

Anne-Gaelle JOLIVOT

Senior Lecturer

Research themes

consumer decision making and brand competition (consideration set)
international brand management (global and local brands)
ethnographic studies

Professional career of Anne-Gaëlle Jolivot



Anne-Gaëlle Jolivot holds a doctorate in management science from the IAE of Aix-en-Provence.

Her research interests are mainly consumer decision making and brand competition (consideration set), international brand management (global and local brands) and ethnographic studies applied to international marketing. She is a member of Lirsa research center, Esomar (European Society for Opinion and Market Research) and AFM (the French Marketing Association). Her career is mainly focused on teaching international marketing and corporate internationalization strategy in English and French, as well as fundamental marketing and marketing research. She has taught in several institutions (HEC Montreal, ESA Beirut, Taiyuan

University and Zhengzhou University, IAE Aix-en-Provence, IAE Bordeaux, IAE Gustave Eiffel, ESCP Europe, ENSCP, Euromed, Grenoble Ecole de Management, University of Aix-Marseille II (IUT), University of Lyon I (IUT), University of Nantes (I.U.T), Chamber of Commerce of Marseille-Provence). At Cnam, she was academic head of the Master's degree in international business and corporate development (English-language programme) for twelve years.

+ [CV Anne-Gaëlle Jolivot](#)

Publications et travaux scientifiques

[Données extraites du portail HAL](#)

Coordonnées

anne-gaelle.jolivot@lecnam.net

<https://lirsa-en.cnam.fr/anne-gaelle-jolivot--1374566.kjsp?RH=1568816156356>