

## CURRICULUM VITAE

### DE BARNIER Virginie

Professor and Dean  
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## BIOGRAPHY

Virginie de Barnier serves as the dean of Aix-Marseille Graduate School of Management in France and is a member of several Aix-Marseille University boards since 2013. She has shared her clear vision of the school focusing on internationalization and diversity. She defined and implemented a bold strategy of differentiation for the school: a Graduate University Business School honouring its commitment to public service and devoted to humanistic leadership. She created a strong team spirit to manage successfully Amba (2014) and EQUIS (2015 and 2018) accreditations.

She holds degrees in both marketing (PhD, HDR, French "Agrégation", MBA and Master's degree) and psychology (Master's Degree). Previously, she worked 8 years with HAVAS COMMUNICATION, an international advertising agency, as an account manager and later as the marketing director. She then joined EDHEC Business School for 12 years as a professor of marketing, serving as director of the marketing department. After obtaining her French "Agrégation" (equivalent to tenure track) she joined the Aix-Marseille Graduate School of Management – IAE as a full tenured professor in 2007. She served there as a professor and director of the Marketing & Brand Management Master's Programme from 2007 to 2013.

Her research interests focus on the links between psychology and marketing, luxury brand management, creativity, emotional impact on consumer behaviour and communication. In addition to having written 3 books and 12 book chapters, she has published 30 articles in academically ranked reviews (HCERES: 11 rank A, 15 rank B and 4 rank C ; CNRS: 11 rank 2, 8 rank 3 and 6 rank 4). She supervised 10 doctoral students to completion, participated to 29 PhD and HDR defences and supervises today 6 doctoral students working on luxury branding and communication issues.

## EDUCATION

- 2007 : *AGREGATION DE L'ENSEIGNEMENT SUPERIEUR EN SCIENCES DE GESTION* (Equivalent to TENURE)  
1<sup>st</sup> rank in Marketing and 7<sup>th</sup> National rank
- 2006 : *HDR (HABILITATION A DIRIGER DES RECHERCHES)*  
University of Grenoble II – Université Pierre Mendès, France
- 1999 : *DOCTORATE IN MANAGEMENT* (PhD)  
University of Montpellier II, France
- 1999 : *MASTER OF PSYCHOLOGY*  
University of Nice-Sophia Antipolis, France
- 1997 : *BACHELOR OF PSYCHOLOGY*  
University of Paris VIII, France
- 1993 : *MASTER IN MARKETING*  
University of Nice-Sophia Antipolis, France
- 1987 : *M.B.A – MASTER OF BUSINESS AND ADMINISTRATION* (Major : Marketing ; Minor : Psychology)  
University of Wisconsin – USA
- 1985 : *BACHELOR & MASTER IN MANAGEMENT*  
KEDGE Business School- Marseille – France

## **ACADEMIC ACTIVITIES**

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### Courses given currently at Aix Marseille Graduate School of Management - IAE

- Advertising Management (Msc Marketing & Brand Management, Msc Communication)
- Advertising Creativity (elective)
- Research in Marketing and Communication (Msc Research, PhD seminars)
- Research in Consumer Behavior (Msc Research, PhD seminars)

### International teaching & research missions

- 2018 - today GFKM (Gdańska Fundacja Kształcenia Menedżerów) Gdansk, Poland. The latest developments in marketing (MBA)
- 2003 – 2010 Ecole Supérieure des Affaires, Beyrouth, Lebanon. Advanced Statistics (MBA)
- 2009 North Carolina State University, Raleigh, NC, USA. Marketing for Innovation (MBA, MGIM)
- 2007 University of Kaslik, Jounieh, Lebanon. Marketing Research (PhD seminar)
- 2000 - 2005 Cracow University of economics, Krakow, Poland. Marketing (Master level)
- 1998 Notre Dame University, South Bend, IN, USA. Marketing (Master level)
- 2008 Corporate related academic missions, Continuing education for Pegase Association

## **SCIENTIFIC ACTIVITIES & OTHER**

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- Member of Scientific Committees  
Association Française du Marketing  
Conseil National des Universités (CNU)  
HCERES Expert  
IAE France (permanent member of the Board of Directors)
- Editorial Board of academic journals  
Management et Avenir (rank C, CNRS 4)  
Revue Française du Marketing (rank C, CNRS 4)
- Ad-Hoc reviewer of academic journals  
Journal of Business Research (rank A, CNRS 2)  
Recherches et Application Marketing (rank A, CNRS 2)  
Décision Marketing (rank B, CNRS 3)
- Member of Aix Marseille University Committees  
Full member: University Board, Academic Council, Alumni committee  
Invited member: Education and Student Life Committee, Research Committee
- Peer Review member for EFMD EQUIS accreditation
- Conference organization  
- De Barnier Virginie, Balmer John & Pecot Fabien, 2016, 6th International Symposium on Corporate Heritage, Aix-Marseille Graduate School of Management- IAE, Aix-en-Provence, France, April.  
- Merunka Dwight & De Barnier Virginie, 2009-2013 La Londe International Marketing Conference, (<http://iae-aix.univ-amu.fr/en/lalonde-marketing-conference>).
- PHD Director of 16 doctoral students, 10 of them have defended their thesis
- Jury member of 15 PhD (Doctorates)
- Jury member of 4 HDR (Habilitation à Diriger des Recherches – Tenure track)

## CURSUS

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- Since 2008: Full Tenured Professor  
Aix-Marseille Graduate School of Management - IAE, Aix Marseille University, France  
2013 - today: Dean of the Aix-Marseille Graduate School of Management - IAE  
2008 - 2013: Marketing & Brand Management MSc director; Marketing master program director
- 2007 – 2008: Research Fellow  
SKEMA Business School, Sophia Antipolis, France
- 1995 - 2007: Assistant professor then full professor of Marketing  
EDHEC Business School, Nice, Lille, France  
Msc in Marketing Program Director, Department chair of Marketing, Dean for pedagogical matters
- 1987 – 1995: HAVAS COMMUNICATION, Account Executive and Marketing Director, France

## RESEARCH AND PUBLICATIONS

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### Articles in refereed journals

1. Pecot F., Valette-Florence P., & De Barnier V. (2019), (Rank B, CNRS 3). Brand Heritage as a Temporal Perception: Conceptualisation, Measure and Consequences, *Journal of Marketing Management*, (in press, Ref: RJMM-2018-0467.R3)
2. Tesio P., Kessous A., De Barnier V. (2019), (Rank B, CNRS 3). Les paradoxes identitaires des hipsters : quelles stratégies pour les marques ? *Décisions Marketing*, (in press).
3. Kessous A., Tesio P., De Barnier V., & Paché G. (2019), (Rank B, CNRS 3). Point de contact physiques et virtuels et construction identitaire: Le cas de la mode Vintage, *Revue Française de Gestion*, 4 (281), 11-28.
4. Sugianto C., & De Barnier V. (2019), (Rank C, CNRS 4). Are Religious Customers Skeptical toward Sexually Appealing Advertising?, *Qualitative Market Research (in press)*.
5. Pecot F., Merchant A., Valette-Florence P., & De Barnier V. (2018), (Rank A, CNRS 2). Cognitive Outcomes of Brand Heritage: A Signaling Perspective, *Journal of Business Research*, 85, April, 304-316.
6. Kessous A., Valette-Florence P., & De Barnier V. (2017), (Rank A, CNRS 2). Luxury Watch Possession and Dispossession from Father to Son: A Poisoned Gift? *Journal of Business Research*, 77, August, 212-222.
7. Pecot F., & De Barnier V. (2017), (Rank B, CNRS 4). Brands Using Historical References: A Consumers' Perspective, *Journal of Brand Management*, 1-14.
8. Pecot F. & De Barnier V. (2017), (Rank A, CNRS 2). Patrimoine de marque: le passé au service du management de la marque, *Recherche et Applications en Marketing*, 32 (4), 77-96.
9. Salgado S. & De Barnier V. (2016), (Rank A, CNRS 2). Favoriser et récompenser la créativité du consommateur dans le processus de développement du nouveau produit : comment motiver ces consommateurs qui participent à des concours de créativité? *Recherche et Applications en Marketing*, 31, 2, 1-25.
10. Kessous A., De Barnier V. & Valette-Florence P. (2015), (Rank B, CNRS 3). A la recherche du temps perdu : la transmission d'objets de luxe de père en fils, entre cadeau et fardeau, *Décisions Marketing*, 80 Octobre-Décembre, 17-34.
11. Pecot F. & De Barnier V. (2015), (Rank C, CNRS 4). Stratégies de marques de ville basées sur le patrimoine de marque : le rôle des symboles, *Management et Avenir*, 78, June, 143-159.
12. Lagier J., De Barnier V. & Ayadi K. (2015), (Rank C, CNRS 4). J'aime mon musée : la perception esthétique des enfants et leur rapport à l'art, *Management et Avenir*, 78, June, 41-57.
13. Lemaitre N. & De Barnier V. (2014), (Rank B, CNRS 3). Quand le consommateur devient commerçant : motivations et perspectives, *Décisions Marketing*, 78, April-June, 11-28.
14. Bourcier-Béquaert B. & De Barnier V. (2014), (Rank B, CNRS 3). Les effets de l'âge du mannequin sur les consommateurs seniors et sur la marque présente dans la publicité: le rôle de la similarité ? *Décisions Marketing*, 76, October-December, 77-92.
15. Warlop L., Schrum L.J., Merunka D. & De Barnier V. (2014), (Rank A, CNRS 2). Utterly arch and Advertising: Introducing the JBR Special Issue from the 2013 La Londe Conference, *Journal of Business Research*, 67, 7, 1519-1521.
16. Valette-Florence R. & De Barnier V. (2013), (Rank A, CNRS 2). Toward a micro conception of brand personality: an application for print media brands in a French context, *Journal of Business Research*, 66, 7, 897-903.
17. De Barnier V. & Lagier J. (2012), (Rank B, CNRS 3). La résistance à l'art contemporain : Des attitudes et représentations des publics aux implications marketing, *Décisions Marketing*, 68, octobre-décembre, 47- 57.
18. De Barnier V., Falcy S. & Valette-Florence P. (2012), (Rank B, CNRS 4). Do consumers perceive three levels of luxury? A comparison of accessible, intermediate and inaccessible luxury brands, *Journal of Brand Management*, 19, 7, 623-636.

19. De Barnier V. & Lagier J. (2012), (Rank B, CNRS 3). L'art et l'artisanat d'art en quête de réassurance : enjeux des labels et des ateliers ?, *Décisions Marketing*, 65, January-March, 9-19.
20. Bourcier-Béquaert B. & De Barnier V. (2010), (Rank A, CNRS 2). Pour un cadre élargi du concept de génération en marketing, *Recherche et Applications en Marketing*, 25, 3, 115-135.
21. Valette-Florence R., Becheur I., De Barnier V. & Valette-Florence P. (2010), (Rank B). Consumers' Attachment and Commitment to Brands and Media Titles: The role of Emotions, *Advances in Consumer Research (ACR) North America*, 38, 7-10.
22. De Barnier V., Janiszewski C., Merunka D. & Van Osselaer S. (2009), (Rank A, CNRS 2). Marketing Communications and Consumer Behavior: Introduction to the Special Issue of the 2009 La Londe Conference, *Journal of Business Research*, 64, 1, 1-2.
23. Valette-Florence R. & De Barnier V. (2009), (Rank C, CNRS 4). Les lecteurs sont-ils capables d'anthropomorphiser leur magazine ? Une réponse par la méthode de triangulation, *Management et Avenir*, 27, 7, 54-72.
24. De Barnier V. (2006), (Rank A, CNRS 2). Le modèle ELM : bilan et perspectives, *Recherche et Applications en Marketing*, 21, 2, 61-82.
25. De Barnier V. & Valette-Florence P. (2006), (Rank B). Provocative Sexually Appealing Advertisements: the Influence of Embarrassment on Attitude towards the Ad, *Advances in Consumer Research (ACR)*, CD ROM.
26. De Barnier V., Maille V., Gallopel K. & Valette-Florence P. (2005), (Rank B). A Cross-cultural Study of the Persuasive Effects of Sexual and Fear Appealing Messages: A Comparison Between France, Denmark, Thailand and Mexico, *Advances in Consumer Research (ACR)*, Vol. 6., 140-150.
27. Ambroise L., Ferrandi J.M., Merunka D., Valette-Florence P. & De Barnier V. (2005), (Rank B). How well does Brand Personality Predict Brand Choice? A Measurement Scale and Analysis using Binary Regression Models, *Advances in Consumer Research (ACR)*, Vol. 6, 30-38.
28. Ferrandi J.M., Merunka D., Valette-Florence P. & De Barnier V., (2002), (Rank B). Brand Personality: How Well does a Human Personality Scale Apply to Brands? *Advances in Consumer Research (ACR)*, Vol. 5, 53-60.
29. De Barnier V. (2002), (Rank A, CNRS 2). Le rôle des émotions sur l'attitude envers la marque (Ab): Pour une médiation totale de l'attitude envers le message (Aad), *Recherche et Applications en Marketing*, 17, 3, 81- 100.

#### Books

- De Barnier V. & Joannis H. (2016). Marketing et Création Publicitaire, Paris: Dunod, (ISBN: 9782100746033).
- De Barnier V. & Joannis H. (2010). De la Stratégie Marketing à la Création Publicitaire, Paris: Dunod, (ISBN : 2100530755).
- De Barnier V. (2012). Emouvoir, Séduire, Convaincre, l'influence des émotions dans la publicité, Saarbrücken: Editions Universitaires Européennes, (ISBN : 9783841797698).

#### Chapters in books

- De Barnier V., & Roux E. (2019), The dark side of luxury, when negative emotions are felt by very wealthy consumers: an international comparison of China and Brazil, in Cantista, I. (Ed) *Understanding Luxury Fashion*, Palgrave Macmillan. Estimated Print Publication Date: Nov-2019
- Pecot F. & De Barnier V. (2017). Corporate heritage or corporate inheritance: a French perspective, in Balmer, JM. (Ed) *Foundations of Corporate Heritage*, London: Routledge, 2017, (ISBN: 9781138833555)
- De Barnier V. (2016). J'aime l'entreprise! L'engagement de Pierre-Louis Dubois à l'aune du paradigme de changement d'attitude, In des Garets V. and Fournier C. *Génération marketing et sciences de gestion*. Paris : Economica, 2016, (ISBN : 9782717868883)
- De Barnier V. (2015). Postface, In Schweitzer S. and Floury L. *Droit et Economie : Un essai d'histoire analytique*, Aix-en-Provence : Presses Universitaires d'Aix-Marseille (ISBN : 9782731409802).
- De Barnier V. (2015). La fonction de l'entrepreneur, In Naudet J.Y. *L'éthique de l'entrepreneur*, Aix-en-Provence : Presses Universitaires d'Aix-Marseille, (ISBN: 9782731409802).
- De Barnier V. (2014). Counterfeiting: The challenges for governments, companies and consumers, In Gill M. *The Handbook of Security*, London: Palgrave Handbook, (ISBN: 9781137323279).
- De Barnier V. & Valette-Florence P. (2013). Culture and luxury: an analysis of luxury perceptions across frontiers, In Wiedmann K.P. & Hennigs N. *Handbook of Luxury Marketing*, Wiesbaden: Springer Gabler, (ISBN: 3834943991)
- Bourcier-Bequaert B. & De Barnier V. (2012). Le sens donné par les personnes âgées à leurs consommations, In Guiot D. & Urien B., *Le consommateur âgé, opportunités pour la société et pour l'individu*, Louvain-la-Neuve : De Boeck supérieur, (ISBN: 2804166929)
- De Barnier V., Valette-Florence R. & Ambroise L. (2010). L'influence du statut du consommateur sur sa perception de la personnalité de la marque, sa confiance et son engagement, In *Relation à la marque et marques de la relation*, Marché et Organisation, 12, L'Harmattan, (ISBN : 2296121799)
- Guizani H., Valette-Florence R. & De Barnier V. (2010). La perception des clients vs celle des employés dans l'évaluation du capital marque de la banque : l'influence des traits de personnalité et des émotions ressenties, In *Relation à la marque et marques de la relation*, Marché et Organisation, 12, L'Harmattan, (ISBN : 2296121799)

- De Barnier V. (2002). L'éthique au service du Mix-Marketing, In Boyer A., *L'impossible Ethique des entreprises*, Editions d'Organisation, (ISBN : 2708127993)
  - De Barnier V. (1995). Le Marketing International, In Dubois P.L. & Jolibert A., *Le Marketing, questions, exercices et cas*, Editions Economica, (ISBN : 9782717828733)
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