



BERNARD COVA

School: ESCE

Main department: Marketing

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Country of citizenship: France

BIO

Bernard Cova has served as Professor at Kedge Business School in Marseille, France, for the past twenty years. He is currently an Affiliated Professor at ESCE International Business School – Omnes Education in Paris and a Visiting Professor at Bocconi University in Milan. He holds an honorary doctorate from the University of Tampere, Finland. His pioneering research has established the foundations of a cultural perspective on consumption, with particular emphasis on the study of consumption communities. He has published extensively in leading marketing journals such as the *Journal of Consumer Research*, the *Journal of Public Policy and Marketing*, the *European Journal of Marketing*, and *Marketing Theory*. He is the author of more than twenty books on management and the sociology of consumption. He communicates in English, French, and Italian.

RESEARCH INTERESTS

- Consumer culture and cultural branding
- Brand communities and consumption collectives
- Project marketing and complex system selling
- Marketing work and marketers' practices

EDUCATION

1993	Habilitation à Diriger des Recherches de l'Université, Université Paris IX Dauphine, Paris
1989	Docteur en Sciences de Gestion, Université Paris IX Dauphine, Paris (supervisor Pr. Sylvain Wickham)
1986	Certificat de Spécialisation du Programme Doctoral (Stratégie et Gestion Commerciale), HEC, Paris
1977	Diplôme de Grande Ecole de l'ESCP, Paris

TEACHING AREAS

Courses taught (MBA and MS level)

2011-2025	Unconventional Marketing
2008-2025	Brand Community Collaboration
2021-2025	Building a Community around a Start-Up Brand
2006-2025	Project Marketing and Competitive Bidding Strategies

OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

Positions held

2000-2025	Visiting Professor at the Bocconi University Milan (trimester basis) Courses taught (MS level): Experiential Marketing, 15 hours/year
1999-2005	Professor. ESCP-EAP Paris. Teaching and Research in Marketing.
1988-1999	Associate Professor, then Professor. EAP Paris. Teaching and Research in Marketing. Research Dean of the EAP. Senior Researcher, IRE, Institut de Recherche de l'Entreprise, Groupe ESC Lyon (1990-1999)
1986-1988	Assistant Professor. ESCP Paris. Teaching and Research in Marketing.

BUSINESS EXPERIENCE

1983-1986	Marketing Manager. INFCO Paris (BtoB Ad Agency)
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1980-1983 Sales Engineer. Messier-Hispano-Bugatti Paris (Sales of landing gears for the Aerospace industry)

EDITORIAL BOARDS

Consumption, Market & Culture - Editorial Advisory Board
International Business Review - Editorial Advisory Board
Industrial Marketing Management - Editorial Review Board
Journal of Business & Industrial Marketing - Editorial Review Board
Journal of Business Market Management - Editorial Review Board
Journal of Marketing Management - Advisory Board
Journal of Product and Brand Management - Senior Advisory Board
Marketing Theory - Editorial Board
Décisions Marketing - Comité de Lecture
Recherche et Applications en Marketing - Comité de Lecture
Sociologia della Comunicazione - Comitato Scientifico
Mercati e Competitività - Comitato Scientifico.

RESEARCH NETWORKS AND CONFERENCES

Co-organizer of the Interpretive Consumer Research Workshop (Marseille 2007 – Milan 2009 – Odense 2011 – Brussels 2013 – Edinburgh 2015) and steady participant since its creation (1997)
 Co-Organizer of the Mediterranean Marketing & Consumption Workshop from 2003 to 2014 (one year in Marseille – one year in Milan/Pisa)
 Co-organizer of the 1er Symposium on Anti-Consumption and Consumer Resistance held in Marseille – June 2010
 Steady participant to the IMP (Industrial Marketing and Purchasing) Conference since 1988 (co-organizer of the 2009 Conference in Marseille and the 2014 Conference in Bordeaux)
 Steady participant to the CCT (Consumer Culture Theory) Conference since its creation (2006)

OTHER PERSONAL INFORMATION

Bernard Cova has been Full-Time Professor of Marketing at Kedge Business School Marseilles between 2005 and 2025. He acts as Visiting Professor at Università Bocconi, Milan since 2000. He teaches and publishes in French, English and Italian.

Professor Cova presents an **H-index of 69** according to Google Scholar (January 26th 2026) with **28828 citations**.

A pioneer in the Consumer Tribes field since the early nineties, his internationally-influential research has emphasized what he calls “the Mediterranean approach” of

B2C marketing. His work on this topic has been published in the Journal of Consumer Research, Journal of Business Ethics, Organization, International Journal of Research in Marketing, the European Journal of Marketing, the International Journal of Arts Management, the Journal of Marketing Management, the Journal of Business Research, the Journal of Consumer Behaviour and Marketing Theory. He has collaborated through action research programs with companies such as Alfa Romeo, Citroën, Ducati, Jeep, Macif, etc.

He is also known for his groundbreaking research in B2B marketing, especially in the field of project marketing. His work on this topic has been published in Industrial Marketing Management, the International Business Review, the European Management Journal and the Journal of Business and Industrial Marketing. He has collaborated through action research programs with companies such as Areva, Bouygues, Dassault, Schneider, etc.

DISTINCTIONS

Emerald Citations of Excellence Awards for 2013

Bernard Cova and Daniele Dalli's article "Working consumers: the next step in marketing theory?" (Marketing Theory, 2009) has been chosen as one of the top 50 articles with proven impact since its publication date.

European Journal of Marketing Awards of Excellence 2015

Per Skalen, Stefano Pace and Bernard Cova's article "Firm-brand community value co-creation as alignment of practices" (European Journal of Marketing, 2015) has been selected as one of the three "Highly commended" paper for the year

Revue Française de Gestion Most Influential Papers of the last 40 years 2015

Antonella Carù and Bernard Cova's article "Expériences de consommation et marketing expérientiel » has been assessed as one of the 20 most influential articles published in this journal during the last 40 years.

Honorary Doctor from the University of Tampere 2022

Tampere University has conferred the title of Honorary Doctor to Bernard Cova in recognition of the study of consumer communities and interaction between businesses, and of combining academic research with strong stakeholder interaction.

<https://www.tuni.fi/en/news/tampere-university-confers-14-honorary-doctors-its-first-conferment-ceremony-13-august>

PUBLICATIONS

Articles published in refereed journals

2025

- Cova, B. & Palagonia, C. (2025). Terminus pour le marketing et adoption du vocable societing. *Revue Française de Gestion*, numéro spécial 50 ans, 2025/6, N° 325, 137-158
- Cova, B. & Barès, F. (2025). Extricating the concept of linking value from its tribal gangue. *Marketing Theory*, 25(2) 167–175
- D'Antone, S., & Cova, B. (2025). Functional and symbolic learning in CoPs: Impact on community dynamics. *Management International*, 29(1), 73-84.
- Fuschillo, G., Cayla, J. & Cova, B. (2025). Saved by a brand: An odyssey of personal deliverance. *Marketing Theory*, 25(1), 77–95.
- Monteverde, G., Runfola, A. & Cova, B. (2024). Activist entrepreneurship for a sustainable future: An integrative framework. *Journal of Small Business & Entrepreneurship*, 37(2), 294-319.

2024

- Närvänen, E., & Cova, B. (2024). Half girl, half horse and with a stick – the augmented hybridity of hobbyhorse enthusiasts. *Journal of Marketing Management*, 40(17/18), 1791-1812.
- Dessart, L. Cova, B. & Davignon, N. (2024). How violence among consumers alters the expected benefits of participation in a consumer collective, *Journal of Consumer Affairs*, 58(3), 840-865.
- Cova, B. (2024). From Postmodern Tinkerer to Chameleon – A Tale of Nicknames. *JCB Journal of Customer Behaviour*, 23 (2-3), 119-122.
- Cova, B. & Guercini, S. (2024). Tribal entrepreneurs: Caught in the crossfire of the tribal and market logics? *Consumption, Markets & Culture*, 27(1), 1-16

2023

- Carù, A., Cova, B., & Voss, Z. (2023). Disruptive audience performance: the extremes of the duet applause/boos. *International Journal of Arts Management*, Vol. 26, N°1, pp. 72-81.
- Barès, F., & Cova, B. (2023). Plaidoyer pour une prise en compte de la proposition de valeur de liaison entre consommateurs dans le champ de l'entrepreneuriat. *Revue Internationale PME*, Vol. 36, N°3/4, pp. 168-177.
- Coffin, J., Cova, B. & Shankar, A. (2023). Tribal marketing after Covid. *Marketing Theory*, Vol. 23, No. 2, pp. 267-273.

- Cova, B. (2023). Warwick's always on my mind. *JCB Journal of Customer Behaviour*, Vol. 22, N°4, pp. 250-255.
- Skålén, P., Cova, B., Gummerus, J. & Sihvonen, A. (2023). Marketing-as-practice: A framework and research agenda for value-creating marketing activity. *Marketing Theory*, Vol. 23, No. 2, pp. 185–206.
- Barès, F., & Cova, B. (2023). Mouvements de consommateurs activistes : Entre cadrage des fondateurs et auto-organisation des membres. *Recherche et Applications en Marketing*, Vol. 38, No. 1, pp. 14–39.

2022

- Barès, F., & Cova, B. (2022). Co-creating brand value with diaspora volunteers. *Management International*. Vol. 26, No. 6, pp. 253-270.
- Guercini, S., & Cova, B. (2022). How innovation nurtures well-being in enthusiast communities. *Innovation: Organization & Management*, Vol. 24, No. 4, pp. 522-551.
- Cova, B. (2022). How the “invisible diaspora hand” moves brands and places. *Qualitative Market Research: An International Journal*. Vol. 25 No. 5, pp. 585-595
- Cova, B. (2022). Ventolin: a market icon, *Consumption Markets & Culture*, Vol.25, No. 2, pp. 195-205.
- Cova, B., Cantone, L, & Testa, P.P. (2022). Giving form to future branding realities. *Journal of Service Management*, Vol. 33 No. 3, pp. 417-427
- Fuschillo, G. Cayla, J. & Cova, B. (2022). Brand magnification: when brands help people reconstruct their lives. *European Journal of Marketing*, Vol. 56 No. 3, pp. 768-798
- Welté, J.B., Cayla, J. & Cova, B. (2022). The intimacy trap: Navigating the commercial friendships of luxury. *Journal of Business Research*, Vol. 145, June, pp. 649-659.

2021

- Cova, B., Barès, F. & Nemani, A. (2021). Creating a Brand Community at the Bottom of the Pyramid: The Case of a Cameroonian Music Platform, *Journal of Marketing Management*, Vol. 37; N° 9-10, pp. 887-913.
- Cova, B., Spencer, R., Ferreira, F., & Proença, J. (2021). Understanding the morphing of focal nets in the solution business: a triad management perspective. *Journal of Business & Industrial Marketing*, Vol. 36 No. 12, pp. 2243-2256.
- Cova, B. (2021), The new frontier of consumer experiences: escape through pain, *AMS Review*, Vol. 11, N°1-2, pp. 60-69.

- Dessart, L. & Cova, B. (2021). Brand repulsion: Consumers' boundary work with rejected brands, *European Journal of Marketing*, Vol. 55 No. 4, pp. 1285-1311.
- Cova, B., Ivens, B. & Spencer, R. (2021), The ins and outs of market shaping: Exclusion as a darkside?, *Journal of Business Research*, Vol. 124, January, pp. 483-493.

2020

- Cantone, L., Cova, B., & Testa, P. (2020). Nostalgia and Pastiche in the Post-postmodern Zeitgeist: The 'Postcar' from Italy. *Marketing Theory*, Vol. 20, N° 4, pp. 481–500.
- Cova, B. (2020). To Change the Law, Defy the Law: Hijacking the Cause and Co-opting Its Advocate. *Journal of Public Policy & Marketing*, Vol. 39, No 4, pp. 430-443
- Goglio-Primard, K., Cova, B., Cohendet, P., & Simon, L. (2020). Innover avec et par les communautés. Un nouveau défi pour les entreprises ! *Revue Française de Gestion*, N°287, 2020/2, pp. 69-79.
- Barès, F., Cova, B., Farde, G. & Salle, R. (2020), Caught in the crossfire of orders of worth: A failed attempt by a small business to reconfigure a French public sector, *Journal of Small Business & Entrepreneurship*, Vol 32, N° 2, pp. 203-222

BEFORE 2020

- Cova, V. & Cova, B. (2019), Experience copycats. The Compostela case, *Journal of Product and Brand Management*, Vol. 28 No. 6, pp. 720-732.
- Cova, B., Skalen, P. & Pace, S. (2019), Interpersonal practice in project marketing: How institutional logics condition and change them, *Journal of Business & Industrial Marketing*, Vol. 34 No. 4, pp. 723-734
- Cova, B. (2009), Jamais sans ma tribu ! Modulations de la relation de service en marketing tribal, *Décisions Marketing*, N° 95, 15-32.
- Cova, B., Dalli, D., O'Donohue, S. & Shankar, A. (2019), Fresh perspectives on interpretive consumer research, *Consumption, Markets & Culture*, Vol. 22, N°3, xi-xiii.
- Cova, V. & Cova, B. (2019), Pain, suffering and the consumption of spirituality: a toe story, *Journal of Marketing Management*, Vol. 35, N°5-6, 565-585.
- Cova, B., & Paraque, B. (2019), Tensions between value capture and value slippage: The case of brand communities, *Canadian Journal of Administrative Science*, Vol. 36, N°1, pp. 35-46.
- Cova, B., Carù, A., & Cayla, J. (2018), Re-conceptualizing escape in consumer research, *Qualitative Market Research: An International Journal*, Vol. 21, N°4, 445-464.

- Guercini, S., & Cova, B. (2018), Unconventional entrepreneurship, *Journal of Business Research*, Vol. 92, November, 385-391.
- Cova, B., Gaglio, G., Weber, J. & Chaniel, P. (2018), Organizational Sensemaking of Non-Ethical Consumer Behavior: Case Study of a French Mutual Insurance Company, *Journal of Business Ethics*, Vol. 148, N°4, pp 783–799.
- Aarikka-Stenroos, L., Aaboen, L., Cova, B., & Rolfsen, A. (2018). Building B2B relationships via initiation contributors: Three cases from the Norwegian-South Korean international project business. *Industrial Marketing Management*, Vol. 68, N°1, pp. 74-85.
- Cova, B. (2018), L'échappée belle : Une relecture de 'L'incendie de la maison de George Orwell', *Cahiers Européens de l'Imaginaire*, Editions CNRS, N°9, Juin, 352-361
- Barès, F., Cova, B., & Hombourger-Barès, S. (2017), Coaching entrepreneurial : Comment intégrer la passion ?, *Entreprendre & Innover*, N° 35, pp. 7-18.
- Testa, P., Cova, B., & Cantone, L. (2017). The process of de-iconisation of an iconic brand: A genealogical approach. *Journal of Marketing Management*, 33(17-18), 1490-1521
- Ferreira, F. N. H., Cova, B., Spencer, R., & Proença, J. F. (2017), A Phase Model for Solution Relationship Development: A Case Study in The Aerospace Industry, *Journal of Business & Industrial Marketing*, Vol. 32, N°5, 625-639.
- Scott, R., Cayla, J. & Cova, B. (2017), Selling Pain to the Saturated Self, *Journal of Consumer Research*, Vol. 44, June, pp. 22-43.
- Ferreira, F. N. H., Cova, B., Spencer, R., & Proença, J. F. (2016). A Dynamics-Based Approach to Solutions Typology: A Case from the Aerospace Industry. *Industrial Marketing Management*, Vol. 58, pp. 114–122.
- Cova, B. & Guercini, S. (2016), Passion et entrepreneuriat : Vers un entrepreneur tribal ? *Revue de l'Entrepreneuriat*, Vol. 15, N°2, pp. 7-34.
- Cova, B. & Saucet, M. (2016), Quand les passantes vont en ligne, *Cahiers Européens de l'Imaginaire*, CNRS, N°8, Mars, pp. 54-59.
- Cova, B. (2016), Academic workshops: A place to let go?, *Marketing Theory*, Vol. 16, N°2, pp. 260-262.
- Cova, B. & Paraque, B. (2016), Value slippage in brand transformation: a conceptualization, *Journal of Product and Brand Management*, Vol. 25, N°1, pp. 3-10.
- Cova, B. & D'Antone, S. (2016), Brand Iconicity vs. Anti-Consumption Well-Being Concerns: The Nutella Palm Oil Conflict, *Journal of Consumer Affairs*, Vol. 50, N°1, pp. 166- 192.
- Carù, A. & Cova, B. (2015), Co-creating the collective service experience, *Journal of Service Management*, Vol. 26, N° 2 pp. 276-294.

- Cova, B., Pardo, C., Salle, R. & Spencer, R. (2015), Normal vs Spectacular Science: The IMP Group and BtoB Marketing *Industrial Marketing Management*, Vol. 49, pp
- Cova, B., Pace, S. & Skalen, P. (2015), Marketing with working consumers: The case of a carmaker and its brand community, *Organization*, Vol. 22, N° 5, pp.682-701.
- Cova, B., Pace, S. & Skalen, P. (2015), Brand Volunteering: Value Co-Creation with Unpaid Consumers, *Marketing Theory*, Vol. 15, N°4, pp. 465-486.
- Fuschillo, G., & Cova, B. (2015). Subverting the market to help other consumers: The 'la repasse' phenomenon. *Journal of Consumer Behaviour*, Vol. 14, N°4, pp. 261–269.
- Saucet, M. & Cova, B. (2015), The secret lives of unconventional campaigns: Street marketing on the fringe, *Journal of Marketing Communications* , Vol. 21, N°1, pp.65-77
- Cova, B. & Cova, V. (2014), CCT Applied Research and the Limits of Consumers' Heroicization, *Journal of Marketing Management*, Vol. 30, N°11/12, pp. 1086-1100
- Cova, B., Pardo, C., Salle, R. & Spencer, R. (2014), Coping with Recurring Issues in BtoB research: The Sisyphus effect? Or a "rolling stone" Syndrome?, *IMP Journal.*, Vol. 8, N°3, pp. 101-106
- Cova, B. & Rémy, E. (2014). La consommation en clé de don : état des lieux rétrospectif et prospectif, *Revue du MAUSS*, N°44, pp. 159-180
- Cova, B. & Fuschillo, G. (2014). Faire cavalier seul ensemble : le « passage de ticket », *Revue du MAUSS*, N°44, pp. 201-214
- Caillé, A., Chaniel, P., Cova, B., Gauthier, F. & Rémy, E. (2014). Consommer, donner, s'adonner : Les ressorts de la consommation, *Revue du MAUSS*, N°44, pp. 5-24
- Carù, A., Cova, B. & Pace, S. (2014), Combining Qualitative Methods in Practice: A Contextualized Account of the Evolution of Consumer Studies, *Management Decision*, Vol. 52, N°4, pp. 777 – 793
- Carù, A., Cova, B. & Dalli, D. (2014), Mediterranean marketing and southern thinking: retrospects and prospects, *Journal of Consumer Behaviour*, Vol. 13, pp. 157-163
- Cova, B. (2014) Re-branding brand genericide, *Business Horizons*, Vol. 57, N°3, pp. 359-369
- Cova, B., Fuschillo, G. & Saucet, M. (2014), Attualità e Prospettive dello Street Marketing: La strada, tra supporto e sostanza, *MicroMacro Marketing*, N°1, April, pp. 145-166
- Cova, B. & Saucet, M. (2014), *Le street marketing, forcément transgressif ?*, *Décisions Marketing*, N°73, Janvier-Mars, pp. 23-39

- Cova, B. (2013) Consumer culture in a post-postmodern world. *Mercato e Competitività*, N°2, pp. 5-12
- Cayla, J., Cova, B. & Maltese, L. (2013), Party Time: Recreation Rituals in the World of B2B, *Journal of Marketing Management*, Vol. 29, N°11/12, pp.1394-1421
- Leroy, J., Cova, B., & Salle, R. (2013). Zooming in VS zooming out on value co-creation: Consequences for BtoB research. *Industrial Marketing Management*, Vol. 42, pp. 1102-1111
- Ferreira, F. N. H., Proença, J. F., Spencer, R., & Cova, B. (2013). The transition from products to solutions: External business model fit and dynamics. *Industrial Marketing Management*, Vol. 42, pp. 1093-1011
- Cova, B. (2013), Le généricide des marques : leurre ou menace réelle ? *Décisions Marketing*, N°71, pp. 111-123
- Cova, B., Ezan, P., & Fuschillo, G. (2013) Zoom sur l'autoproduction des consommateurs en relation avec l'entreprise. *Revue Française de Gestion*, N° 234, pp. 115-133
- Cova, B., Maclaran, P. & Bradshaw, A. (2013), Rethinking Consumer Culture Theory from the Postmodern to the Communist Horizon, *Marketing Theory*, 13, 2, 213-225
- Paraque, P. & Cova, B. (2013), How to enhance value? A comparative approach between marketing and finance, *Global Business and Economic Review*, Vol. 15, Nos. 2/3, pp. 279-292
- Boulaire, C. & Cova, B. (2013), The Dynamics and Trajectory of Creative Consumption Practices as Revealed by the Postmodern Game of Geocaching, *Consumption, Market & Culture*, Vol. 16, N°1, pp. 1-24
- Spencer, R. & Cova, B. (2012), Market solutions: Breaking free from dyad-centric logic and broadening the scope of S-D L, *Journal of Marketing Management*, Vol. 28, N°13/14, pp. 1571-1587
- Cova, B., Cova, V. & Fuschillo, G. (2012), Prosumerismo e i Discorsi di Marketing, *Sociologia della Comunicazione*, Vol. 23, N°43, pp. 41-61
- Cova, B. & Paraque, P. (2012), Value creation versus destruction: The relationship between consumers, marketers and financiers, *Journal of Brand Management*, Vol. 20, N°2, pp. 147-158
- Cova, B. & Cova, V. (2012), On the Road to Prosumption: Marketing Discourse and the Development of Consumer Competencies, *Consumption, Market & Culture*, Vol. 15, N°2, pp. 149-168
- Cova, B. (2012), La mise au travail des clients passionnés : le cas de la collaboration entre Alfa Romeo et les Alfistes, *Sciences de la Société*, N°82, pp. 81-103
- Cova, B., Prévot, F. & Spencer, R. (2012), Ahoy All Postmodern Navigators! Conceptual Havens in a Stormy Ocean, *Industrial Marketing Management*, Vol. 41, N°2, pp. 365-367

- Lee, M., Roux, D., Cherrier, H. & Cova, B. (2011), Anti-Consumption and Consumer Resistance: Concepts, Concerns, Conflicts and Convergence, *European Journal of Marketing*, Vol. 45, N°11/12, pp. 1680-1687
- Cova, B., Dalli, D. & Zwick, D. (2011), Critical Perspectives on Consumers' Role as 'Producers': Broadening the Debate on Value Co-Creation in Marketing Processes, *Marketing Theory*, Vol. 11, N°3, pp. 231-241
- Cova, B. & Filser, M. (2011), Editorial, *Perspectives Culturelles de la Consommation*, Vol. 1, N°1, pp. 11-14
- Carù, A. & Cova, B. (2011), Autenticità mediterranea al di là degli stereotipi, *Economia & Management*, N°4, pp. 2-8
- Carù, A. & Cova, B. (2011), Can the Generation Gap Impede Immersion in an Exhibition: The Case of *Annisettanta* (The 1970s), *International Journal of Arts Management*, Vol. 13, N°2, pp. 16-28
- Ozcaglar-Toulouse, N. & Cova, B. (2010), Une histoire de la CCT française : parcours et concepts clés, *Recherche et applications en Marketing*, Vol. 25, N°2, pp. 69-91
- Cova, B., Prevot, F. & Spencer, R. (2010), Navigating between Dyads and Networks, *Industrial Marketing Management*, Vol. 39, N°6, pp. 879-886
- Cova, B. & Orsoni, J. (2010), Une diète méditerranéenne pour l'hyperconsommateur, *Annales Méditerranéennes d'Economie*, N°2, Juillet, pp. 104-124
- Cova, B. and White, T. (2010), "Counter-brand and alter-brand communities: the impact of Web 2.0 on tribal marketing approaches", *Journal of Marketing Management*, 26: 3, 256 — 270
- « Foreword », Guest Editors avec A. Carù et A. Shankar, *Finanza Marketing e Produzione*, Special Issue Milan 2nd-3rd April 2009, 5th Workshop on Interpretive Consumer Research, Vol. XXVII, N°4, Dicembre, pp. 7-8
- « Editorial », Guest Editors avec A. Shankar et A. Carù, *Journal of Consumer Behaviour*, Special Issue from the 5th European Institute of Advanced Management Studies – Interpretive Consumer Research Workshop, Vol. 9, N°2, March-April 2010, pp. 83-85
- « Demain la fin ? », *Cahiers Européens de l'Imaginaire*, N°2, Mars 2010, pp. 88-92
- « À la recherche du plaisir dans les études consommateurs : le cas des Orange Labs » (avec Valérie Deruelle), *Revue Management & Avenir*, 3, 2010, pp. 14-30
- « Changing Project Business Orientations: Towards a New logic of Project Marketing » (avec Anne Jalkala, Robert Salle et Risto T. Salminen), *European Management Journal*, 2010, Vol. 28, N°2, pp. 124– 138
- « Representing BtoB reality in case study research: Challenges and new opportunities » (avec S. Borghini et A. Carù), *Industrial Marketing Management*, Jan2010, Vol. 39 Issue 1, p16-24

- « Les figures du nouveau consommateur : une genèse de la gouvernamentalité du consommateur » (avec V. Cova), *Recherche et applications en Marketing*, Vol. 24, N°3, pp. 81-100, 2009
- « Working Consumers: The Next Step in Marketing Theory? » (avec D. Dalli), *Marketing Theory*, Vol. 9, N°3, pp. 315-339, 2009
- « Academic Brands and Their Impact on Scientific Endeavour: The Case of Business Market Research and Researchers », (avec D. Ford et R. Salle), *Industrial Marketing Management*, Vol. 38, N°6, pp. 570-576, 2009
- « Relationship Keyness: The Underlying Concept for Different Forms of Key Relationship Management », (avec B.J. Ivens, C. Pardo et R. Salle), *Industrial Marketing Management*, Vol. 38, N°5, pp. 513-519
- « L'ethnomarketing : un élargissement de la recherche en comportement du consommateur à l'ethnologie » (avec O. Badot, C. Carrier, D. Desjeux et Filser, M.), *Recherche et Applications en Marketing*, Vol. 24, N°1, 2009, pp. 93-111
- « Attiser le 'feu du jeu' postmoderne : le cas du géocaching et de ses zones liminoides » (avec C. Boulaire), *Sociétés*, 102, 69-82, 2008
- « Un approccio duale al marketing esperienziale: divertimento e approfondimento nell'immersione », *Mercati e Competitività*, N°4/2008, pp. 17-40
- « La confusion des rôles de consommateur et de producteur dans les communautés de marque : une complicité dangereuse ? » (avec P. Ezan), *Décisions Marketing*, N°52, Octobre-Décembre 2008, pp. 51-60
- « Voici venu le temps des tribus de consommateurs », *Décisions Marketing*, N°52, Octobre-Décembre 2008, pp. 5-7
- « Marketing tribale e altre vie non convenzionali: quali ricadute per la ricerca di mercato? », *Micro & Macro Marketing*, 2008, N°3, pp. 437-447
- « Interpretive Consumer Research as Cultural Critique » (with R. Elliott), *Consumption, Markets & Culture*, Vol. 11, N°2, pp. 71-72, 2008
- « Marketing Solutions in Accordance with the S-D Logic: Co-Creating Value with Customer Network Actors » (with R. Salle), *Industrial Marketing Management*, Vol. 37, 2008, pp. 270-277
- « Small versus Big Stories in Framing Consumption Experiences » (with A. Carù), *Qualitative Market Research: An International Journal*, Vol. 11, N°2, 2008, pp. 166-176
- « Everything you always wanted to know about interpretive consumer research but were afraid to ask » (with R. Elliott), *Qualitative Market Research: An International Journal*, Vol. 11, N°2, 2008, pp. 121-129
- « The Industrial/Consumer Marketing Dichotomy Revisited: A Case for Outdated Justification? » (with R. Salle), *Journal of Business & Industrial Marketing*, 2008, Vol. 23, N°1, pp. 3-11

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