

Dr. Sandra PAINBENI

PERSONAL DETAILS

Status: Professor of Marketing
Appointment: Full Time
Origin: French
Year joined: 2011
Phone: +33 (0)1 40 71 37 37 (standard)
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RESEARCH INTERESTS

Marketing in arts & culture, Marketing in tourism & leisure, Marketing and Strategy within the wine industry

TEACHING

Courses in Marketing Strategy, Consumer Behaviour, Advertising and Media, Management in cultural goods at Masters' level

AFFILIATIONS AND MEMBERSHIPS

French Association for Marketing (AFM)
Member of the French Club dedicated to Culture and Management (CCM)
Member of the Alumni Association from Sciences Po Paris

REVIEW ACTIVITIES (selection)

French Association for Marketing Annual Conference (AFM, 2011), Management in Tourism Conference (JMT, 2011), Décisions Marketing (Special Issue - Marketing in Arts and Culture, December 2010), Information Management Association Annual Conference (AIM, 2010), E-Commerce and Internet Governance Annual Conference (ECIG, 2009)

ACADEMIC EXPERIENCE

Since 09/2011 Professor of Marketing
European Business School (EBS), Paris

2009-2011 Professor of Marketing
Groupe Sup de Co La Rochelle

2008-2009 Professor of Marketing

Ecole Supérieure du Commerce Extérieur (ESCE), Paris-La Défense

2003-2008 Lecturer of Marketing,
Institut Supérieur Européen de Gestion (ISEG), Paris

Teaching in other business schools (ESG, IDRAC Paris)
and at Paris Dauphine University

PROFESSIONAL EXPERIENCE

Since 2001 Consultant in Marketing
Specialized in qualitative studies (B to B and B to C)
Benchmark, in-store observation, pre-tests and post-tests (new product, line of
products, packaging, brand positioning, etc.)
Semi-structured interviews and focus groups with consumers and experts
Content analysis, writing of the final report and presentation to clients

Main references :

Food : Amora-Maille, Bordeau Chesnel, Coca-Cola, Danone, Elle & Vire,
Fauchon, Kraft Foods, Lactalis
Dinnerware : Christofle
Culture : J'ai Lu, Ministère de la Culture, Musée du Louvre, Orpheus Production
Distribution : La Redoute
Beauty : Chanel, L'Oréal
Games : La Française des Jeux, Papeterie Sill
High-technology : Orange, Tiscali
Industry : Michelin, Peugeot
Media : NRJ Group
Services : ADP-GSI
Tobacco : Philip Morris

EDUCATION AND QUALIFICATIONS

2008 Doctorate (Ph.D) in Management Sciences, Paris Dauphine University

2000 Research Masters' Degree (M.A.) in Marketing and Strategy,
Paris Dauphine University
Diploma of Sciences Po Paris

1997 Masters' Degree (M.A.) in Languages (English and Spanish), Paris Nanterre
University

ADDITIONAL

Languages: French native speaker, fluent in English. Everyday competence in Spanish and notions in Italian

INTELLECTUAL CONTRIBUTIONS

Articles in scientific journals (blind peer review)

- (2) Barton, L./Painbény, S./Barton, H. (forthcoming) Small firms crafting growth niches in the French Wine Industry: The role of entrepreneurial marketing. *International Journal of Entrepreneurship and Innovation*, 13 (3).
- (1) Barton L./Painbény S./Barton H. (forthcoming) Entrepreneurial marketing within the French wine industry. *International Journal of Entrepreneurial Behaviour & Research*.

Articles in practitioner journals

- (3) Painbény, S. (2011) Les collections "jeunes adultes" : un véritable segment de marché, et non une fantaisie d'éditeurs, *Lecture Jeune*, mars, 137, 18-24.
- (2) Painbény, S. (2006) "Chercher au coeur" d'Amazon, *Futuribles*, octobre, 323, 70-71.
- (1) Painbény, S. (coll.) (2003) Former au marketing et innover, *Marketing Magazine*, décembre, supplément, 82, 28-29.

Books and edited volumes

- (1) Painbény, S. (coll.) (2010) *Bien manger à petits prix en Charente-Maritime*, Chambre d'agriculture de Charente-Maritime.

Working papers

- (1) Painbény, S. (2009) La publication du roman *Les Bienveillantes* de Jonathan Littell : un événement littéraire mondial. *Cahiers de recherche de l'ESCE*, avril, 12.

Further publications (selection)

- (7) Painbény S. (2011) How can novel publishers access the potentially profitable "young adults" market in France? An assessment of the main methods recommended by publishing professionals and consumers. Paper presented at the 19th ENCATC Annual Conference on Culture Forecast, Helsinki.
- (6) Barton, L./Painbény, S./Barton, H. (2011) Crafting growth niches in mature industries through entrepreneurial marketing : a case study of a small independent winery of the Côtes du Rhône. Paper presented at the 9th Rural Entrepreneurship Conference, Nottingham.
- (5) Painbény, S. (2011), Les prix littéraires français font-ils vendre des romans ? Le rôle prescripteur de ces labels d'après les professionnels de l'édition et les consommateurs. Paper presented at the 11th International Conference on Arts and Cultural Management (AIMAC), Antwerp.
- (4) Barton, L./Painbény, S./Barton, H. (2011) Crafting growth niches in mature industries through entrepreneurial marketing : a case study of a small independent winery of the Côtes du Rhône. Paper presented at the 11th European Academy of Management (EURAM) Annual Conference, Tallinn.
- (3) Painbény, S. (2010) La télévision fait-elle encore vendre des romans ? Le rôle prescripteur des programmes littéraires (ou culturels) post-"Apostrophes". Communication présentée

aux 15^{èmes} Journées de Recherche en Marketing de Bourgogne (JRMB) – Marketing des activités culturelles, du tourisme et des loisirs, Dijon.

- (2) Painbéni, S./Vo Thanh, T. (2010) Les Francofolies : quels supports de communication et canaux de distribution privilégier pour vendre un billet ? Communication présentée à la 3^{ème} édition du Colloque Les Rendez-vous Champlain sur le Tourisme, Angers.
- (1) Painbéni, S. (2009) L'impact de la prescription littéraire dans le processus de décision d'achat d'un roman. Communication présentée aux 14^{èmes} Journées de Recherche en Marketing de Bourgogne (JRMB) – Marketing des activités culturelles, du tourisme et des loisirs, Dijon.

Professional conferences

- (2) Painbéni, S. (2011) Le rôle de la prescription littéraire dans le processus de décision d'achat de romans : regards croisés entre professionnels du livre et jeunes adultes. Intervention à la Journée des Documentalistes de la Charente-Maritime, CDDP17, La Rochelle.
- (1) Painbéni, S. (2010) Les bonnes pratiques RSE dans le secteur culturel. Intervention au Festiv'Pro, 1^{er} salon professionnel du spectacle vivant, La Rochelle.