

## **Cathy BREDA**

Associate Professor

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**Cathy Breda** has been Head of the International Affairs and Marketing Department for 3 years. Her teaching and research interests are marketing, customer behavior, branding management and design thinking. She has published articles pertaining to these themes in international academic journals. She also regularly teaches modules focusing on these topics at graduate and executive levels. She is currently responsible for the “Marketing and Innovation” program (Master Degree / Major).

### **EDUCATION**

2005-  
present                      Qualification as Associate Professor – Section 06

2004                              Ph.D. in Marketing, University of Savoy, Chambéry.

Doctoral Research: The individual's factors of loyalty in the context of an experiential consumption.

Jury : Pr. Marie-Laure GAVARD-PERRET, Pr. Marc FILSER, Pr. Patrick HETZEL, Pr. Eric VERNETTE. Doctorate with distinction with the praise of the jury.

- 1999 Master of Research (Ph.D. qualifiers) in Management of Spaces, Joseph Fourié University, LAMA (Laboratoire Montagne Alpine), Grenoble, in partnership with Geneva University, Switzerland.
- 1996 Master's Degree in Marketing and Services Management (Savoy University, Chambéry). magna cum laude Engineer-Master .

## **PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH**

### **Positions held**

- 2007 Head of the Program « Marketing & Innovation Major» (M1)**  
(Eco-conception; Eco-Design; Innovation; Customer Behavior; Value Creation and Management ; Strategic Communication; Operational marketing; Web-Marketing)
- 2007-2009 Head of Department of Marketing, Commercial and International Affairs, Chambéry Graduate School of Business. Teaching and Research in Marketing, Consumer Behavior.
- 2004- present Chambéry Graduate School of Business, Professor. Teaching and Research in Marketing and Consumer Behavior
- 2003-2004 Savoy, University, Chambéry. Lecturer.  
Teaching and Research in Marketing and Consumer Behavior
- 2002-2003 Savoy University, Chambéry. Part-time Lecturer.  
Teaching and Research in Marketing and Consumer Behavior

### **Courses taught**

- 2010-2011 Strategy Marketing (ESC Chambéry), Consumption and Marketing Policies (ESC Chambéry), Customer Behavior and Branding (ESC Chambéry), Study and

Research Methodology (ESC Chambéry), Marketing (IESL Chambéry),  
Innovation Marketing (IESL Chambéry)

- 2009 Strategic Action and Strategic Marketing (ESC Chambéry), Consumption and Marketing Policies (ESC Chambéry), Consumer Behavior (ESC Chambéry), Study and Research Methodology (ESC Chambéry)
- 2007-2008 Strategic Action and Strategic Marketing (ESC Chambéry), ESC Chambéry), Consumption and Marketing Policies (ESC Chambéry), Study Consumer Behavior (ESC Chambéry), Study and Research Methodology (ESC Chambéry), Experiential Marketing and Branding Management (Bachelor, ESC Chambéry).
- 2005-2006 Strategic Action and Strategic Marketing (ESC Chambéry), ), Consumption and Marketing Policies (ESC Chambéry), Consumer Behavior (ESC Chambéry), Experiential Marketing and Branding Management (Bachelor, ESC Chambéry), Marketing Mix (ESC Chambéry), Marketing Studies (ESC Chambéry)
- 2004-2005 Marketing Case Studies (ESC Chambéry), Consumer Behavior (ESC Chambéry), Experiential Marketing and Branding Management (Bachelor, ESC Chambéry), Consumer Behavior (Master Research, Joseph Fourié University, Grenoble).

### **Research Interests**

Dr Breda's research focuses on the transformation processes: i.e. decision-making by an individual in the context of consumption or organizations. This theme includes:

- the transformation of consciousness and making sense when applied to the culture of consumption (experiential aspects of consumption, loyalty, branding management) ;
- the complex-and-chaos perspectives applied to customer behavior and education processes in marketing (co-creativity, innovation and design thinking) ;
- the impact that new technologies are having on the decision-making process (value management, creativity, methods).

## PUBLICATIONS

### *Articles published in International Journals with a Reading Committee*

Breda C., To what extent would marketing be reflexive? Annual Review of Management & Organization Inquiry. March 2010.

Breda C., Complexity and re-enchantment: towards a continuous cognitive and reflexive process, Annual Review of Management & Organization Inquiry. March 2009.

Breda C., Les natures de l'expérience à la marque, Revue Economique et Sociale, September 2008.

Breda C., Delattre M., Ocler R., *The Story behind Identities: from Corporate Discourses to Individual Recognition*, Tamara Journal of Critical Organization Inquiry (fall 2008)

Breda C., Ocler R. "*Cioran's philosophy in action: excess of pessimism within firms*", Annual Review of Management & Organization Inquiry. March 2008

Breda C. "La fidélité du consommateur : de l'état au processus à travers le prisme de la transformation de la conscience", *Revue Economique et Sociale*.(2008)

### *Chapters in Books*

Breda C., Ocler R., 2009, A la recherche des chronotopes perdus : quiproquo autour de la notion d'expérience en marketing, In : Sémantique et organisations : fantasmes, mythes, non-dits et quiproquos, under the leadership of. Ocler R., L'Harmattan.

Breda C., Ocler R., (to appear in 2<sup>nd</sup> semester 2011), *Enchanter, Désenchanter, Ré-enchanter* (provisionary title), In : Ré-enchantement des organisations. Under the leadership of Breda C., Ocler R., L'Harmattan.

*Communications published in conference proceedings*

Cathy Breda, Marketing and reflexivity, Standing Conference for Management & Organizational Inquiry, Washington, USA, March 2010.

With Mireille Barthod-Protade, Intuition and Complexity, What is at Stake? International Federation of Scholarly Associations of Management (IFSAM), Paris, 8-10 July 2010.

Breda C., Olcer R., *Evaluer la responsabilité sociale des entreprises : de la normalisation au désenchantement*, International Colloquium and Doctoral consortium : Sur les indicateurs d'évaluation de la responsabilité sociale et environnementale des entreprises, 8-10 June 2009, Lyon, Jean Moulin University Lyon 3, France, organised in partnership with *l'ISEOR* and the Academy of Management (USA): Divisions MC, ODC, ONE, RM, SIM, PTC

Breda C., *Complexity and re-enchantment: towards a continuous cognitive and reflexive process*, Standing Conference on Management & Organizational Inquiry, Orlando, USA, March 2009.

Breda C., Ocler R. (2008), "*A la recherche des chronotopes perdus : impacts du sens de l'expérience sur l'individu et son rapport à l'organisation*", International Conference from 21 to 23 April 2008, co-organised by the Division « Organizational Development and change » of the Academy of Management (USA) and by *l'ISEOR*, Jean Moulin University Lyon 3, Lyon, France.

Breda C., Ocler R. (2008), "*Cioran: Philosophy in action, excess in pessimism within organizations*", Standing Conference on Management & Organizational Inquiry, Philadelphia, USA, March 2008.

Breda C. (2008), "*Le design de l'expérience de la marque*", 7th International Marketing Trends Congress, Venice, January 17-19, 2008. ESCP-EAP European School of Management, Università Ca' Foscari Venice

Ocler R., Cattellin M., Breda C. , Bellow E. (2008), *Responsabilité sociale, réseaux et comportement du consommateur*, In Transversalité de la Responsabilité Sociale de l'Entreprise - L'entreprise à l'aune de ses responsabilités vis-à-vis de l'homme, de l'environnement et du

profit ?, 5th Congress of the ADERSE, 10 and 11 January 2008, Pierre Mendès University Grenoble France, Grenoble School of Management

Selmi N., Breda C. Giannelloni J.L. (2007), "*La perception de la pratique du Yield management par le consommateur : proposition d'une échelle de mesure*", A paper at the 23rd International Congress of the French Marketing Association, Aix-les-Bains

Breda C. (2005), "*La fidélité du consommateur à travers une consommation de type expérientiel : Réflexions autour d'un cadre intégrateur et quelques résultats empiriques*", Communication at the 4th International Congress on Marketing, Tendances ESCP-EAP, 21-22 January, 2005, Paris.

Breda C. (2005), "*Individual factors of loyalty in the context of an experiential consumption*", in the Consumer & Personality Research Conference, Dubrovnik, Croatia, 20-24th September. 2005.

Breda C. (2002), "*Les apports du modèle expérientiel pour l'étude de la fidélité du consommateur de services touristiques*", in Research Colloquium on Tourism, I.U.P. T.H.T.L Association, Chambéry, 12-14 September 2002.

### ***Other Publications***

L'intuition et la créativité, Research Book for the IFSAM Conference, ESC Chambéry 2010.

Complexité et stratégie marketing, éléments méthodologiques. Research Book. 2009.

Cattellin M., Breda C., "*Un regard croisé entre marketing et management stratégique, application à une station de sports d'hiver des Alpes Françaises*", Research Book, ESC Chambéry 2008.

Breda C., “*Customer loyalty in the context of an experiential consumption: towards some theoretical and empirical advances*”, Research Book IREGÉ, n°0426, December 2004.

### **Editorial Activities**

**2011** Forthcoming

- **Invited Editor (with Rodolphe Ocler), Journal of Organizational Change Management (2 stars CNRS), Re-enchanting the Organization**

<http://info.emeraldinsight.com/products/journals/journals.htm?id=jocm>

The goal of the journal is to provide alternative philosophies for organizational change and development.

To accomplish this goal, the journal encourages:

- The exploration of philosophies including; critical theory, post-modernism and post-structuralism as they apply to change and development;
- Qualitative analyses of change, discourse and change practices;
- Interdisciplinary approaches such as organization and ecology, consumption and production ,and rhetoric and theatrics of change and development;
- Articles which tie into, or disagree with, themes from prior issues.

**2011 Co-Editor (with Rodolphe Ocler): Ré-enchanter les organisations, Collective work, L'Harmattan.**

### **Others research activities**

**2010-2011 Contribution for the Research Project “Serious Lab for Innovation” (chambéry Graduate School of Business) – Development of collaborative tools for developing innovation – Open innovation.**

**2010 Co-chair track International Federation of Scholarly Associations of Management, IFSAM 2010, Paris, July 8 to10** (<http://www.ifsam2010.org/tracks.htm>)

- **Dreams, nightmares and freedom**, avec Denise Faifua, senior lecturer at the Defence Force Academy, University of New South Wales, Canberra ; Rodolphe Ocler, ESC Chambéry

- **Complexity and intuition: What is at stake?** with Mireille Barthod, ESC Chambéry ; Alain-Max Guénette, Graduate Management School, Arc, Neuchâtel, Switzerland

- 2010**            **Reviewer Journal of Organizational Management**
- 2009**            **Reviewer Decisions Marketing**
- 2009**            **Reviewer Annual Review of Management & Organization Inquiry**
- 2008**            **Member of the Scientific Committee, Tamara Journal Special Issue**  
*Transdisciplinarité et métamorphoses organisationnelles* (<http://tamarajournal.com>)
- 2008**            **Member of the Scientific Committee,** ' Journées Rochelaises du Tourisme'
- 2007**            **Member of the Reading Committee,** French Marketing Association  
Colloquium, June 2007, Aix-les-Bains.
- 2005**            **Reviewer,** Colloquium on Marketing Tendencies, ESCP-EAP

#### **Conferences Committee Member**

**Member of the Organisational Committee of the Research Days of the French Marketing Association:** (Theme on the field of application of Tourism), Irege, 2004-2007.

**Member of the International Marketing Colloquium of the French Marketing Association, June 2007, Aix-les-Bains.**