

Claude CHAILAN

## ACADEMIC POSITIONS

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- Since 09/2013**      **Professor of Marketing & Strategy**, EM Strasbourg Business School  
Director of the International Executive MBA  
Regional Coordinator for Europe and Africa
- 09/2007 – 08/2013**      **Professor of Marketing**, International University of Monaco, Monaco  
Director of the Executive MBA program (from July 2010)  
Director of the MBA program (until July 2010)
- 09/2000 - 07/2007**      **Associate Professor of Marketing**, Skema Business School, Nice, France  
Director of the Master in Marketing
- 09/1999 - 09/2000**      **Adjunct Professor of Marketing**, CERAM Sophia-Antipolis, France

## PROFESSIONAL EXPERIENCE

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- 1996 -1999      **CEO**, L'OREAL – Professional Products Division, Bogotá, Colombia and Caracas, Venezuela
- 1991 -1996      **COO**, L'OREAL – Fast Moving Consumers Goods Division, Caracas, Venezuela
- 1990 - 1991      **Chief Marketing Officer**, L'OREAL – Fast Moving Consumers Goods Division, Ciudad de Mexico, Mexico
- 1989              **Brand Manager**, DANONE, Kronenbourg brand
- 1988              **Brand Manager**, SARA LEE, Aspro and Rennie brands
- 1985 - 1987      **Product Manager**, LaSCAD, Narta and Mennen brands

## EDUCATION

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### *Accreditation to supervise doctoral research (2013)*

“Marketing as a realization of a strategic intent”, University of Nice, France  
Supervisor: Pr A. Boyer

### *PhD in Management (2005), With Honours*

Dissertation: “*Brand portfolio, a strategic meta-dimension of branding*”  
University of Nice, France

### *Master in Management Sciences (1984)*

Ecole Supérieure des Sciences Economiques et Commerciales / ESSEC Graduate School of Management, Paris, France

### *Graduate degree in Political Sciences (1981)*

Institut d'Etudes Politiques, Aix-en-Provence, France

## LANGUAGES

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French, native

Spanish, bilingual  
English, fluent, usual working language

## **MOST RECENT PUBLICATIONS**

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### ***Refereed Journals***

- **2019**, “Emerging Adults’ Luxury Fashion Brand Value Perceptions: A Cross-Cultural Comparison between Germany and China”, with M. Faschan and R. Huaman-Ramirez, *International Marketing Review*, (under review)
- **2019**, “A South-South perspective on emerging economy companies and institutional co-evolution: An empirical study on Chinese emerging multinationals in Africa”, with D. Mazé, *International Business Review* (under review)
- **2018**, “Art as a means to recreate Luxury brands' rarity and value”, *Journal of Business Research*, 85, 414-423
- **2015**, “Branding from Emerging Countries: How to compete internationally?”, *Critical Perspectives on International Business*, 11 (1), 54-71
- **2013**, “Creating Shared Value on a Global Scale: Possibilities for the United Nations’ Engagement”, *Journal of Competitiveness and Strategy*, January, vol. 3, 2-15, with M. Rixen and I. Böbel
- **2013**, “The influence of key capabilities on brand portfolio-based competitive advantage”, *International Journal of Trade and Global Markets*, 6 (2), 182-201
- **2011**, “Improving Global Competitiveness with Branding Strategy. Cases of Chinese and Emerging Countries’ Firms”, *Journal of Technology Management in China*, 6 (1), 84-96
- **2010**, “From an Aggregate to a Brands Network: A study of the Brand Portfolio at L’Oréal”, *Journal of Marketing Management*, 26 (1), 74-89
- **2009**, “Brand Architecture and Brand Portfolio: A Clarification” *Euromed Journal of Business*, 4 (2), 173-184
- **2008**, “Strategic Megabrand Management: does global uncertainty affect brands? A post-9/11 US/non-US comparison of the 100 biggest brands”, *Journal of Product and Brand Management*, 17 (7), 436-452, with G. Suder and D. Suder
- **2008**, “Brand Portfolio and Competitive Advantage: An Empirical Study”, *Journal of Product and Brand Management*, 17 (4), 254-264

### ***Chapters in Book***

- **2019**, “*The Making of the Zou Chuqu Strategy at the Brand Level*”, in J. Agarwal and T. Wu, *Editors*, *Emerging Issues in Global Marketing: A Shifting Paradigm*, Springer. With Regalado, O. and Mazé, D. (under review)
- **2014**, “*Preserving luxury exclusivity through arts*”, with Valek, I. in: S. Reinecke, B. Berghaus and G. Müller-Stewens *Editors*, *The Management of Luxury*, Kogan Page, London, ISBN 978 0 7494 7166 8
- **2011**, “*Emerging Countries’ Firms’ Branding Strategy*”, in: M. Marinov, Editor, “*Internationalization of Emerging Economies and Firms*”, Palgrave McMillan, with F. Ille, ISBN 978 0 2303 4833
- **2006**, “*Brand portfolio: a new marketing competency for diminishing strategic risks*”, with L.P. Calderon-Moncloa in: G. Suder editor, “*Corporate strategies under international terrorism and adversity*”, E. Elgar Pub., ISBN 978 1 84542 241 7

### Case studies

- 2019, “*Repetto dances with success*”, forthcoming
- 2017, “*Havana Club: Cuban Ron Guerilla*”, CCMP 1907M03
- 2012, “*S.T. Dupont: Back to Brand*”, ECCH reference 512-051-1
- 2011, “*Club Med: Is the Phoenix Rising from the Ashes?*”, ECCH reference 511-060-1
- 2010, “*Al Marsa Fisheries; Sustainability put into practice*”, ECCH reference 310-200-1

## ACADEMIC ACTIVITIES

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### Professional Contributions

Member of the *Faculty of Assessors* of the Association of MBAs, AMBA

Country Director, Euromed Research Business Institute – EMRBI

Member of the Editorial Board of Marketing & Management

Member of the Editorial Board of the Journal de Investigación, ITESM, Mexico

Member of the Editorial Board of the Revista de Negocios Internacionales, Colombia

Reviewer, Journal of Business Research

Reviewer, Journal of Marketing Management

Reviewer, Journal of Consumer Behaviour

Reviewer, Journal of Brand Management

Reviewer, Marketing Intelligence and Planning

Reviewer, International Journal of Emerging Markets

### Specialisms and research interests

**International Business** including issues such as:

Marketing in and from emerging countries

Globalisation and intercultural management

**The links between marketing and strategy**, particularly:

Business Models

International Brand Management issues

Brand portfolios

Arts and Marketing

### Courses taught, past three years

All courses taught in English, in French and in Spanish indiscriminately

	<b>Under graduate</b>	<b>Masters</b>	<b>MBA/ ExecMBA</b>	<b>DBA</b>
Business Models: The New Frontier of Strategy		√	√	√
Strategic Brand Management	√	√		
Luxury Brands Strategy	√	√	√	
International Marketing: Catching the Growth Wave in Low Income Countries	√	√		
Dynamic Pricing and Revenue Management		√	√	
Marketing the right price	√	√		√