



RITA VALETTE-FLORENCE
Lecturer

Grenoble IAE

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Research lab: CERAG

■ RESEARCH INTERESTS

- Marketing

■ TEACHING DOMAINS

- Marketing

■ QUALIFICATIONS AND DEGREES

Title

Lecturer, Grenoble IAE, France

Degrees

2010	Doctorate, Business administration, Marketing, Université Aix-Marseille 3, France
2006	Master, Business administration, Marketing, Université d'Auvergne, France
2003	Master, Business administration, Marketing, Université Pierre Mendès France, France
1984	Professional Degree (Bachelor), Business administration, Marketing, Université Pierre Mendès France, France

■ ACADEMIC POSITIONS AND ACTIVITIES

Academic activities

Since 2016	Head of program, Grenoble IAE, France
2013 - 2016	Head of program Bachelor Management, Grenoble IAE, France

Institutional responsibilities

Institutional involvement

Since 2013	Responsable Pédagogique Licence 3, Université Mundiapolis, Morocco
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■ ACTIVITIES WITHIN THE SOCIO-ECONOMIC WORLD

Activities towards professional environment

Responsibilities within professional associations

2006 - 2008	Responsable de communication, IPM France, France
2003 - 2004	Chargée de mission au service promotion, Comité Départemental Tourisme Isère, France
1999 - 2001	Directrice communication, Vu intégral, France

■ RESEARCH ACTIVITIES

Scientific responsibilities

Activities in scientific associations

2008 - 2009 Chercheur en communication, Wesford Grenoble Graduate Business School, France

■ 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)

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.