivities in the Service Encounter**. Dion D. & Borraz S. (2017), *Journal of Marketing*, 81, 5, 67-85.
- **From brand identity to polysemous brands: Commentary on “Performing identities: Processes of brand and stakeholder identity co-construction”**. Géraldine Michel, (2017) *Journal of Business Research*, 70, 453-455
- **Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements?** Albert N., Ambroise L., & Valette-Florence P. (2017) *Journal of Business Research*, 81, 96-106.
- **Customer segmentation based on store equity: What explains customer store preference?** Gil Saura I., Berenguer-Contrí G., Ruiz Molina M.E. & Michel G., (2017) *Journal of Brand Management*, 24, 6, 546–56
- **Customer-based brand equity building: Empirical evidence from Croatian upscale hotels**. Šerić M., Gil-Saura I. & Mikulić J. (2017) *Journal of Vacation Marketing* 23, 2, 133-144
- **Fetish, magic, marketing**. Arnould E., Cayla J. & Dion D., (2017). *Anthropology Today*, 33, 2, 28–32

2016

- **Reviving sleeping beauty brands by rearticulating brand heritage** Dion D. & Mazzalovo G., (2016) *Journal of Business Research*, 69, 12, 5894-5900
 - **The Detrimental Effect of Cause-Related Marketing Parodies**, Sabri, O. (2016) *Journal of Business Ethics*, 1-21
 - **An inductive typology of the interrelations between different components of intellectual capital**, Albertini E., (2016), *Management Decision*, 54, 4, 887-901
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2015

- **Managing heritage brands: A study of the sacralization of heritage stores in the luxury industry**, Dion D. & Borraz S. (2015), *Journal of Retailing & Consumer Services*, 22, 77-84.
- **Persona-fied brands: managing branded persons through persona**, Dion D. and Arnould E. (2015) *Journal of Marketing Management*, 32, 1-2, 121-148
- **Salesperson–brand relationship: main dimensions and impact within the context of private brand retailing**, Michel G., Merk M. & Eroglu E., (2015) *Journal of Personal Selling & Sales Management*, 35, 4, 314-333

2014

- **Why negative brand extension evaluations do not always negatively affect the brand: The role of central and peripheral brand associations**, Michel G. & Donthu N., (2014) *Journal of Business Research*, 67, 12, 2611-2619.
- **When do advertising parodies hurt? The power of humor and credibility in viral spoof advertisements**, Sabri O. & Michel G., (2014) *Journal of Advertising Research*, 54, 2, 233-247.
- **From endorsement to celebrity co-branding: Personality transfer**, Ambroise L., Pantin-Sohier G., Valette-Florence P. & Albert N., (2014) *Journal of Brand Management*, 21, 4, 273-285.
- **A semiotic analysis of the extendibility of luxury brands**, Veg-Sala N. & Roux E., (2014) *Journal of Product & Brand Management*, 23, 2, 103-113.

2013

- **Brand personification through the use of spokespeople: an exploratory study of ordinary employees, CEOs, and celebrities featured in advertising**, Fleck N., Michel G. & Zeitoun V., (2013) *Psychology & Marketing*, 31, 1, 84-92.
 - **Retail brand equity: a model based on its dimensions and effects**, Gil-Saura I., Ruiz-Molina M.E., Michel G. and Corraliza-Zapata A., (2013) *International Review of Retail, Distribution & Consumer Research*, 23, 2, 111-136.
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2012

- **Nonprofit brand image and typicality influences on charitable giving**, Michel G. & Rieunier S., (2012) *Journal of Business Research*, 65, 5, 701-707.

Textbooks



The Art of Successful Brand Collaborations

Géraldine Michel & Reine Willing, 2020

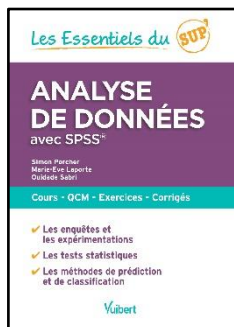
This book is a guide to understanding the processes of collaborations between brands, artists, celebrities, charities, museums... It aims to identify the keys to successful brand collaborations throughout several case studies and 15 interviews of stakeholders of various sectors such as consumer goods, NGO's, culture, sport, territories.



CEOs with such generosity? A focus on philanthropy (De grands patrons si généreux ? Lumière sur le mécénat)

Cynthia Illouz, 2019

This book explores the history of philanthropy, altruism and corporate sponsorship to better understand the motives and the causes behind the great wave of gifts from important Luxury corporations that followed the Notre-Dame fire in France.

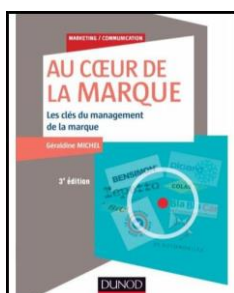


Data analysis with SPSS (Analyse de données avec SPSS)

Simon Porcher, Marie-Eve Laporte & Ouidade Sabri, 2018

Everything that is required for data analysis with IBM's SPSS: lessons, tests and exercises.

Surveys and experimentations / Statistical tests / Prediction and classification methods.



At the Heart of the Brand 3rd Edition (Au cœur de la marque)

Géraldine Michel, 2017

This book presents the tools that are essential to brand management. A long-term approach is developed over numerous practical cases on both B2C and B2B enterprises. This 3rd edition offers new expertises on brand legitimacy, on the construction of the relationship to brand, upmarket strategies and brand management in the digital era.



When Artists Seize Brands (Quand les artistes s'emparent des marques)

Coordinated by Géraldine Michel and Stéphane Borraz, 2015

A collective work of the chair's researchers, published by Dunod in 2015. This book shows how and why artists seize brands as social object, observing through artistic disciplines (painting, music, literature, cinema...) the relationship between the artist and the brand.



Luxury Sales Force Management: Strategies for Winning Over Your Brand Ambassadors

Michaela Merk, 2014

This book was published by Palgrave Macmillan in 2014. It highlights strategies allowing managers – of every industry in which sales occupies a key role – to conquer the hearts of sales team thus to contribute to the success of the organisation.



Transversal Brand Management 3rd Edition (Management transversal de la marque)

Coordinated by Géraldine Michel, 2013

This book offers a new vision on brands, more global, more integrated and more transversal. Educational, it clarifies several concepts through providing pragmatic tools.

Our Partners since 2012



Géraldine Michel

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