



MARKETING & COMMUNICATION

VIRGINIE THEVENIN

Lecturer in Marketing

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BIOGRAPHY

Virginie THEVENIN is a Lecturer in Marketing at IPAG Business School. She is currently undertaking a Ph.D. in Marketing at IAE Aix Marseille University. She has extensive professional experience, having spent over 10 years in various marketing roles at Reminiscence (2008-2015) and marketing and category management at Pepsico (2001-2007) as well as having launched her own consultancy. She has taught Marketing at several business schools and University including EDHEC, Aix-Marseille University and INSEEC while undertaking a range of research project focused mainly on sustainability, brand and marketing.

EDUCATION

Since 2016: PhD candidate in Marketing, Aix Marseille University

2016: MASTER Research (Management), IAE Nice

2000: MASTER Marketing and Communication ESCP Europe Business School

TEACHING AREAS

- Marketing
- Consumer Behavior
- Distribution and Retail

RESEARCH AREAS

- Brand
- Sustainability
- Luxury
- Consumer Behavior

TEACHING PROGRAMS

- Master Programs
- Undergraduate Programs

PROFESSIONAL EXPERIENCES

2018-2019: Temporary Lecturer and Research assistant (ATER), University Aix Marseille, France

2016: Part time Lecturer, IPAG, EDHEC, IUM, IDRAC, IUT, IAE, UCA, France

2008-2015: Marketing director, Reminiscence, France

2004-2007: Category Manager, Pepsico, France

2001-2004: Brand Manager, Pepsico, France

SELECTED PUBLICATIONS

Thevenin V. et De Barnier V. (V2), Représentations de la marque de luxe écologique: approche sémiotique des valeurs de consommation, Management & Avenir.

Thevenin V. (2019 et de Barnier, Quelles valeurs pour les marques de luxe engagées dans l'écologie ?, Association Française du Marketing, Biarritz, Mai, 5-7.

Thevenin V. (2019), The ecological attribute, what value for brands? Colloque doctoral de La Londe, Juin, 4-6.

Thevenin V. et De Barnier V. (2018), The ecological signal effect on the brand equity perception, International Marketing Trends Conference, Paris, France, Janvier, 19.