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PROFESSEUR ASSOCIE
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ÉQUIPE DISCIPLINAIRE : MARKETING (MKG)
AXE DE RECHERCHE : WINE & SPIRITS

FORMATION ET DIPLÔMES

- 2004 PhD en Management Université de Hambourg, Allemagne
- 2000 MBA en Management européen Université de South Bank Londres/Ecole d'économie et de droit de Berlin, France
- 1993 Diplom Betriebswirt (FH) and B.A. (Honors) European Business Administration Reutlingen Université de Germany Middlesex, Royaume-Uni
- 1989 Baccalauréat en Economies, Etudes politique et Allemand Collège Denstone, Uttoxeter, Royaume-Uni

EXPÉRIENCE PROFESSIONNELLE

EXPÉRIENCE PROFESSIONNELLE

- 1999 - 2001 Directeur financier (Publicis)
- 1998 Directeur financier (Young & Rubicam)
- 1996 - 1997 Responsable financier (Young & Rubicam)
- 1993 - 1996 Exécutant financier (Saatchi & Saatchi)
- 2011 - ... Professeur de Marketing (Groupe ESC Dijon-Bourgogne)
- 2004 - 2011 Assistant Professor of Marketing (Groupe ESC Rennes)

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Marketing (MKG)

LANGUES D'ENSEIGNEMENT

- Anglais

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- Wine & Spirits

PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

Révision d'articles

- 2018

AUTRE

- 2011 - ... Membre du CEREN

CONTRIBUTIONS INTELLECTUELLES

Articles dans des revues à comité de lecture

Atwal, G., Bryson, D., Serving the low-income consumer in a rich economy: Dollar General racks up sales. *Journal of Business Strategy*, 2023, vol. 44, n°3, p. 161-167. **CNRS 4, FNEGE 4, HCERES C**

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- Atwal, G., Bryson, D., Brand Hate: The Case of Starbucks in France. *British Food Journal*, 2019, vol. 121, n°1, p. 172-182.
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- Heine, K., He, J., Atwal, G., Managing Country-of-Origin Affiliations for Luxury Brand-Building in China. *Australasian Marketing Journal*, 2019, vol. 27, n°1, p. 14-23.
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- Atwal, G., Heine, K., Crener-Ricard, S., Phan, M., Personality-Driven Luxury Brand Management. *Journal of Brand Management*, 2018, vol. 25, n°5, p. 474-487. **CNRS 4, FNEGE 4, HCERES C**
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- Atwal, G., Bryson, D., Chauhuri, A., Dave, K., Antecedents of Intention to Use Green Banking Services in India. *Strategic Change*, 2016, vol. 25, n°5, p. 549-565. **CNRS 3, FNEGE 4, HCERES-ECO B, HCERES-GESTION B**
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- Bryson, D., Atwal, G., Antecedents of Attitude towards the Adoption of Internet Banking in Senegal. *Innovations: Journal of Innovation Economics and Management*, 2013, vol. 1, n°11, p. 33-54.
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- Atwal, G., Bryson, D., Hultén, P., The Impact of Product Packaging on Consumers' Purchase Decisions within a Low Involvement Category. *Journal of Euromarketing*, 2012, vol. 21, n°2-3, p. 124-136. **AERES Gestion**
- Atwal, G., Williams, A., Is This Shangri-La? Authenticity: The Challenge for Developing Hospitality Economies. *Journal of Brand Management*, 2012, vol. 19, n°5, p. 405-413. **CNRS 4, FNEGE 4, AERES Gestion**

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Conférences académiques

Guzzetti, A., Crespi, R., Atwal, G., Game On? The Dark Side of Luxury Brand Gamification Activities. *16th Global Brand Conference - Branding in the Metaverse*, 3-5 mai 2023, Bergame, Italie.

Williams, A., Atwal, G., Guzzetti, A., The Covid-19 Pandemic "Effect" on Craft Alcohol Marketing. *59th MBAA International Research Conference*, 22-24 mars 2023, Chicago, Etats-Unis.

Atwal, G., Brand Hate Hijacked. *Finnish Academy of Marketing Annual Conference*, 2-3 juin 2022, Helsinki, Finlande.

Atwal, G., Bryson, D., Predictors of Crowdfunding 'Luxury Watch' Start-ups. *MBAA International Conference*, 23-25 mars 2022, Chicago, Etats-Unis.

Atwal, G., Developing a Storytelling Experience Within Luxury Spirits Category. *55th MBAA International Conference "Cultural Consciousness in Business"*, 27-29 mars 2019, Chicago, Illinois, Etats-Unis.

Atwal, G., Bryson, D., Antecedents of Intention to use Green Banking in Germany . *MMA 2017*, 22-24 mars 2017, Chicago, Etats-Unis.

Atwal, G., Bryson, D., Heine, K., Antecedents of Luxury Brand Hate. *The Mystique of Luxury Brands Conference* , 12-13 mai 2016, Shanghai, Chine.

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Atwal, G., The hedonistic consumption of luxury and iconic wines. *3rd Joint Research Conference*, 30 mai 2012, Oxford, Royaume-Uni.

Atwal, G., Williams, A., Realms of a luxury wine experience. *International Conference on Innovations & Trends in Wine Management*, 22 juin 2012, Dijon, France.

Atwal, G., Bryson, D., Measuring the perceptions of luxury brands. A comparison between Finland and the UK. *Global Conference on Business and Finance*, 2-5 janvier 2011, Las Vegas, Etats-Unis.

Atwal, G., Bryson, D., Hulten, P., Antecedents of extreme negative affect within the luxury sector, Luxury & Counterfeit Issues. *Challenges & Prospects*, 9-10 juin 2011, Genève, Suisse.

Vladimir, V., Hulten, P., Atwal, G., Grocery Shopping in France And Sweden: Impact of Promotions on Impulse Purchasing. *11e International Conference on Arts and Cultural Management*, 24-27 mai 2011, Ljubljana, Slovénie.

Atwal, G., Williams, A., Postmodern Hospitality in China. *4th Conference of the Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy* , 3-5 avril 2009, Rhodès, Grèce.

Atwal, G., Bryson, D., Dawson, N., Product Packaging Tactics and Strategies within a Low Involvement Category. *7th International Conference on Research in Advertising (ICORIA)*, 27-28 juin 2008, Anvers, Belgique.

Atwal, G., Williams, A., Luxury Brand Ambassadors. *15th Annual International Conference on Advances in Management*, 12-15 juillet 2008, Boston, Etats-Unis.

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Conférences invitées

Atwal, G., "Glocalization": Redefining Communication Models. *Arab Luxury World Conference*, 12-13 juin 2019, Dubai, Emirats Arabes Unis.

Cahiers de recherche

Atwal, G., Roy Chaudhuri, H., Lecat, B., Learn Before You Leap: Understanding The Knowledge Transfer Paradigm In The Swiss Luxury Watch Industry, 2013.

Articles dans des revues/supports digitaux professionnelles

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Atwal, G., A Fine Balance. *The Smart Manager, India's first world class management magazine*, 2012, vol. 11, n°6, p. 33-35.

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Autres contributions

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Vidéos