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Marketing Department

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Marie-Cécile Cervellon is the Head of Faculty and a Full Professor of Marketing at EDHEC BUSINESS SCHOOL in France with a teaching expertise in brand management and luxury marketing. Currently, her areas of research encompass two domains: one stream of research, managerial and interdisciplinary, focusses on brand management on social media and influencer marketing. A second stream of research aims at understanding current trends of consumption such as second-hand and sustainable consumption. Her research is mostly conducted in hedonic industries (luxury & fashion; perfume & cosmetics; fine food; wine & spirits). It is published in major international journals, such as MIT Sloan Management Review, Journal of Business Research, International Journal of Research in Marketing or European Journal of Marketing. She is cited in Newsweek, The Financial Times, and New York Times among other press outlets. Marie-Cécile holds a PhD from McGill University, Montreal, Canada and a Master Research from Paris IX-Dauphine University, France. She is an ESCP-EAP alumnus.

PROFESSIONAL EXPERIENCE

	EDHEC Business School (Lille, Nice, Paris, Singapore, London)
Since Jan. 2021	Head of Faculty Marketing
Since Sept. 2013	Full Professor of Marketing
	<ul style="list-style-type: none"> • <u>MBA Course</u>: Marketing Management • <u>BBA Courses (3rd/4th year)</u>: Luxury Marketing; Sustainable Luxury; Digital Luxury • <u>MscMarketing/Grande Ecole courses</u>: Global luxury operations; Learning expedition (4 days immersion in Grasse Fragrance ecosystem) • <u>eMBA course</u>: Luxury Brand Management • <u>BscOnline course</u>: Marketing Aspirational • <u>Other contributions</u>: Business Games (Coaching), Talent Identification & Career Development (Assessment), BBA and Master theses mentoring, Luxury retail in Asia (One-week immersion in Singapore)
2004-2013	International University of Monaco , Principality of Monaco Program Director, Master of Science in Marketing (MsMKTG) Professor of Luxury Marketing

- 1998-2004 **McGill University, Montreal, Canada**
Lecturer Marketing Management
- 1991-1998 **Sara Lee - Douwe Egberts, Paris (France)**
Brand Manager, MAISON DU CAFÉ coffee and BENENUTS snacks
New product development Manager, Development of SENSEO systems

PROFESSIONAL ACTIVITIES

- Communication and Social Media presence:
 - Research citations in business journals including the *Financial Times* (November 19th, 2010), *Newsweek* (September 5th 2014), *New York Times* (July 6th 2016), *Strategies* (February 27th 2017), *Le Figaro* (February 27th 2017; August 31st 2019), *Trends&Tendances* (April 13th 2017; September 6th, 2018); February 4th, 2021), *Le Nouvel Economiste* (March 2nd, 2018), *La Tribune* (April 5th 2019), *The Stylist* (November 21st, 2019), *Nice Matin* (December 2nd, 2019), *WWD* (March 24th, 2020), *Elle.fr* (August 27th, 2021) among other press outlets.
 - Interviews published in *Work magazine UK* (February 2017), *Survey Magazine* (April 2017), *Le Journal des Grandes Ecoles* (November 2018), *Le Monde des Grandes Ecoles* (January 2019 ; February 2020)
 - Radio interviews (Jo Goode Live show on *BBC London*, October 4th, 2019; Europe 1, January 22nd 2021), TV debate (BFM TV, Innovation pour le commerce, January 4th and 5th, 2020)
 - Since May 2015, administrator of **LYTE**, an educational blog <http://luxury-talents-education.com/>
 - www.linkedin.com/in/marie-cécile-cervellon
- Contribution to Research Community:
 - Reviewer for Fashion academic journals; Outstanding Reviewer Award 2017 for *Journal of Fashion Marketing and Management*
 - Editorial board of *Fashion and Textiles* (Springer publication) and *Fashion, Industry and Education* (Intellectbooks publication)
 - Member of the Scientific Committee for the *Monaco Symposium on Luxury* in 2014, 2016, 2018 and 2020
 - Reviewer for several CNRS-ranked business journals; Outstanding Reviewer Award 2019 for *International Journal of Retail and Distribution Management* (Emerald Publications)
 - Member of *Association for Consumer Research, American Marketing Association, European Marketing Association, North-American Case Research Association, Administrative Sciences Association of Canada*
- Contribution to Business Community:
 - Advisory Board MONSIEUR MIGNON <https://www.monsieurmignon.com/>
 - Invited speaker at *The Luxury Week 2020* (Online roundtable: Sustainable Luxury); *Digital Luxury Meeting 2017*, Paris (Roundtable: The Future of Luxury Retail in a Digital World); *ERD conference 2014*, Nice; *JCI European Conference 2013*, Monaco; and *Women in Philanthropy Symposium 2012*, Monaco (Lecture: Is Sustainable Luxury an Oxymoron?)

- Moderator in roundtables on The impact of Terrorism on the French Hospitality Sector (Edhec campus, Paris, 2016); Coopetition in the Fragrance sector (Grasse, April 2nd 2019); Nostalgia Marketing and the retro trends (Edhec campus Paris, 2019)
- Member of Selection Committee *Luxe Partenaires Awards* 2016; presenting the Award ‘French Savoir-Faire’ to Comité Joséphine, acting for the promotion of niche and rare perfumes
- Expert panel member for GfK on Sustainable Fashion, 2013 and Canvas8 Expert Outlook on Consumer trends, 2017 and 2018
- Presentations to EDHEC Business Club (Mars 2017, October 2017 and 2018) and EDHEC Alumni Refresher (August 2016, August 2019)
- Coaching L’Oreal Brandstorm team (Since 2013; French finals’ winners of 2016), Accor challenge (2015-2016), Martell Brand Ambassador (2017), Cartier Challenge (2019), Crédit Agricole Challenge (2014-2019), L’Oreal Yuesai China (2020)
- LVMH Professor-Ambassador; Women@Dior, Dior Travel Retail Challenge (2016, 2020), Chaumet Challenge (2017, 2019), InsideLVMH program (2018), Givenchy Parfums Challenge (2021)
- Executive seminars, consulting projects and/or research projects at HWZ Hochschule für Wirtschaft Zürich, Junior Chamber of Monaco, Bailian Chain Group of Shanghai, Monte Carlo SBM, Sheraton, Ritz-Carlton, L’Oréal, Danone, Bonduelle
- Jury for Monaco Ocean Protection Challenge (2020) organized by Monaco Oceanic Institute- Albert 1st Foundation

GRANT

2020-2023 Erasmus+ Grant “Sustainable Fashion Employability Skills” within “Cooperation for innovation and the exchange of good practices” and “Strategic partnerships for higher education” tracks, in collaboration with Glasgow Caledonian University (Project leader), Universidad Politechnico de Valencia, Universidad Complutense de Madrid, Universidade da Madeira and business partners Harris Tweed Hebrides and Tendam Retail.

REFEREED PUBLICATIONS

TURUNEN, Linda, CERVELLON, Marie-Cécile & CAREY, Lindsey*, “Selling second-hand luxury: Empowerment and Enactment of Social Roles”, **Journal of Business Research** (2020), 116, pp.474-481 *Equal contribution

CERVELLON, Marie-Cécile, POUJOL, Juliet & TANNER, Jeff, “Judging by the Wristwatch: Salespersons’ Responses to Status Signals and Stereotypes of Luxury Clients”, **Journal of Retailing and Consumer Services** (2019), 51, pp.191-201

CERVELLON, Marie-Cécile & BROWN, Stephen, “Reconsidering Reconsumption”, **Marketing Theory** (2018), Vol 18(3), pp.391-410

CERVELLON, Marie-Cécile & LIRIO, Pamela, “When Employees don’t Like their Employers on Social Media”, **MIT Sloan Management Review** (Winter 2017), Vol. 58, N.2, pp.63-70

KIM, Jae-Eun, LLOYD, Stephen & CERVELLON, Marie-Cécile, “Narrative-transportation storylines in Luxury brand advertising: Motivating consumer engagement”, **Journal of Business Research** (2016), 69, pp.304-313

CERVELLON, Marie-Cécile, JEAN Sylvie & NGobo Valentin, “Shopping orientations as antecedents to channel choice in the French grocery multichannel landscape”, **Journal of Retailing and Consumer Services** (2015), 27, pp.31-51, sponsored by Bonduelle group

CERVELLON, Marie-Cécile & GALIPIENZO, Danielle, “Facebook pages’ content, does it really matter? Consumers’ Responses to Luxury Hotel posts with emotional and informational content”, **Journal of Travel and Tourism Marketing** (2015), 32, pp.428-437

CERVELLON, Marie-Cécile & BROWN, Stephen, “All the Fun of the Fans: Consuming Burlesque in an era of retro-mania”, **Advances in Consumer Research** (2015), 42, pp.271-275

CERVELLON, Marie-Cécile & CAREY, Lindsey, “Sustainable, Hedonic and Efficient: Interaction effects between product properties and consumer reviews on post-experience responses”, **European Journal of Marketing** (2014), Vol 48, Issue 7/8, pp.1375-1394

CAREY, Lindsey & CERVELLON, Marie-Cécile “Ethical Fashion dimensions: Pictorial and auditory depictions through 3 cultural perspectives”, **Journal of Fashion Marketing and Management** (2014), Vol. 18 Issue 4, pp.483-506

CERVELLON, Marie-Cécile & SHAMMAS, Lara, “The value of Sustainable Luxury in mature markets: A customer-based approach”, **Journal of Corporate Citizenship** (2013), special issue Sustainable Luxury, 52, pp.90-101

CERVELLON, Marie-Cécile & COUDRIET, Rachael, “Brand social power in Luxury Retail: Manifestations of brand dominance over clients in the store” **International Journal of Retail & Distribution Management** (2013) special issue Luxury Retail, Vol. 41, issue 11/12, pp.869-884

CERVELLON Marie-Cécile, “Conspicuous Conservation: Using semiotics to understand Sustainable Luxury”, **International Journal of Market Research** (2013), Vol 55(5), pp.695-717

CAREY, Lindsey, CERVELLON, Marie-Cécile & DOYLE, Stephen, “I Shop where I belong: The influence of Self-Monitoring on Fashion Retailer Choice”, **European Retail Research** (2013), 27 (1), pp.1-21

CERVELLON, Marie-Cécile, “Victoria’s dirty secrets: Effectiveness of Green not-for profit messages targeting brands” **Journal of Advertising** (2012), Vol. 41(4), pp.137-149

CERVELLON, Marie-Cécile, CAREY Lindsey & HARMS, Trine “Something old, something used: Determinants of women’s purchase of Vintage Fashion vs. Second-Hand Fashion”, **International Journal of Retail and Distribution Management** (2012), Vol 40, Issue 12, pp.956-974

CERVELLON, Marie-Cécile & WERNERFELT, Sophie “Knowledge sharing among green Fashion communities online: Lessons for the sustainable supply chain”, **Journal of Fashion Marketing and Management**, special issue on Green Fashion (2012), Vol 16, Issue 2, pp. 176-192

CERVELLON, Marie-Cécile & CAREY, Lindsey “Consumers’ perceptions of ‘green’: Why and How consumers use Eco-Fashion and green beauty products”, **Critical Studies in Fashion and Beauty**, special issue on green Fashion (2011) Vol 2: 1+2, 77-98

CERVELLON, Marie-Cécile & DUBE, Laurette & KNAUPER, Barbel, “Implicit and explicit influences on spontaneous and controlled food choices”, **Advances in Consumer Research**, (2007), Vol 34, 104-109

CERVELLON, Marie-Cécile & DUBÉ, Laurette “Cultural Influences in the Origins of Food Likings and dislikes”, **Food Quality and Preference** (2005), vol. 16 (5), July, 455-460

LAROCHE, Michel & PONS, Frank & CERVELLON, Marie-Cécile & ZGOLLI, Nadia & KIM, Chankon “A model of consumer response to two retail sales promotion techniques”, **Journal of Business Research** (2003), 56, 513-522

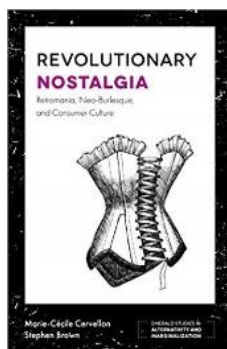
DUBÉ, Laurette & CERVELLON, Marie-Cécile & JINGYUAN, Han “Should Consumer Attitudes be reduced to their affective and cognitive bases”, **International Journal of Research in Marketing** (2003), 20, 259-272

CERVELLON, Marie-Cécile & DUBÉ, Laurette “Assessing the cross-cultural applicability of affective and cognitive components of attitudes”, **Journal of Cross-Cultural Psychology** (2002), vol. 33(3), May, 346-357

CERVELLON, Marie-Cécile & DUBÉ, Laurette “Standardization vs cultural adaptation: insights from a two-culture market”, **International Journal of Advertising** (2000), 19(4), 429-447

DUBÉ, Laurette & CERVELLON, Marie-Cécile, “Quand l'acheteur ne fait pas qu'acheter”, **Gestion** (1999), 24(2), 66-73

BOOKS



CERVELLON, Marie-Cécile & BROWN, Stephen, **Revolutionary Nostalgia: Retromania, Neo-Burlesque and Consumer Culture**, Emerald Publishing Limited: London, UK. Nov.1, 2018 (185pp; **ISBN-10**: 1787693465; **ISBN-13**: 978-1787693463

Pour un résumé en Français :

<https://www.edhec.edu/fr/news/livrerevolutionary-nostalgia-quand-le-passe-inspire-le-present>

CERVELLON, Marie-Cécile, **Ambivalent and Dual Attitudes: Attitude Conflicts and their Impact on Decision Making and Behavior** (2006), McGill University Libraries, Montreal, CA

CASE STUDIES

“MERCEDES and the relaunch of MAYBACH: Reviving a heritage automobile brand” with Anat KEINAN, Klaus HEINE and Sandrine CRENER (**Harvard Business School**, 2019, June, N2-519-099)

“MAISON MAILLE: Making Mustard Aspirational to Younger Consumers”, with Lea LEMBO, in collaboration with UNILEVER France (**The Case Journal**, 2018, Vol 14, Issue 3, pp.254-271); Winner of 2018 Emerald Best-Case Award

“GRASSE: Retour aux sources” with Marie-Catherine MARS (2019, work-in-progress)

“SEB: Designing a consistent brand strategy globally” VideoCase in collaboration with GROUPE SEB (2014)

BOOK CHAPTERS

CERVELLON, Marie-Cécile & CAREY, Lindsey, Sustainable Luxury, Consumer Behavior and Brands, in **Firms in the Fashion Industry** (2021), Palgrave Macmillan

CERVELLON, Marie-Cécile, PINI, Fabrizio & RIGAUD Emmanuelle, Chapitre 2 “Les nouvelles règles du luxe et leur impact sur les organisations : Les nouveaux Business Models” in **Management du Luxe : Opportunités et Challenges** (2019), Vuibert éditions : 39-53

CERVELLON, Marie-Cécile & LIRIO, Pamela, Chapter 16 in **How to Go Digital: Practical Wisdom to Help Drive Your Organization’s Digital Transformation** (2018), by Paul Michelman (ed), MIT Press: Boston, UK: 159-178

CERVELLON, Marie-Cécile & VIGREUX, Edwige, Chapter 6 “Emotional and narrative accounts of second-hand Luxury Fashion purchases”, in **Vintage Luxury Fashion: Exploring the rise of the Second-Hand Clothing Trade** (2018), by Daniella Ryding, Claudia.E.Henninger and Marta Blazquez Cano (eds), Palgrave: London, UK: 80-95

CAREY, Lindsey, CERVELLON, Marie-Cécile, MC COLL, Julie, STEWART, Aileen and YUEN, Yuet Chak Yuki Chapter 12 “Vintage Fashion: A cross-cultural perspective”, in **Vintage Luxury Fashion: Exploring the rise of the Second-Hand Clothing Trade** (2018), by Daniella Ryding, Claudia.E.Henninger and Marta Blazquez Cano (eds), Palgrave: London, UK: 185-203

CERVELLON, Marie-Cécile, “Coats of Arms: The Role of Animal Emblems in Contemporary Luxury and Fashion Industry”, Chapter 17 in **Brand Mascots and other Marketing Animals** (2014), by Stephen Brown and Sharon Ponsony-McCabe (eds), Routledge: London, UK: 267-277

MORA, Emanuela, CERVELLON, Marie-Cécile & CAREY Lindsey, “Sustainable Fashion Consumers have got solar panels and can’t find sexy clothes”, in Ricchetti M, R.M., Frisa M. L, F.M.L. (eds.), **The Beautiful and the Good Reasons for Sustainable Fashion** (2012), Marsilio Editore, Venezia: 93- 108

EDHEC PUBLICATIONS – POSITION PAPERS

CERVELLON, Marie-Cécile “Economie circulaire dans la mode” Podcast (2021, September)

CERVELLON, Marie-Cécile “Luxe: les clients préfèrent-ils les marques étrangères à celles de leur pays d’origine ? ” Podcast (2019, July)

CERVELLON, Marie-Cécile “Digital mode hits the Catwalk”, Otherwise (2018, September), N°7, 40

CERVELLON, Marie-Cécile “My employers’ brands, my friends and me”, Otherwise (2017, March), N°4, 34-36

CERVELLON, Marie-Cécile & Lirio, Pamela, “Employee Branding: Les jeunes diplômés sont-ils ambassadeurs de leur marque sur les réseaux sociaux ?”, Février 2017, sponsored by Edhec NewGen Talent Centre

CERVELLON, Marie-Cécile & JEAN, Sylvie “Les nouveaux formats de distribution alimentaire répondent-ils aux aspirations des consommateurs Français ? ” July 2014, sponsored by Bonduelle group

REFEREED CONFERENCES

MO, Tingting, CERVELLON, Marie-Cécile, “KOLs’ influence on generation Z consumers in China and France: A self-expansion framework”, Global Marketing Conference, Seoul, November 2020

CONNELL, Cara, DRYLIE CAREY, Lindsey, CERVELLON, Marie-Cécile, “Customer engagement with shoppable video content: a luxury fashion perspective”, Monaco Luxury Symposium, Monaco 2020

CERVELLON, Marie-Cécile “Does Brand Origin Really Matter in the Luxury Sector? The Impact of Consumer Origin and Ethnocentrism on Consumers' Responses”, AMS Academy of Marketing Science Conference, Vancouver 2019

CERVELLON, Marie-Cécile, CAREY, Lindsey & VIGREUX, Edwige, “Emotional accounts of pre-owned Luxury purchases along the customer journey offline and online”, EMAC European Marketing Association Conference, Glasgow 2018

CERVELLON, Marie-Cécile, CAREY, Lindsey & VIGREUX, Edwige, “Narratives of second-hand Luxury purchases along the customer journey”, Monaco Luxury Symposium, Monaco 2018

LIRIO, Pamela & CERVELLON, Marie-Cécile, “Always-On”: Exploring Employee Social Media Presence for Today’s Organizations”, Caucus organizers, Academy of Management, Conference Theme “At the Interface”, Atlanta 2017

CERVELLON, Marie-Cécile & LIRIO, Pamela, “Fostering Employee Brand Advocacy on Social Media”, American Marketing Association Summer Conference, San Francisco 2017

CERVELLON, Marie-Cécile & LIRIO, Pamela, “The social media presence of global talent for multinationals today”, Symposium organizers, ASAC International Business Division, Conference Theme: “Digital Economies and Cities”, Montreal 2017

CERVELLON, Marie-Cécile & MAILHOS, Marie, “The smell of words: Stimulating narrative transportation with perfume names”, EMAC – European Marketing Association Conference, Oslo, 2016

CERVELLON, Marie-Cécile, MARS, Marie-Catherine & DE BARNIER, Virginie, “Should Luxury be described in concrete language? Influence of online descriptions on product purchase in contexts of psychological distance”, Monaco Luxury Symposium, Monaco, 2016

CERVELLON, Marie-Cécile & POUJOL, Juliet, “Customer Stereotypes: Consequences on salespersons’ interpersonal orientation in Luxury settings”, AMA/ACRA, Coral Gables, 2015

CERVELLON, Marie-Cécile & LIRIO, Pamela, “Considering Employee Branding on Social Media for Global Talent Management: Contrasts among MNC Employees in France and Germany”, EIASM – 3rd Workshop on Talent Management, Berlin, 2014

CERVELLON, Marie-Cécile & SCHIELE, Yil “ Brand Origin and Consumer Ethnocentrism in the Luxury Fashion Industry: Impact on Consumers’ Responses to Manufacturing Delocalization”, GAMMA - Global Marketing Conference, Singapore, 2014

CERVELLON, Marie-Cécile & PONS, Frank “The moderating role of Sexual Sensation Seeking on consumers’ responses to ads in contexts of STD prevention vs. product promotion”, EMAC – European Marketing Association Conference, Valencia, 2014

CERVELLON, Marie-Cécile, DE BARNIER, Virginie & LAURENT, Gilles “Playing Hard to Get, signaling status and enhancing the social influence of Luxury brands”, Monaco Luxury Symposium, Monaco, 2014

CERVELLON, Marie-Cécile “Is fault confessed half redressed? The influence of a brand misbehaving and making amendments on brand attitude and eco-friendly image”, EMAC – European Marketing Association Conference, Istanbul, 2013

CERVELLON, Marie-Cécile, PONS Frank, & PUGLIESE Giovanni “The moderating role of Sexual Sensation Seeking in consumers’ responses to perfume ads”, IMT- International Marketing Trends, Paris, 2013

CERVELLON, Marie-Cécile, CAREY Lindsey & HARMS, Trine, “Back from the Past: Specific antecedents to consumers’ purchase of vintage Fashion vs. second-hand or recycled Fashion”, IMT – International Marketing Trends, Venice, 2012

CAREY, Lindsey, CERVELLON, Marie-Cécile & ROY, Emma “An extension of a study on national differences in consumer concern for ethical Fashion: the case of the UK”, European Institute of Retailing and Service Studies, San Diego, 2011

CERVELLON, Marie-Cécile & SCHMIDT, Indiana, “Should I buy or should I not? Ambivalence towards counterfeit and Luxury goods”, Counterfeit and Luxury conference, Geneva, 2011

CERVELLON Marie-Cécile, RINALDI Marie-Josée & WENERFELT Anne-Sophie “How Green is Green? Consumers’ understanding of green cosmetics and their certifications.” IMT-International Marketing Trends Conference, Paris, 2011

CERVELLON, Marie-Cécile, CHAILAN, Claude & RICARD, Sandrine “The role of place endorsement and city names in crafting Luxury brand image”, Global Marketing Conference, Luxury track, Tokyo, 2010

CERVELLON Marie-Cécile, HJERTH Helena, RICARD Sandrine, & CAREY, Lindsey, “Green in Fashion? An exploratory study of national differences in consumers concern for eco-Fashion”, Proceedings of International Marketing Trends Conference, Luxury track, Venice, 2010

CERVELLON Marie-Cécile, HJERTH Helena, RICARD Sandrine, & CAREY, Lindsey, “Is green the new gold? Consumers’ Perceptions of Organic Fashion”, International Conference on Ethical Fashion, Milano, 2009

CERVELLON, Marie-Cécile & DUBÉ, Laurette “The double-sided consumer: ambivalence, duality and their consequences on behavior”, Advances in Consumer Research, Toronto 2004

CERVELLON, Marie-Cécile & DUBÉ, Laurette, “Simultaneous Confirmatory Factor Analysis of Attitude Dimensions between French and Chinese Cultures”, Advances in Consumer Research, Salt Lake City 2000

LAROCHE, Michel, PONS, Frank & CERVELLON, Marie-Cécile, “A Structural Equation Model of responses to sales promotions”, Society for Marketing Advances, Atlanta 1999

EDUCATION

- 2005 **PhD in Management**, McGill University, Montreal, Canada
Major Marketing, minor Health Psychology; with full time grant of DANONE Institute Canada
- 1991 **Master Research in Marketing** (Diplome d’Etudes Approfondies 102),
University Paris IX Dauphine, Paris, France
- 1990 **Master in Management** - Grande Ecole, School of Management for Europe
(now ESCP Europe), London, Madrid, Paris stream
- 1985-87 **Preparatory years** to Grandes Ecoles, Lycée Massena, Nice

ELSE ...

A style... Retro-modern

A priority... my four loved ones Luca, Matteo, Ava and Noe

A motto... "Keep your heels, head and standards high" (Coco Chanel)

A hobby... swimming in summer, skiing in winter and fooding all year long

A sweet temptation... Château de Bellet... Red