

Catherine RAVIX

Associate Professor in Marketing

Chambéry Graduate School of Business

Savoie Technolac

12 avenue du lac d'Annecy

F - 73381 Le Bourget du lac Cedex

☎ ESC CHAMBERY +33 (0)4 79 25 32 54 – Fax : +33 (0)4 79 25 33 54

c.ravix@esc-chambery.fr

Catherine RAVIX has been at the Chambéry Graduate School of Business for 10 years. She has been Head of the Marketing and Sales Department for 7 years. Her teaching and research interests are Marketing Management, Market Survey and Research, Services Marketing, Well Being Marketing, Market Orientation. She also worked on Territorial Marketing topics for 6 years. She regularly teaches modules focusing on these topics at graduate and executive levels. She is preparing a PHD on Market Orientation dimensions

EDUCATION

2009	<p>Preparing a PHD</p> <p>Pierre Mendes France University – Grenoble (France)</p> <p>Laboratory : CERAG</p> <p>Research Director : Alain JOLIBERT</p> <p>Subject : Chronological approach of Market Orientation dimensions development : An application to Thermal Spa</p>
1996	<p>Master Research – Jean Moulin University – Lyon (France)</p>
1990	<p>Specialized Master(M.S.) in Management of Service Companies – EM Lyon Business School (France)</p>
1988	<p>Master's in Management – Nancy Higher Business School (ICN) - Nancy University (France)</p>

PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

2000 – present	Professor at the Chambéry Graduate School of Business
2000 - 2007	Head of Sales and Marketing Department
1999 - 2000	Part-time lecturing at Grenoble Business School, Management Science Doctoral School, Grenoble University
1996 - 1998	Free lance teaching activity - Jakarta (Indonesia) : <ul style="list-style-type: none"> • Writing case studies for INSEAD Euro Asia Center • Teaching at the Esmod School .
1990-1996	Researcher (Responsible for research and teaching) at EM Lyon Business School (France). Research project on territorial marketing
1991-1993	Research assistant – IMD –Lausanne (Switzerland)
1988-1990	Independent Consultant in Jakarta (Indonesia) : Undertaking market and development studies

Course taught

- 2000 – Present
 - Master’s Degree : Marketing Management
 - Services Marketing*
 - Market Survey*
 - Well Being Marketing
 - History of marketing
- 1994-1996
 - Master’s Degree Territorial Marketing

Erasmus Programs

- 2010 : University of Torino, Italy.

CONSULTING EXPERIENCE

- 2007- 2009 Consultancy on Well Being Marketing (Thermes Aix Les Bains ; Thermes La Léchère ; Ski resort Pralognan la Vanoise)
- 2010 Consultancy on Territorial Marketing

PUBLICATIONS

DEA dissertation

Subject : *Processus et facteurs d'évolution d'une offre d'implantation : Le cas du site de Gerland*

Research Director : Paul MILLIER, Research Director at l'Institut de Recherche de l'Entreprise, EM Lyon Business School

IRE (Institut de Recherche de l'Entreprise) – EM Lyon Business School

Field of Research : Territorial Marketing

Objectives : Developing marketing concepts dedicated to the economic development of territories.

Organisations and companies involved in the research project : Economic development structures of the main large French cities (Lyon, Nantes, Lille, Marseille, Bordeaux), Dow Elanco, IBM, Haagen Dazs.

Working Papers

- Analyse marketing des technopoles et première approche des « produits de ville » (91)
- Analyse exploratoire des processus de décision d'implantation (92)
- Définition et structuration de l'offre d'implantation
- Positionnement des produits de ville, analyse exploratoire et étude quantitative (93-95)
- Stratégie de communication économique de la ville de St Nazaire (94)

Other working papers

- ISC Paris, CRISC n° 26, 1st trim. 2010, « La différenciation entre consommateurs payeurs et consommateurs non payeurs : une application au thermalisme »

RESEARCH INTERESTS

Service Marketing

Market Orientation

Strategic Marketing

PROFESSIONAL ASSOCIATIONS

Member of the Association Française du Marketing

TEACHING MATERIALS / AUTHORED CASES

- INSEAD
 - Case « Maybelline Indonesia » / with Helmut Schutte
 - Case « Lyonnaise des Eaux Jakarta » / with Philippe Lasserre
- EM Lyon Business School
 - Case “Dow Elanco”

OTHER PERSONAL INFORMATION

Languages spoken, written and read : English, German