



*Hervé REMAUD*  
Senior Professor of Marketing  
KEDGE BUSINESS SCHOOL





**Other Academic Activities (Program Committees, Links with the Business Community and Institutions of Higher Learning)**

- 2017-2020 Director KEDGE Global EMBA and EA MBA
- 2014-2020 Coordinator of the Major Wine & Spirits Management, KEDGE Global MBA
- 2010-2015 Academic Director of KEDGE Wine and Spirits MBA
- 2011 Head of the Conference Committee of the 6<sup>th</sup> Academy of Wine Business Research organised at Bordeaux Management School
- 2010-2019 Ad-Junct Senior Research Associate of the Ehrenberg-Bass Institute for Marketing Science, University of South Australia

**OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH****Positions held**

- 2010 Senior Professor of Marketing at KEDGE Business School
- 2005-2009 Lecturer and Senior Research Associate at the University of South Australia, School of Marketing / Ehrenberg-Bass Institute for Marketing Science, Australia
- 2003-2004 Lecturer and Research Associate at Montpellier Sup Ag2(pe)4(ll)-3(ier)5( S)-



## OTHER BUSINESS ACTIVITIES

Co-organizer of the 4th International Wine Festival in Bordeaux, France, 2011.

Guest Speaker at the 2° Seminario in Marketing del Vino, Italy, 2011.

Round Table participant on Current Global Trends in the Wine Market, Deusto University wine conference, 2011.

## PUBLICATIONS

### Chapters in Books

1. Ouvrard, S., Remaud H., Taplin I. (2018). *The Bordeaux classified growth system: a strong legacy*. Chapter 12 of a Routledge Book entitled 'Accounting for Alcohols', Routledge edition.
2. Hervé Remaud and Philippe Delpierre (2018). *The Bordeaux classified growth system: a strong legacy*. Chapter 12 of a Routledge Book entitled 'Accounting for Alcohols', Routledge edition. 2

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### Communications published in conference proceedings

1. Livat F and Remaud H, 2016, "The impact of celebrity endorsement on wine consumption in restaurants". 9th AWBR International Conference, University of South Australia, 16-19 February 2016. Best Paper Award.
2. CHAN H.C.C., Mazodier M and Remaud H, 2016, "The impact of celebrity endorsement on wine consumption in restaurants". 9th AWBR International Conference, University of South Australia, 16-19 February 2016.
3. Celhay F and Remaud H, 2016, "What does your wine label mean to consumers? A semiotic approach". 9th AWBR International Conference, University of South Australia, 16-19 February 2016.
4. Zucker D and Remaud H, 2014, "Does Choice Overload Exist in Wine Retail?". 8th AWBR International Conference, Geisenheim University, 28-30 June 2014. Best Paper Award.
5. Holohan W and Remaud H, 2014, "The Impact of Eco-Friendly Attributes on Bordeaux Wine Tourism and Direct to Consumer Sales". 8th AWBR International Conference, Geisenheim University, 28-30 June 2014.
6. Malka R. Tgo cwf J . Nkxcv H 4236. "Ouvrage de communication strategy: the case of Bordeaux wine". 8th AWBR International Conference, Geisenheim University, 28-30 June 2014.
7. Mueller U. Utklz N. Tgo cwf J . 4233. "Communication strategy: the case of Bordeaux wine". 6th AWBR International Conference, Bordeaux Management School, 9-10 June 2011.
8. Remaud H and Sirieix L, 2010, "Comment les consommateurs perçoivent les vins éco-labellisés face aux vins conventionnels : Une comparaison France-Australie". Congrès de l'Association Française de Marketing, 6-7 May 2010, Le Mans.
9. Remaud H. Fcpdpdgti P . Rvgtu M 4232. "Ej ghu)r gtegr vqp qhkuj cpf uj gnhkuj eqo rctgf vq o gcvö. Cwutcrkculcp Cs wcewmtg Eqphgtgpeg. J qdctv. Vcuo cplc0"
10. Remaud H. Ej cdlp [ . O vngmt U. 4232. "Fq equpuwo gts value sustainable claims? An international comparison". XXXIII<sup>ème</sup>

16. Remaud H, *Management U. E. J. x{nR. Nqemij kp N. 422: . ðF q Cwutcrkcpu xcng qti cple y kpguÄö.* 4<sup>th</sup> International Wine Business Conference, Siena, Italy.
17. Remaud H. *Nqemij kp N. 422: . ðTgdtcpf kpi c eqo o qfkw-based wine regiqrö.* 6<sup>th</sup>



**Technical Reports or major consulting reports**

1. Remaud H., Teisseire C., 2011 - Modalités de Promotion de Château Palmer. BEM report prepared for Château Palmer.
2. Remaud H., Chabin Y., Mueller S., 2010 ó Modalités de valorisation du message durable sur le marché mondial du vin (Allemagne, Canada, France, UK). BEM report prepared for InterOc (Association des Vins de Pays d'Oc).
3. Remaud H., 2010, Analyse du marché de la tonnellerie dédiée au whisky en Ecosse. BEM report prepared for OENEO.
4. Remaud H., Danenberg N., Peters K., 2010 ó What Would Influence Prawns Consumption in a Restaurant Context? Ehrenberg-Bass Institute Report prepared for Craig Johns, PIRSA.
5. Remaud H., Danenberg N., Peters K., 2009 ó Barriers and Drivers of the South Australian Hqqf Ugtxlæg Ugevtø Rwejt cug qh Ugchqqf 0Gj tgpdti -Bass Institute Report prepared for Dr John Carragher and Dr Andrew Barber SARDI.
6. Remaud H., Danenberg N., Mueller S., 2009 ó Buying behaviour of Australian seafood consumers. Ehrenberg-Bass Institute Report prepared for the Australian Seafood Cooperative Research Centre, Adelaide, Australia.
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**RESEARCH IMPACT**

Google Scholar metrics at 05/05/2020: Citations: 1108; h-index: 17; I10-Index: 19

**OTHER PERSONAL INFORMATION****Languages**

Spoken, written and read (out of 5):

<b>Languages</b>	<b>Reading</b>	<b>Speaking</b>	<b>Writing</b>
French	5	5	5
English	4	4	4