

CURRICULUM VITAE

HEMONNET-GOUJOT Aurélie

Date of birth: September 1979

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

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EDUCATION

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, specialization: Marketing

RESEARCH AND PUBLICATIONS

Research interest: New Product Development, Branding, Design, Inter-Organizational Collaborations, Co-Creation in FMCG and luxury goods

Articles in refereed journals

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, Impact Factor: 4.305).

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).

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).

Book

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 chapter

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. 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.
2. Hemonnet-Goujot A. & Magnoni F. (2019), "L'innovation produit durable : quel impact sur la performance marketing?", 35ème Congrès de l'Association Française du Marketing (AFM), Le Havre, France, May.
3. 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", 35ème Congrès de l'Association Française du Marketing (AFM), Le Havre, France, May.
4. 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.
5. Hemonnet-Goujot A. & Magnoni F. (2019), "L'impact de l'innovation produit durable sur la performance marketing : proposition d'un modèle conceptuel", 16ème Congrès de l'ADERSE, Aix-en-Provence, France, March.
6. Hemonnet-Goujot A. & Valette-Florence P. (2018), "The influence of design on luxury brand love", Global Marketing Conference (GMC), Tokyo, Japan, July.
7. Hemonnet-Goujot A. & Valette-Florence P. (2018), "Enhancing luxury brand value through design", 21st Academy of Marketing Science (AMS), Porto, Portugal, June.
8. 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.
9. 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.
10. 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.
11. Salgado S. & Hemonnet-Goujot A. (2016), "Mieux comprendre l'expérience de co-création dans la phase d'idéation", 32ème Congrès de l'Association Française du Marketing (AFM), Lyon, France, May.
12. 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.
13. 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", 6ème Rencontre du Groupe Thématique «Innovation» de l'AIMS, Strasbourg, France, September.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.

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19. 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.**
 20. Hemonnet-Goujot A., Fabbri J., Manceau D. (2013), "Design Thinking vs Co-Creation: a Comparative Study of Two Innovation Methods", 29e Congrès de l'Association Française du Marketing (AFM), La Rochelle, France, May.
 21. 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.
 22. 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.
 23. Hemonnet-Goujot A., Manceau D. (2012). "Performance Factors in the collaboration between Marketing and External Design Agencies in the NPD process: an Exploratory Approach", 28e Congrès de l'Association Française du Marketing (AFM), Brest, France, May.
 24. 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.

Conférences sur invitation

Hemonnet-Goujot, Aurélie (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.

Publications in professional press

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. Deputy of the marketing axis

Participation in academic research associations:

- Association Française du Marketing (AFM)
- European Marketing Association (EMAC)

Journals Ad hoc reviewer

- 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)

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- Academy of Marketing Science
 - Monaco Symposium on Luxury
 - European Academy of Design Conference
 - Aderse Conference

Organization of Academic Conferences

- 2019: R&D Management Conference (Polytechnique, Paris)
Track chair of the SIG "Marketing and Innovation"
- 2018, 2017: Member of the scientific board of the Abbé Grégoire Innovation Day (CNAM, Paris)
Track chair of the SIG "New Horizons of User Co-Creation" and "Dynamics and Impacts of Innovation"
- 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

- ADERSE, 2019 Conference, "Ethics, Governance and CSR"

ACADEMIC ACTIVITIES

Aix Marseille Graduate School of Management - IAE. Member of the Board

Academic Position

2015-today: Co-director MSc International Business. **Eduniversal Pedagogical Award, 2017**

Teaching Experience

- Innovation Marketing (Msc Marketing and Brand Management) – *French*
- Marketing and Design (Msc Marketing and Brand Management) - *French*
- Principles of Marketing (Msc General Management) - *English*
- International Marketing (Msc International Business) - *English*
- International Communication (Msc Communication) – *French*

FUNDRAISING

- 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.
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)