CURRICULUM VITAE

HEMONNET-GOUJOT Aurélie
Date of birth: September 1979

Aix Marseille Graduate School of Management - IAE
Associate Professor in Marketing and Innovation

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EDUCATION

2021  I.T.P. (International Teachers Program), INSEAD

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 Vernette, 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 (Grande Ecole Programme)

RESEARCH AND PUBLICATIONS

Research interest: New Product Development, Branding, Design, Creativity in FMCG and luxury goods

Articles in refereed journals


Books

Book chapters

Refereed proceedings conference papers (peer-reviewed)


**Conferences (Invited guest)**


**Media Coverage**


**Pedagogical Case Study**


**SCIENTIFIC ACTIVITIES**

**CERGAM Research laboratory.** Director of the marketing axis (2021-today)

Participation in academic research associations:
- Association Française du Marketing (AFM). In charge of academic-professional relationships (2020-today).
- European Marketing Association (EMAC)

**Journals Ad hoc reviewer**
- Recherche et Applications en Marketing (HCERES A, CNRS 2)
- Décisions Marketing (HCERES B, CNRS 3)
- Management International (HCERES A, CNRS 3)
- European Management Journal (HCERES B, CNRS 3)
- Journal of Marketing Management (HCERES B, CNRS 3)

**Conferences Ad hoc reviewer**
- European Marketing Association (EMAC)
- Academy of Marketing Science
- Monaco Symposium on Luxury
- R&D Management Conference
- Aderse Conference

**Organization of Academic Conferences**
- 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 Committee
- Management of organizational technologies, 2021, University of Nimes
- ADERSE, 2019 Conference, “Ethics, Governance and CSR”

Dissertation Committee
- Suffragant de la thèse de Mme Pauline Tesio (2020) under the supervision of Pr. Aurélie Kessous
- Suffragant de la thèse de Mme Loan Pham (2020) under the supervision of Pr. Pierre Valette-Florence
- Suffragant de la thèse de M. Julien Couder (2019) under the supervision of Pr. Pierre Valette-Florence
- Suffragant de la thèse de M. Asim Shabir (2019) under the supervision of Pr. Véronique Cova.

ACADEMIC ACTIVITIES

Aix Marseille Graduate School of Management - IAE. Member of the Board (2018-today)

Academic Position
2020-today: Academic Director of Executive MBA
2015-2020: Co-director MSc International Business. Eduniversal Pedagogical Award, 2017

Teaching
- International Strategic Marketing (Executive MBA) – English
- Innovation Marketing (Msc Marketing and Brand Management) – French
- Marketing 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
- Case Study Methodology (Master Recherche) - English

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.

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
- 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)