



Pascale PATAT-DUBOUIS

Ph.D. in Marketing

Assistant Professor, Marketing

Academic Director

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EDUCATION

- 2023** Ph.D. in Marketing, University of Paris Dauphine, France
- 2017** Master Recherche , mention " Études et théorie des organisations", IAE of Paris, France
- 1985** Master, Management Sciences, Management, ESCP Europe, France

PROFESSIONAL CERTIFICATION

- 2020** Pedagogical certificate, IÉSEG School of Management, France
- 2019** Digital pedagogy, IÉSEG School of Management, France
- 2018** PHILIPS ESSEC Business Administration and Management, General, ESSEC Business School, France
- 2015** stratégies d'entreprise et communication d'influence, Sciences Po Paris, France

RESEARCH INTERESTS

brand management, consumer behavior

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2022 - Present** Academic director Executive MBA track, IÉSEG School of Management, France
- 2022 - Present** MBA Hub co-director, IÉSEG School of Management, France
- 2021 - Present** Senior professor of practice, IÉSEG School of Management, France
- 2019 - 2023** Academic director Executive Mastère Direction Commerciale et business development, IÉSEG School of Management, France
- 2019 - 2021** Professor of practice, IÉSEG School of Management, France
- 2017 - Present** Lecturer, ESCP Europe, France
- 2016 - 2017** Lecturer, IAE of Paris, Paris, France
- 2016 - 2016** Professor, Ecole 2089 NOW, Besançon, France

PROFESSIONAL:

- 2013 - 2016** directrice marketing et communication , Hygena
- 2011 - 2012** directrice commerciale et marketing , Carglass
- 1988 - 2010** Plusieurs postes en VENTE/RH/MARKETING , Philips

CONSULTING EXPERIENCE

- 2016** Présidente, Actinaria, France

COURSES TAUGHT

- Research and consulting methods emba, Executive mba
- Consumer behavior
- Managing for impact, Post graduate program
- Brand management ibl
- Marketing management, Grande ecole (bachelor cycle)
- Mini mémoire et mini mémoire 2 (méthodologies de recherche), Bachelor in international business
- Brand management elective, Grande ecole (bachelor cycle)
- Advanced marketing mix - branding
- Encadrement de thèses professionnelles tutorées
- Encadrement de thèses et projets consulting de master marketing
- Brand management
- Research methods (emsc)
- Encadrement d'apprentis, Grande ecole (master cycle)
- Politique marketing et commerciale - déploiement politique commerciale - séminaire méthodologie de recherche, Grande ecole (master cycle)
- Introduction to marketing - marketing management, Grande ecole (bachelor cycle)
- Atelier méthodologique thèse professionnelle tutorée
- Fundamentals of marketing, Grande ecole (bachelor cycle)
- Marketing planning, Grande ecole (bachelor cycle)
- Fundamentals of marketing, Grande ecole (bachelor cycle)

- Strategie marketing
- Fundamentals of marketing
- Fondamentaux du marketing

INTELLECTUAL CONTRIBUTIONS

Other conference and seminar presentations

National

Patat-Dubouis P., (2020), *Alliances accidentelles de marques : concept, enjeux et point de vue managérial* CONGRES AFM, BIARRITZ, France

GRANTS AND HONORS

Honor

2010 CHEVALIER DE LA LEGION D'HONNEUR, Légion d'Honneur, France

PROFESSIONAL SERVICE

Member of the board of trustees

2017 - 2023 Membre du conseil scientifique de l'Adetem, France

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Course Coordinator

2023 Brand management course coordination, IÉSEG School of Management, France

2020 - 2022 Coordinatrice de l'électif sur les marques "Brand management", IÉSEG School of Management, France

Participation in a professional advisory board

2022 - 2022 PAB EMSDC, IÉSEG School of Management, France

2021 - 2021 PAB professional advisory board du PEB, IÉSEG School of Management, France

2020 - 2020 PAB ORGANIZER, IÉSEG School of Management, France