Delphine DION

Professeur
Département: Marketing
ESSEC Business School
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INTERETS DE RECHERCHE

Marketing stratégique, marques patrimoniales, Cultural branding, Dynamique du marché,

FORMATION

2012	HDR, Université Paris 1 Panthéon-Sorbonne, France
1999	Doctorat en Sciences de Gestion, Université de Rennes, France

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2018 - Présent	Professeur, ESSEC Business School, France
2015 - 2018	Professeur associé, ESSEC Business School, France
2007 - 2015	Professeur associé de marketing, Université Paris 1 Panthéon-Sorbonne, France

Autres affiliations académiques

2022 - 2030	Professeur titulaire de la chaire LVMH, ESSEC Business School, France
2021 - 2023	Responsable du Track Luxe du GMBA, ESSEC Business School, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2026	2026 ESSEC Foundation PhD excellence Award
2026	2026 Outstanding AE Award of the International Journal of Research in Marketing
2025	Finalist for the 2024 Sheth Foundation JAMS Best Paper Award, Academy of Marketing Science, États-Unis
2024	2024 International Marketing Trend Conference Research Award
2023	Prix Spécial du Jury, Fondation ESSEC
2020	Outstanding Editorial Review Board Member, International Journal of Research in Marketing
2018	ESSEC Foundation Awards, Fondation ESSEC
2015	Meilleur livre de Marketing, Académie des sciences commerciales, France

2009	Meilleur Livre en Marketing, Académie des sciences commerciales, France
2004	Meilleur Article de Recherche en Sociologie Visuelle, École Nationale Supérieur (ENS), France
1999	Mention spéciale pour la meilleure thèse de PhD en marketing, Association Française de Marketing, France
1999	Premier prix, meilleure thèse de PhD en marketing, Académie des sciences commerciales, France

Bourses

2026	CY INITIATIVE

PUBLICATIONS

Articles

BERGER-REMY, F., DION, D. et DUBREUIL, C. (2026). Craftsmanship in the service encounter: A practice-based view. *International Journal of Research in Marketing*, In press.

DION, D. et PAVLYUCHENKO, R. (2026). The dark side of brilliance: diamonds as troubled commodities. *Consumption Markets & Culture*, In press, pp. 1-10.

DEBENEDETTI, A., PHILIPPE, D. et DION, D. (2025). Balancing exclusivity and inclusivity through the strategic domestication of the luxury retail experience. *International Journal of Research in Marketing*, 42(1), pp. 32-54.

DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. (2025). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. *Journal of Marketing*, 89(2), pp. 96-118.

PAVLYUCHENKO, R. et DION, D. (2025). How the Materials of Objects Shape Consumption: An Affordance Theory Perspective. *Journal of Consumer Research*, 52(3), pp. 459-479.

DION, D., CARPENTER, G. et HUMPHREYS, A. (2025). Avant-garde Market Driving. *Journal of Marketing*, In press.

TRUJILLO-TORRES, L., ANLAMLIER, E., MIMOUN, L., CHATTERJEE, L. et DION, D. (2024). Access-based customer journeys. *Journal of the Academy of Marketing Science*, 52, pp. 24-43.

BHATNAGAR, K., CAYLA, J., DION, D. et FUSCHILLO, G. (2024). Consumer Sovereignty and the Ethics of Recognition. *Journal of Business Ethics*, 192, pp. 1-19.

DUBREUIL, C., DION, D. et BORRAZ, S. (2023). For the Love of the Game: Moral Ambivalence and Justification Work in Consuming Violence. *Journal of Business Ethics*, 186, pp. 675-694.

ARNOULD, E. et DION, D. (2023). Brand dynasty: managing charismatic legitimacy over time. *Journal of Marketing Management*, 39(3-4), pp. 338-366.

DION, D., MIMOUN, L., ANLAMLIER, E., CHATTERJEE, L. et TRUJILLO-TORRES, L. (2023). Consumer hacks in the sharing economy. *Journal of Business Research*, 167, pp. 114172.

DION, D., BORRAZ, S. et ZEITOUN, V. (2021). Subjectivity and reflexivity: The contributions of countertransference to interpretative research. *Recherche et Applications en Marketing*, 36(1), pp. 65-81.

DION, D. (2021). Managing creatively-inspired brands: a commentary and research direction. *AMS Review*, 11, pp. 471-473.

DION, D. et TACHET, B. (2020). Dynamics between market categories: A study of the (in) visibility of the plus-size fashion market. *Recherche et Applications en Marketing*, 35(1), pp. 62-83.

DUBREUIL, C. et DION, D. (2019). The spectacle of pain in the experience: A study in rugby stadiums. Recherche et Applications en Marketing. *Recherche et Applications en Marketing*, 34(4), pp. 29-49.

ARNOULD, E., CAYLA, C. et DION, D. (2017). Fetish, Magic, Marketing. *Anthropology Today*, 33(2), pp. 27-31.

DION, D. et BORRAZ, S. (2017). Managing Status: How Luxury Brands Shape Class Subjectivities in the Service Encounter. *Journal of Marketing*, 81(5), pp. 67-85.

DION, D., REMY, E. et SITZ, L. (2016). L'enracinement dans les cultures régionales pour créer des marques fortes. *Annales méditerranéennes d'économie*, (3), pp. 79-95.

DION, D. et ARNOULD, E. (2016). Persona-Fied Brands - Managing Branded Persons through Persona. *Journal of Marketing Management*, 32(1-2), pp. 121-148.

DION, D. et MAZZALOVO, G. (2016). Reviving Sleeping Beauty Brands by Rearticulating Brand Heritage. *Journal of Business Research*, 69(12), pp. 5894-5900.

DION, D. et BORRAZ, S. (2015). Managing heritage brands: A study of the sacralization of heritage stores in the luxury industry. *Journal of Retailing and Consumer Services*, 22, pp. 77-84.

DION, D. et SITZ, L. (2014). Enrichir la compréhension des comportements de consommation: pistes opérationnelles et enjeux organisationnels. *Décisions Marketing*, 71, pp. 45-58.

DION, D., SABRI, O. et GUILLARD, V. (2014). Home Sweet Messy Home: Managing Symbolic Pollution. *Journal of Consumer Research*, 41(3), pp. 565-589.

DION, D. et DE BOISSIEU, E. (2013). Construction et mise en scène d'un lignage: le cas des chefs dans la haute cuisine. *Décisions Marketing*, 70, pp. 25-42.

DION, D., RÉMY, E. et SITZ, L. (2012). Reflexive ethnicity: legitimacy and authenticity of ethnic affiliations. *Recherche et Applications en Marketing*, 27(1), pp. 59-78.

DION, D., SITZ, L. et RÉMY, E. (2011). Embodied ethnicity: the ethnic affiliation grounded in the body. *Consumption Markets & Culture*, 3, pp. 311-331.

DION, D. et ARNOULD, E. (2011). Retail Luxury Strategy: Assembling Charisma through Art and Magic. *Journal of Retailing*, 87(4), pp. 502-520.

DION, D., RÉMY, E. et SITZ, L. (2010). Le sentiment régional comme levier d'action marketing. *Décisions Marketing*, 58, pp. 15-26.

VOLLE, P., DION, D. et MARIE-LOUISE, H. (2008). Les business models dans la distribution: repérer les chemins de la performance. *Revue Française de Gestion*, 2008/1(181), pp. 123-145.

DION, D. (2007). The contribution made by visual anthropology to the study of consumption behavior. *Recherche et Applications en Marketing*, 22(1), pp. 61-78.

GALLOPEL, K., RIEUNIER, S., DEBENEDETTI, S., DION, D. et LE GALL, M. (2006). Efficacité des avertissements sanitaires dans la lutte contre le tabac : synthèse théorique et résultats d'une étude qualitative. *Revue Française du Marketing*, 19(3), pp. 45-60.

DION, D. et BONNIN, G. (2005). Une étude comparative des systèmes proxémiques français et tunisiens. *Recherche et Applications en Marketing*, 19(3), pp. 45-60.

DION, D. et MICHAUD, A. (2004). Les enjeux de la nouvelle mobilité des consommateurs : de la gestion des stocks de clientèle à la gestion des flux de clientèle. *Décisions Marketing*, 34, pp. 17-23.

DION, D. (2004). Personal control and coping with retail crowding. *International Journal of Service Industry Management*, 15, pp. 250-263.

DION, D. (2002). Val d'Europe: réinstaller l'homme au centre du Centre. *Décisions Marketing*, pp. 31-33.

Ouvrages et édition d'ouvrages

LE NAGARD, E., LARDINOIT, T., DION, D., BUTORI, R. et OBLE, F. (2019). *Principes de marketing [Label FNEGE 2020]*. 14 ed. Pearson, 544 pages.

LE NAGARD, E., LARDINOIT, T., DION, D., BUTORI, R. et OBLE, F. (2016). *Principes de marketing*. 13 ed. Pearson, 517 pages.

DION, D. et SUEUR, I. (2006). *La distribution*. Paris: Dunod.

DION, D. [Ed] (2008). *A la recherche du consommateur de nouvelles techniques pour étudier les clients*. Paris: Dunod.

Chapitres d'ouvrage

DION, D. et DUBREUIL, C. (2022). Comment gérer l'affluence ? Dans: Rieunier S. and Daucé B. (ed.). *Marketing sensoriel et expérientiel du point de vente*. 5 ed. Paris: Dunod, pp. 225-252.

DION, D. et SITZ, L. (2020). Regional affiliations: Building a marketing strategy on regional ethnicity. Dans: Viscontli L., Peñaloza L. and Toulouse N. eds. *Marketing Management: A Cultural Perspective*. 2nd ed. London & New York: Routledge, pp. 47-58.

DION, D. (2020). How to Manage Heritage Brands: The Case of Sleeping Beauties Revival. Dans: Pierre-Yves Donzé, Véronique Pouillard, Joanne Roberts eds. *The Oxford Handbook of Luxury Business*. 1st ed. Oxford: Oxford University Press.

DION, D. et ARNOULD, E. (2018). Brand Charismatic Legitimacy and Marketing of Adoration. Dans: S. Reinecke et B. Berghaus (ed.). *The Management of Luxury*. 2 ed. Kogan Page Ltd, pp. 177-186.

ARNOULD, E., CAYLA, J. et DION, D. (2018). Fetish, Magic, Marketing. Dans: *Magical Capitalism: Enchantment, Spells, and Occult Practices in Contemporary Economies*. 1st ed. Palgrave Macmillan, pp. 115-136.

DION, D. et DUBREUIL, C. (2017). Comment gérer l'affluence. Dans: *Marketing sensoriel et expérientiel du point de vente*. 1st ed. Dunod, pp. 225-251.

DION, D. (2017). La figure du chef cuisinier : alchimie d'un artiste - artisan. Dans: *Les gestes culinaires. Mise en scène de savoir-faire*. 1st ed. L'Harmattan, pp. 135-144.

DION, D. (2014). Le point de vente comme support de légitimation de marque. Dans: *La distribution analysée dans une perspective culturelle*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 75-89.

DION, D. (2014). Les lieux sacrés du luxe. Dans: *Management du luxe: Stratégies Innovantes et nouvelles pratiques*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 215-233.

DION, D. (2014). Luxury brand legitimacy. Dans: S. Reinecke et B. Berghaus (ed.). *The management of luxury*. 1st ed. Kogan Page Ltd, pp. 173-182.

DION, D. (2013). Légitimité et légitimation de la marque. Dans: *Management transversal de la marque*. 1st ed. Paris: Dunod, pp. 31-45.

DION, D. (2012). Le choc des images : l'usage de la vidéo en études et recherche marketing. Dans: *Marketing - Nouveaux enjeux, nouvelles perspectives*. 1st ed. Rennes: Presses Universitaires de Rennes, pp. 67-75.

RÉMY, E., SITZ, L. et DION, D. (2012). Le régionalisme en France. Dans: *La fabrique de l'ethncité : consommation et marketing*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 211-231.

DION, D. et SITZ, L. (2012). Regional affiliations: Building a marketing strategy on regional ethnicity. Dans: *Marketing Management, A Cultural Perspective*. 1st ed. London: Routledge, pp. 60-78.

DION, D. (2008). L'observation filmée. Dans: *A la recherche du consommateur : de nouvelles techniques pour mieux comprendre les clients*. 1st ed. Paris: Dunod, pp. 29-51.

DION, D. (2007). Negozi di Lusso a Parigi. Esperienze sacralizzate, miticche e profane. Dans: *La moda e la città*. 1st ed. Roma: Carocci editore, pp. 43-51.

DION, D. et CLIQUET, G. (2006). Consumer spatial behaviour. Dans: G. Cliquet (ed.). *Spatial Marketing*. 1st ed. Hermès Sciences, Lavoisier, pp. 27-56.

DION, D. (2002). Le comportement spatial du consommateur. Dans: G. Cliquet (ed.). *Le Géomarketing : méthodes et stratégies du marketing spatial*. 1st ed. Hermès Sciences, Lavoisier, pp. 37-66.

DION, D. (2002). Gérer l'affluence. Dans: S. Rieunier (ed.). *Marketing sensoriel du point de vente*. 1st ed. Paris: Dunod, pp. 159-185.

DION, D. (2000). L'influence de la foule sur les comportements dans un contexte commercial. Dans: *Etudes et recherches sur la distribution*. 1st ed. Paris: Economica.

Editeur invité d'un numéro spécial

ARNOULD, E. et DION, D. (2018). Visual representations. *Recherche et Applications en Marketing*, 33(3), pp. 3-170.

Actes d'une conférence

DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. (2024). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. Dans: *Advances In Consumer Research*. Paris: Association for Consumer Research (ACR).

Conférences

RAJMOHAN, A., DION, D. et JONES, H. (2025). Religious Beliefs and Sustainable Consumption: An Ethnographic Investigation of India's Sacred Groves. Dans: 2025 Consumer Culture Theory Conference. London.

RAJMOHAN, A., DION, D. et JONES, H. (2025). Preserving Forests: Hybrid Ontologies and Consumption Prohibitions in India's Sacred Groves. Dans: International Journal of Research in Marketing Rethinking Marketing for a More-Than-Human-World. Odense.

BERGER-REMY, F., DUBREUIL, C., DION, D. et ALBERTINI, E. (2025). Valorizing craftsmanship through craftspeople's practices. Dans: 2025 Consumer Culture Theory Conference. London.

DION, D., BORRAZ, S. et DUBREUIL, C. (2024). Crafting preciousness. Dans: 2024 International Marketing Trends Conference. Venise.

DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. (2024). Turning Goods into Enrichment Privileges: the Market System of Enrichment and Brand Strategy. Dans: 2024 Annual Association of Consumer Research. Paris.

PAVLYUCHENKO, R. et DION, D. (2023). The Stuff that Stuff is Made of: How Matter Shapes Object Affordances in Everyday Consumption. Dans: 2023 Consumer Culture Theory Conference. Lund.

BORRAZ, S., DION, D. et DUBREUIL, C. (2022). For the Love of the Game: Moral Ambivalence and Justification Work in Consuming Violence. Dans: 21st International Marketing Trends Conference 2022. Rome.

PAVLYUCHENKO, R. et DION, D. (2022). The materials of life: How consumers understand and use the matter of objects. Dans: 11th European Institute for Advanced Studies in Management (EIASM) Interpretive Consumer Research Workshop 2022. Liverpool.

DION, D., CARPENTER, G. et HUMPHREYS, A. (2021). Avant-garde Strategy: How Rebels Successfully Challenge the Status Quo. Dans: 2021 Advances in Consumer Research (ACR). Seattle (online).

BERGER-REMY, F., DUBREUIL, C., DION, D. et ALBERTINI, E. (2020). Oases of Deceleration: How Firms Shape Experience of Deceleration. Dans: 49th European Marketing Academy, (64043). Budapest.

DION, D., GODARD, C., GOLETY, M., NABEC, L. et RENAUDIN, V. (2019). Du vin de terroir au vin d'auteur : Formatage et diffusion d'un régime de gout alternatif. Dans: 18th International Marketing Trends Conference. Venice.

DUBREUIL, C. et DION, D. (2019). The Spectacle of Pain in Experience: a Study in Rugby Stadium. Dans: 2019 Consumer Culture Theory Conference. Montreal.

DION, D. (2019). Person Brand Dynasties. Dans: 2019 "Future-of-Brands" Conference. New York.

BORRAZ, S. et DION, D. (2018). "Locked my Heart on the Bridge": How Consumers Reify Love Relationships. Dans: 2018 Consumer Culture Theory Conference.

CAYLA, J., BHATNAGAR, K., FUSCHILLIO, G. et DION, D. (2018). The Dynamics of Recognition in Luxury Service Work. Dans: 2018 Consumer Culture Theory Conference.

DUBREUIL, C. et DION, D. (2017). Performativity and Crowd: How do Sociomaterial Entanglements Shape Experience in Practice? Dans: 9th Workshop on Interpretive Consumer Research.

DION, D. et MAZZALOVO, G. (2016). Heritageation: Reviving Sleeping Beauties through the Crafting of Heritage. Dans: 2016 Monaco Symposium on Luxury.

DION, D. et DUBREUIL, C. (2016). Performativity: How Sociomaterial Elements Entangled in Practice Shape Communities. Dans: 2016 Consumer Culture Theory Conference.

DION, D. et DUBREUIL, C. (2016). Socio-matérialité des expériences de foule : une étude des communitas dans les stades. Dans: 15èmes Journées de Recherches Normandes sur la Consommation.

Autres matériels pédagogiques publiés

DION, D. (2017). The Yves Saint Laurent museum: A portait of the couturier as an artist. ESSEC Knowledge.

Presse

PAVLYUCHENKO, R. et DION, D. (2026). Swatch brawls: why are people fighting over pocket watches? *The Conversation*.

DION, D. et PAVLYUCHENKO, R. (2026). Swatch brawls: why are people fighting over pocket watches? *ESSEC Knowledge*.

DION, D. (2024). Chanel is in search of a creative revival. Is Mathieu Blazy the right person for the job? *The Conversation*.

DION, D. (2023). Inflation, écologie Comment l'industrie du luxe s'adapte. *La République du Centre*.

DION, D. (2023). A Moral Tightrope: Why Do We Accept Violence in Sports? *ESSEC Knowledge*.

MIMOUN, L., DION, D., ANLAMLIER, E., CHATTERJEE, L. et TRUJILLO-TORRES, L. (2023). Airbnb, Netflix, Rent the Runway… Les petites astuces des clients pour contourner les règles des plates-formes. *The Conversation*.

BHATNAGAR, K., DION, D., FUSCHILLO, G. et CAYLA, J. (2023). Hôtellerie-restauration : comment le client-roi mine la reconnaissance des employés. *The Conversation*.

DION, D. et SMITH, J. (2023). Why Do We Accept Violence in Sports? *Psychology Today*.

MIMOUN, L., DION, D., ANLAMLIER, E., CHATTERJEE, L. et TORRES, L. (2023). Airbnb, Netflix, Rent the Runway… Les petites astuces des clients pour contourner les règles des plates-formes. *The Conversation*.

BHATNAGAR, K., CAYLA, J., FUSCHILLO, G. et DION, D. (2023). Hôtellerie-restauration : comment le client-roi mine la reconnaissance des employés. *The Conversation*.

DION, D. (2022). Inclusive fashion. *ESSEC Knowledge*.

DION, D. (2022). Artification: Luxury down to fine art. *ESSEC Knowledge*.

DION, D. (2021). Heritage brands vs. brands with heritage. *ESSEC Knowledge*.

DION, D. (2019). The King is dead, long live the king. *ESSEC Knowledge*.

DION, D. et TACHET, B. (2019). La mode grande taille stigmatisée et... stigmatisante. *The Conversation*.

DION, D. (2019). L'après–Karl Lagerfeld, le grand défi de Chanel. *The Conversation*.

DION, D. (2018). The making of royal celebrities: the role of consumer buy-in. *ESSEC Knowledge*.

DION, D. (2017). Sleeping beauties: how to transform your brand into legend - and sell. *ESSEC Knowledge*.

DION, D. (2016). Sleeping Beauties: Relancer une marque endormie à partir de son héritage. *Monde des Grandes Écoles Universités Le Magazine*.

DION, D. (2016). The Luxury Industry's Sacred Places. *Reflets Hors-Série ESSEC Knowledge*, pp. 79-81.

DION, D. (2016). The luxury industry's sacred places. *ESSEC Knowledge*.

DION, D. (2008). Vers une meilleure connaissance du client. *Revue des Marques*.

AUTRES ACTIVITES DE RECHERCHE

Co-direction d'une revue

Depuis 2026 Journal of Retailing

2024 - 2026 International Journal of Research in Marketing

Membre d'un comité de lecture

2019 - 2025 Journal of Business Research

Affiliations

2020 - 2023 Consumer Culture Theory Consortium Board