

# Thierry DELECOLLE

## Professor



**Teaching Area/s:** Marketing & Information systems

**Year hired at ISC Paris:** 2010

**Full-Time  
Participating**

**Grande Ecole and MBA**

### ***Education:***

<b>Degree</b>	<b>Institution</b>	<b>Year</b>	<b>Major / Minor</b>
Doctorate	Université Paris-Dauphine	2009	Management
DEA	Université Paris-Dauphine	2001	Marketing & Strategy
Maîtrise	Université Paris-Dauphine	2000	Management

### ***Course Responsibilities at ISC Paris 2005 through 2011:***

- Marketing Basics I
- Marketing Basics II
- Market research
- Consumer Behavior
- Information System Management
- Web traffic creation
- IS Strategic Alignment
- Blue Ocean Strategy (Stratix)

### ***Intellectual Contributions 2005 through 2011:***

<b>Intellectual Contributions</b>	<b>Total</b>
Refereed Journal Articles (AERES Selection)	<b>2</b>
Peer-Reviewed Journal Articles	
Other Journal Articles	
Conference Proceedings	<b>3</b>
Case Studies	<b>1</b>
Scholarly Books	
Chapters in Scholarly Books	
Working Papers	<b>1</b>
Other Outlets	<b>2</b>
<b>Total</b>	<b>9</b>

## **Education**

Doctorate: Theme: « *Le comportement de consommation professionnelle du dirigeant de très petite entreprise, approche par la relation client et les déterminants individuels* »  
Université Paris-Dauphine, 26 janvier 2009

Graduate: DEA in Marketing & Strategy, University of Paris-Dauphine, Paris, 2001  
Maîtrise de Sciences de Gestion, Université Paris-Dauphine, Paris, 2000

Undergraduate: Degree in Management, University of Paris-Dauphine, Paris, 2000

## **Academic Appointments**

Permanent Professor of Marketing & Information System – ISC Paris – since 2010

Freelance Professor of E-commerce – Faculté Jean Monnet – 2009-2011

Freelance Professor of Marketing – ISG Paris – 2009-2010

Freelance Professor of Marketing – IUT Université Paris Est-Créteil – 2009-2010

Freelance Professor of Marketing – Université Paris-Dauphine – 2004-2009

## **Instructional Activities and Development**

### ***Taught Courses outside ISC Paris since 2005***

ISG Paris, module in **Market Research**

1<sup>st</sup> year students, “programme Grande Ecole”, 2009-2010

Université Paris Est Créteil, IUT, module in **Market Research**

2<sup>nd</sup> year students / Licence (undergraduate program) in Sales Techniques, 2009-2010

Université Paris-Est Créteil, IAE, module in **Marketing Business to Business**

2<sup>nd</sup> year students / Master Marketing Product Manager, 2009 and 2010

Faculté Jean Monnet, module in **E-commerce**

2<sup>nd</sup> year students / Master in International Trading, 2009 to 2011

Université Paris-Dauphine, module in **Product Management**

1<sup>st</sup> year students / Master in Management, 2005 to 2009

Université Paris-Dauphine, module in **Marketing Basics / Market research**

3<sup>rd</sup> year students / Licence (undergraduate programme) in Mathematics, 2004-2005

Université Paris-Dauphine, module in **Customer Relationship Management – CRM**

2<sup>nd</sup> year students / Master in Retailing and Customer Relationship Management, 2006 to 2008

Université Paris-Dauphine, module in **Email-marketing**

2<sup>nd</sup> year students / Master in Integrated Marketing Communication, 2009-2010

EDC Paris, module in **Operational Communication**

3<sup>rd</sup> year students, “programme Grande Ecole”, 2008-2009

## ***Instructional Innovations***

Writing of a business case about Mauboussin, presented for the Best Small Business Case Study Award – Ariane – FNEGE – CCMP, 12/30/2010 and edited by CCMP in March 2011 (M1715) in collaboration with Alain Nemarq Président of Mauboussin and Méлина Mantion, Operational Marketing Manager

Co-author : Béatrice Parguel, Maître de Conférences, Université Paris-Est.

## ***Professional Memberships and Certifications***

Member of Association Française du Marketing AFM (French Marketing Association), since 2002  
Member of DMS – DRM Research Center, UMR7088, Université Paris-Dauphine from 2002 to 2009  
Member of Center for Customer Management (C|CM), Université Paris-Dauphine, since 2011  
([www.ccm.dauphine.fr](http://www.ccm.dauphine.fr))  
Member of Academy of Marketing Science, since 2011

## **Service**

### ***Institutional***

Scientific head of 3<sup>rd</sup> year specialization e Business programme, ISC Paris, since 2010  
Scientific head of MBA Marketing and Information Technology, ISC Paris, since 2010

## **Scientific Activities**

### ***Research Axis***

Very small businesses and business to business marketing  
Relationship marketing and firm performance  
E-commerce  
Marketing practice (mostly pedagogical research)

### ***Reviewing***

Editorial Board Member / Reviewer for International Business Research (ISSN print: 1913-9004; ISSN Online: 1913-9012), edited by Canadian Center of Science and Education – since 2011

Ad-hoc reviewer for Management & Avenir (ISSN print: 1768-5958, ISSN Online: 1969-6574), edited by Management Prospective Ed. – January 2011.

## **Intellectual Contributions**

### ***Refereed Journal Articles (AERES Selection)***

DELECOLLE T. Very Small Enterprises as Professional Customers: a Qualitative Study, *International Business Research*, avril 2011, vol. 4, n° 2, p.20-30, [AERES].

DELECOLLE T., PARGUEL B. L'adoption d'un marketing de masse dans le secteur du luxe, quand Mauboussin affiche ses prix en 4 par 3 dans le métro, *Décisions Marketing – Tribune Managers*, septembre 2010, n° 59, pp.79-82, [AERES – CNRS].

### ***Conference Proceedings***

DELECOLLE T. When and Where to prompt for an online promotional code to avoid cart abandonment, 15th Academy of Marketing Science World Marketing Congress, juillet 2011, Reims.

DELECOLLE T., LAIGLE K., MONESTEL M. Apports de la théorie de la longue traîne à la distribution de voyages sur Internet, *3<sup>ème</sup> Journée de Recherche et d'Echanges en Management du Tourisme*, 2, June 10, 2011, Disneyland Paris, Paris.

DELECOLLE T. Very small businesses as business customers: a qualitative study of their relationships expectations and behaviours, *Academy of Marketing Annual Conference*, 2009, July 7-9, 2009, Leeds, UK.

DELECOLLE T. Dealing with very small businesses: a business-to-business challenge, *2nd European Workshop on B2B Marketing*, June 19-20, 2009, Lyon.

### **Case Studies**

DELECOLLE T., PARGUEL B., *Mauboussin 1 & 2 – 2003-2010 : réflexion stratégique et redressement de l'entreprise*, CCMP, mars 2011, 61p. + 90 p. (M1715).

### **Working papers**

DELECOLLE T. *Attentes relationnelles du client Très Petites Entreprises: une étude qualitative*, CRISC Cahier de la recherche de l'ISC Paris n°29 sur le management des hommes et des organisations, 1<sup>er</sup> trimestre 2011, p.52-73.

### **Other Outlets**

DELECOLLE T., Le comportement de consommation professionnelle du dirigeant de très petite entreprise: approche par la relation client et les déterminants individuels, Thèse de doctorat en sciences de gestion, Université Paris-Dauphine, Paris, janvier 2009, 569 pages.

DELECOLLE T., MESNIL E., VOLLE P., Diagnostic des pratiques marketing et commerciales des annonceurs français en 2006, Centre de recherche DMSP and Everest Marketing Group, October 2006 (206 managers study, initially published on [www.dmsp.dauphine.fr](http://www.dmsp.dauphine.fr) for 2 years and Pierre VOLLE's personal website) juin 2006, 8 pages.

### **Relevant non Academic experiences (2005-2010)**

#### **2009-2010:**

#### **EVEREST MARKETING GROUP – Marketing services agency – Nanterre - France**

Position: Data & Marketing Information System Manager Marketing.

Mission:

- In coordination with the CEO, the information technology and the marketing direction: Strategic repositioning of Everest Marketing Group as a gift solution providers (gift cards, gift vouchers, gift box...) definition of the marketing information system of the firm;
- Definition of the client strategy multi-target (BtoC and BtoB), multi-product, multi-canal (web, call, face to face...) and proposition of the structure and the tools to reach the objectives;
- Proposing the I.T. architecture of a datawarehouse in order to refine the strategy, and to improve the sales management for the group through datamining tools for example;
- E-commerce, ([www.best-cadeaux.com](http://www.best-cadeaux.com)) proposition of the methodologies for data collection, recommendation and implementation tools in order to animate and convert prospects into customers; defines the relational rules;
- Ensuring the proper use of CRM by commercial users;
- In parallel, keeping the function of market research manager (client proposal, research and analysis, client presentation, partners selection,...).

Main accounts: Best Cadeaux, BNP Paribas Lease Group, Credipar, Coiff'idis, L'Oréal Professionnel, Orexad, Peugeot... October 2009 - September 2010

#### **2007-2009 :**

#### **EVEREST MARKETING GROUP – Marketing services agency – Nanterre - France**

Position: Strategic Planner, Manager of the Laboratoire® Everest – applied relationship marketing research unit, animated in partnership with *Université Paris-Dauphine*.

Mission:

- In coordination with senior consultants, definition of the creative concept and strategy of the agency to answer clients request for proposals and during presentation;
- In relation with the CEO, participation of the strategic discussion relating to the development of the agency, overseeing of Everest Marketing Group communication and implementation of transversal projects;

- In relation to the sales department, identification of trends and development of a strategic analysis in order to nurture key accounts relationship, guaranteeing the level of expertise and positioning of the agency;
- Responsible for the market research unit (client proposal, research and analysis, client presentation, partners selection,...).

Main accounts: BNP Paribas Lease Group, Credipar, Coiff'idis, AG2R La Mondiale, Lafarge, LG Electronics, L'Oréal Professionnel, Peugeot... November 2007 – September 2009

**2005-2007 :**

**EVEREST MARKETING GROUP – Marketing services agency – Nanterre - France**

Position: Market research analyst, Manager of the Laboratoire® Everest – applied relationship marketing research unit, animated in partnership with *Université Paris-Dauphine*.

Mission:

- Market research analyst, audit (marketing and sales organization) and consultancy (change management);
- Development of tools and methodologies to support marketing decision making & training of the consultants to relationship marketing theories and to the developed tools;

Strategic planning, customers/markets marketing intelligence. January 2005 – October 2007