Emmanuelle RIGAUD

Associate Professor

Academy: Globalization

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Research interests

Brand management, Luxury management, Marketing

Education

2009	Ph.D. in Business Strategy, Université Paris Nanterre, France
2004	Master in Human Ressources, Université Sorbonne Nouvelle, France

Experience

Full-time academic positions

Since 2019	Associate Professor, SKEMA Business School, France

Other academic affiliations and appointments

2009 - 2019	Professeur Stratégy-Marketing, NEOMA Business School, France
2008 - 2010	Lecturer, ESCP Business School, France
2008 - 2009	Lecturer, Université Paris-Est Marne-la-Vallée, France
2005 - 2008	Lecturer - Executive Education, Université Sorbonne Nouvelle, France

Other professional experiences

2014 - 2019	Consultant, Coty Inc., France
2001 - 2002	Operational Marketing Director, LVMH Parfums, France

Publications

Peer-reviewed journal articles

RIOT, E., RIGAUD, E. and BUA, I. (2024). L'instant Taittinger: a champagne family house in its chronotope. *International Journal of Entrepreneurial Behaviour and Research*, 30(9), pp. 2275-2303.

DEPEYRE, C., RIGAUD, E. and SERAIDARIAN, F. (2018). Coopetition in the French luxury industry. Five cases of brand-building by suppliers of luxury brands. *Journal of Brand Management*, 25, pp. 463–473.

DEPEYRE, C., RIGAUD, E. and SERAIDARIAN, F. (2017). Quelles stratégies pour les sous-traitants face aux reconfigurations des chaînes de valeur ? Le cas de la joaillerie en France. *Gérer et Comprendre*, 127(1), pp. 3-14.

CHIAMBARETTO, P. and RIGAUD, E. (2016). Coopétition, hétérogénéité des clients et stratégies de ciblage. *Journal of Management*, pp. 98-131.

RIOT, E., CHAMARET, C. and RIGAUD, E. (2013). Murakami on the bag: Louis Vuitton's decommoditization strategy. *International Journal of Retail and Distribution Management*, 41(11/12), pp. 919-939.

RIGAUD, E. (2009). Les fusions, processus fini ou interminable ? Le cas Peugeot Citroën. *Gérer et Comprendre*, pp. 26-34.

Books and book editor

RIGAUD, E. and PINI, F.M. [Eds] (2019). *Management du luxe : Opportunités et Challenges*. paris: Vuibert, 304 pages.

RIGAUD, E., PINI, F.M. and FOURNEAUX, S. (2017). *New Luxury Management : Creating and Managing Sustainable Value Across the Organization*. Springer, 311 pages.

ANDRE, C. and RIGAUD, E. (2014). *Droit du marketing. Les stratégies marketing optimisées par le droit*. Ellipses, 288 pages.

Book chapters

RIGAUD, E. (2019). les nouvelles dynamiques du luxe. In: Emmanuelle Rigaud, Françoise Collard, Bruno Godey, Arnaud Fournier, Maria Ruiz Garcia eds. *Management du luxe : Opportunités et Challenges*. 1st ed. Paris: Vuibert.

RIGAUD, E., PINI, F.M. and CERVELLON, M.C. (2019). Les Nouvelles règles et leur impact sur les organisations. In: Emmanuelle Rigaud, Françoise Collard, Bruno Godey, Arnaud Fournier, Maria Ruiz Garcia eds. *Management du luxe : Opportunités et Challenges*. 1st ed. Paris: Vuibert.

RIGAUD, E. and PINI, F.M. (2019). La gestion des marques et leur rôle stratégique. In: Emmanuelle Rigaud, Françoise Collard, Bruno Godey, Arnaud Fournier, Maria Ruiz Garcia eds. *Management du luxe : Opportunités et Challenges*. 1st ed. Paris: Vuibert.

RIGAUD, E., KARYOTIS, C. and COLLARD, F. (2019). Les nouveaux business model dans la banque. In: Jean-Michel Huet, Fabrice Lajugie de la Renaudie eds. *Une nouvelle ère du marketing ? : l'impact des nouveaux business models*. 1st ed. Paris: Pearson.

RIGAUD, E., BRUN, A., R. JENSEN, K. and HERVÉ, L. (2017). Discovering Luxury Industry. In: Emmanuelle Rigaud-Lacresse, Fabrizio Maria Pini eds. *New Luxury Management : Creating and Managing Sustainable Value Across the Organization*. 1st ed. Palgrave Macmillan, pp. 19-67.

RIGAUD, E. and SERAIDARIAN, F. (2017). Growth for Value Creation in Luxury. In: Emmanuelle Rigaud-Lacresse, Fabrizio Maria Pini eds. *New Luxury Management : Creating and Managing Sustainable Value Across the Organization*. 1st ed. Palgrave Macmillan, pp. 239-293.

RIGAUD, E. (2014). Les apports du droit à la compréhension des stratégies marketing des firmes : Le cas des stratégies de prise de risque juridique en matière de marques. In: Gaëlle Dalbignat-Deharo, Xavier Strubel, Alberto Alemanno eds. *Penser les relations du droit et des sciences de gestion*. 1st ed. Editions Dalloz.

Professional articles

RIGAUD, E. (2015). Variation autour des marques : Donner un sens à la marque. *Le Libellio d'AEGIS*, pp. 79-87.

RIGAUD, E. (2012). Une société de marques. *Le Libellio d'AEGIS*, pp. 19-26.

Conference presentations

DEPEYRE, C., RIGAUD, E. and SERAIDARIAN, F. (2017). It's Tough at the Top. Ethical Competences of New Luxury Actors. In: Global Fashion Management Conference. Vienna.

SERAIDARIAN, F., RIGAUD, E. and RIOT, E. (2013). On Luxury Professionals in Small Firms Struggling to Define their Added Value. In: International workshop on Luxury Retail, Operations and Supply Chain, management. Milano.

Published business cases

RIGAUD, E. and CORDIER, M.B. (2011). LONGCHAMP : L'histoire d'une success story dans le luxe. CCMP.