



## MARKETING & COMMUNICATION

### ISABELLE AIMÉ

Full Professor of Marketing  
Head of the Department of Marketing & Communication

### CONTACT

Email: [i.aimé@ipag.fr](mailto:i.aimé@ipag.fr)  
Phone: +33 1 5363 3600  
Campus: Paris

### BIOGRAPHY

Isabelle Aimé, PhD is head of the Marketing Department at IPAG Business School, Paris, where she is in charge of the BtoC Marketing Master. After twelve years as a Marketing executive in FMCG companies such as Unilever and Yoplait, she began her academic career at Toulouse Business School in Barcelona (Spain), before joining IPAG BS.

Isabelle's research focuses on branding, sponsorship and strategy. She has articles accepted in European Journal of Marketing, Decisions Marketing, Revue Française du marketing, Journal of Historical Research in Marketing, and Management et Avenir, and has published a book “La Marque” (Dunod) in 2016. She is member of the European Marketing Academy, French Marketing Association, and Conference on Historical Analysis & Research in Marketing (CHARM), and also reviewer in several journals and conferences.

### EDUCATION

2007: Doctorate, Business administration, Paris Dauphine University, France  
2000: Master in research, Marketing Strategy and Marketing Research, Paris Dauphine University, France  
1989: Master of Business Administration, Business administration, Marketing, Sales & Communication, Political Institute of Paris (Sciences – Po), France  
1988: BA in Economy and Finance, Political Institute of Paris (Sciences-Po), France

### TEACHING AREAS

- Marketing Basics
- Advanced Branding
- International Marketing Management
- Marketing Research
- Marketing Promotion
- Business Game “Plan Mix”

### RESEARCH AREAS

- Branding
- Marketing Strategy
- Marketing Organization
- Communication (sponsorship, internet, etc.)
- Innovation
- Marketing Intelligence

### TEACHING PROGRAMS

- Program Grande Ecole

- Master 2 Marketing BtoC

## PROFESSIONAL EXPERIENCES

Since 2014: Department head, Marketing, Sales & Communication, IPAG Business School. Head of the M2 Marketing BtoC Master program  
 2008 - 2013: Toulouse Business School – Barcelona Campus, SPAIN (EQUIS, AMBA and AACSB accredited), Professor of Marketing  
 2013, 2006, 2003, 2001 – 1999: ESSEC Business School (AACSB and EQUIS accredited): Lecturer  
 2008: IQS Barcelona (AACSB accredited), Lecturer  
 2001 – 2009: Reims Management School (EQUIS & AMBA accredited), Lecturer

## SELECTED PUBLICATIONS

AIME, I., LAPORTE, M.-E., BERGER-REMY, F. (2018, forthcoming), Lessons learnt from nearly one century of the Brand Management System, *Journal of Historical Research in Marketing*.

AIME, I., AZAR, S., ULRICH I (2018), The impact of an Endorsed Brand strategy on consumers' evaluation of gendered mixed-target brands, *European Journal of Marketing*, Vol. 52, 7/8, 1598-1624.

AIME, I., LAI, C. (2016), *La marque*, Dunod.

AIME, I., LAI C. (2013), Comment substituer une marque connue par une nouvelle marque inconnue: les cas Bio-Activia et Gemey-Maybelline, *Revue Française de Marketing*, No.242, 61-82.

DELATTRE E. and AIME, I., (2010), Le "naming": une forme de parrainage originale, *Management & Avenir*, No. 35, 51-70.

AIME, I., and LAI, C. (2008), Le changement de nom de marque: définition, clarification et proposition d'une typologie, *Décisions Marketing*, No. 49: 33-46.

AIME, I., BERGER-REMY F., LAPORTE M.-E., (2017), A history of the brand management system, Conference of Marketing History, Liverpool, 1-4 June.

AIME, I., ULRICH I., AZAR S., (2016), Quelle stratégie pour les marques mixtes : Marque gamme ou marque caution ?, 32ème Congrès de l'Association Française de Marketing. 2016, Lyon, France.

AIME, I., ULRICH I., AZAR S., (2016), The impact of different naming strategies on consumer's evaluation of mixed brands, European Marketing Academy (EMAC), Oslo, Norway.

AIME, I., BERGER-REMY F., LAPORTE M.-E., (2016), Is the brand manager system doomed to disappear in the age of data?, European Marketing Academy (EMAC), Oslo, Norway.

AIME, I., BERGER-REMY F., LAPORTE M.-E., (2016), The brand manager system twenty years after Low and Fullerton's critical-historical evaluation, AMS, Paris.

AIME, I., ULRICH I., AZAR S., (2016), Developing gendered brands: Single brand or sub-brand naming strategy?, GIKA, Valencia