



MARKETING & COMMUNICATION

SANDRA ARRIVE

Assistant Professor of Marketing and Digital Communication Strategy

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BIOGRAPHY

Sandra Arrivé is currently Assistant Professor in Marketing and Digital Communication Strategy and in charge of Digital Marketing Master specialization at IPAG Business School Paris. Holding Master's degrees in Marketing and Management Sciences from Paris Dauphine University and Audencia Business School, she recently defended a Ph.D. in Management Sciences (Marketing) at Paris Dauphine University. Sandra's research interests cover brand management, brand content strategies and marketing strategy formation with a focus on actors and process understanding. She has teaching experience at various business schools including Paris Dauphine University and IESEG Business School. Sandra has also a strong expertise and working experience in Brand Management as she worked for more than ten years for several multinationals such as Unilever, Danone and Essilor.

EDUCATION

2017: PhD in Management Sciences (Marketing), Paris Dauphine University

2012: Master's Degree in Marketing Research and Strategy, Paris Dauphine University

1998: Master's Degree in Management Sciences, Audencia Business School

TEACHING AREAS

- Marketing & Brand Strategy
- Traditional & Digital Communication
- Brand Content
- Brands & Branding

RESEARCH AREAS

- Brand Management
- Brand Content Strategies
- Marketing Strategy Formation
- Digital Communication

TEACHING PROGRAMS

- Digital Marketing Master specialization

PROFESSIONAL EXPERIENCES

Since 2016: IPAG Business School, Paris

2014-2016: Contractual Assistant Professor at Paris Dauphine University
2012-2014: Part-time lecturer at Iéseg Paris and EMLV
2006- 2011: Brand manager at Essilor France
2001- 2005: Product manager at Unilever France
1999- 2000: Product manager at Danone Romania
1998- 1999: Key account manager at Sofitel – Accor Romania

SELECTED PUBLICATIONS

Publications

Arrivé S., *Brand content: nature of a spreading managerial practice and tensions associated to the formation of an hybrid marketing strategy*, PhD defended on April 2017, supervised by Pr. Pierre Volle at Paris Dauphine University.

Participation to a collective scientific publication supervised by Liénard F. and Zlitni S., *La Participation to a collective scientific publication supervised by Liénard F. and Zlitni S.*, La April 2015.

Seminars – Recent conference paper presentations

Arrivé S., *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*, Glasgow UK, May 2018.

Arrivé S., *Digital brand content: antecedents and effects of a spreading communication practice*, Branded content research network conference, London, UK, November 2017.

Arrivé S., *Contenu de marque : controverse sur la nature non-marchande de la pratique*, IRMBAM Nice, France, July 2017.

Arrivé S., *Digital brand content: antecedents and effects of a spreading communication practice*, IRMBAM Nice, France, July 2016.

Arrivé S., *Digital brand content from practice to concept*, EMAC, Oslo Norway, May 2016.

Arrivé S., *Digital brand content: definition of a new concept*, 14th digital marketing conference, Paris La Sorbonne University, France, September 2015.

Arrivé S. & Jacob F., *Usage and value of mobile phone applications, the case of Nestlé brand baby care program*, International CECI Conference (Electronic Communication, Culture and Identity), Le Havre, France, June 2014.