



## **Pascale PATAT-DUBOUIS**

**Ph.D. in Marketing**

**Assistant Professor, Marketing**

**Academic Director**

**p.patatdubouis@ieseg.fr**

### **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**

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- 2016** Présidente, Actinaria, France

## **COURSES TAUGHT**

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- 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**

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### **Other conference and seminar presentations**

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#### **National**

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

## **GRANTS AND HONORS**

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#### **Honor**

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

## **PROFESSIONAL SERVICE**

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#### **Member of the board of trustees**

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

## **RESEARCH ACTIVITIES**

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#### **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