



**PIERRE VALETTE FLORENCE**  
Full Professor (tenure)

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## ■ RESEARCH INTERESTS

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- Marketing

## ■ TEACHING DOMAINS

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- Marketing

## ■ QUALIFICATIONS AND DEGREES

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### *Title*

Full Professor (tenure), Grenoble IAE, France

### *Degrees*

#### *Highest degree :*

1988	Accreditation to supervise research, Business administration, Marketing, Université Grenoble Alpes, France
1988	Doctorate, Business administration, Marketing, Université Grenoble Alpes, France
1985	Doctorate, Business administration, Marketing, Université Grenoble Alpes, France
1979	Master of Business Administration, Business administration, Marketing, Université Grenoble Alpes, France
1977	Master, Other, Other, Université Grenoble Alpes, France
1977	French Bachelor, Engineering, Other, Université Grenoble Alpes, France

## ■ RESEARCH ACTIVITIES

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### *Scientific responsibilities*

#### *Editorial activities*

Since 2015	Membre de comité de rédaction Journal of Business Research
Since 2014	Membre du comité de rédaction de RAM
Since 2014	Membre du comité de rédaction de Decisions Marketing
Since 2014	Co-Guest Editor d'un numéro spécial sur le luxe du Journal of Business Research (2015, 2017, 2019).

#### *Event-related activities*

Since 2014	Co-organisateur d'un Colloque sur le Luxe de Monaco
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## ■ INTELLECTUAL CONTRIBUTIONS

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### Peer-reviewed Articles

VALETTE-FLORENCE, R. and VALETTE FLORENCE, P. (2019). Effets des émotions et de la personnalité de la marque sur l'engagement du consommateur via les effets médiateurs de la confiance et de l'attachement à la marque. *Recherche et Applications en Marketing*.

(CNRS: 2, FNEGE: 2)

KAPFERER, J.N. and VALETTE FLORENCE, P. (2019). How self-success drives luxury demand: An integrated model of luxury growth and country comparisons. *Journal of Business Research*, 102, pp. 273-287.

(CNRS: 2, FNEGE: 2)

KESSOUS, A. and VALETTE FLORENCE, P. (2019). "From Prada to Nada": Consumers and their luxury products: A contrast between second-hand and first-hand luxury products. *Journal of Business Research*.

(CNRS: 2, FNEGE: 2)

PECOT, F., MERCHANT, A., VALETTE FLORENCE, P. and BARNIER, V. (2018). Cognitive outcomes of brand heritage: A signaling perspective. *Journal of Business Research*,(85), pp. 304-316.

(CNRS: 2, FNEGE: 2)

KAPFERER, J.N. and VALETTE FLORENCE, P. (2018). The impact of brand penetration and awareness on luxury brand desirability: A cross country analysis of the relevance of the rarity principle. *Journal of Business Research*,(83), pp. 38-50.

(CNRS: 2, FNEGE: 2)

PHAM, M., VALETTE FLORENCE, P. and VIGNERON, F. (2018). Luxury brand desirability and fashion equity: The joint moderating effect on consumers' commitment toward luxury brands. *Psychology and Marketing*, 35(12), pp. 902-912.

(CNRS: 3, FNEGE: 2)

CHANDON, J.L., LAURENT, G. and VALETTE FLORENCE, P. (2017). In search of new planets in the luxury galaxy. *Journal of Business Research*, 77, pp. 140-146.

(CNRS: 2, FNEGE: 2)

KESSOUS, A., VALETTE FLORENCE, P. and DE BARNIER, V. (2017). Luxury watch possession and dispossession from father to son: A poisoned gift?. *Journal of Business Research*, 77, pp. 212-222.

(CNRS: 2, FNEGE: 2)

ALBERT, N., AMBROISE, L. and VALETTE FLORENCE, P. (2017). Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements. *Journal of Business Research*,(81), pp. 96-106.

(CNRS: 2, FNEGE: 2)

PARGUEL, B., DELECOLLE, T. and VALETTE FLORENCE, P. (2016). How price display influences consumer luxury perceptions. *Journal of Business Research*, 69(1), pp. 341-348.

(CNRS: 2, FNEGE: 2)

CHANDON, J.L., LAURENT, G. and VALETTE FLORENCE, P. (2016). Pursuing the concept of luxury: Introduction to the JBR Special Issue on "Luxury Marketing from Tradition to Innovation. *Journal of Business Research*, 69(1), pp. 299-303.

(CNRS: 2, FNEGE: 2)

MOURAD, S. and VALETTE FLORENCE, P. (2016). Improving prediction with POS and PLS consistent estimations: An illustration. *Journal of Business Research*, 69(10), pp. 4675-4684.

(CNRS: 2, FNEGE: 2)

KESSOUS, A., DE BARNIER, V. and VALETTE FLORENCE, P. (2015). A la recherche du temps perdu": la transmission d'objets de luxe de père en fils, entre cadeau et fardeau. *Décisions Marketing*, 80(4), pp. 17-35.

(CNRS: 3, FNEGE: 3)

VALETTE FLORENCE, P. (2015). Le Luxe ou la quête du Saint Graal. *Décisions Marketing*, 80(4), pp. 9-17.

(CNRS: 3, FNEGE: 3)

FAROOQ, O., MERUNKA, D. and VALETTE FLORENCE, P. (2014). The Impact of Corporate Social Responsibility on Organizational Commitment: Exploring Multiple Mediation Mechanisms. *Journal of Business Ethics*, 125(4), pp. 563-580.

(CNRS: 2, FNEGE: 2)

BECHEUR, I. and VALETTE FLORENCE, P. (2014). L'usage des émotions négatives en communication de sante publique : Étude des effets de la peur, la culpabilité et la honte. *Recherche et Applications en Marketing*, 29(4), pp. 96-119.

(CNRS: 2, FNEGE: 2)

MATHEWS-LEFEBVRE , C. and VALETTE FLORENCE, P. (2014). Manufacturer brand value and the respective role of brand sensitivity, situational involvement and enduring involvement. *Journal of Brand Management*, 21(3), pp. 236-253.

(CNRS: 4, FNEGE: 4)

AMBROISE, L., PANTIN-SOHIER, G., VALETTE FLORENCE, P. and ALBERT, N. (2014). From endorsement to celebrity co-branding: Personality transfer. *Journal of Brand Management*, 21(3), pp. 273-285.

(CNRS: 4, FNEGE: 4)

DE BARNIER, V., FINE-FALCY, S. and VALETTE FLORENCE, P. (2012). Do consumers perceive three levels of luxury? A comparison of accessible, intermediate and inaccessible luxury brands. *Journal of Brand Management*, 19(7), pp. 623-636.

(CNRS: 4, FNEGE: 4)

#### *Non-Peer Reviewed Articles*

DIALLO, M., DIOP-SALL , F., LEROUX, E. and VALETTE FLORENCE, P. (2015). Tourists' responsible behavior: The role of social engagement. *Recherche et Applications en Marketing (English Edition)*, 30(3), pp. 88-108.

BOUZDINE-CHAMEEVA, T., FERRAND, A., VALETTE FLORENCE, P. and CHANAVAT, N. (2015) Measurement and segmentation of sport fans using brand association networks: Application to Union of European Football Associations (UEFA) Champions League (UCL). *Sport Management Review*, pp. 407-420.

VALETTE FLORENCE, P., USUNIER, J. and FINE-FALCY, S. (1995) Comparaison des systèmes de valeurs et des styles de temps : une étude exploratoire. *Economies et sociétés, série Sciences de Gestion*, pp. 87-115.

#### *Presentation at a conference with proceedings*

VALETTE-FLORENCE, R., GIANNELLONI, J.L., VALETTE FLORENCE, P. and FROCHOT, I. (2011). 'Interdependency between brand personality and emotions: an exploratory study on French ski resorts'. Archamps: Travel and Tourism Research Association (TTRA), France.

DE BARNIER, V., FINE-FALCY, S. and VALETTE FLORENCE, P. (2008). 'Comment mesurer les perceptions du luxe ? Une comparaison entre les échelles de Kapferer (1998), de Vigneron et Johnson (1999) et de Dubois et al'. 7th, Venise: International Marketing Trends Conference (IMTC), Italy.

FERRANDI, J., FINE-FALCY, S. and VALETTE FLORENCE, P. (1999). 'L'échelle de personnalité des marques de Aaker appliqué au contexte français : un premier test'. Strasbourg: Congrès de l'Association Française du Marketing (AFM), France.

VALETTE FLORENCE, P. and CARSANA, L. (1996). 'L'utilisation des indices d'ajustement dans les modèles d'équations structurelles : Présentation et Recommandations d'usage'. 13ème, Toulouse: Journées nationales des IAE, France.

FINE-FALCY, S., VALETTE FLORENCE, P. and KREZIAK, D. (1995). 'Emotions Formation in Advertising: Preliminary Results'. International Research Seminar in Marketing Communications and Consumer Behavior.