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PROFESSEUR ASSOCIE
DÉPARTEMENT : MARKETING

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

Guzzetti, A., Crespi, R., Atwal, G., Gaming and luxury brands: love and hate. *Journal of Business Strategy*, 2024, vol. 45, n°3, p. 206-213. **CNRS 4, FNEGE 4, HCERES C**

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Conférences académiques

Atwal, G., A Quantitative Study of the Adoption of Artificial Intelligence in Burgundy's Wine Industry. *Finnish Academy of Marketing Annual Conference 2024*, 5-7 juillet 2024, Helsinki, Finlande.

Atwal, G., Circular practices and strategies for luxury companies – Reconciling trade-offs, challenges, and unlocking opportunities. *1st International Society for Luxury Management (ISLUX) Meeting*, 7 mars 2024, Paris, France.

Atwal, G., Natural capital accounting for sustainable society: Do natural resources matter?. *1st International Society for Luxury Management (ISLUX) Meeting*, 7 mars 2024, Paris, France.

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.

Heine, K., Atwal, G., Phau, I., Phan, M., The Brand-Building Canvas: A Brand Identity Planning Model to Infuse Mystique into Luxury Brands. *The Mystique of Luxury Brands Conference*, 9-10 novembre 2023, Ho Chi Minh, Việt Nam.

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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.

Atwal, G., Chen, S., Determinants of Consumer Intention To Purchase Luxury Fashion Counterfeits In China And India. *4th Joint Research Conference*, 24 juin 2013, Dijon, France.

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

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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.

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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

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Articles dans des revues/supports digitaux professionnelles

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Autres contributions

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Vidéos