

Curriculum Vitae

Dr. Angela Bargenda



CURRENT POSITION

Associate Professor of Marketing, Communication and Management
ESCE International Business School, Paris/OMNES EDUCATION

Head of the Master program: Communication, Luxury and Prestige Marketing
Head of the MSc Program: French Luxury & Global Marketing

Phone: +33 (0)6.52.39.01.63

Email: angela.bargenda@esce.fr

Linkedin: <https://www.linkedin.com/in/angela-bargenda-8196361/>

EDUCATIONAL BACKGROUND

Year	
2011-2012	Qualification French Council of Universities (CNU), Section 06: Marketing (2012) Doctorate, Ecole des Hautes Etudes en Sciences Sociales, Paris (2011) “Communication esthétique et construction identitaire dans le secteur financier européen”. Mention <i>Très honorable avec félicitations</i> .

RESEARCH ACTIVITIES

Research areas

Aesthetic marketing
Cultural tourism marketing
Heritage branding
Luxury Brand Management
Art and business

Articles published in refereed journals

Bargenda, A., Messerschmidt, C. E. (2026) “Innovating the Art Market: The Promotion of Emerging Artists through Online Platforms”, *International Journal of Arts Management*, Vol. 28, No. 2.

Bargenda, A., Lick, E., El Abed, M., Trabelsi, D. (2026), “Head start in visual merchandising: Anthropomorphism of mannequin heads in storefront windows”, *Journal of Global Fashion Marketing*, Vol. 17, No. 1, pp. 35-54.

Bargenda, A. (2025), "Enter stage right: Best practices in narrative staging of authenticity in literary tourism", *Current Issues in Tourism*.

Bargenda, A. (2023), "Styling the corporate heritage brand: Identity building through architectural design", *Journal of Brand Management*, Vol. 30, Issue 2, No. 1, pp. 116-128.

Bargenda, A. (2020), "The artification of brand identity: aesthetic convergences of culture and capital", *Qualitative Market Research*, Vol. 23 No. 4, pp. 797-819.

Lick, E., Bargenda, A., Trabelsi, D. (2020), "Windows to the sold: verbo-visual multimodality in storefront windows", *International Journal of Retail & Distribution Management*, Vol. 48 No. 5, pp. 501-515.

Bargenda, A. (2018), "Building meaning: Architectural dialectic in spatial marketing systems", *Journal of Macromarketing*, Vol. 38 No. 3, pp. 262-277.

Bargenda, A. (2015), "Corporate heritage brands in the financial sector: The role of corporate architecture", *Journal of Brand Management*, Vol. 22 No. 5, pp. 431 -447.

Bargenda, A. (2015), "Space design as an expressive device in ambient marketing. Case studies of Deutsche Bank and Banca Monte dei Paschi di Siena", *Journal of Marketing Communications*, Vol. 21 No. 1, pp. 78-90.

Bargenda, A. (2015), "Sense-making in financial communication: Semiotic vectors and iconographic strategies in banking advertising", *Studies in Communication Sciences*, Swiss Association of Communication and Media Research, Vol. 15 No. 1, pp. 93-102.

Bargenda, A. (2014), "The paradox of contemporary bank architecture: Building a new model of brand identity", *International Journal of Marketing Semiotics*, Vol. II, pp. 6-22. Available at https://www.researchgate.net/publication/319878209_International_Journal_of_Marketing_Semiotics_Vol_II_2014.

Book

Bargenda, A. (2014), *Communication Visuelle dans le Secteur Bancaire Européen. L'Esthétique de la Finance*, Collection Questions contemporaines/Questions de communication, L'Harmattan, Paris.

Book chapters

Bargenda, A. (2021), "Aesthetic heritage and corporate branding: Luxury heritage brands between tradition and modernity", in *Building Corporate Identity, Image and Reputation in the Digital Era*, Melewar, T. C., Foroudi, P., Dennis, C. (Eds.), Taylor & Francis Group Publishing, London, pp. 181-202.

Bargenda, A. (2021), "Transmateriality of architectural representation and perception", in *New Ways of Working: Organizations and Organizing in the Digital Age*, Mitev, N. Aroles, J., Stephenson, K., Malaurent, J. (Eds.), Springer Nature Switzerland AG, Pelgrave book series Technology, Work and Globalization, pp. 319-341.

Bargenda, A. (2021), "Place heritage and CSR: Synergies between cultural tourism and corporate branding", in *Contemporary Issues in Sustainable Branding: Ethical, Social, and Environmental Perspectives*, Foroudi, P. and Palazzo, M. (Eds.), Taylor & Francis Group Publishing, London, pp. 11-23.

Bargenda, A. (2020), "Aesthetic branding", in Foroudi, P. and Palazzo, M. (Eds.) *Contemporary Issues in Branding*, Taylor & Francis Group Publishing, London, pp. 99-115.

Bargenda, A. (2019), "Aesthetic CSR communication: A global perspective on organizational art collections", in Bartoli, A., Guerrero, J.-L. and Hermel, P. (Eds.), *Responsible Organizations in the Global Context. Current Challenges and Forward-Thinking Perspectives*, Palgrave Macmillan, London, pp. 117-132.

Bargenda, A. (2013), "Corporate architecture as a branding tool: A European case study in the finance sector", in Gambetti, R. and Quigley, S. (Eds.), *Managing Corporate Communication: A Cross-Cultural Approach*, Palgrave Macmillan, London, pp. 337-357.

Guest Editor

John M. T. Balmer and Angela Bargenda (2023), Special edition *Journal of Brand Management: Corporate heritage brand design*, Vol. 30, Issue 2, No. 1, 95-96.

Case studies

Bargenda, A. (2021), *La Maison de Parfum Berry: The Future Smells of Past*, Case center (CASE-Reference no. 521-0027-1) and CCMP.

Conferences

Chair of session: Tourism and Hospitality Marketing Research

Presenter: Bargenda, A. (2025), "Fostering Sustainability in Cultural Heritage Tourism Through Authenticity Marketing", Academy of Marketing Science World Marketing Congress, Burgundy Business School, Dijon.

Bargenda, A. (2024), "Sustainable destination branding: Transforming literary tourist sites into conscientious heritage brands", Conscientious Brands: Making sustainability and responsibility work, 17th Global Brand Conference, Edinburgh Napier University.

Bargenda, A. (2023), "Windows to the sold: verbo-visual multimodality in storefront windows", Monaco Symposium on Luxury, International University of Monaco.

Bargenda, A. (2019), "Artistic license: Galvanizing brand identity through corporate art in the finance sector", 14th Global Brand Conference, University of Applied Sciences, Berlin.

Bargenda, A. (2019), "Beauty and the beast: Aesthetics and corporate identity", 21st ICIG Symposium (International Corporate Identity Group), Durham University Business School.

Bargenda, A. (2018), "Transformative iconographies of heritage design in bank architecture", 7th International Corporate Heritage Symposium, ESCE International Business School/Brunel University London.

Bargenda, A. (2018), "Designing new spaces of finance: Architecture as a symbolic artifact", 8th Organizations, Artifacts and Practices (OAP) Workshop, VU University Amsterdam.

Bargenda, A. (2018), "Building a culture of innovation through organizational architecture: A historical view of bank buildings", 18th International Conference on Knowledge, Culture, and Change, University of Konstanz, Germany.

Bargenda, A. (2018), "Architectural culture in financial marketing systems", 43rd Annual Conference of the Macromarketing Society, University of Leipzig, Germany, pp. 1-12.

Bargenda, A. (2017), "Aesthetics and ethics of brand identity: Corporate art in the finance sector", 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation, Middlesex University, London.

Bargenda, A. (2017), "The space-time continuum of the good organization: Representational semiotics and architectural materialization in the finance sector", 33rd Colloquium European Group for Organizational Studies (EGOS), Copenhagen Business School.

Bargenda, A. (2017), "Aesthetic choreographies from the Middle Ages to the skyscraper: A comparative analysis of bank architecture in Europe and the United States", 17th Annual Corporate Communications International Conference (CCI), City University of New York, pp. 1-3. Best presenter award.

Bargenda, A. (2017), "Aesthetic CSR communication: A global perspective on organizational art collections", International Conference Responsible Organizations in the Global Context, Georgetown University, Washington DC.

Bargenda, A. (2017), "Capital reincarnated: The materialization of finance through corporate art", Standing Conference on Organizational Symbolism (SCOS), University of Rome, La Sapienza.

Bargenda, A. (2017), "The creation of societal brand value through corporate architecture in the European and US finance sector", Society and Business Symposium, CNAM/ISTEC, Paris

Bargenda, A. (2016), "Framing the beast: Animal symbolism in the finance sector", Standing Conference on Organizational Symbolism, University of Uppsala, Sweden.

Bargenda, A. (2016), "Corporate communication through architecture: Connecting past, present and future", 21st International Conference on Corporate and Marketing Communication, Middlesex University, London.

Bargenda, A. (2016), "The bank and the city: Converging topophilia in heritage tourism and organisational identity", 6th International Symposium on Corporate Heritage, IAE Université Aix-Marseille.

Bargenda, A. (2016), "L'utopie architecturale ou la banque rêvée", 21st colloquium Histoire du Management et des Organisations, Université de Technologie de Belfort-Montbéliard.

Bargenda, A., Painbèni, S., Thomas, L. (2015), "Les vignobles urbains au sein du Grand Paris: le cas du Clos de Chantecoq", Colloquium of the Institut des sciences de la communication, CNRS, Université Paris IV-Sorbonne.

Bargenda, A. (2015), "Architectural aesthetics and innovative corporate communication strategies: The eloquence of the skyscraper", 13th International Conference on Arts and Cultural Management, Université Aix-Marseille/Kedge Business School.

Bargenda, A. (2014), "Construire du capital symbolique: la représentation architecturale de l'argent", Colloquium Argent, pouvoir et représentations dans les Amériques et en Europe, Université Paris Ouest Nanterre-La Défense.

Bargenda, A. (2014), "Meaning construction in visual financial discourse: Metaphoricity in pre- and post-crisis advertising rhetoric", International Conference on Discourse Approaches to Financial Communication. Università della Svizzera italiana, Swiss National Science Foundation, École polytechnique fédérale de Zurich, Università della Svizzera Italiana, Ascona.

Bargenda, A. (2012), "Discourse analysis and rhetorical figures: A synthetic approach to financial advertising", Colloquium of the European Communication Research and Education Association, Advertising Research TWG, University of Tübingen, Germany.

Bargenda, A. (2012), "La couleur de l'argent: les enjeux esthétiques et identitaires dans les stratégies communicationnelles de la Société Générale", Colloquium Argent et Valeur(s), Université de Paris-Est Créteil.

Bargenda, A. (2010), "The logo-centricity of aesthetic branding at Deutsche Bank", Annual conference of the Association for Business Communication ABC-GABC, Lessius University, Antwerp, Belgium.

Bargenda, A. (2009), "The visual integration of advertising and marketing strategies at Société Générale", Annual Corporate Communications International Conference (CCI), Wroxton College, Oxfordshire, UK.

Bargenda, A. (2009), "Building brand value through visual communication in the European finance sector", International Conference of the ICA (International Communication Association), Chicago.

Bargenda, A. (2008), “The impact of visual communication on identity-building strategies in the finance sector”, Annual Conference of ECREA (European Communication Research and Education Association), Barcelona.

Bargenda, A. (2008), “Paradigms of visual communication in the European banking sector”, Annual Conference of EUPRERA (European Public Relations Education and Research Association), Università IULM, Milan.

Bargenda, A. (2008), “Paradigms of visual communication in the French banking sector”, International Conference on Cultural Economics, Association for Cultural Economics International, Northeastern University, Boston.

Bargenda, A. (2004), “Patronage par excellence: A survey of French and Anglo-Saxon approaches to cultural sponsorship”, International Conference on Cultural Economics, Association for Cultural Economics International, University of Illinois at Chicago.

Media coverage

Communication visuelle dans le secteur bancaire européen. L'Esthétique de la Finance (2014)

Le Temps, Genève, 2015 (“Nouveaux palais bancaires, architecture émotionnelle”)

Bilan, Genève, 2016 (“Les banques misent sur la convivialité”)

Vie & sciences de l'entreprise (2014), Note de lecture, No. 198, pp.151-160.

YouTube : <https://www.youtube.com/watch?v=a8zRlM956qA>

Review of the book in: Pluchart, J.-J. et Chambon, J.-L./Cercle Turgot (2017), *La Pensée Economique Française*. 220 *Fiches de Lecture*, Vuibert, Paris.

Radio interview: *Le Journal du Matin*, Radio Télévision Suisse, 2015.

SERVICES TO THE ACADEMIC COMMUNITY

Reviewer

International Journal of Arts Management (2025)

Journal of Hospitality and Tourism Management (2025)

Current Issues in Tourism (2024)

Journal of Brand Management (2015-2023)

Journal of Business Research (2022)

Qualitative Market Research (2018)

European Journal of Marketing (2016)

International Journal of Marketing Semiotics (2015)

International Journal of Bank Marketing (2015)

Co-organiser of the 7th International Corporate Heritage Symposium

ESCE International Business School in partnership with Professor John M. T. Balmer, Brunel University London (2018).

Graduation keynote speaker

Executive Master in Advanced Studies in Financial Services, Institute for Financial Services Zürich, University of Central Switzerland: *Social Investment and Modern Banking* (2006).

Member of a peer review commission

Research and Development, Lucerne University of Applied Sciences and Arts, Lucerne, Switzerland (2012).

TEACHING ACTIVITIES

Courses taught at ESCE

Master	Luxury Brand Management
	Universe of Luxury and Prestige Products
	International Marketing
	Global Arts Marketing
	Integrated Marketing Communications
	Professional Profiles in Communication
Bachelor	Economics of Culture
	International Marketing
	Consumer Behavior
	Management franco-allemand
	Visual Communications
	Visual History of Finance

Teaching activities as visiting professor

University	Course title
Università degli Studi di Brescia, Italy	Corporate Cultures in the European Financial Context. Cross Cultural Issues in International Business. Nottingham Trent Business School (UK), Poznan University of Economics (Poland), Università degli Studi di Brescia (Italy).
Universität Freiburg/Germany	Internationale Unternehmenskommunikation
SRH University Heidelberg/Germany	Fashion Management (in German)
Helsinki Business Polytechnic/University of Helsinki	Cultural Sponsorship: Management, Communications and Strategic Aspects
Berlin School of Economics and Law, Berlin	Creating Brand Value through Aesthetic Communication
Florida International University, Center for International Business Education and Research, Miami	Strategic Reputation Management in European Companies
Lucerne University of Applied Sciences, Lucerne, Switzerland	Fine Arts as a Communication Medium in the Finance Sector
Inholland University of Applied Sciences, School of Communication, Amsterdam	Corporate Identity-Building through Visual Communication
Università degli studi di Modena e Reggio Emilia, Italy	Philanthropic Marketing and Cultural Sponsorship: A New Vision for European Businesses.
Zurich University of Applied Sciences Winterthur, Zentrum für Marketing Management, Switzerland	Creating Public-Private Synergies through Sponsorship and Marketing
Fachhochschule Oberösterreich Studienbetriebs GmbH, Upper Austria University of Applied Sciences, Campus de Steyr, Austria	Corporate Image-Building through the Arts
Ministère de l'Economie et des Finances, Paris	Rethinking Social Policy in the United States: Institutional Responses to Issues of Corporate Social Responsibility

FORMER TEACHING POSITIONS

2013-2014	Université Sorbonne Nouvelle-Paris 3
2011-2012	Université Paris Est, Créteil-Val de Marne
2011-2012	Université de Versailles Saint-Quentin
1993-1994	Fordham University, New York
1992-1994	City University of New York
1992-1994	State University of New York
1990-1991	University of North Carolina at Chapel Hill