

**MAGNONI Fanny**  
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## **EDUCATION**

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**2009 Ph.D. in Management Science, Marketing, AMU, Aix-Marseille Graduate School of Management - IAE**  
Thesis subject: "Downward line extension: impact on brand attitude and consumer-brand relationships",  
(Supervisor: Elyette Roux). Dissertation with highest honours.

Thesis committee:

Mr Pierre Valette-Florence, University Professor, Grenoble Alpes University, Grenoble IAE (chairperson)

Mrs Géraldine Michel, University Professor, IAE de Paris (main reviewer)

Mr François Salerno, University Professor, IAE de Lille (main reviewer)

Mr Dwight Merunka, University Professor, Aix-Marseille Graduate School of Management – IAE (reviewer)

Mr Bernard Pras, University Professor, University Paris Dauphine and ESSEC (reviewer)

**2004 Research Master in Management Science, Marketing, Aix-Marseille Graduate School of Management – IAE**  
Merit-based scholarship.

## **RESEARCH AND PUBLICATION**

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Research Domains: consumer-brand relationships, brand and line extension strategies, luxury brand management, brand digital strategies and social networks, connected objects and sustainable product innovation.

Doctoral Seminars:

**2008** CEFAG International research stay at Bond University School of Business (Queensland, Australia)

**2007** CEFAG Doctoral Programme (Centre européen de formation approfondie à la gestion), Noyon and Strasbourg, France

**2006** European Doctoral Programme Association for Management and Business Administration (EDAMBA),  
Sorèze, France

**2006** Doctoral seminar of the French Marketing Association (AFM), Nantes, France.

Publications:

### **Articles in refereed journals**

Hemonnet-Goujot A., Kessous A. & Magnoni F. (2022), The Effect of Sustainable Product Innovation on the Consumer Luxury Brand Relationship: The Role of Past Identity Salience, *Journal of Business Research*, 139, p. 1513-1524, (HCERES A, CNRS 2, FNEGE 2). DOI: 10.1016/j.jbusres.2021.10.070

Magnoni F., Valette-Florence P. & de Barnier V. (2021), Modeling the effects of place heritage and place experience on residents' behavioral intentions toward a city: A mediation analysis, *Journal of Business Research*, 134, 428-442 (HCERES A, CNRS 2, FNEGE 2). DOI: 10.1016/j.jbusres.2021.04.069

Helme-Guizon A. & Magnoni F. (2019), Consumer brand engagement and its social side on brand-hosted social media: how do they contribute to brand loyalty?, *Journal of Marketing Management*, 35, 7-8, 716-741 (CNRS 3, AERES B, FNEGE 3). DOI: 10.1080/0267257X.2019.1599990.

Helme-Guizon A. & Magnoni F. (2016), Integrity, benefits and self-brand connections: Three drivers to boost consumer brand engagement on social networks, *Décisions Marketing*, 84 Octobre-Décembre, 95-113 (CNRS 3, AERES B, FNEGE 3).

Magnoni F. (2016), The effects of downward line extension on brand trust and brand attachment, *Recherche et Applications en Marketing*, 31, 1, 1-25 (CNRS 2, AERES A, FNEGE 2).

Helme-Guizon A. & Magnoni F. (2013), Brands are my Facebook friends: Towards a typology of fans based on brand relationship and belongingness, *Revue Française du Marketing*, 3/5, 243, 23-34 (AERES C, FNEGE 4).

Magnoni F. & Roux E. (2012) The impact of step-down line extension on consumer-brand relationships: A risky strategy for luxury brands, *Journal of Brand Management*, 19, 7, 595-608 (CNRS 4, AERES C, FNEGE 4).

### **Book & book chapters**

Kessous. A., Magnoni F., Paché G, (2022), Attractivité de l'image de marque employeur : une étude de cas dans l'univers de la distribution bio in V. des Garets et G. Paché Variations sur la consommation et la distribution : individus, expériences, systèmes, Presses Universitaires de Provence, Coll. « Travail & Gouvernance », Aix-en-Provence, pp. 403-417

Magnoni F. (2021), Les produits et les marques in *Openbook Marketing 2e edition* (with Ambroise L.), coordinated by Ferrandi J.-M. & Lichtlé M.-C., ch.5, Dunod, In press.

Helme-Guizon A. & Magnoni F. (2017), What Are the Combinations of Patterns of Brand Engagement Leading to High Brand Loyalty Intentions in Social Media? An Extended Abstract, in *Marketing at the Confluence between Entertainment and Analytics, Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress*, P. Rossi (eds), Springer, 1397-1402. [https://link.springer.com/chapter/10.1007/978-3-319-47331-4\\_276](https://link.springer.com/chapter/10.1007/978-3-319-47331-4_276)

Kessous A., Magnoni F. & Valette-Florence P. (2014), Brand nostalgia and consumers' relationships to luxury brands: A continuous and categorical moderated mediation approach, in *Springer Proceedings in Mathematics & Statistics*, vol. 173, *The Multiple facets of partial least squares and related methods*, coordinated by H. Abdi et al. (eds), ch. 21, Springer International Publishing Switzerland 2016, 285-293.

Magnoni F. (2014), Le Produit in *Openbook Marketing* (with Roehrich G.), coordinated by Ferrandi J.-M. & Lichtlé M.-C., ch.4, Dunod, 116-143.

Magnoni F. (2010), Extension verticale de gamme vers le bas : Impact sur l'attitude envers la marque et la relation marque-consommateur, Editions Universitaires Européennes, Sarrebruck, Allemagne.

### **Refereed proceedings conference papers (peer-reviewed)**

Hemonnet-Goujot A., Kessous A. & Magnoni F. (2020), Is less more? The effect of substitution product innovations on consumer-luxury brands relationships, The 2020 Monaco Symposium on Luxury, Monaco, April 8-10.

De Barnier V., Magnoni F. & Valette-Florence P. (2019), "Ich bin ein Berliner": A consumer-based place brand equity from a social identity approach, The 2019 La Londe Conference in Marketing, IAE Aix-Marseille Graduated School of Management, La Londe, June 4-7.

Hemonnet-Goujot A., Magnoni F. (2019), Sustainable product innovation: What impact on marketing performance? A conceptual model, 35ème Conférence Internationale de l'Association Française du Marketing, Université du Havre Normandie, Le Havre, France, May 15-17.

- Hemonnet-Goujot A., Magnoni F. (2019), Sustainable product innovation: What impact on marketing performance? 16ème Congrès de l'ADERSE, Ethics, Governance and CSR, IAE Aix-Marseille Graduate School of Management, Aix-en-Provence, France, March 28-29.
- Giannelloni J-L., Helme-Guizon A. & Magnoni F. (2017), Connected devices and personal coaching. The effects of feedback message on user's behavioral intentions: the central role of well-being, the EMAC 2017 Conference, Groningen, The Netherlands, May 23-26.
- Magnoni F., Helme-Guizon A. & Giannelloni J-L. (2017), The impact of feedback messages on well-being and behavioral intentions. A self-determination perspective, 33ème Conférence Internationale de l'Association Française du Marketing, Tours, France, May 17-19.
- Magnoni F., Helme-Guizon A. & Gérard J. (2016), Sur Facebook, quand engagement ne rime pas toujours avec fidélité : le rôle modérateur de la familiarité objective, des bénéfices perçus et des connexions à la marque, 15ème journée de recherche sur le marketing digital, Université Paris 1 Panthéon Sorbonne/ESSCA Ecole de Management, Paris, France, Septembre 9.
- Helme-Guizon A. & Magnoni F. (2016), What are the combinations of patterns of brand engagement leading to high brand loyalty intentions in social media? An extended abstract, The 2016 Academy of Marketing Science - World Marketing Congress, IESEG Management School's Paris Campus, France, July 20-July 22.
- Giannelloni J-L., Helme-Guizon A. & Magnoni F. (2016), Les effets du cadrage du message sur les intentions comportementales en matière de coaching personnel : Le rôle central des émotions, 32ème Conférence Internationale de l'Association Française du Marketing, Lyon, France, May 18-20.
- Helme-Guizon A. & Magnoni F. (2014), Rejoignez-nous sur Facebook ! Quand relation de qualité fan-marque rime avec intention de fidélité, 4èmes Rendez-vous de la Recherche, Communication & Médias, IREP/AFM, Université Panthéon-Assas, Paris, France, November 13.
- Kessous A., Magnoni F. & Valette-Florence P. (2014), Brand nostalgia and consumers' relationships to luxury brands: A continuous and categorical moderated mediation approach, 8th International Conference on Partial Least Squares and Related Methods, Paris, France, May 26-28.
- Helme-Guizon A. & Magnoni F. (2014), Rejoignez-nous sur Facebook ! Quand relation de qualité fan-marque rime avec intention de fidélité, 30ème Conférence Internationale de l'Association Française du Marketing, Montpellier, France, May 14-15.
- Kessous A., Magnoni F. & Valette-Florence P. (2014), Back to the future: When brand nostalgia improves consumers' relationships to luxury brands, The 2014 Monaco Symposium on Luxury, Monaco, April 10-11.
- Magnoni F., Valette-Florence P. & Roux E. (2014), Are you really sure to stretch luxury brands down the market ? The 2014 Monaco Symposium on Luxury, Monaco, April 10-11.
- Magnoni F. & Valette-Florence P. (2014), Feedback effects of step-down line extensions: Chain of effects from brand prestige and self-brand connections to brand commitment, AMA 2014 Winter Marketing Educators' Conference, Orlando, Florida-USA, February 21-23.
- Helme-Guizon A. & Magnoni F. (2012), Les marques sont mes amies sur Facebook : vers une typologie de fans basée sur la relation à la marque, Journée de recherche sur la consommation digitale, Ecole de Management Léonard de Vinci (EMLV), La Défense, Paris, France, November 29.
- Magnoni F. & Roux E. (2011), The impact of brand familiarity, branding and distribution strategy on luxury brand dilution, actes de The 2011 World Marketing Congress – Academy of Marketing Science, Reims Management School, Reims, France, July 19-23.
- Magnoni F., Roux E. & Valette-Florence P. (2011), The impact of step-down line extension on consumer-brand relationships: A risky strategy for luxury brands, actes du 1er Colloque International « Luxe et Contrefaçon : Défis, Enjeux et Perspectives

», Université Wesford Genève, Genève, June 9-10.

Magnoni F. & Roux E. (2011), Stretching a luxury brand down: An experimental study of core brand dilution effects, actes de The 2011 Thought Leaders in Brand Management: A Meeting of the Minds, Università della Svizzera Italiana, Lugano, March 12-14.

Magnoni F. & Roux E. (2010), Quand les marques de luxe étendent leur gamme vers le bas : Quels effets de dilution ?, 26<sup>ème</sup> Conférence Internationale de l'Association Française du Marketing, Université du Maine, Le Mans, France, May 6-7.

Magnoni F. & Roux E. (2009), L'impact de l'extension verticale de gamme vers le bas sur l'attachement à la marque : Le rôle du statut social et des communautés de marque, 25<sup>ème</sup> Conférence Internationale de l'Association Française du Marketing, ESCP-EAP Londres, Londres, may 14-15.

Magnoni F. & Roux E. (2008), Stretching the Brand Down: Does It Affect Consumer-Brand Relationship? Actes de la The 2008 Thought Leaders International Conference on Brand Management, Birmingham Business School, Birmingham, April 15-16.

Magnoni F. & Roux E. (2008), L'extension verticale de gamme vers le bas : quelles répercussions sur l'image et la relation marque-consommateur ? Une approche exploratoire, 7th International Marketing Trends Congress, Università Ca'Foscari, Venice, Italia, January 17-19.

Magnoni F. & Roux E. (2006), L'effet des extensions verticales de gamme sur la marque. Une analyse critique des recherches, 5<sup>èmes</sup> Journées Normandes de Recherche sur la Consommation, Sociétés et Consommation, IAE de Caen, Caen, France, March 23-24.

Magnoni F. & Roux E. (2005), Attachement, perte de confiance, détachement : vers une clarification des concepts, 4<sup>èmes</sup> Journées Normandes de Recherche sur la Consommation, Sociétés et Consommation, IAE de Rouen, Rouen, March 24-25.

### **Pedagogical case studies**

Hemonnet-Goujot A., Magnoni F. (2018), Innovation at Guerlain: how to reconcile luxury brand and sustainable development?, CCMP, Paris.

## **SCIENTIFIC ACTIVITIES**

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CERGAM Research laboratory. Co-Director of the marketing axis (2021-today)

### Participation in academic research associations:

- Association Française du Marketing
- European Marketing Association
- Chaire Marques et Valeurs (IAE de Paris)

### Reviewing:

- Occasional evaluations of articles: Recherche et Applications en Marketing, Journal of Brand Management, Décisions Marketing, la Revue Française du Marketing.
- Regular evaluations of communication: Congrès de l'Association Française du Marketing, Academy of Marketing Science World Marketing Congress, Thought Leaders International Conference on Brand Management, Monaco Symposium on Luxury, The la Londe Conference, Aderse Conference.

### Member of organizing committee:

- The 2023 la Londe Conference, Marketing Communications and Consumer Behavior, International Research Conference in Marketing, Aix-Marseille Graduate School of Management.
- The 2019 la Londe Conference, Marketing Communications and Consumer Behavior, International Research Conference in Marketing, Aix-Marseille Graduate School of Management.

## Thesis supervision

- Liu S. (in process, 2d year), Key Factors of Customer Loyalty Toward China B2B information system service in Pharmaceuticals : MNCs Vs Domestic, Thèse DBA, Grenoble IAE, Université Grenoble Alpes.

## **ACADEMIC ACTIVITIES**

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### Institutional responsibilities

**2022-present:** Member of the Equis Team, Aix Marseille Graduate School of Management - IAE

### Academic positions

**2022-present:** Co-director MSc 2 Marketing & Brand Management, IAE Aix, Aix-Marseille Graduate School of Management.

**2017-2022:** Co-director MSc 2 International Business, IAE Aix, Aix-Marseille Graduate School of Management. Programme selected for 2018's EQUIS Audit

**2016-2017:** Director of the second year of master's degree in Marketing "M2 Le Quanti: Métiers des études en marketing", Grenoble Alpes University, Grenoble IAE.

**2012-2016:** Director of the first year of master's degree in Marketing (M1 Marketing), Grenoble Alpes University, Grenoble IAE.

**2010-2017:** Assistant Professor in Marketing, Grenoble Alpes University, Grenoble IAE.

**2007-2009:** Toulon University, IAE de Toulon, Research and Teaching Assistant (ATER)

**2004-2007:** Aix-Marseille University, Marketing Researcher and Lecturer (allocataire de recherche)

### Teaching experience at AMGSM:

International Marketing (MSc 2 International Business), English.

Market survey and data analysis (MSc 2 Marketing), French. Communication plan & tools (MSc 2 Communication), French. Communication (MSc 1 Management), French.

Company field project (MSc 2 International Business),

English. Fundraising

2022: AMIDEX/TIGER project leader, IAE Aix, Aix-Marseille University. Project financed by IDEX and Aix Marseille University. Leveraged funds: 9 000 €

2018: AMIDEX project leader, IAE Aix, Aix-Marseille University. Project financed by IDEX and Aix Marseille University to favor international exposure of teachers and students. Leveraged funds: 100K€