

## Gachoucha KRETZ

### Professor

**Teaching Areas: Branding, Strategic Marketing, Consumer Behavior, Social Media Communication and Fashion and Luxury**

**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	HEC PARIS School of Management	2011	Marketing
DEA	Université Paris IX Dauphine	2006	Marketing and Strategy
DESS	CELSA Paris IV Sorbonne	2005	Communication
Maîtrise	EDHEC Business School, Lille	1999	Finance
Licence	EDHEC Business school, Lille	1998	Management
Licence	Classe préparatoire HEC, Option Sciences	1994-	General
	Sainte Marie Grand Lebrun, Bordeaux	1996	

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

- Luxury brand Management
- Luxury consumption and culture
- Consumer Behavior
- Marketing studies and research
- Markstrat
- Branding
- Qualitative research
- Marketing basics
- Innovation Management
- Social Media Communication
- Creativity and Communication

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

<b>Intellectual Contributions</b>	<b>Total</b>
Refereed Journal Articles (CNRS Selection)	
Peer-Reviewed Journal Articles	<b>2</b>
Other Journal Articles	
Conference Proceedings	<b>4</b>
Case Studies	
Scholarly Books	
Chapters in Scholarly Books	<b>1</b>
Working Papers	
Other Outlets	
<b>Total</b>	<b>7</b>

**Education**

Doctorate: Theme: *Popularity management: how fashion and luxury bloggers construct and maintain their popularity online*. HEC Paris School of Management, March 2<sup>nd</sup>, 2011.

Graduate: DEA in Marketing and Strategy, Université Paris IX Dauphine, Paris, 2006.  
DESS in Communication, CELSA Paris IV Sorbonne, 2005.  
Masters in Business Administration, EDHEC Business School, Lille, 1999.

Undergraduate: Degree in Business Administration, EDHEC Business School, Lille, 1998.  
Two-year Prep School to Business Schools, Sainte Marie Grand Lebrun, Bordeaux, 1996.

**Academic Appointments**

Professor, Marketing department, ISC Paris School of Management since 2010  
Head of the International Master in Luxury Business, ISC Paris School of Management since 2010  
Head of the International Track, ISC Paris School of Management since 2010  
Head of the Marketing Research Lab, ISC Paris School of Management since 2010.

**Instructional Activities and Development*****Taught Courses outside ISC Paris since 2005***

Guest lecturer, MBA and Executive MBA levels at HEC Paris School of Management, Jouy-en-Josas since 2007

In charge of courses on: Brand and Product Management, ESSEC, Cergy-Pontoise University since 2007, Communication and Creativity, EDHEC, Lille since 2010.

***Other activities***

Visiting fellow at Schulich School of Business, York University, Toronto, 2011.

Invited lecturer at the International Symposium School of Commerce, Meiji University (in commemoration of the 130<sup>th</sup> anniversary of Meiji University), Japan, 25-26 November 2011.

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

ESSEC : Brand and product management, since 2007

HEC : Markstrat since 2008 and Consumer Psychology and Decision, in 2007

Marketing since 2009 for the CESB Exam Training Module

EDHEC : Creativity and Communication, since 2010.

## ***Instructional Innovations***

Development of a new graduate course: Creativity and Communication, Social Media Communication, Luxury Brand Management, Luxury Consumption and Culture, "The Luxury Shaker".

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

Member of GREGHEC (HEC PARIS School of Management Research Laboratory) since 2009

Member of the Association for Consumer Research since 2008

Member of the *Association Française du Marketing* since 2008

## **Service**

### ***Institutional***

Member of Committees for professional theses defenses at ISC Paris since 2010

Head of International Track since 2010

Head of International Master in Luxury Business since 2010

Head of Marketing Research since 2010

Development and recruitment activities for the International Master in Luxury Business

## **Intellectual Contributions**

### ***Peer-Reviewed Journal Articles***

KRETZ G. Pixelize me!: A semiotic approach of self-digitization in fashion blogs, *European Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, June 2010, pp. 393-399.

DE VALCK K, KRETZ G, RASOLOFOARISON D. Show bizz becomes show buzz: how viral diffusion changes the traditional meaning-making process of a rising star, *European Advances in Consumer Research*, Volume 8, eds. Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN: Association for Consumer Research, July 2007.

### ***Conference Proceedings***

KRETZ G, KAPFERER JN. Les blogueurs comme ambassadeurs de marques horlogères: Savoir interpréter les profils de blogueurs selon leurs stratégies narratives, *5<sup>ème</sup> Journées de recherche du marketing horloger (JRMH)*, Haute Ecole de Gestion ARC, November 2010, Neuchâtel, Switzerland.

KRETZ G. DE VALCK K, Fashion bloggers in "The Digital Consumer", *5<sup>th</sup> Conference, Consumer Culture Theory*, July 2010, Madison, U.S.A.

KRETZ G. Pixelize me!: A semiotic approach of self-digitization in fashion blogs, *The Association for Consumer Research Annual North American Conference*, October 22-25, 2009, Pittsburgh, U.S.A.

DE VALCK K, KRETZ G, RASOLOFOARISON D. Show bizz becomes show buzz: how viral diffusion changes the traditional meaning-making process of a rising star, *The European Association for Consumer Research Conference*, July 10-14, 2007, Milano, Italy.

### ***Chapters in Scholarly Books***

KRETZ G, DE VALCK K. *"Pixelize me!" Digital storytelling and the creation of archetypal myths through explicit and implicit self-brand association in fashion and luxury blogs.* In: *Research in Consumer Behavior*, Volume 12, ed. Russell Belk, Emerald, November 2010, pp. 313-329.