Jonas HOFFMANN

Associate Professor

Academy: Innovation

Research center: SKEMA Centre for Sustainability Studies

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Research interests

Ecosystem Innovation, Scenario Planning, Strategic Foresight, Systemic Strategy

Education

2007	Doctorat, Université Grenoble Alpes, France
2001	BSBA (Major in Marketing), Universidade Federal do Rio Grande do Sul (UFRGS), Brazil
2013	Oxford Scenario Program, Said Business School, University of Oxford, Great Britain

Experience

Full-time academic positions

Since 2009	Associate Professor of Marketing, SKEMA Business School, France
2006 - 2009	Assistant Professor of Marketing, SKEMA Business School, France

Research grants, Awards and Honors

Awards and Honors

2018	Achievement Certificate for High Scholarly Impact, Journal of Global Fashion Marketing

Publications

Peer-reviewed journal articles

STANKEVICIUTE, R. and HOFFMANN, J. (2020). The impact of brand extension on the parent luxury fashion brand: The cases of Giorgio Armani, Calvin Klein and Jimmy Choo. A retrospective commentary. *Journal of Global Fashion Marketing*, 11(1), pp. 90-97.

HOFFMANN, J., RAMIREZ, R. and LECAMP, L. (2018). Right on time - Socioecological strategy and implications on turbulence in the Swiss watchmaking field. *Technological Forecasting and Social Change*, 137, pp. 101-117.

RAMIREZ, R., CHURCHHOUSE, S., PALERMO, A. and HOFFMANN, J. (2017). Using Scenario Planning to Reshape Strategy. *MIT Sloan Management Review*, 58(4), pp. 31-37.

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HALVORSEN, K., HOFFMANN, J., COSTE-MANIÈRE, I. and STANKEVICIUTE, R. (2013). Can fashion blogs function as a marketing tool to influence consumer behavior? Evidence from Norway. *Journal of Global Fashion Marketing*, 4(3), pp. 211-224.

MAILLE, V. and HOFFMANN, J. (2013). Compliance with veterinary prescriptions: the role of physical and social risk revisited. *Journal of Business Research*, 66(1), pp. 141-144.

SEMPELS, C. and HOFFMANN, J. (2013). Sustainable Business Model Innovation to Create Value in a World of Finite Resources. *European Business Review*.

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STOREMARK, K. and HOFFMANN, J. (2012). A case study on the business model of Chloé. *Journal of Global Fashion Marketing*, 3(1), pp. 34-41.

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HOFFMANN, J. and LAGUERRE, C. (2011). Skoda: the fourth way? *Business Management Chronicles*, 15, pp. 20-22.

VU, P.H. and HOFFMANN, J. (2011). Using online survey in Vietnam: an exploratory study. *International Journal of Market Research*, 53(1), pp. 41-62.

HOFFMANN, J., ROEHRICH, G. and MATHIEU, J.P. (2010). Emotions and technological innovation adoption intention. *International Journal of Design and Innovation Research*, 5, pp. 47-65.

STANKEVICIUTE, R. and HOFFMANN, J. (2010). The Impact of Brand Extension on the Parent Luxury Fashion Brand: The Cases of Giorgio Armani, Calvin Klein and Jimmy Choo. *Journal of Global Fashion Marketing*, 1(2), pp. 119-128.

HOFFMANN, J., MATHIEU, J.P., ROEHRICH, G. and VALETTE-FLORENCE, P. (2007). Le processus de développement de nouveaux produits : une collaboration risquée entre marketing et design. *Marketing and Communication*, 7(3), pp. 104-115.

SINGH, N., FASSOT, G., CHAO, M.C.H. and HOFFMANN, J. (2006). Understanding international web site usage: A cross-national study of German, Brazilian and Taiwanese online consumers. *International Marketing Review*, 23(1), pp. 83-97.

LARAN, J., HOFFMANN, J. and ALMEIDA, S. (2004). Desejos dos Consumidores: Um Olhar sobre os Determinantes da Satisfaçà£o. *RAUSP Management Journal*, 39(1), pp. 42-52.

Books and book editor

HOFFMANN, J. and MANNERVIK, U. (2026). *Reframing Strategy in a Transforming World*. Hachette.

HOFFMANN, J. and LECAMP, L. (2015). *Independent Luxury : The four innovation strategies to endure in the consolidation jungle*. Londres: Palgrave Macmillan, 252 pages.

PIZELLE, P., HOFFMANN, J., AUBOUY, M. and VERCHERE, C. [Eds] (2014). *Innover par les Usages: I(nnovation) = [T(echno) + H(umain)2] x M(éthodes)*. INNOVATION, 299 pages.

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HOFFMANN, J. and COSTE-MANIÈRE, I. (2012). *Global Luxury Trends: Innovative Strategies for Emerging Markets*. Palgrave Macmillan, 275 pages.

HOFFMANN, J. and COSTE-MANIÈRE, I. (2011). *Luxury Strategy in Action*. Palgrave Macmillan, 205 pages.

Book chapters

HOFFMANN, J. (2021). Systemic Luxury Strategy. In: Pierre-Yves Donzé, Véronique Pouillard, and Joanne Roberts eds. *Oxford Handbook of Luxury Business*. 1st ed. Oxford University Press.

HOFFMANN, J. (2014). Novel Luxury: Made in Brazil. In: Atwal, G., Bryson, D. eds. *Luxury Brands in Emerging Markets*. 1st ed. London: Palgrave Macmillan, pp. 17-25.

PIZELLE, P., HOFFMANN, J., AUBOUY, M. and VERCHERE, C. (2014). Introduction. In: Pascal Pizelle, Jonas Hoffmann, Miguel Aubouy, Céline Verchere eds. *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)*. 1st ed. Grenoble: Éditions d'Innovation.

PIZELLE, P. and HOFFMANN, J. (2014). Le concept "orienté usages". In: Pascal Pizelle, Jonas Hoffmann, Miguel Aubouy, Céline Verchere eds. *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)*. 1st ed. Grenoble: Éditions d'Innovation, pp. 29-37.

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PIZELLE, P., HOFFMANN, J., AUBOUY, M. and VERCHERE, C. (2014). Postface : innover aujourd'hui et demain. In: Pascal Pizelle, Jonas Hoffmann, Miguel Aubouy, Céline Verchere eds. *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)*. 1st ed. Grenoble: Éditions d'Innovation, pp. 289-291.

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ROEHRICH, G., HOFFMANN, J. and VALETTE-FLORENCE, P. (2007). Design et marketing du nouveau produit. In: Mathieu, Jean-Pierre eds. *L'essentiel du design*. 1st ed. L'Harmattan, pp. 104-115.

Professional articles

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STANKEVICIUTE, R. and HOFFMANN, J. (2011). The Slippery Slope of Expansion - Look to the luxury sector to understand how brand extensions affect parent brands. *Market Management*, pp. 26-32.

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Conference proceedings

HOFFMANN, J. (2022). International Collaboration for a Sustainable Future. Faculty and Student Reflections from a Virtual Polytechnic Classroom., 1, pp. 31-40.

HOFFMANN, J. and LECAMP, L. (2017). Socioecological strategy, field theory, SD Logic and Turbulence in the Swiss Watchmaking Field.

HOFFMANN, J. and LECAMP, L. (2017). Field Level Strategizing in Turbulence: The Case of Swiss Watchmaking.

MOUSSAIEF, B.P., DRORI, G.S. and HOFFMANN, J. (2015). The branding of Jerusalem: The layered space of institutional logics at a heritage site.

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HOFFMANN, J., ROEHRICH, J., GILLES, J. and MATHIEU, J. (2010). The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products.

HOFFMANN, J. (2010). Co-track chair: International supply chain management: between algorithms and ethics.

HOFFMANN, J., ROEHRICH, G. and MATHIEU, J. (2009). The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products.

MAILLE, V. and HOFFMANN, J. (2009). Observance thérapeutique : le rôle du risque perçu et de la confiance envers le médecin.

HOFFMANN, J., MATHIEU, J., ROEHRICH, G. and MALLEIN, P. (2008). Evaluating the moderating role of representation towards the use of new technologies in technological innovations design evaluation and acceptance.

HOFFMANN, J., MARSHALL, J., ROEHRICH, G. and MALLEIN, P. (2008). Evaluating design as a system of representations: the moderating role of representation towards the use of new technologies.

HOFFMANN, J., ROEHRICH, G. and VALETTE-FLORENCE, P. (2008). Evaluating the role of emotions in technological innovation adoption intention: test of a model of emotions as antecedents of utilitarian and hedonic benefits.

NITISH, S., BARTIKOWSKI, B., FASSOT, G., CHAO, M. and HOFFMANN, J. (2006). A crossnational analysis of global and national identity as a basis for international web site usage.

HOFFMANN, J., ROEHRICH, G. and MATHIEU, J. (2006). Le rôle de l'anticipation d'usage et de l'intention d'usage dans l'évaluation d'un nouveau produit.

BENYOUSSEF, H., HOFFMANN, J., VALETTE-FLORENCE, P. and ROEHRICH, G. (2006). The relational antecedents of loyalty: the case of proprietary software users vs. libre software users.

HOFFMANN, J., ROEHRICH, G. and MATHIEU, J. (2006). Le rôle médiateur de l'intention d'usage dans la relation entre l'anticipation des usages et l'intention d'achat d'un nouveau produit.

BENYOUSSEF, H., HOFFMANN, J. and VALETTE-FLORENCE, P. (2005). Les antécédents relationnels de la fidélité: le cas des utilisateurs de logiciels propriétaires vs utilisateurs de logiciels libres.

HOFFMANN, J. and LARAN, J. (2003). On the use of desires congruency and expectations disconfirmation to predict loyalty.

HOFFMANN, J., ROEHRICH, G. and NIQUE, W. (2003). Le matérialisme du consommateur, l'estime de soi, le bien-être et le capital culturel: un étude dans le contexte brésilien.

LARAN, J., HOFFMANN, J. and ALMEIDA, S. (2003). Testing the role of desires and desires congruency in the satisfaction formation process.

Conference presentations

HOFFMANN, J. and RAMIREZ, R. (2015). Using scenarios to explore temporalities in fashion. In: British Academy of Management Strategy SIG: Improving Scenario Methodology: Theory and Practice. Warwick.

HOFFMANN, J. and LECAMP, L. (2015). Innovation Strategies of Independent Luxury Brands. In: Global Fashion Management Conference. Florence.

MOUSSAIEF, B.P., DRORI, G.S. and HOFFMANN, J. (2015). The branding of Jerusalem: The layered space of institutional logics at a heritage site. In: EGOS (European Group for Organization Studies). Athens.

HOFFMANN, J. (2014). Made in Brasil Luxury: Opportunities and Challenges. In: Global Fashion Management Conference. London.

HOFFMANN, J. (2014). Enabling cultural innovations at scenarios and design crossroads. In: Oxford Futures Forum. Oxford.

HOFFMANN, J. (2012). Service value co-creation, power and organizational field dynamics. In: AMA American Marketing Association SERVSIG Research Conference. Helsinki.

HOFFMANN, J. (2012). Tradition & Innovation - Brand Path of "China-Made" Luxury Products. In: Chinese Luxury Summit. Shanghaï.

HOFFMANN, J. (2012). Défis face au monde qui bouge: innovation, évolution, réinvention. In: Conférence abc-luxe Luxe & Innovation. Paris.

HOFFMANN, J. (2012). How to fulfill retailing expansion in the luxury industry - Driven by scientific innovation. In: Inno Retail Focus 2012 - China Premium Brand Ops Management Week. Beijing.

HOFFMANN, J. (2012). Global luxury players from emerging markets? In: SKEMA Luxury Summit. Sophia Antipolis.

HOFFMANN, J. (2012). Business Model Innovation in the Luxury Industry - How China Brand Goes to the World. In: Inno-Luxury Summit. Shanghaï.

HOFFMANN, J. (2012). What Can Be the Management Tactics for Domestic and Overseas Brands in China ---- Maintaining the Old Tactics Or Boldly Seeking New Ones? Analyzing and Exploring Ways to Boost Brand Growth. In: Chinese Luxury Summit. Shanghaï.

SEMPELS, C. and HOFFMANN, J. (2012). Shaping mobility: an institutional perspective on service innovation. In: AMA American Marketing Association SERVSIG Research Conference. Helsinki.

COSTE-MANIÈRE, I., HOFFMANN, J. and PRADÈRE, C. (2012). How can a luxury brand be positioned in emerging markets: China, India and Brazil? In: Luxe Pack Monaco. Monaco.

FELIX, M., HOFFMANN, J. and SEMPELS, C. (2011). Integrating tacit knowledge through value co-creation: the case of Pas-de-Calais Habitat. In: Naples Forum on Service: Service-domninant Logic, Service Science and Network theory. Capri.

SEMPELS, C. and HOFFMANN, J. (2011). The role of value constellation innovation to develop sustainable service systems. In: Naples Forum on Service: Service-domninant Logic, Service Science and Network theory. Capri.

HOFFMANN, J. and MAILLE, V. (2010). Therapeutic compliance on behalf of a dependent third party: the roles of perceived risk, trust towards the physician and client patient attachment. In: International Conference in Marketing Health. Lille.

VIAN, D. and HOFFMANN, J. (2010). Vers une stratégie " effectuale " décomposée de l'entrepreneur innovateur. In: Complexité 2010, 2ème Colloque International Francophone sur la Complexité. Lille.

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MAILLE, V. and HOFFMANN, J. (2009). Observance thérapeutique : le rôle du risque perçu et de la confiance envers le médecin. In: AFM (Association Française du Marketing). Londres.

HOFFMANN, J., ROEHRICH, G. and MATHIEU, J. (2009). The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products. In: IPDM Conference. Enschede.

HOFFMANN, J., MATHIEU, J. and ROEHRICH, G. (2008). Evaluating the moderating role of representation towards the use of new technologies in technological innovations design evaluation and acceptance. In: EUROMOT (Eureopean Conference on Management of Technology). Sophia Antipolis.

HOFFMANN, J., ROEHRICH, G. and VALETTE-FLORENCE, P. (2008). Evaluating the role of emotions in technological innovation adoption intention: test of a model of emotions as antecedents of utilitarian and hedonic benefits. In: International Product Development Management Conference. Hamburg.

HOFFMANN, J., MARSHALL, J. and ROEHRICH, G. (2008). Evaluating design as a system of representations: the moderating role of representation towards the use of new technologies. In: International Product Development Management Conference. Harbin.

NITISH, S., BARTIKOWSKI, B., FASSOT, G. and HOFFMANN, J. (2006). A crossnational analysis of global and national identity as a basis for international web site usage. In: American Marketing Association Summer Educators Conference. Chicago.

BENYOUSSEF, H., HOFFMANN, J. and VALETTE-FLORENCE, P. (2006). The relational antecedents of loyalty: the case of proprietary software users vs. libre software users. In: EIASM (European Institute for Advanced Studies in Management) workshop. Athens.

HOFFMANN, J., ROEHRICH, G. and MATHIEU, J. (2006). Le rôle de l'anticipation d'usage et de l'intention d'usage dans l'évaluation d'un nouveau produit. In: AFM (Association Française du Marketing) Conference. Nantes.

HOFFMANN, J., ROEHRICH, G. and MATHIEU, J. (2006). Le rôle médiateur de l'intention d'usage dans la relation entre l'anticipation des usages et l'intention d'achat d'un nouveau produit. In: International Congress Marketing Trends. Venice.

BENYOUSSEF, H., HOFFMANN, J. and VALETTE-FLORENCE, P. (2005). Les antécédents relationnels de la fidélité: le cas des utilisateurs de logiciels propriétaires vs utilisateurs de logiciels libres. In: AFM (Association Française du Marketing) Conference. Nancy.

HOFFMANN, J., ROEHRICH, G. and NIQUE, W. (2003). Le matérialisme du consommateur, l'estime de soi, le bien-être et le capital culturel: un étude dans le contexte brésilien. In: AFM (Association Française du Marketing) Conference. Tunis.

HOFFMANN, J. and LARAN, J. (2003). On the use of desires congruency and expectations disconfirmation to predict loyalty. In: EIASM (European Institute for Advanced Studies in Management) workshop. Glasgow.

LARAN, J., HOFFMANN, J. and ALMEIDA, S. (2003). Testing the role of desires and desires congruency in the satisfaction formation process. In: American Marketing Association Winter Educators Conference. Orlando.

Published business cases

THUN, E., LESTINA, Y. and HOFFMANN, J. (2017). Wensli: A Chinese Hermès? Oxford. Said Business School Case Study.

Press and social media

HOFFMANN, J. (2025). Concevoir et piloter la stratégie dans des contextes turbulents. *Echanges internationaux* November, pp. 27.

Other research activities

Reviewer for:

Technovation

Affiliations

2012 - 2016	Korean Society of Marketing Science (KSMS)
2012	Association Française du Marketing
2012	American Marketing Association (AMA)
2010 - 2012	Product Development Management Association (PDMA)

Professional Activities

Other professional activities

2012 - 2016	Luxury Society
2012 - 2014	China Luxury Industry Association