



Patrick Longuet, PhD
Associate Professor - Speciality: Marketing

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Professor Longuet has been working in the faculty until 2000. His company experience in Marketing makes him particularly appreciated by the students he coaches for project Management. He also provides advice for the working placement in Marketing and careers.

He teaches many courses, to different programs, even on line, and more precisely: Market surveys and Communication.

He has recently written a new case study, based upon the practice of Marketing in fast moving goods companies, in which students, working in teams, have to make a general marketing diagnosis. The emphasis is put on decision making and competitiveness.

On the other hand, his research is dedicated to Food industry, and risk analysis in particular. In a context of recent crisis (such as Listeria in cheeses, Dioxine with Coca cola, benzene with Perrier, and ESB with red meat) the objectives are to better understand what are the processes implicated in the risk perception, what impact they have on the consumer attitudes and purchase, and above all, what can be efficiently done to face it.

More and more, the focus is put on digital implications, particularly when a company wants to integrate social networks and new digital tools, to create the buzz effect or target Millenials for instance.

EDUCATION

- 2008** **Doctorat Sciences de Gestion** – UNSA, Université de Nice Sophia Antipolis, Nice (France)
Sujet : « Le consommateur et le risque alimentaire : vers un modèle intégrateur d'équilibre »
- 1991** **Mastère** en gestion agro-alimentaire IGIA - ESSEC (Institut de gestion des Industries Agro-alimentaires) - Option Marketing, Paris (France)
Mémoire de fin d'études : le marketing de l'enfant.
Application au lancement d'une nouvelle gamme de produits pour enfants chez DANONE S.A.
- 1990** **Ingénieur en Agriculture ISAB** (Institut Supérieur Agricole de Beauvais). Option Marketing, *Beauvais (France)*
Mémoire de fin d'études : Opportunités de diversification en informatique agricole. Lancement d'un nouveau produit télématique chez le leader du secteur (ISAGRI S.A)

TEACHING EXPERIENCE

- 2000 - Present **Associate Professor of Marketing, EDHEC Business School.**
Courses of Marketing given (see below) in the different programs.
Management of some teachers of marketing (2003-2008).
- 2001 - 2007 **Professor of Marketing, L3, M2 MIAGE** (Maîtrise d'Informatique appliquée à la gestion d'entreprise, Université de Nice Sophia Antipolis).
- 2001 **Professor of Marketing – USE (University South Eastern of Monaco) –** courses of Marketing given in English.

PROFESSIONAL NON-TEACHING EXPERIENCE

- 1999 **Consultant - ADIE (Association pour le Développement et l'Insertion Economique), Nice (France)**
Evaluation of projects of new companies
- 1997 - 1998 **Creator of a new company - OSCAR SERVICES, Nice (France)**
Testing and launching of a new concept (home shopping delivery).
- 1994 - 1996 **Product manager - CŒUR DE LION / BONGRAIN S.A, Paris (France)**
Launching and marketing management of new products in the food industry
- 1992 - 1993 **Deputy Chief executive - COMPAGNIE FRANCAISE DU TEXTILE, Guinée Conakry (Africa)**
In charge of implementation of the cost control system
- 1991 **Marketing Assistant – DANONE S.A., Paris (France)**
In charge of launching of new products and marketing of existing brand (DANY)
- 1990 **Marketing Assistant – ISAGRI S.A. (leader company in computer sciences applied to Agriculture), Beauvais (France)**
In charge of launching a new product using new technology

PROFESSIONAL ASSOCIATIONS

- Member, Association Française de Marketing

TEACHING SPECIALITIES

- Consumers & markets
- Market surveys
- Communication 360°
- Integrated marketing communication (*course given in English*)
- Brand management
- Destination branding (Hospitality & Event industry management) -*course given in English*
- Marketing for entrepreneurs
- Marketing for Edhec Executive program (CSM), *course on line*
- Marketing for Edhec FSHN program, *course on line*

RESEARCH

Communications et publications dans des actes de colloques

1. Longuet P., Tournois N. (2008) : Et si je suis empoisonné par ce que je mange ? Le risque alimentaire : perception, impact et réduction - Premiers résultats – Etude exploratoire, *Colloque international ISEOR - Academy of Management*, 21-22 Avril 2008, Lyon.

2. Longuet P., Tournois N. (2008) : En cas de crise restons cachés ? Le consommateur et le risque alimentaire : de la perception à la réduction du risque en situation de crise avérée (SCA), *3^{ème} journée de l'Association Française de Marketing agro alimentaire*, 19 Septembre, Montpellier.

Présentations et projets de recherche

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| 2007 | Laboratoire UNSA
Le comportement du consommateur en situation de crise : Mieux comprendre pour une meilleure stratégie marketing |
| 2006 | Séminaire GREDEG Beaulieu
Le risque alimentaire : perception, impact marketing et efficacité des leviers d'action. |
| 2005 | Laboratoire UNSA
Facteurs d'influence sur le comportement du consommateur en contexte de crise. Application à l'alimentaire. Une revue de la littérature |

Réalisation d'études de cas Marketing (déposés CCMP)

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| 2019 | Cas Savencia : comment séduire les Millenials via le digital ? Application au marché du fromage français |
| 2018 | Cas Bagelstein : une communication controversée. Application au marché du bagel |
| 2017 | Cas Acuitis : digital or not digital ? Application au marché de l'optique et de l'audition |
| 2016 | Cas H & M : comment communiquer sur le durable ? Application au marché de l'habillement |
| 2015 | Cas Lesieur : comment redonner de la crédibilité à un challenger par l'innovation ? Application au marché des sauces |