



Marielle SALVADOR-PERIGNON

Associate Professor

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 38 14 - Fax : +33 (0)4 79 25 33 54

m.salvador@esc-chambery.fr

Marielle Salvador-Perignon was at the University of Burgundy for 7 years, after an experience in Cambodia as a teacher and in a French company as a company lawyer. Her teaching interests are entrepreneurship, marketing and business law. Her research interests are marketing and especially consumer behavior, brands, taste perception and experiential marketing. She is in charge of the 'Mission Entreprendre' at the Chambéry Graduate School of Business

EDUCATION

2009: PhD in Marketing, University of Burgundy

Doctoral Research: *“Manufacturing processes, brands and perceived taste of food products: an analysis by mental representations and congruence”*

1999: Master of Research in European Law, University of Toulouse 1

1997: Master's degree in International Business Law, University of Paris V

1996: Master's degree in Business Law, University of Toulouse 1

PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

Since **Sept 2010** : **CHAMBERY GRADUATE SCHOOL OF BUSINESS, Savoy**
Assistant Professor in Marketing
Partner Professor at IREGÉ, University of Savoy

Courses taught:

Marketing basis and consumer behavior,
Entrepreneurship,
Corporate French law

Head of 'Mission Entreprendre' (program for venture creation)

**2002-2010: SERECOM DEPARTMENT, INSTITUTE OF TECHNOLOGY ,
UNIVERSITY OF BURGUNDY**

Courses taught:

Marketing, webmarketing, design packaging
Entrepreneurship and Management
Contract Law, intellectual property law, corporate law and marketing law

In charge of a training course for departmental and multimedia projects

2000-2001: UNIVERSITY OF PEDAGOGY, Phnom Penh, Cambodia
FRENCH CULTURAL CENTER, Phnom Penh
Teacher

CONSULTING EXPERIENCE

1999-2000: IDVECTOR, Paris :
Company lawyer

1998-1999: STERIA SSII, Vélizy (78) :
(9 months, **International Law Department**
Training) *Company lawyer*

1998: Centre Français du Commerce Extérieur (CFCE), Paris :
(6 months, Consultant (international business projects)
training)

PUBLICATIONS

Conference presentations

2010 : *Hotel Design: Can design be a tourist destination?*, C.Bréda, M. Salvador

TTRA 2011 European Chapter Conference, 11-13 avril 2011 (submitted)

2010: *Fabrication artisanale du produit : l'incongruence du discours par rapport à la
marque influence-t-elle le goût perçu ?*
*Traditional manufacturing of products : incongruity between advertising and brand
influence of the perceived taste ?*

6th Journée AFM du Marketing Agroalimentaire, Montpellier, 1 October

2009: *Le goût des marques : le mode de fabrication donne t-il un meilleur goût ?*
Taste of brands : Does the manufacturing process produce a better taste ?

14th Marketing and Research Days de Bourgogne, 12-13 November

Working paper:

2010: *Fabrication industrielle ou artisanale : quand la représentation sociale du mode de
fabrication (re)donne une identité au produit alimentaire*

1995: *Cambodia, summer 1994*

Cahier d'histoire Immédiate, dossier Asie du Sud Est, Université de Toulouse Le Mirail

RESEARCH INTERESTS

Consumer behavior, brands, taste perception and experiential marketing

TEACHING SPECIALITIES

Marketing: Consumer behavior

Law: corporate law, intellectual property law

OTHER PERSONAL INFORMATION

Languages spoken, written and read:

English

Hobbies, passions:

Since 2003 Vice- Président of Association ECAM- Enfants du Cambodge
(NGO Child of Cambodia) www.ecam-asso.org

Trips to South-East Asia
Theater (15 years)