

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 Vernet, 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

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, (HCERES B, CNRS 3, FNEGE 3).

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, (HCERES A, CNRS 2, FNEGE 2).

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, (HCERES C, CNRS 4, FNEGE 4).

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, (HCERES A, CNRS 1, FNEGE 1). **Winner of the 11th Academic Management Research Prize Syntec-FNEGE, 2020.**

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, (HCERES B, CNRS 3, FNEGE 3).

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, (HCERES A, CNRS 3, FNEGE 2).

Books

Kotler P., Keller K., Manceau D. & Hemonnet A. (2019), *Marketing Management 16th*, 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.

Refereed proceedings conference papers (peer-reviewed)

1. 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.
2. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2021), "Cognitive or Affective? A Dual Perspective of Consumer-Brand Relationship in Brand Activism", European Marketing Association Conference (EMAC), Madrid (online), May.
3. Moumade S., Hemonnet-Goujot A., Valette-Florence P. (2021), "L'ère du « woke-washing » : comment les consommateurs perçoivent l'activisme de marque?", 37^e Congrès International de l'Association Française du Marketing (AFM), Angers (online) France, May.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. Hemonnet-Goujot A. & Valette-Florence P. (2018), "The influence of design on luxury brand love", Global Marketing Conference (GMC), Tokyo, Japan, July.
13. Hemonnet-Goujot A. & Valette-Florence P. (2018), "Enhancing luxury brand value through design", 21st Academy of Marketing Science (AMS), Porto, Portugal, June.
14. 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.
15. 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.

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16. 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.
 17. 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.
 18. 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.
 19. 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.
 20. 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.
 21. 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.
 22. 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.
 23. 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.
 24. 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.
 25. 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.**
 26. 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.
 27. 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.
 28. 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.
 29. 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.
 30. 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. (2021), "My journey to publish in a rank A Journal", Research Seminar, Centre de Recherche en Gestion (CRG), Polytechnique, Paris, France, March.

Hemonnet-Goujot, A. (2019), "Crowdsourcing vs Design Thinking : une étude comparative de deux démarches d'innovation externe dans la phase d'idéation", Rencontre Afm-Syntec, Association Française du Marketing (AFM), 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.

Media Coverage

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., 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.

Pedagogical Case Study

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

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

- 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 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)