

# Frédéric OBLE

Teaching Professor

Department: Marketing

ESSEC Business School

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## EDUCATION

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- 1992 Doctorat in Industrial Systems Engineering, Lorraine INP, France
- 1984 Engineering Diploma "Génie des Systèmes Industriels" (Industrial Systems Engineer), Lorraine INP, France
- 1984 Diplôme d'Etudes Approfondies (D.E.A.) in Industrial Management, Lorraine INP, France
- 1983 Agronomist Engineering Diploma, École Nationale Supérieure d'Agronomie et des Industries Alimentaires (ENSAIA), France

## EMPLOYMENT

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### Full-time academic positions

- 2016 - Present Teaching Professor, ESSEC Business School, France
- 2007 - 2016 Associate Teaching Professor, ESSEC Business School, France
- 1996 - 2007 Assistant Teaching Professor, ESSEC Business School, France
- 1989 - 1996 Professor and Consultant, Institut de Gestion Internationale Agro-alimentaire (IGIA), France
- 1986 - 1989 Assistant Teacher, Université de Nancy, France

### Other affiliations and appointments

- 2020 - 2026 Co-Director of the Food Chair, ESSEC Business School, France
- 2013 - 2018 Academic Director PMS Marketing et Développement commercial, ESSEC Business School, France
- 1997 - 2019 Academic Head Mastère Spécialisé en Management International Agro-alimentaire, ESSEC Business School, France

### Other professional experiences

- 1988 - 1989 Market Researcher within the Equipe prospective de la Consommation (Consumer Outlook Team), Centre de Recherche et d'Etude pour l'Observation des Conditions de vie (CREDOC), France

## PUBLICATIONS

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### Journal Articles

KOLODINSKY, J., LABRECQUE, J., DOYON, M., REYNOLDS, T., OBLE, F., BELLAVANCE, F. and MARQUIS, M. (2008). Sex and cultural differences in the acceptance of functional foods: A comparison of American, Canadian and French college students. *Journal of American College Health*, 57(2), pp. 143-149.

LOISEL, J.P. and OBLE, F. (2002). Une typologie des attitudes vis-à-vis du risque alimentaire. *Revue Française du Marketing*, pp. 149-168.

### Books and book editor

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

HOANG, L., OBLE, F. and TIHOU, P. (2019). *PRO en Marketing*. Vuibert, 224 pages.

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

### Book chapters

OBLE, F. and LE ROY, E. (1993). La restauration hors foyer, une opportunité pour les IAA. In: *Le panorama économique de la RHF*. 1st ed. AGRA Alimentation.

### Published Cases

OBLE, F. (2016). Michel et Augustin 2: Savour the difference - evaluating brand targeting and positioning. ESSEC Business School.

OBLE, F. (2016). Michel et Augustin 3- conquering new markets or How appetite comes with eating. ESSEC Business School.

OBLE, F. (2016). Michel et Augustin 4: Digital and events communication at Michel et Augustin – Smiles and tasty treats meet up in Lyons. ESSEC Business School.

OBLE, F. (2016). Michel et Augustin 2 : Savourer la différence - évaluation du ciblage et du positionnement. ESSEC Business School.

OBLE, F. (2016). Michel et Augustin 3 : à la conquête de nouveaux marchés ou Comment l'appétit vient en mangeant. ESSEC Business School.

OBLE, F. (2016). Michel et Augustin 4 : Communication événementielle et digitale chez Michel et Augustin. ESSEC Business School.

OBLE, F. (2015). Michel et Augustin: a taste that munches the market or why consumers love the Michel et Augustin brand. ESSEC Business School.

OBLE, F. (2015). Michel et Augustin : un goût qui croque le marché ou pourquoi les consommateurs apprécient-ils la marque Michel et Augustin ? ESSEC Business School.

OBLE, F. and CHINARDET, C. (2006). Foies Gras Delpeyrat. CCMP.

### Press

OBLE, F. 2021. *La gastronomie Française*. November.

OBLE, F. (2021). Agri-food: A world of Transition. *ESSEC Knowledge*.

OBLE, F. (1994). Communication et alimentation chez les Seniors.

OBLE, F. (1994). Communiquer la qualité des produits de montagne.

OBLE, F. (1994). L'adaptation du linéaire boucherie - Réaction des consommateurs sur 4 concepts : naturalité, gastronomie, maturation, barquette recyclable.

OBLE, F. (1993). Approche prospective du marché des produits laitiers sans cholestérol.

OBLE, F. and MAUGET, R. (1993). Les images du gras dans les stratégies commerciales des industries laitières.

OBLE, F. (1993). Value Added In New Dairy Products - A Prospective Approach For Cholesterol-Free Dairy Products.

## OTHER RESEARCH ACTIVITIES

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### Affiliations

Since 2003 Member of the Association Française de Marketing (AFM)

## TEACHING EXPERIENCE

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2021	The world of food challenges and champions, ESSEC Business School, France
2021	Entrepreneurship 2, ESSEC Business School, France
2020	Building scenarii for the future of food, ESSEC Business School, France
2020	Insights on food challenges, ESSEC Business School, France
2020	A journey to better nutrition, ESSEC Business School, France
2020	Comprendre et changer le monde, ESSEC Business School, France
2020	Learning Together, ESSEC Business School, France
2020	Etudes et Recherche en marketing, ESSEC Business School, France
2020	La distribution alimentaire : quels enjeux pour les agriculteurs ?, IFOCAP, France
2020	Les études en Marketing, ESSEC Business School, France
2019	Marketing Management, ESSEC Business School, France
2017	Etudes Marketing, ESSEC Business School, Maroc
2017	Rechercher l'insight client, ESSEC Business School, France
2017	SIM FIRM, ESSEC Business School, France
2016	Global Challenge, ESSEC Business School, France
2014	Évolution des consommateurs et enjeux pour les marques dans le secteur
2013	Expérience projet, ESSEC Business School, France
2009	Introduction au Marketing, ESSEC Business School, France

## PROFESSIONAL ACTIVITIES

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### Consulting

- 2004 - 2007 Projects with HEC Montréal - Potential domestic markets (Canada) and export (USA, France) for functional food and analysis of the variables influencing the evaluation of those products by consumers.
- 1995 Research on economic mechanisms leading to "at the root" reduction of packaging in the IAA. (Ministère de l'Enseignement Supérieur et de la Recherche / ADEME).
- 1993 Study of beef meat shelf display in hypermarkets and supermarkets in 2000 - Market tests : identification of consumers' expectations with respect to bovine meat quality sold in self-service shelves in hypermarkets, (Ministère de l'Agriculture - DGAL / CODIVIAL).
- 1993 Market study in preparation for the launch of a new pet food (Confidential study)
- 1993 Salade market analysis in out of home food channels (Confidential study)
- 1992 Study on transformed offal market in France : perception, motivation/obstacles, purchasing behaviour, consumption behaviour (Confidential study)
- 1991 Study on terms and conditions of market entry of "nutrition-health" products; example of dairy products without cholesterol, and the economic consequences for the milk sector (Ministère de l'Agriculture - D.G.AL.)
- 1991 Market study on dietary supplements in preparation for the launch of a new assortment (Confidential Study).

### Other professional activities

- 2017 - 2021 Expert, AgroAlia
- 1997 - Present Collaborator ANIA (Association Nationale des Industries Agro-alimentaires) via le MS MIA, Association Nationale des Industries Alimentaires, France