

# Delphine DION

Professeur

Department: Marketing  
ESSEC Business School  
3 avenue Bernard Hirsch  
95021 Cergy-Pontoise  
France

Email: [dion@essec.edu](mailto:dion@essec.edu)  
Phone number: +33 (0)1 34 43 33 75  
Country of origin: France

## RESEARCH INTERESTS

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Cultural branding, Market dynamics, Green consumption, Luxury, Materiality

## EDUCATION

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2012 HDR, Université Paris 1 Panthéon-Sorbonne, France  
1999 PhD in Management Sciences, Université de Rennes, France

## EMPLOYMENT

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### Full-time academic positions

2018 - Present Professor, ESSEC Business School, France  
2015 - 2018 Associate Professor, ESSEC Business School, France  
2007 - 2015 Associate Professor of marketing, Université Paris 1 Panthéon-Sorbonne, France

## GRANTS AND HONORS

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### Awards and Honors

2020 Outstanding Editorial Review Board Member, International Journal of Research in Marketing  
2018 ESSEC Foundation Awards, ESSEC Foundation  
2015 Best book in marketing, Académie des sciences commerciales, France  
2009 Best book in marketing, Académie des sciences commerciales, France  
2004 Best research paper in visual sociology, Ecole Nationale Supérieure (ENS), France  
1999 1st price for the best PhD dissertation in marketing, Académie des sciences commerciales, France  
1999 Special mention for the best PhD dissertation in marketing, Association Française de Marketing, France

## PUBLICATIONS

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## Journal Articles

- DION, D., BORRAZ, S. and 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*, In press.
- DION, D. and TACHET, B. (2020). Dynamics between market categories: A study of the (in) visibility of the plus-size fashion market. *Recherche et Applications en Marketing*. *Recherche et Applications en Marketing*, 35(1), pp. 62-83.
- DUBREUIL, C. and 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. and DION, D. (2017). Fetish, Magic, Marketing. *Anthropology Today*, 33(2), pp. 27-31.
- DION, D. and 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. and SITZ, L. (2016). L'enracinement dans les cultures régionales pour créer des marques fortes. *Annales méditerranéennes d'économie*, (3), pp. 79-95.
- DION, D. and ARNOULD, E. (2016). Persona-Fied Brands - Managing Branded Persons through Persona. *Journal of Marketing Management*, 32(1-2), pp. 121-148.
- DION, D. and MAZZALOVO, G. (2016). Reviving Sleeping Beauty Brands by Rearticulating Brand Heritage. *Journal of Business Research*, 69(12), pp. 5894-5900.
- DION, D. and 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. and 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. and GUILLARD, V. (2014). Home Sweet Messy Home: Managing Domestic Symbolic Pollution. *Journal of Consumer Research*, 41(3), pp. 565-589.
- DION, D. and 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. and 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. and RÉMY, E. (2011). Embodied ethnicity: the ethnic affiliation grounded in the body. *Consumption Markets & Culture*, 3, pp. 311-331.
- DION, D. and ARNOULD, E. (2011). Retail Luxury Strategy: Assembling Charisma through Art and Magic. *Journal of Retailing*, 87(4), pp. 502-520.
- DION, D., RÉMY, E. and SITZ, L. (2010). Le sentiment régional comme levier d'action marketing. *Décisions Marketing*, 58, pp. 15-26.
- VOLLE, P., DION, D. and 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. and 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. and BONNIN, G. (2005). Une étude comparative des systèmes proxémiques français et tunisiens. *Recherche et Applications en Marketing*, 19(3), pp. 45-60.

DION, D. and 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 in the crowding process. *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.

### 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.

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

DION, D. and 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.

### Book chapters

DION, D. and SITZ, L. (2020). Regional affiliations: Building a marketing strategy on regional ethnicity. In: 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. In: Pierre-Yves Donzé, Véronique Pouillard, Joanne Roberts eds. *The Oxford Handbook of Luxury Business*. 1st ed. Oxford: Oxford University Press.

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

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

DION, D. and DUBREUIL, C. (2017). Comment gérer l'affluence. In: *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. In: *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. In: *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. In: *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. In: S. Reinecke et B. Berghaus (ed.). *The management of luxury*. 1st ed. Kogan Page Ltd, pp. 173-182.
- DION, D. (2013). Légimité et légitimation de la marque. In: *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. In: *Marketing - Nouveaux enjeux, nouvelles perspectives*. 1st ed. Rennes: Presses Universitaires de Rennes, pp. 67-75.
- RÉMY, E., SITZ, L. and DION, D. (2012). Le régionalisme en France. In: *La fabrique de l'ethnicité : consommation et marketing*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 211-231.
- DION, D. and SITZ, L. (2012). Regional affiliations: Building a marketing strategy on regional ethnicity. In: *Marketing Management, A Cultural Perspective*. 1st ed. London: Routledge, pp. 60-78.
- DION, D. (2008). L'observation filmée. In: *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. In: *La moda e la città*. 1st ed. Roma: Carocci editore, pp. 43-51.
- DION, D. and CLIQUET, G. (2006). Consumer spatial behaviour. In: G. Cliquet (ed.). *Spatial Marketing*. 1st ed. Hermès Sciences, Lavoisier, pp. 27-56.
- DION, D. (2002). Le comportement spatial du consommateur. In: 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. In: 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. In: *Etudes et recherches sur la distribution*. 1st ed. Paris: Economica.

### Guest editor of a journal special issue

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

### Conferences

- DION, D., GODARD, C., GOLETY, M., NABEC, L. and RENAUDIN, V. (2019). Du vin de terroir au vin d'auteur : Formatage et diffusion d'un régime de gout alternatif. In: 18th International Marketing Trends Conference. Venice.
- DEBREUIL, C. and DION, D. (2019). The Spectacle of Pain in Experience: a Study in Rugby Stadium. In: 2019 Consumer Culture Theory Conference.
- DION, D. (2019). Person Brand Dynasties. In: 2019 "Future-of-Brands" Conference.
- BORRAZ, S. and DION, D. (2018). "Locked my Heart on the Bridge": How Consumers Reify Love Relationships. In: 2018 Consumer Culture Theory Conference.
- CAYLA, J., BHATNAGAR, K., FUSCHILLIO, G. and DION, D. (2018). The Dynamics of Recognition in Luxury Service Work. In: 2018 Consumer Culture Theory Conference.
- DUBREUIL, C. and DION, D. (2017). Performativity and Crowd: How do Sociomaterial Entanglements Shape Experience in Practice? In: 9th Workshop on Interpretive Consumer Research.

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

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

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

### Press

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

## OTHER RESEARCH ACTIVITIES

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### Editorial Board Membership

2019 - 2020 Journal of Business Research

2018 - 2020 Journal of Consumer Research

2017 - 2020 International Journal of Research in Marketing

Since 2016 Revue Française des Méthodes Visuelles

2015 - 2019 Décisions Marketing

2015 - 2020 Recherche et Applications en Marketing

### Affiliations

Since 2020 Consumer Culture Theory Consortium Board