



RITA VALETTE-FLORENCE
Associate Professor

Grenoble IAE
525 avenue centrale, 38400 Saint Martin d'Hères
www.grenoble-iae.fr
Email: Rita.Valette-florence@grenoble-iae.fr
Research lab: CERAG

■ RESEARCH INTERESTS

- Marketing

■ TEACHING DOMAINS

- Marketing

■ QUALIFICATIONS AND DEGREES

Title

Lecturer, Grenoble IAE Graduate School of Management, France

Degrees

2010	Doctorate, Business administration, Marketing, Université Aix-Marseille 3, France
2006	Master, Business administration, Marketing, Université d'Auvergne, France
2003	Master, Business administration, Marketing, Université Grenoble 2 - Pierre Mendès France, France
1984	Professional Degree (Bachelor), Business administration, Marketing, Université Grenoble 2 - Pierre Mendès France, France

■ ACADEMIC POSITIONS AND ACTIVITIES

Academic activities

Since 2016	Head of program, Grenoble IAE Graduate School of Management, France
2013 - 2016	Head of program Bachelor Management, Grenoble IAE Graduate School of Management, France

Institutional responsibilities

Institutional involvement

Since 2013	Responsable Pédagogique Licence 3, Université Mundiapolis, Morocco
------------	--

■ ACTIVITIES WITHIN THE SOCIO-ECONOMIC WORLD

Activities towards professional environment

Responsibilities within professional associations

2006 - 2008	Responsable de communication, IPM France, France
2003 - 2004	Chargée de mission au service promotion, Comité Départemental Tourisme Isère, France

- 1999 - 2001 Directrice communication, Vu intégral, France
1988 - 1998 Directrice communication et gérance, Imprimage, France

■ RESEARCH ACTIVITIES

Scientific responsibilities

Activities in scientific associations

- 2008 - 2009 Chercheur en communication, Wesford Grenoble Graduate Business School, France

■ INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

VALETTE-FLORENCE, R. and VALETTE FLORENCE, P. (2020). Effets des émotions et de la personnalité de la marque sur l'engagement du consommateur via les effets médiateurs de la confiance et de l'attachement à la marque. *Recherche et Applications en Marketing*, 35(1), pp. 87-116.

(CNRS: 2, FNEGE: 2)

VALETTE-FLORENCE, R. and VALETTE FLORENCE, P. (2019). Effets des émotions et de la personnalité de la marque sur l'engagement du consommateur via les effets médiateurs de la confiance et de l'attachement à la marque. *Recherche et Applications en Marketing*,.

(CNRS: 2, FNEGE: 2)

Presentation at a conference with proceedings

VALETTE-FLORENCE, R., GIANNELLONI, J.L., VALETTE FLORENCE, P. and FROCHOT, I. (2011). 'Interdependency between brand personality and emotions: an exploratory study on French ski resorts'. Archamps: Travel and Tourism Research Association (TTRA), France.