

Emmanuelle RIGAUD-LACRESSE

Professor
Marketing Department
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- Education** - 2009, Doctorat, Stratégie d'entreprise, Université de Paris X - Nanterre, France
- Le processus de reconfiguration des ressources dans les fusions-acquisitions : le cas des firmes rachetées dont la marque est conservée*, sous la direction de DUMEZ Hervé
- Honors and Awards** - 2010, Nominated for Reims Management School Teaching Innovation Award, Reims, France
- Teaching Areas at RMS** - Marketing
- Market Studies
- Teaching Languages** - French
- Main courses taught at RMS** - Marketing stratégique, CESEM 3
- Electif Luxe : fondamentaux, Sup de Co Cycle Master
- Electif Management de la marque, Sup de Co Cycle Master
- Electif Luxe : spécialisation, Sup de Co Cycle Master
- Etude de marché, Masternova
- Marketing : management de la marque, MSc Intelligence Marketing
- Course Coordination at RMS** - Marketing stratégique, CESEM 3
- Electif Luxe : spécialisation, Sup de Co Cycle Master
- Electif Luxe : fondamentaux, Sup de Co Cycle Master

A. RESEARCH ACTIVITY

- Areas of research** - Brand Strategy, Luxury brand management
- Merger & Acquisition (Strategy and organization) and Organizational Frontiers

Membership of Scientific Organizations

- Since 2006, Member of AEGIS (Economic and strategy analysis) - CRG - Ecole Polytechnique

Research Laboratories Participation

- Since 2009, PREG-CRG (Pôle de Recherche en Economie et Gestion - Centre de Recherche en Gestion) UMR7176, Ecole Polytechnique

Editorial Participation and Scientific Reviewing

- 2011, Reviewer for AMS (Academy of Marketing Science) conference

B. PUBLICATIONS / COMMUNICATIONS

Peer-Reviewed Articles

- RIGAUD-LACRESSE Emmanuelle, 2009, *Les fusions, processus fini ou interminable ? Le cas Peugeot-Citroën*, Gérer et comprendre, (n°95) : pp.26-34.

Published Case Studies

- RIGAUD-LACRESSE Emmanuelle, CORDIER Marie-Bénédicte, June 2011, *LONGCHAMP : L'histoire d'une success-story dans le luxe.*

Non-Refereed Articles

- RIGAUD-LACRESSE Emmanuelle, DUMEZ Hervé, 2008, *Méthodologie : la notion de "template"*, Le Libellio d'Aegis, (Vol 4, n° 5) : pp. 40-46.
- RIGAUD-LACRESSE Emmanuelle, 2007, *Le concept des dynamic capabilities : voie de recherche féconde ou impasse théorique ?*, Le Libellio d'Aegis, (Vol 3, n° 5) : pp. 13-16.

Peer-Reviewed Proceedings

- RIGAUD-LACRESSE Emmanuelle, *The impact of the mergers and acquisitions integration process on the target firm resources: A resource based-view*, Preg - CRG et Saïd Business School - Atelier Doctoral, Oxford, United Kingdom, June 18 - June 19 2007.
- RIGAUD-LACRESSE Emmanuelle, *L'impact des processus de fusions acquisitions sur les ressources de la firme rachetée : une approche par la dynamique des ressources*, AIMS (Association Internationale de Management Stratégique), Atelier doctoral, Montréal, Canada, June 06 - June 09 2007.
- RIGAUD-LACRESSE Emmanuelle, CURCHOD Corentin, SERAIDARIAN Fabien, *Interroger le concept de frontières organisationnelles : le cas des Parfums Givenchy dans le groupes LVMH*, AIMS (Association Internationale de Management Stratégique) - Workshop "Les frontières de la firme", Montréal, Canada, June 06 - June 09 2007.

C. PROFESSIONAL EXPERIENCE

Teaching

- 09/2011 - To date, Lecturer, ENS (Ecole Normale Supérieure), Cachan, France
- 09/2009 - To date, Professor, Reims Management School, Reims, France
- 09/2008 - 08/2009, Lecturer, Reims Management School, Reims, France
- 09/2008 - 09/2009, Professor, Université de Marne La Vallée, Paris, France
- 09/2008 - 11/2009, Professor, ESCP - European Business School, Paris, France
- 09/2007 - 09/2008, Lecturer, Université de Paris I - Panthéon Sorbonne, Paris, France

Executive Education

- 10/2010 - 10/2010, Lecturer in 'Nouvelles tendances de consommation', Auchan executive managers, Lille, France, Reims Management School
- 02/2006 - 03/2006, Lecturer in 'Marketing - Product Manager', Executive manager, Paris, France, DEMOS
- 09/2005 - 09/2009, Lecturer in 'Human Resources', Centre d'Education Permanente, Paris, France, Université de Paris I - Panthéon Sorbonne

Consulting

- 01/2007 - 12/2007, Creation of a new identity (after a merger), Fédération française des centres de gestion, Paris, France, Independant Consultant
- 01/2003 - 01/2004, Creation of a new identity (Training department), Groupe Industrie Service Info de L'Usine nouvelle, Paris, France, Independant Consultant

Company Experience

- 01/2001 - 01/2002, Operational marketing director, LVMH - Parfums Givenchy, Paris, France

- 01/1999 - 12/2000, International marketing director (Make-up), LVMH - Parfums Givenchy, Paris, France
- 01/1998 - 12/1998, International marketing director, Sanofi Pharma - Direction Dermocosmétique (Sanofi Concept), Paris, France
- 01/1996 - 12/1997, International group manager, Parfums Yves Saint Laurent, Paris, France
- 01/1994 - 12/1995, Senior products manager, Parfums Yves Saint Laurent, Paris, France
- 01/1989 - 12/1993, International products manager, Sanofi Beauté - Stendhal, Paris, France

D. PROFESSIONAL AND PERSONAL DEVELOPMENT

Continuing education and Self-Development Activities (Training and seminars)

- 09/2010 - 09/2010, Attended courses on Moodle, Reims Management School, Reims, France