



Sandra ARRIVÉ

Ph.D. in Marketing

Senior Professor of Practice, Marketing

Academic Director

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EDUCATION

- 2017** Ph.D. in Marketing, University of Paris Dauphine, France
- 2012** Master in Marketing Research and Strategy, University of Paris Dauphine, France
- 1998** Master, Management Sciences, Marketing, Audencia Business School, France

RESEARCH INTERESTS

Marketing

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2023 - Present** Senior Professor of practice in marketing (PhD), IÉSEG School of Management, France
- 2019 - 2023** Lecturer, ESSEC Business School, Cergy Pontoise, France
- 2016 - 2023** Associate professor, IPAG Business School, Paris, France
- 2014 - 2016** Teaching and Research Assistant, University of Paris Dauphine, Paris, France
- 2013 - 2016** Contractual external professor, EMLV, Paris, France
- 2013 - 2016** Contractual and external professor, IÉSEG School of Management, Paris, France

PROFESSIONAL:

- 2006 - 2011** Chef de marque Varilux, Essilor France, France
- 2001 - 2004** Senior product manager Clearblue, Unilever France, Paris, France
- 2000 - 2000** Product manager junior, Danone Romania, Bucharest, Romania
- 1998 - 1999** Key account manager, Sofitel Bucarest, Bucharest, Romania

COURSES TAUGHT

- Digital marketing, Msc in fashion management
- Méthodes de recherche, Executive mba
- Digital branding, Grande ecole (master cycle)
- Digital marketing, Bachelor in international business
- Marketing management, Grande ecole (bachelor cycle)
- Market resaerch, Grande ecole (bachelor cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Arrivé S., (2022), Digital brand content: underlying nature and rationales of a hybrid marketing practice, *Journal of Strategic Marketing*, 30(4), pp. 340 -354

Arrivé S., (2021), Vendre ou faire rêver : Etude d'une stratégie de contenu de marque sous le prisme de la Théorie des Economies de la Grandeur, le cas Louis Vuitton, *Décisions Marketing*, 104(4), pp. 11 - 30

Communications in refereed conferences

International

Arrivé S., Minina Jeunemaître A., (2024), *Influencer Marketing: Understanding value creation and value destruction of an ecosystem* EMAC, Bucharest, Romania

Other conference and seminar presentations

International

Arrivé S., (2024), *Who should say what? Interaction effect of content type and source for digital brand-related content*. HCI International, Washington, USA

Arrivé S., (2019), *Stratégie de contenu de marque digital : nature et logiques sous-jacentes d'une pratique marketing hybride* International Research Meeting in Business and Management, Nice, France

Arrivé S., (2018), *Is brand content actually a non-merchant tactic? Understanding the logic behind the practice thanks to the thought-world and the economies of worth theories* European Marketing Academy Conference, Glasgow, United Kingdom

National

, Arrivé S., Minina Jeunemaître A., (2025), *Influencer Marketing: Building trust or breaking brands? A practice-based approach to understanding value creation and destruction in influencer marketing* AFM GIT Practices, Aix en Provence, France

Arrivé S., (2020), *Contenu éditorial de marque ou la manifestation d'un marketing relationnel : étude d'une pratique sous le prisme de la théorie des économies de la grandeur* AFM workshop « Marketing practice », Paris, France

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Course Coordinator

Course coordinator, IÉSEG School of Management, France

Participation in the development of an academic program

Academic director, IÉSEG School of Management, France