



Patrice PICCARDI

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ASSOCIATE PROFESSOR
DEPARTMENT: MARKETING MANAGEMENT
HEAD OF DEPARTMENT
DISCIPLINARY TEAM: MARKETING

EDUCATION AND DEGREES

- 1990 Licence en Sciences économiques
- 1992 Master en Economie Appliquée
- 1993 Master Recherche en Economie Industrielle

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 1998 - 2004 Co-founder and business developer (OXALP Information Technology)
- 1994 - 1995 Business Manager of the South-West area (France Dunlop Tire)
- 2004 - ... Professor of Marketing (Burgundy School of Business)
- 1996 - 2004 Associate Professor Consultant (Grenoble Graduate School of Business)

CONSULTING ACTIVITIES

- 1998 - 2004 E-Marketing CRM Business Development (Grenoble Graduate School of Business)

EXECUTIVE EDUCATION TEACHING

- 2012 - ... Marketing (Burgundy School of Business)
- 1998 - 2004 E-Marketing, Marketing (Grenoble Graduate School of Business)

INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2013 - ... Burgundy Communicators Association (Association des communicants de bourgognedijon, France)

OTHERS ACTIVITIES

- 2001 - 2008 Supplemental Faculty (Business Administration University of Delaware)
- 2004 - ... Head of the Marketing Department (Burgundy School of Business, Dijon, France)
- 2014 - ... MSc Global Marketing & Negotiation Coordinator (Groupe ESC Dijon Bourgogne, France)
- 2013 - ... Excellence in Pedagogy coordinator (Groupe ESC Dijon Bourgogne)

TEACHING

DISCIPLINARY TEAM

- Marketing

TEACHING LANGUAGES

- English

SCIENTIFIC ACTIVITIES

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Mehmood, K., Jabeen, F., Lyanna, S., Zhang, H., Piccardi, P., Nehra, N.S., Exploring drivers of behavioral willingness to reduce plastic consumption and socially responsible consumption behavior: A stimulus–organism–behavior–consequence paradigm based environmental management perspective. *Corporate Social Responsibility and Environmental Management*, 2024: 1-21. **FNEGE 3, HCERES B**

Mehmood, K., Kiani, A., Rehman, H., Mukhtar Alshibani, S., Piccardi, P., Can Platform Leadership Drive Twin Transitions in Greening SMEs? Exploring the Nexus Between AI Infrastructure Flexibility, Information Effects, and Green Sustainable Practices. *Business Ethics, the Environment and Responsibility*, 2024. **FNEGE 3 (published on line)**

Prakhar, P., Jabeen, F., Jaiswal, R., Gupta, S., Piccardi, P., Jose, S., Mapping the electric vehicle adoption scholarship for sustainability: an integrated theoretical framework and future research directions. *Management of Environmental Quality*, 2024. **(published on line)**

Tao, W., Jabeen, F., Weng, S., Zhang, W., Song, M., Piccardi, P., How fiscal decentralization stimulates inbound tourism: evidence from China. *Current Issues in Tourism*, 2024. **FNEGE 3, HCERES B (published on line)**

Bardey, A., Turner, R., Piccardi, P., Bargaining fashion: Investigating the consequences of purchasing luxury fashion counterfeit. *Strategic Change*, 2022, 31,(5): 505-514. **CNRS 4, FNEGE 4, HCERES C**

Allaert, F-A., Piccardi, P., Opinion des pharmaciens sur les attitudes des patients face aux médicaments déremboursés prescrits par les médecins, 2012, 30,(2): 71-78.

Papers in Academic Conferences

Allaert, F-A., Piccardi, P., Is wine's health benefits a marketing value?. *International Conference on Innovation & Trends in Wine Management ITWM*, June 22nd 2012, Dijon, France.

Piccardi, P., Allaert, F-A., Factors influencing French patients willingness to pay newly dereimbursed drugs: a consumer socialization perspective. *1st Joint Research Conference*, May 26th 2010, Oxford, United Kingdom.

Allaert, F-A., Piccardi, P., Lecomte, Y., Quels indicateurs pour l'évaluation de la performance à l'hôpital ?. *Chaire de recherche du Canada sur la Performance des Entreprises et Université de Greenwich*, February 1st-2nd 2007, Brest, France.

Working papers

Allaert, F-A., Vandermander, J., Herpin, F., Bertin, C., Ventura, G., Piccardi, P., Des allégations de santé graduées selon la force de la preuve permettraient une meilleure information du public. *Cahiers du CEREN*, 2018, 51: 60-70.

Allaert, F-A., Lecomte, Y., Piccardi, P., Le bénéfice/risque du traitement des artérites oblitérantes des membres inférieurs : vers une approche en termes de retour sur investissement ?. *Cahiers du CEREN*, 2010, 30: 13-19.

Piccardi, P., Allaert, F-A., Opinions des pharmaciens sur les attitudes des patients face aux médicaments déremboursés prescrits par les médecins. *Cahiers du CEREN*, 2010, 32: 2-8.

Piccardi, P., Lecomte, Y., Allaert, F-A., Perspectives socioéconomiques de la maladie veineuse : analyse de l'impact du déremboursement des veinotoniques. *Cahiers du CEREN*, 2010, 30: 20-25.

Press tribunes

Bardey, A., Piccardi, P., Luxe : l'achat de contrefaçon n'est pas qu'une question de prix. *The Conversation*, September 1st 2022, theconversation.com