

Dr. Marc du PELOUX

PERSONAL DETAILS

Status: Professor of Marketing
In charge of Master 2 Marketing programme
Appointment: Full Time
Origin: France
Year joined: 2003
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RESEARCH INTERESTS

Consumer behaviour, communication, sales promotion

TEACHING

Courses in Communication and Innovation at Master's level. Business game "Global Challenge"

AFFILIATIONS AND MEMBERSHIPS

AFM, Association Française du Marketing

ACADEMIC EXPERIENCE

Since 2003 Professor of Marketing, EBS Paris
In charge of 4th year coordination, (2003-2008)
In charge of Master 2 major, "Marketing & Communication", (since 2009)

Since 2004 Visiting Professor at HEC School of Management, Paris
Visiting Professor at ESSCA Business School, Angers and Paris

EDUCATION AND QUALIFICATIONS

2011 PhD, Université de Paris 1 Panthéon-Sorbonne.
Subject: "The impact of promotional games on attitudes and behaviours".
Supervisor: Professor Opsomer

2002 DEA, (Master in Marketing Research), Université de Paris1 Panthéon-Sorbonne

1983 MBA, University of Pittsburgh, USA

1982 ESSCA Business School

1981 Certificate of Proficiency in English, Cambridge University

ADDITIONAL

Languages: French: native speaker, English: fluent

INTELLECTUAL CONTRIBUTIONS

Working paper:

- (2) du Peloux, M. (2007) Jeux promotionnels : historique et psychologie des jeux de hasard. EBS working paper.
- (1) du Peloux, M. (2004) Sponsoring : pourquoi les entreprises choisissent la voile. EBS working paper.

Conference papers and workshops (with call for papers):

- (2) du Peloux, M./Lombardot, E. (2011) Jeux promotionnels : impact du résultat sur le comportement du joueur. Paris-Venice International Marketing Trends Congress.
- (1) du Peloux, M./Lombardot, E. (2011) The impact of promotional games on consumer behaviour. Atiner 9th Annual International Conference on Marketing, Athens.