



Full name: BOURCIER-BEQUAERT Bénédicte

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Department: Marketing & Commercial Relations

Tel: 01 40 53 99 99

Area of teaching: Marketing

Date of birth: 08 01 1972

Date of 1st appointment at ISC Paris: 01 sep 2009

Nationality 1: French

Participating or Supporting : Participating

Qualification : SA

Education (degree type, discipline, institution, country, year awarded)

PhD, Marketing, Aix Marseille University, Aix, France, 2013.

Master in management, H.E.C., Paris, France, 1993.

Certification and other professional training (name of certificate, year awarded)

Teaching experience at ISC Paris (class title + program* + year taught –please tick)

Class title	B*	PGE	MBA	Ex. Ed	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Market research		X			X	X	X		X
Marketing jobs		X			X	X	X		
Marketing : fondamentals	X	X			X	X	X		X
Quantitative research		X	X				X	X	X
Health marketing			X		X	X	X		
Innovation/ creative offers		X	X		X	X	X		X

*Programme ISC: B= Bachelor, PGE=Programme Grande Ecole, Ex. Ed = Executive education

Teaching experience other than ISC Paris (class title + institution + level taught*)

Class title and Institution	B*	M	D	Ex. Ed	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Marketing (Basics), IPAG Nice	X							X	
Market research, IPAG Nice		x						X	
Fundamentals of Marketing, Université Paris-Dauphine	X							X	
Advanced communication, Neoma Business School		X					X		

*Level: B=Bachelor, M=Master, D=Doctorate, Ex. Ed = Executive Education

Professional and academic career (date beginning and end, job title, company, city, country)

Sept. 2016	Marketing professor, ISC Paris
2015-2016	Marketing professor & 1st year coordinator for PGE, IPAG Nice
2014-2015	Co head of the Marketing Department, ISC Paris
2009-2014	Head of the Marketing syllabus for the 4 th year students Head of the Marketing syllabus for the 3 rd year students Co head of the Marketing Communication Master Program
2006 -2008	Senior product manager LE RUSTIQUE, COMPAGNIE DES FROMAGES ET RICHES MONTS (food industry), Metz/Courbevoie
2003 -2006	Consulting and teaching activities (ISC, EDHEC, NEOMA, IPAG)
1998-2002	Senior product manager, NUROFEN, BOOTS HEALTHCARE France (pharmaceutical products)
1996-1998	Junior product manager SUPERGLUE, HENKEL France (Consumer do-it-yourself division)

Intellectual contributions over the past 5 years (order by type as indicated below with the author(s) name(s), year (or forthcoming), title, name of the journal/editor/conference etc., place...)

Peer-reviewed journals

Bourcier-Béquaert B., Damay C., Delécolle T et Loussaïef L. (à paraître), Collecte de produits usagés en points de vente: de nouveaux rôles clients-enseignes, *Logistique & Management*, (FNEGE rang 4).

Bourcier-Béquaert B., Damay C., Delécolle T et Loussaïef L. (2016), Collecte des produits usagés en points de vente : quand la responsabilité élargie du producteur transforme l'aménagement du point de vente *RIMHE Revue Interdisciplinaire Management, Homme & Entreprise*, n°20, 89-104, (FNEGE rang 4).

Bourcier-Béquaert B. et De Barnier V. (2014), 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 (oct-déc), 77-92 (CNRS rang 3).

Loussaïef L. et **Bourcier-Béquaert B.** (2012), CAMIF, an SME repositioning its line as sustainable development products, *International Business Research*, 5, 7, 63-72 (AERES).

Academic/professional meeting proceedings

Bourcier-Béquaert B. (2016), Les stratégies favorisant la similarité entre le représentant d'une marque et son client : clarification, bilan et voies de recherche, communication acceptée à la 7^e conférence de l'IRMBAM, 11 juillet, Nice.

Bourcier-Béquaert B., Damay C., Delécolle T et Loussaïef L. (2016), Distribution inversée : une étude exploratoire de ses impacts sur le point de vente, 32^e conférence de l'AFM, 18 mai, Montpellier.

Bourcier-Béquaert B. (2015), Comment cibler les consommateurs seniors en publicité ?, 6^{ième} conférence de l'IRMBAM, 3 juillet, Nice.

Bourcier-Béquaert B. (2015), The overestimated role of the relationship between age and attractiveness, accepté à 42^{ième} conférence de l'IAE d'Aix-en-Provence, Lalonde-les-Maures (2-6 juin).

Bourcier-Béquaert B. et De Barnier V. (2011), Représentations temporelles et émotions chez les personnes âgées : une analyse exploratoire, XXVII^{ème} Congrès de l'Association Française du Marketing

Bourcier-Béquaert B. et De Barnier V. (2011), Les émotions chez les personnes âgées : entre pression temporelle et effet d'expérience, X^{ème} Journées Normandes de la Recherche sur la Consommation.

Academic/professional meetings without proceedings

Competitive research awards received

Textbooks

Cases

Bourcier-Béquaert B., Loussaïef L. et Kamin R. (2013), La CAMIF, le repositionnement d'une marque sur le développement durable, CCMP (1807).

Bourcier-Béquaert B. et Loussaïef L. (2012), La Camif, NACRA Conference, Boston.

Other teaching materials

Other elements

Published book including subsequent edition

Book chapter

Bourcier-Béquaert B. (2014), Nespresso, analyser l'effet du marketing olfactif dans les points de vente, In T. Delecolle, *15 études de cas*, 38-52, Studyrama.

Bourcier-Béquaert B., Loussaïef L. et Kamin R. (2013), La marque CAMIF mise sur la consommation locale, In V. Boulocher et S. Ruaud, *Analyse de marché*, 264-269, Vuibert.

Loussaïef L. et **Bourcier-Béquaert B.** (2012), Comment concilier RSE et marketing ? Un décryptage à travers le discours de quatre responsables en entreprise, In Dupuich F., *Regards croisés sur la RSE*, 171-194, L'Harmattan.

Bourcier-Béquaert B. et De Barnier V. (2012), Les significations données à leurs consommations par les personnes âgées, in D. Guiot et B. Urien, *Nouvelles perspectives de recherche sur le consommateur âgé*, De Boeck.

Working paper

Research study or contract

HDR

Coordination of a book

Article in a professional/practitioner journal

Technical report

Other (Presenting at a seminar, technical report, trade publications, academic presentation, newsletter, blog, reviewing of a textbook or for an academic journal, developing publicly available courses, media hits on relevant research/teaching topic, organizing a significant workshop/seminar or conference, conference program committee, chairing a research symposium, session chair at a conference, member of editorial board of academic journal, editor of academic/professional journal, book review, board member of a professional or academic association, managerial position at school/department level, attend professional workshops/seminaries in area of teaching or service, owning/operating a profitable business, consulting with evidence of multiple clients, board member of a for-profit / not profit organization, presenting at professional development workshops or seminars...)

Other activities at ISC Paris (for the current academic year – tick those which apply)

Academic or professional consulting for students	X
Carry out research under the ISC Paris name or in collaboration with ISC Paris faculty	X
Attend teaching, research and department meetings	X

Contribute to curriculum revision (on the program committee or program revision committee)	X
On Assurance of Learning (AOL) committee	
Participate in student recruitment (competitive exam orals, education fairs, open days...)	X
Active on professional project panels	
Active on thesis panels	X
Supervise and/or evaluate internship reports and/or thesis	X
Other (please specify)	
Other (please specify)	
Other (please specify)	

Languages in which you can teach (tick those which apply):

French	English	German	Spanish	Other (specify)
X				

Date of CV : 19 09 2016