



**Full name:** DELECOLLE Thierry

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**Department:** Marketing & Commercial Relations

**Tel:** 01 40 53 99 99

**Area of teaching:** Marketing & eBusiness

**Date of birth:** 16/07/1978

**Date of 1st appointment at ISC Paris:** 01/10/2010

**Nationality:** French

**Participating or supporting:** Participating

**Qualification:** SA

#### Education

**Doctorate** in Management Science / Marketing (PhD), Université Paris-Dauphine, France, 2009

**Postgraduate diploma** (French DEA), Business administration / Marketing & Strategy, Université Paris-Dauphine, 2001

**French Master Degree** (MSG), Business Administration / Marketing, Université Paris-Dauphine, 2000

#### Teaching experience at ISC Paris

Class title	Master	MBA	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Marketing I & II	x		x	x			x
Information Systems Management	x		x	x	x	x	x
Marketing Research	x		x	x	x	x	x
Customer Management and Multichannel Marketing	x					x	x
Multi-channel distribution	x						x
Blue Ocean Strategy	x	x	x	x	x	x	x
e-commerce and Crosschannel/Omnichannel Distribution		x					x
Multicanalisme (je ne trouve pas en anglais)		x				x	
Case Studies	x	x		x	x	x	
Multichannel	x		x	x	x	x	
Data processing and analysis	x			x	x	x	
Consumer Behavior	x		x	x	x	x	
CRM		x				x	

## Teaching experience other than ISC Paris

Class title and Institution	Master	Executive Education	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Customer Relationship Management, IAE Paris	x		x	x	x	x	x
Client Strategy, DEP Université Paris-Dauphine		x			x		

## Professional and academic career

**2014-today**, Head of Department, Marketing and Commercial Relations (15 full-time professors and more than 60 adjuncts under the AACSB scope), ISC Paris Business School, Paris, France

**2010-2015**, Scientific Head of both Master in Digital Marketing & e-Business and MBA e-Business, ISC Paris Business School, Paris, France

**2010-today**, Professor of Marketing and e-business, ISC Paris Business School, Paris, France

**2009-2010**, Data & Marketing Information Systems Manager, Everest Marketing Group – Marketing services agency – Nanterre, France

**2007-2009**, Strategic Planner and Head of “Le Laboratoire® Everest” – applied relationship marketing research unit, coordinated in partnership with Université Paris-Dauphine, Everest Marketing Group, Nanterre, France

**2005-2006**, Market research analyst, Manager of “Le Laboratoire® Everest”, Everest Marketing Group, Nanterre, France

## Competitive research or professional awards received

**John Molson Case Writing Competition 2014** Award – 5<sup>th</sup> place – for the Paris Saint-Germain case, co-author, Ronald Kamin

**Atlas-AFMI-CCMP 2014** Award for the best International Management case, honored by the jury of the French International Management Association for the Mauboussin Japan case (reference Darden UVA-M-0853) coauthors, Ronald Kamin, Beatrice Parguel, Gerry Yemen, on May 21st during the 4th Atlas-AFMI annual conference.

**AFM-CCMP 2012** Award for the best Marketing pedagogical case, honored by the jury of the French Marketing Association (AFM) for the Mauboussin case (reference CCMP M1715) co-author, Béatrice Parguel, on May 30<sup>th</sup> during the Development Council of CCMP.

## Intellectual contributions over the past 5 years

### Peer reviewed journals

BOURCIER-BEQUAERT B., C. DAMAY, T. DELECOLLE, L. LOUSSAIEF, Collecte de produits usagés en magasins : quelle logistique entre consommateur et enseigne ?, *Logistique & Management*, (forthcoming) 2016.

DIRIDOLLOU C., DELECOLLE T., LOUSSAIEF L. & DELCHET-COCHET K., Légitimité des business models disruptifs : le cas Uber, *La Revue des Sciences de Gestion*, (forthcoming) 2016.

BOURCIER-BEQUAERT B., C. DAMAY, T. DELECOLLE, L. LOUSSAIEF, Collecte des produits usagés en points de vente : quand la responsabilité élargie du producteur transforme l'aménagement du point de vente, *Revue Interdisciplinaire Management, Homme & Entreprise – Retour d'expérience*, n°20, 2016, pp. 89-104.

PARGUEL B., T. DELECOLLE, P. VALETTE-FLORENCE, How price display influences consumer luxury perceptions, *Journal of Business Research*, Vol. 69, n°1, January 2016, pp. 341-348.

DORNIER R., N. SELMI, T. DELECOLLE, Strategic Groups Structure, Positioning of the Firm and Performance: A Review of Literature, *International Business Research*, vol. 5, n° 2, February 2012, pp. 27-40.

DELECOLLE T., UNOWHY-QOOQ : l'innovation fait-elle recette ? , *Revue des Cas en Gestion*, n° 8, 2012, pp.33-45.

TADDEI J.-C., T. DELECOLLE, The Role of Cooperatives and CSR: The Case of the French Agricultural Sector, *International Business Research*, vol. 5, n° 7, 2012, pp. 73-83.

DELECOLLE T., Very Small Enterprises as Professional Customers: a Qualitative Study, *International Business Research*, vol. 4, n° 2, 2011, pp. 20-30.

DELECOLLE T., B. PARGUEL, L'adoption d'un marketing de masse dans le secteur du luxe, quand Mauboussin affiche ses prix en 4 par 3 dans le métro, *Décisions Marketing – Tribune Managers*, n° 59, September 2010, pp. 79-82.

#### Academic/professional meeting proceedings

PRIM-ALLAZ I., N'GOALA G., DELECOLLE T., More than a customer strategy... a relational style, *International Colloquium on Relationship Marketing*, September 2016, Toulouse, France.

BOURCIER BEQUAERT B., DAMAY C., DELECOLLE T., L. LOUSSAIEF, Distribution inversée : une étude exploratoire de ses impacts sur le point de vente, *32ème congrès de l'Association Française de Marketing*, mai 2016, Lyon, France.

BOURCIER BEQUAERT B., C. DAMAY, T. DELECOLLE, L. LOUSSAIEF, Collecte des produits usagés en fin de vente. Quand la responsabilité élargie du producteur transforme l'aménagement du point de vente, *Colloque ISC Paris & Groupe de Recherche Thématique « Normes et déviance dans les organisations » de l'ARIMHE*, octobre 2015, Paris, France

DAIDJ N., T. DELECOLLE, C. DIRIDOLLOU, Eizo, une stratégie claire comme du cristal ?, *North American Case Research Association Annual Conference (NACRA)*, pp. 35, October 2015, Orlando - FL, United States of America

DELECOLLE T., N. DONTU, Z. MALAS, F. RENIOU, Toward a conceptual framework of online shopping cart abandonment, *6<sup>th</sup> International Research Meeting in Business and Management (IRMBAM-2015)*, July 2015, Nice, France

MICHALSKA C., T. DELECOLLE, G. KRETZ, La gamification et la relation marque consommateur, *Colloque Relation Client : Stratégies & Innovations*, ICD, juin 2015, Paris, France

DAMAY C., T. DELECOLLE, C. RODRIGUES, Affichage du prix et image Prix du point de vente, *Les Journées Normandes de Recherche sur la Consommation*, Novembre 2014, Rouen, France

PARGUEL B., T. DELECOLLE, P. VALETTE-FLORENCE, Effect of price display on brand luxury perceptions, *17ème colloque international Etienne Thil*, Octobre 2014, Paris, France.

CAZALS F., T. DELECOLLE, Segmentation du portefeuille "professionnels" : application au domaine bancaire, *North American Case Research Association Annual Conference (NACRA)*, pp. 23, October 2014, Austin - TEXAS, United States of America.

DELECOLLE T., R. KAMIN, B. PARGUEL, G. YEMEN, Mauboussin Japon : un joyau français en Asie, *Conférence ATLAS-AFMI*, avril 2014, Marseille, France.

PARGUEL B., T. DELECOLLE, P. VALETTE-FLORENCE , The impact of price display on luxury perceptions, *2014 Monaco Symposium on Luxury*, April 2014, Monaco.

DAMAY C., T. DELECOLLE, Le sport et les enfants : perceptions, pratiques et consommation, *Sport Management Conference - ISC Paris*, June 2013, Paris.

RADU-LEFEBVRE M., T. DELECOLLE, V. LEFEBVRE, Trust at first sight? The impact of entrepreneurs' pitch presentations on business angels' investment decisions in France and Germany, *Babson College Entrepreneurship Research Conference*, 2013, Lyon.

DELECOLLE T., R. KAMIN, B. PARGUEL, Mauboussin Japon : le mode d'implantation à l'international d'une PME de luxe française, *North American Case Research Association Annual Conference (NACRA)*, October 2012, pp. 32, Quincy – MA, USA

DORNIER R., T. DELECOLLE, N. SELMI, Agences événementielles et tourisme durable: panorama et perspectives, *Colloque Transformare II*, ISC Paris, 2012, Paris, France.

RENIU F., T. DELECOLLE, Z. MALAS , P. DESMET , When and Where to prompt for an online promotional code to avoid cart abandonment , *15th Academy of Marketing Science World Marketing Congress*, July 2011, Reims.

DELECOLLE T., K. LAIGLE , M. MONESTEL , Apports de la théorie de la longue traîne à la distribution de voyages sur Internet, *3ème Journée de Recherche et d'Echanges en Management du Tourisme*, 2011, Paris.

DELECOLLE T., Very small businesses as business customers: a qualitative study of their relationships expectations and behaviours, *Academy of Marketing Annual Conference*, 2009, Leeds.

DELECOLLE T., Dealing with very small businesses: a business-to-business challenge, *2<sup>nd</sup> European Workshop on B2B Marketing*, 2009, Lyon.

### Textbooks

DELECOLLE T., Editor : 15 études de cas, Studyrama, Levallois-Perret, 2014.

### Cases

DAMAY C., T. DELECOLLE. Aphrodisiaque, cerner un potentiel de marché à travers une étude qualitative. In : 15 études de cas, T. Delécolle (Ed), Studyrama, 41-52, 2014.

DELECOLLE T., C. DIRIDOLLOU, H. TINDALE. Google, identifier les sources de valeur sur un marché. In : 15 études de cas, T. Delécolle (Ed), Studyrama, 121-133, 2014.

DELECOLLE T., R. KAMIN, B. PARGUEL , G. YEMEN, Mauboussin Japon : Un Joyau français en Asie, réf. UVA-M-0872, CCMP, 2014.

DELECOLLE T., R. KAMIN, B. PARGUEL, G. YEMEN, Mauboussin Japan: A French Gem in Asia, VUVA-M-O872, Darden Business Publishin, 2013

DELECOLLE T., B. PARGUEL, Mauboussin 1 & 2 – 2003-2010 : réflexion stratégique et redressement de l'entreprise, CCMP, Paris, 2011.

### Other

#### Chapters in Scholarly Books

DELCHET-COCHET K., T. DELECOLLE, S. GOUDEAU, R. DORNIER, Sustainable Tourism Certification: A French Perspective, in : Sustainability, Social Responsibility, and Innovations in Tourism and Hospitality, H.G. Parsa, V. Narapareddy (Ed), CRC Press, pp. 243-265, 2015

DELECOLLE T.. Introduction. In : 15 études de cas, T. Delécolle (Ed), Studyrama, pp. 13-17, 2014.

GOUDEAU S., T. DELECOLLE, R. DORNIER. Impact de la certification « Agir pour un Tourisme Responsable » (ATR), In : L'entreprise durable et le changement organisationnel, (Ed), Edition EMS, pp. 289-319, 2014.

ATTAL V., Raphaël DORNIER, T. DELECOLLE, N. SELMI. L'appropriation du développement durable par les agences événementielles et de tourisme d'affaires. In : Regards croisés sur la RSE, DUPUICH F. (Ed), L'Harmattan, pp. 223-251, 2012.

DELECOLLE T., P. VOLLE. Elaborer une stratégie client. In : Stratégie Clients. Point de vue d'experts sur le management de la relation client, Pierre VOLLE (Ed), Pearson, pp. 11-35, 2012.

Article in a professional journal or magazine

DELECOLLE T., R. KAMIN, B. PARGUEL, G. YEMEN, The Global Marketing of an Age Old French Gem, *The Washington Post*, 23 august, 2013

CRISC (Working Papers ISC)

DELECOLLE T., Jérémy TERRASSON, Jeux d'argent en ligne et prévention des consommateurs: une approche qualitative, *CRISC*, vol. 2012/7, 2012.

DELECOLLE T., Attentes relationnelles du client Très Petites Entreprises : une étude qualitative, *CRISC Cahier de la Recherche*, vol. 29, 2011.

**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	x
Active on thesis panels	
Supervise and/or evaluate internship reports and/or thesis	x

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

French	English	German	Spanish	Other (specify)
x	X			

**Date of CV : 31/08/2016**