

Claude CHAILAN

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ACADEMIC POSITIONS

- Since 09/2013** **Professor of Strategy & International Business**, EM Strasbourg Business School
Director of the International Executive MBA
Regional Coordinator for Europe and Africa
- 09/2007 – 08/2013** **Professor of Strategy & International Business**, 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's in marketing
- 09/1999 - 09/2000** **Adjunct Professor of Marketing**, CERAM Sophia-Antipolis, France

PROFESSIONAL EXPERIENCE

- 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

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

French, native

Spanish, bilingual

English, fluent, usual working language

MOST RECENT PUBLICATIONS

Refereed Journals

- **2021.** A South-South perspective on emerging economy companies and institutional coevolution: An empirical study on Chinese multinationals in Africa. *International Business Review*. 30(4), DOI: <https://doi.org/10.1016/j.ibusrev.2020.101704> . With D. Mazé.
- **2020.** Emerging Adults' Luxury Fashion Brand Value Perceptions: A Cross-Cultural Comparison between Germany and China. *Journal of Global Fashion Marketing*, 11(3), 207-231, DOI: [10.1080/20932685.2020.1761422](https://doi.org/10.1080/20932685.2020.1761422) . With R. Huaman-Ramirez and Maximilian Faschan
- **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

- **2018** (2nd edition) & **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 MacMillan, 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

- **2020**, “*Are diamonds still Luxury?*”, 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

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

Reviewer, International Business Review

Reviewer, Journal of Business Research

Reviewer, Journal of Marketing Management

Reviewer, Journal of Product and Brand Management

Specialisms and research interests

International Business including:

Doing business in and from emerging countries

Globalisation and geopolitics

Nonmarket strategies

The links between Strategy and International Business, particularly:

Business Models

Decision-Making

Servicization

Courses taught, past three years

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

	Under graduate	Masters	MBA/ Executive MBA	DBA
Business Models: The New Frontier of Strategy		√	√	√
Strategic Brand Management	√	√		
Luxury Brands Strategy	√	√	√	
Value Creation in Emerging Markets and Transitional Economies	√	√		
Dynamic Pricing and Revenue Management		√	√	

Marketing the Right Price	√	√		√
Strategic Decision-Making		√	√	
The servicization process	√	√		