

Alain GOUDEY

Professor
Marketing Department
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Education

- 2007, Doctorat, Marketing, Université de Paris - Dauphine, France

Une approche non verbale de l'identité musicale de la marque : influence du «timbre» et du «tempo» sur l'image de marque évoquée, sous la direction de PINSON Christian

- 2002, DEA, Recherche en marketing, Université de Paris - Dauphine, France
- 2001, Master, Informatique et systèmes d'information, Telecom Ecole de Management (ex-INT Management), France

Honors and Awards

- 2011, Nominated for Reims Management School Teaching Innovation Award, Reims, France
- 2009, Nominated for Reims Management School Teaching Innovation Award, Reims, France

Teaching Areas at RMS

- Marketing
- Strategy

Teaching Languages

- English
- French

Main courses taught at RMS

- SAG 1, CESEM 1
- Marketing et vente high tech, TEMA 4
- Marketing de l'innovation, TEMA 5
- Marketing trends, Sup de Co Cycle Bachelor
- Marketing technologique, Sup de Co Cycle Master
- Stratégie, Sup de Co Cycle Master

Course Coordination at RMS

- Marketing management, CESEM 1
- Marketing et vente high tech, TEMA 4
- Marketing de l'innovation, TEMA 5
- In the brain of customers, TEMA 5
- Marketing technologique, Sup de Co Cycle Master

A. RESEARCH ACTIVITY

Areas of research

- Innovation and IT marketing
- Experiential marketing

Membership of Scientific Organizations

- Since 2003, Member of AFM (Association Française de Marketing)

Conference organization / Track chair / Workshop coordination

- GOUDEY Alain, 2006, *Conference organization*, First meeting of Operational Sonic Branding, EDHEC Business School, Paris, France.
- GOUDEY Alain, 2005, *Conference organization*, Research conference on the influence of music on consumer behavior, Association Française de Marketing, Montpellier, France.
- GOUDEY Alain, 2004, *Conference organization*, Sonic branding activities, IPAG (Institut de Préparation à l'Administration Générale), Paris, France.
- GOUDEY Alain, 2002, *Conference organization*, 8 Case studies of Sonic Branding, AtoMedia, Paris et Nice, France.

Research Programs Participation

- 2010, Member of RMS 'CMAC' research centre (Customer Management Center)

Research Laboratories Participation

- Since 2004, Member of DRM - ERMES (Dauphine Recherches et Management - Equipe de Recherche en Marketing et Stratégie) UMR 7088, Université de Paris-Dauphine

Editorial Participation and Scientific Reviewing

- Since 2009, Reviewer for International AFM Scientific Annual Congress
- 2011, Reviewer for research projects for Social Sciences and Humanities Research Council of Canada

B. PUBLICATIONS / COMMUNICATIONS

Peer-Reviewed Articles

- GOUDEY Alain, HENRIQUEZ Tatiana, 2010, *Analyse des pratiques promotionnelles entre industriels et distributeurs : 2009, année charnière ?*, Gestion 2000, (Vol 27, issue 4) : pp.143-158.
- GOUDEY Alain, 2008, *Stratégies de communication sonore de la marque : bilan et perspectives de l'utilisation de l'identité musicale de marque*, Décisions Marketing, (n° 52) : pp. 61-65.

Books

- GOUDEY Alain, BONNIN Gaël, 2010, *Marketing pour Ingénieurs*, Paris : Dunod, Collection Marketing sectoriel, 328 pages.

Non-Refereed Articles

- GOUDEY Alain, 2011, *Les technologies modifient le rapport au temps*, 01 Informatique, (n°2068) : pp.33.
- GOUDEY Alain, 2010, *Investir dans le Marketing et l'Ingénierie, une condition pour innover*, 01 Informatique, (n°2046) : pp.21.

Peer-Reviewed Proceedings

- GOUDEY Alain, BONNIN Gaël, *Design d'espace : la nécessaire intégration de l'ergonomie*, 14e colloque Etienne THIL, Roubaix, France, September 22 - September 23 2011.
- GOUDEY Alain, *Etude exploratoire de la communication numérique sur le lieu de vente : effets du degré de technologie perçu du magasin*, Colloque ESSEC, Paris, France, May 18 2011.
- GOUDEY Alain, HENRIQUEZ Tatiana, *Image-prix et analyse des pratiques promotionnelles entre industriels et distributeurs*, AFM 2010, Le Mans, France, May 06 - May 07 2010.
- GOUDEY Alain, ZOGHAIB Alice, *Le rejet de la musique de marque : et si les agences de communication avaient tort ?*, 25e Congrès de l'Association Française de Marketing, London, UK, May 14 - May 15 2009.

Non-Refereed Communications

- GOUDEY Alain, HENRIQUEZ Tatiana, *Observatoire des Promotions des Ventes*, May 12 2009.

C. PROFESSIONAL EXPERIENCE

Teaching

- 05/2008 - To date, Professor, Reims Management School, Reims, France
- 09/2005 - 07/2007, Lecturer, CNAM / ICSV (Conservatoire National des Arts et Métiers / Institut Commercial Supérieur de la Vente), Saint-Denis, France
- 09/2002 - 07/2007, Lecturer, Université d'Evry, Evry, France
- 09/2002 - 04/2008, Lecturer, INT Management (Telecom Ecole de Management), Evry, France
- 09/2002 - 04/2008, Lecturer, EDHEC Business School, Lille, France

Executive Education

- 09/2010 - To date, Lecturer in 'Marketing Technologie', BADGE participants, Reims, France, Reims Management School
- 04/2010 - To date, Sales eminence days, IBM, Bois-Colombe, France, Paris Executive Campus
- 09/2009 - To date, Lecturer in 'e-services', Executive managers, Paris, France, Paris Executive Campus

Consulting

- 11/2001 - To date, Consultant in brand design strategy and instore design management, Various companies : specialized distribution, convenience store and major companies with high communication needs, France, Belgium, Germany, Luxemburg, Atoomedia

Company Experience

- 11/2001 - To date, Associate director, Atoomedia, Paris, France