

## Michael Antioco appointed Dean of Faculty and Research

*Press release*

**Paris, 19 November 2020 – EDHEC Business School is pleased to announce the appointment of Michael Antioco as the School's Dean of Faculty and Research. Michael will assume his functions on 1 January 2021. He also becomes a member of EDHEC's Executive Committee.**

Michael succeeds Christophe Roquilly in this position. After two three-year terms, Christophe will take over management of the *EDHEC Augmented Law Institute* on a full-time basis in January. This research centre has been set up with the aim of positioning the know-how, function and skills of lawyers at the centre of corporate and societal transformation processes.



Michael Antioco, 42, of dual Italian and British nationality, holds a PhD in Marketing & Innovation Studies from the Eindhoven University of Technology (Netherlands) and a Research Master of Business Science from the Louvain School of Management (Belgium).

Michael joined EDHEC as Professor of Marketing in 2013 and was appointed Head of Faculty of the Marketing Department the following year. His research work is geared to understanding consumers and focuses particularly on the decision-making process, new product development and marketing communications. He primarily conducts his research in the luxury goods and high-tech products sectors and has worked in these areas with numerous companies such as Philips, Ion Beam Applications (IBA), ING Banking & Insurance, L'Oréal Luxury Division, Lancel and Printemps retailers.

In line with EDHEC's Impact Future Generations strategic plan, Michael's principal missions will be to assist professors in digitalising teaching so as to offer students a unique experience, to continue to invest in research to respond to challenges facing society, to increase the visibility of the teaching faculty and to develop new partnerships.

Overall, EDHEC intends to continue its distinctive Research for Business strategy focused on producing high-impact research of real practical use to both students and businesses. This goal is underpinned by the academic research conducted by the School's professors and which places EDHEC at the top levels globally, as witnessed by the latest benchmark rankings in this field:



- based on all disciplinary fields, EDHEC ranks 3<sup>rd</sup> among business schools in France and 30<sup>th</sup> worldwide (SSRN ranking<sup>1</sup>).
- in financial markets, EDHEC ranks 1<sup>st</sup> among business schools in France and 65<sup>th</sup> worldwide (RePEc ranking<sup>2</sup>).

*"I am proud to be appointed to the position of Dean of Faculty and Research. The environment we are currently experiencing creates fine opportunities for EDHEC's teaching faculty to once again demonstrate, via the creation and sharing of "meaning" and knowledge, that it has a useful role to play in shaping the society of tomorrow. I am delighted to assist and encourage our team of professors-researchers to make this positive impact", comments Michael Antioco.*

### **Press contacts**

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### **About EDHEC BUSINESS SCHOOL**

Based in Lille, Nice, Paris, London and Singapore, and counting 100 nationalities on its campuses and partnerships with 280 leading universities around the world, EDHEC is a fully international business school directly connected to the business world. EDHEC's 40,000 alumni spread over 120 countries represent a community of engaged leaders, trained to act practically and deliver solutions to the main economic, social, technological and environmental challenges facing the world.

The School has developed a unique model founded on research of real practical use to society, companies and students. EDHEC is a centre of excellence, innovation, experience and diversity, focused on impacting future generations in a fast-transforming world. The School exists to make a positive impact on the world.

#### **EDHEC in figures:**

- 8,600 students in academic education, 177 professors and researchers, 11 research centres
- 5 campuses and a platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- a comprehensive portfolio of 23 programmes designed for future decision-makers: Bachelors (BBA and BSc), a Master in Management, Masters of Science (MSc), MBAs (Full-time and Executive MBA), a PhD in Finance
- an extensive EDHEC Executive Education offering of certificate and degree programmes for managers, business leaders and entrepreneurs

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<sup>1</sup> Source: [https://hq.ssrn.com/rankings/Ranking\\_Display.cfm?TMY\\_gID=2&TRN\\_gID=12](https://hq.ssrn.com/rankings/Ranking_Display.cfm?TMY_gID=2&TRN_gID=12).

<sup>2</sup> Source: <https://ideas.repec.org/top/top.fmk.html>