Jonas HOFFMANN

Professeur associé

Académie : Innovation

Centre de recherche : SKEMA Centre for Sustainability Studies

Campus : Sophia Antipolis

Email : jonas.hoffmann@skema.edu

Intérêts de recherche

Ecosystem Innovation, Scenario Planning, Strategic Foresight, Systemic Strategy

Formation

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

Expérience Professionnelle

Positions académiques principales

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

Contrats de recherche, prix et distinctions

Prix et distinctions

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

Publications

Articles académiques revus

STANKEVICIUTE, R. et 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. et 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. et HOFFMANN, J. (2017). Using Scenario Planning to Reshape Strategy. *MIT Sloan Management Review*, 58(4), pp. 31-37.

ROUBELAT, F., BRASSETT, J., MCALLUM, M., HOFFMANN, J. et KERA, D. (2015). Probing ephemeral futures: Scenarios as fashion design. *Futures*, 74, pp. 27-36.

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SEMPELS, C. et HOFFMANN, J. (2014). Sustainable Innovation Strategy. *Strategy Magazine*, 20, pp. 10-14.

HALVORSEN, K., HOFFMANN, J., COSTE-MANIÈRE, I. et 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. et 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. et HOFFMANN, J. (2013). Sustainable Business Model Innovation to Create Value in a World of Finite Resources. *European Business Review*.

ROLLET, M., HOFFMANN, J., COSTE-MANIÈRE, I. et PANCHOUT, K. (2013). The concept of creative collaboration applied to the fashion industry. *Journal of Global Fashion Marketing*, 4(1), pp. 57-66.

HOFFMANN, J. et COSTE-MANIÈRE, I. (2013). Which Global Luxury Trends for the Coming Years? *The World Financial Review*, pp. 57-59.

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

HOFFMANN, J. et VIAN, D. (2011). Quoi de neuf sur l'effectuation? *Décisions Marketing*, 63(87), pp. 85-88.

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

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

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

Ouvrages et édition d'ouvrages

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

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

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

Chapitres d'ouvrage

HOFFMANN, J. (2021). Systemic Luxury Strategy. Dans: 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. Dans: Atwal, G., Bryson, D. eds. *Luxury Brands in Emerging Markets*. 1st ed. London: Palgrave Macmillan, pp. 17-25.

PIZELLE, P., HOFFMANN, J., AUBOUY, M. et VERCHERE, C. (2014). Introduction. Dans: 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. et HOFFMANN, J. (2014). Le concept "orienté usages". Dans: 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.

VERCHERE, C., PIZELLE, P. et HOFFMANN, J. (2014). Evaluer un concept avec la méthode Cautic. Dans: 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. et HOFFMANN, J. (2014). La construction d'un modèle d'affaires orienté usages. Dans: 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. 143-158.

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VIAN, D. et HOFFMANN, J. (2010). La rationalité et le système d'information que mobilise l'entrepreneur innovateur. Dans: Dibiaggio Ludovic et Meschi Pierre-Xavier (ed.). *Le Management dans l'Economie de la Connaissance*. 1st ed. Pearson, pp. 205-223.

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

Articles professionnels

HOFFMANN, J. (2012). Made in China Luxury Brands. *Market Management*, pp. 26-31.

SEMPELS, C. et HOFFMANN, J. (2012). Stratégie, Marketing et développement durable. *Marketing Grandes Ecoles*.

STANKEVICIUTE, R. et 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.

EYMÉ, D., HOFFMANN, J. et COSTE-MANIÈRE, I. (2010). Comment augmenter le ROI de votre budget communication par l'affiliation et le Search Marketing. *Expansion Management Review*, pp. 32-36.

HOFFMANN, J., COSTE-MANIÈRE, I. et MAKI, I. (2010). Le marché chinois en pleine explosion. *Expression Cosmétique*, pp. 18-19.

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Actes d'une conférence

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

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

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

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

HOFFMANN, J. et LECAMP, L. (2015). Innovation Strategies of Independent Luxury Brands.

HOFFMANN, J. (2015). Using scenarios to explore temporalities in fashion.

HOFFMANN, J. (2014). Made in Brasil Luxury: Opportunities and Challenges.

SEMPELS, C. et HOFFMANN, J. (2012). Shaping mobility: an institutional perspective on service innovation.

HOFFMANN, J. (2012). Service value co-creation, power and organizational field dynamics.

SEMPELS, C. et HOFFMANN, J. (2011). The role of value constellation innovation to develop sustainable service systems.

FELIX, M., HOFFMANN, J. et SEMPELS, C. (2011). Integrating tacit knowledge through value co-creation: the case of Pas-de-Calais Habitat.

VIAN, D. et HOFFMANN, J. (2010). Vers une stratégie « effectuale » décomposée de l'entrepreneur innovateur : la méthode ISMA 360.

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

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

HOFFMANN, J., MATHIEU, J., ROEHRICH, G. et 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. et 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. et 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. et HOFFMANN, J. (2006). A crossnational analysis of global and national identity as a basis for international web site usage.

HOFFMANN, J., ROEHRICH, G. et 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. et ROEHRICH, G. (2006). The relational antecedents of loyalty: the case of proprietary software users vs. libre software users.

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

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

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

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

HOFFMANN, J. et 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. Dans: International Conference in Marketing Health. Lille.

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

HOFFMANN, J., ROEHRICH, J. et GILLES, J. (2010). The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products. Dans: KEER (International Conference on Kansei Engineering and Emotion Research). Paris.

VIAN, D. et HOFFMANN, J. (2010). Vers une stratégie " effectuale " décomposée de l'entrepreneur innovateur : la méthode ISMA 360. Dans: Colloque International Francophone " Complexité 2010 ". Lille.

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

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

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

HOFFMANN, J., ROEHRICH, G. et 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. Dans: International Product Development Management Conference. Hamburg.

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

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

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

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

HOFFMANN, J., ROEHRICH, G. et 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. Dans: International Congress Marketing Trends. Venice.

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

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

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

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

Études de cas publiées

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

Presse et réseaux sociaux

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

Autres activités de recherche

Relecteur pour :

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)

Activités Professionnelles

Autres activités professionnelles

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