



PIERRE VALETTE FLORENCE
Full Professor (tenure)

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Research lab: CERAG

■ RESEARCH INTERESTS

- Marketing

■ TEACHING DOMAINS

- Marketing

■ QUALIFICATIONS AND DEGREES

Title

Full Professor (tenure), Grenoble IAE Graduate School of Management, France

Degrees

Highest degree :

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| 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

Scientific responsibilities

Editorial activities

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| 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

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

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

COUDER, J. and VALETTE FLORENCE, P. (2020). 'Terroir, My Beautiful Terroir, Why Do I Love Your Wine so Much?' A Quantitative Study Assessing Terroir's Ability to Increase Brand Relationship Quality.'. San Francisco: American Marketing Association , United States of America.

COUDER, J. and VALETTE FLORENCE, P. (2020). 'T erroir, My Beautiful Terroir, Is My Wine the Best One"? An Exploratory Investigation of Terroir Impacts on French Wine Consumers.'. San Francisco: American Marketing Association , United States of America.

BATAOUI, S., GERARD, J. and VALETTE FLORENCE, P. (2020). 'Can A Nudge Induce Inferences of Manipulative Intent?'. En distanciel: AMS Annual Conference, United States of America.

AHMED, F. and VALETTE FLORENCE, P. (2019). 'Psychological Distancing with Hedonic Products and their Consumption'. Vancouver: AMS Annual Conference, Canada.

AHMED, F. and VALETTE FLORENCE, P. (2019). 'I Don't Want To Be Fake! How Psychological Distance and Self-Perceptions can lead to Authentic Luxury Consumption?'. Singapour: The LVMH-SMU Luxury Research Conference, Singapore.

BAYARASSOU, O., BÉCHEUR , I. and VALETTE FLORENCE, P. (2019). 'I hate this brand! A classification of brand haters based on their motivations and reactions'. Vabcouver: AMS Annual Conference, Canada.

BAYARASSOU, O., BÉCHEUR, I. and VALETTE FLORENCE, P. (2019). 'Brand Hate: Impact of the Fallacious Brand Character and the Moderating Role of the Consumer's Narcissistic Trait'. 6th, Cancun: International Consumer Brand Relationships Conference, Mexico.

COUDER, J. and VALETTE FLORENCE, P. (2019). 'Terroir and its Evocation: What a Wine Terroir of Origin Evokes? An Exploratory Qualitative Study of the Meanings of Wine Consumption'. Vancouver: AMS Annual Conference, Canada.

COUDER, J. and VALETTE FLORENCE, P. (2019). 'Le terroir et ses dimensions : une étude exploratoire de l'impact des différentes dimensions du terroir sur le comportement des consommateurs de vin'. 35ème, Le Havre: Congrès de l'Association Française du Marketing (AFM), France.

HEMONNET-GOUJOT , A., MANCEAU, D. and VALETTE FLORENCE, P. (2019). 'La marque et le design comme vecteurs d'innovation : le rôle du capital innovation de la marque'. 35ème, Le Havre: Congrès de l'Association Française du Marketing (AFM), France.

AHMED, F. and VALETTE FLORENCE, P. (2018). 'Should I Consume It? Dis-identifying the Self from Alcoholic Brands for Youth Drinking Behaviors'. 4ème, Mons: Journée de Recherche en Marketing, Belgium.

AHMED, F. and VALETTE FLORENCE, P. (2018). 'The Impact of Psychological Distance for Hedonic Luxury Pursuits'. 6th, Cancun: International Consumer Brand Relationships Conference, Mexico.

COUDER, J. and VALETTE FLORENCE, P. (2018). 'Wine and its evocation: what wine evoke? An exploratory qualitative study of the sense of wine consumption'. Ithaca: Annual AAWE Conference, United States of America.

VALETTE FLORENCE, P. and HEMONNET-GOUJOT , A. (2018). 'The influence of design on luxury brand love'. Tokyo: Global Marketing Conference , Japan.

HEMONNET-GOUJOT , A. and VALETTE FLORENCE, P. (2018). 'Enhancing luxury brand value through design'. 21st, Porto: Academy of Marketing Science Annual Conference, Portugal.

HEMONNET-GOUJOT , A., MANCEAU, D. and VALETTE FLORENCE, P. (2018). 'Investigating The Interplay Between Brands and External Design on Product Innovativeness: The Role of Brand Innovation Capital'. 47th, Glasgow: European Marketing Association Conference , Great Britain.

KESSOUS, A. and VALETTE FLORENCE, P. (2018). "'From Prada to Nada": Conspicuous luxury consumption and brand attachment: A contrast of genuine luxury brands and second-hand luxury brands'. Monaco: Monaco Symposium on Luxury, Monaco.

PECOT, F., MERCHANT, A., VALETTE FLORENCE, P. and DE BARNIER, V. (2018). "'Since When?" Brand Heritage's Signaling Effects'. 21st, Porto: AMS Annual Conference, Portugal.

TESIO, P., KESSOUS, A., VALETTE FLORENCE, P. and DE BARNIER , V. (2018). 'From nostalgic consumption to consumer resistance: the vintage shopping experience as an expression of social identity'. 47th, Glasgow: European Marketing Academy Conference (EMAC), Great Britain.

YOUNESS, C. and VALETTE FLORENCE, P. (2018). 'The Mediating Role of the Affect and Cognition in the Influence of Celebrities on Brand Relationship Management'. New Orleans: AMS Annual Conference, United States of America.

YOUNESS, C. and VALETTE FLORENCE, P. (2018). 'The Effects of Customer-Based Online Reputation on WOM and WPP: The Mediating Role of BRQ'. 21st, Porto: Academy of Marketing Science Annual Conference, Portugal.

YOUNESS, C. and VALETTE FLORENCE, P. (2018). 'Customer based online reputation: A causal model'. Tokyo: Global Marketing Conference , Japan.

BAYARASSOU, O. and VALETTE FLORENCE, P. (2017). 'La haine envers la marque: étude exploratoire grâce au protocole du mur d'images en ligne'. 33ème, Tours: Congrès de l'Association Française du Marketing (AFM), France.

CODERRE, F., SIRIEIX, L. and VALETTE FLORENCE, P. (2017). 'Consumer-based Label Equity: a Multidimensional Scale'. 12th, Kalmar: Global Brand Conference, Sweden.

PECOT, F., VALETTE FLORENCE, P. and DE BARNIER , V. (2017). 'Brand Heritage: a multidimensional measurement scale to assess consumers' perception'. 46th, Gröningen: European Marketing Academy Conference (EMAC), Germany.

YOUNESS, C. and VALETTE FLORENCE, P. (2017). 'Customer-Based Online Reputation : One Key Antecedent and Some Consequences'. San Diego: AMS Annual Conference, United States of America.

YOUNESS, C. and VALETTE FLORENCE, P. (2017). 'A Causal Model of Online Reputation: A Customer Perspective'. 12th, Kalmar: Global Brand Conference, Sweden.

YOUNESS, C. and VALETTE FLORENCE, P. (2017). 'Consumers Online: Introducing the Online Reputation as a New Segmentation Criterion'. San Francisco: American Marketing Association , United States of America.

DIALLO, M., DIOP-SALL , F., LEROUX, E. and VALETTE FLORENCE, P. (2016). 'Tourist responsible behavior : the role of social engagement'. Paris: AMS World Marketing Congress, France.

KASWENGI, J., DIALLO, M., AKROUT, H. and VALETTE FLORENCE, P. (2016). 'Effects of marketing variables and consumer characteristics on masstige brand choice under turbulence: Evidence from panel data'. Monaco: Monaco Symposium on Luxury, Monaco.

KESSOUS, A., VALETTE FLORENCE, P. and DE BARNIER , V. (2016). 'Luxury watch possession and dispossession from father to son: A poisoned gift?'. Monaco: Monaco Symposium on Luxury, Monaco.

YOUNESS, C. and VALETTE FLORENCE, P. (2016). 'A Customer Perspective of Online Reputation: Some Antecedents and Consequences?'. Florida: AMS Annual Conference, United States of America.

YOUNESS, C. and VALETTE FLORENCE, P. (2016). 'L'e-réputation du point de vue client: Proposition d'un model explicatif ?'. 32ème, Lyon: Congrès de l'Association Française du Marketing (AFM), France.

YOUNESS, C. and VALETTE FLORENCE, P. (2016). 'Online Reputation Scale Development'. Paris: AMS World Marketing Congress, France.

YOUNESS, C. and VALETTE FLORENCE, P. (2016). 'An Integrated Model of Online Reputation: A Customer Perspective'. Oslo: European Marketing Academy Conference (EMAC), Norway.

- YOUNESS, C. and VALETTE FLORENCE, P. (2015). 'Customer-Based Online Reputation: a Preliminary Approach?'. San Antonio: Society for Marketing Advances , United States of America.
- KESSOUS, A., MAGNONI, F. and VALETTE FLORENCE, P. (2014). 'Brand nostalgia and consumers' relationship to luxury brands: a continuous and categorical moderated mediation approach'. 8th, Paris: International Conference on Partial Least Squares and Related Methods, France.
- 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.