

Delphine DION

Professor

dion@essec.edu

Department: Marketing

Campus de Cergy

DIPLOMAS

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

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2015 - 2018-08-31 | Associate Professor (ESSEC Business School France) |
| 2018 - Now | Professor (ESSEC Business School France) |
| 2007 - 2015-09-01 | Associate Professor of marketing (Université Paris 1 Panthéon-Sorbonne France) |

OTHER ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2021 - 2023-08-31 | Responsable du Track Luxe du GMBA (ESSEC Business School France) |
| 2022 - 2026-08-31 | Holder of the LVMH Chair (ESSEC Business School France) |

PUBLICATIONS

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[DION, D. \(2008\). Vers une meilleure connaissance du client. *Revue des Marques*.](#)

[DION, D. \(2016\). The Luxury Industry's Sacred Places. *Reflets Hors-Série ESSEC Knowledge*, pp. 79-81.](#)

[DION, D. et TACHET, B. \(2019\). La mode grande taille stigmatisée et... stigmatisante. *The Conversation*.](#)

[DION, D. \(2019\). L'après-Karl Lagerfeld, le grand défi de Chanel. *The Conversation*.](#)

[DION, D. et SMITH, J. \(2023\). Why Do We Accept Violence in Sports? *Psychology Today*.](#)

[DION, D. \(2016\). Sleeping Beauties: Relancer une marque endormie à partir de son héritage. *Monde des Grandes Écoles Universités Le Magazine*.](#)

[DION, D. \(2022\). Inclusive fashion. *ESSEC Knowledge*.](#)

[DION, D. \(2022\). Artification: Luxury down to fine art. *ESSEC Knowledge*.](#)

[DION, D. \(2021\). Heritage brands vs. brands with heritage. *ESSEC Knowledge*.](#)

[DION, D. \(2019\). The King is dead, long live the king. *ESSEC Knowledge*.](#)

[DION, D. \(2018\). The making of royal celebrities: the role of consumer buy-in. *ESSEC Knowledge*.](#)

[DION, D. \(2017\). Sleeping beauties: how to transform your brand into legend - and sell. *ESSEC Knowledge*.](#)

[DION, D. \(2016\). The luxury industry's sacred places. *ESSEC Knowledge*.](#)

[DION, D. \(2023\). Inflation, écologie Comment l'industrie du luxe s'adapte. *La République du Centre*.](#)

[DION, D. \(2023\). A Moral Tightrope: Why Do We Accept Violence in Sports? *ESSEC Knowledge*.](#)

[MIMOUN, L., DION, D., ANLAMLIER, E., CHATTERJEE, L. et TRUJILLO-TORRES, L. \(2023\). Airbnb, Netflix, Rent the Runway... Les petites astuces des clients pour contourner les règles des plates-formes. *The Conversation*.](#)

BOOK CHAPTERS

[DION, D. \(2012\). Le choc des images : l'usage de la vidéo en études et recherche marketing. Dans: *Marketing - Nouveaux enjeux, nouvelles perspectives*. 1st ed. Rennes: Presses Universitaires de Rennes, pp. 67-75.](#)

RÉMY, E., SITZ, L. et DION, D. (2012). Le régionalisme en France. Dans: *La fabrique de l'ethnicité : consommation et marketing*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 211-231.

DION, D. et SITZ, L. (2012). Regional affiliations: Building a marketing strategy on regional ethnicity. Dans: *Marketing Management, A Cultural Perspective*. 1st ed. London: Routledge, pp. 60-78.

DION, D. (2002). Gérer l'affluence. Dans: S. Rieunier (ed.). *Marketing sensoriel du point de vente*. 1st ed. Paris: Dunod, pp. 159-185.

DION, D. (2013). Légitimité et légitimation de la marque. Dans: *Management transversal de la marque*. 1st ed. Paris: Dunod, pp. 31-45.

DION, D. (2014). Le point de vente comme support de légitimation de marque. Dans: *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. Dans: *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. Dans: S. Reinecke et B. Berghaus (ed.). *The management of luxury*. 1st ed. Kogan Page Ltd, pp. 173-182.

DION, D. (2017). La figure du chef cuisinier : alchimie d'un artiste - artisan. Dans: *Les gestes culinaires. Mise en scène de savoir-faire*. 1st ed. L'Harmattan, pp. 135-144.

DION, D. (2000). L'influence de la foule sur les comportements dans un contexte commercial. Dans: *Etudes et recherches sur la distribution*. 1st ed. Paris: Economica.

DION, D. (2002). Le comportement spatial du consommateur. Dans: G. Cliquet (ed.). *Le Géomarketing : méthodes et stratégies du marketing spatial*. 1st ed. Hermès Sciences, Lavoisier, pp. 37-66.

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

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

DION, D. et DUBREUIL, C. (2017). Comment gérer l'affluence. Dans: *Marketing sensoriel et expérientiel du point de vente*. 1st ed. Dunod, pp. 225-251.

DION, D. et CLIQUET, G. (2006). Consumer spatial behaviour. Dans: G. Cliquet (ed.). *Spatial Marketing*. 1st ed. Hermès Sciences, Lavoisier, pp. 27-56.

[DION, D. \(2007\). Negozi di Lusso a Parigi. Esperienze sacralizzate, mitiche e profane. Dans: *La moda e la città*. 1st ed. Roma: Carocci editore, pp. 43-51.](#)

[DION, D. \(2008\). L'observation filmée. Dans: *A la recherche du consommateur : de nouvelles techniques pour mieux comprendre les clients*. 1st ed. Paris: Dunod, pp. 29-51.](#)

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

[DION, D. et DUBREUIL, C. \(2022\). Comment gérer l'affluence ? Dans: Rieunier S. and Daucé B. \(ed.\). *Marketing sensoriel et expérientiel du point de vente*. 5 ed. Paris: Dunod, pp. 225-252.](#)

JOURNAL ARTICLES

[DION, D. et ARNOULD, E. \(2016\). Persona-Fied Brands - Managing Branded Persons through Persona. *Journal of Marketing Management*, 32\(1-2\), pp. 121-148.](#)

[DION, D. et MAZZALOVO, G. \(2016\). Reviving Sleeping Beauty Brands by Rearticulating Brand Heritage. *Journal of Business Research*, 69\(12\), pp. 5894-5900.](#)

[DION, D. et BONNIN, G. \(2005\). Une étude comparative des systèmes proxémiques français et tunisiens. *Recherche et Applications en Marketing*, 19\(3\), pp. 45-60.](#)

[DION, D., REMY, E. et SITZ, L. \(2016\). L'enracinement dans les cultures régionales pour créer des marques fortes. *Annales méditerranéennes d'économie*, \(3\), pp. 79-95.](#)

[DION, D. et 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. et TACHET, B. \(2020\). Dynamics between market categories: A study of the \(in\) visibility of the plus-size fashion market. *Recherche et Applications en Marketing*, 35\(1\), pp. 62-83.](#)

[ARNOULD, E., CAYLA, C. et DION, D. \(2017\). Fetish, Magic, Marketing. *Anthropology Today*, 33\(2\), pp. 27-31.](#)

[DUBREUIL, C. et 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.](#)

[DION, D. \(2002\). Val d'Europe: réinstaller l'homme au centre du Centre. *Décisions Marketing*, pp. 31-33.](#)

[DION, D. et 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. \(2007\). The contribution made by visual anthropology to the study of consumption behavior. *Recherche et Applications en Marketing*, 22\(1\), pp. 61-78.](#)

[DION, D. \(2004\). Personal control and coping with retail crowding. *International Journal of Service Industry Management*, 15, pp. 250-263.](#)

[GALLOPEL, K., RIEUNIER, S., DEBENEDETTI, S., DION, D. et 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.](#)

[VOLLE, P., DION, D. et 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., RÉMY, E. et SITZ, L. \(2010\). Le sentiment régional comme levier d'action marketing. *Décisions Marketing*, 58, pp. 15-26.](#)

[DION, D., SITZ, L. et RÉMY, E. \(2011\). Embodied ethnicity: the ethnic affiliation grounded in the body. *Consumption Markets & Culture*, 3, pp. 311-331.](#)

[DION, D. et ARNOULD, E. \(2011\). Retail Luxury Strategy: Assembling Charisma through Art and Magic. *Journal of Retailing*, 87\(4\), pp. 502-520.](#)

[DION, D., RÉMY, E. et SITZ, L. \(2012\). Reflexive ethnicity: legitimacy and authenticity of ethnic affiliations. *Recherche et Applications en Marketing*, 27\(1\), pp. 59-78.](#)

[DION, D. et 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. et 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. et GUILLARD, V. \(2014\). Home Sweet Messy Home: Managing Symbolic Pollution. *Journal of Consumer Research*, 41\(3\), pp. 565-589.](#)

[DION, D. et 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., BORRAZ, S. et 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*, 11, pp. 471-473.](#)

[DUBREUIL, C., DION, D. et BORRAZ, S. \(2023\). For the Love of the Game: Moral Ambivalence and Justification Work in Consuming Violence. *Journal of Business Ethics*, 186, pp. 675-694.](#)

[ARNOULD, E. et DION, D. \(2023\). Brand dynasty: managing charismatic legitimacy over time. *Journal of Marketing Management*, 39\(3-4\), pp. 338-366.](#)

[TRUJILLO-TORRES, L., ANLAMLIER, E., MIMOUN, L., CHATTERJEE, L. et DION, D. \(2024\). Access-based customer journeys. *Journal of the Academy of Marketing Science*, 52, pp. 24-43.](#)

[DION, D., MIMOUN, L., ANLAMLIER, E., CHATTERJEE, L. et TRUJILLO-TORRES, L. \(2023\). Consumer hacks in the sharing economy. *Journal of Business Research*, 167, pp. 114172.](#)

[BHATNAGAR, K., CAYLA, J., DION, D. et FUSCHILLO, G. \(2024\). Consumer Sovereignty and the Ethics of Recognition. *Journal of Business Ethics*, 192, pp. 1-19.](#)

[DEBENEDETTI, A., PHILIPPE, D. et DION, D. \(2025\). Balancing exclusivity and inclusivity through the strategic domestication of the luxury retail experience. *International Journal of Research in Marketing*, 42\(1\), pp. 32-54.](#)

[DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. \(2025\). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. *Journal of Marketing*, 89\(2\), pp. 96-118.](#)

[PAVLYUCHENKO, R. et DION, D. \(2024\). How the Materials of Objects Shape Consumption: An Affordance Theory Perspective. *Journal of Consumer Research*, In press.](#)

[DION, D., CARPENTER, G. et HUMPHREYS, A. \(2025\). Avant-garde Market Driving. *Journal of Marketing*, In press.](#)

[BERGER-REMY, F., DION, D. et DUBREUIL, C. \(2026\). Craftsmanship in the service encounter: A practice-based view. *International Journal of Research in Marketing*, In press.](#)

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[DUBREUIL, C. et DION, D. \(2017\). Performativity and Crowd: How do Sociomaterial Entanglements Shape Experience in Practice? Dans: 9th Workshop on Interpretive Consumer Research.](#)

[DION, D. et DUBREUIL, C. \(2016\). Performativity: How Sociomaterial Elements Entangled in Practice Shape Communities. Dans: 2016 Consumer Culture Theory Conference.](#)

[DION, D. et DUBREUIL, C. \(2016\). Socio-matérialité des expériences de foule : une étude des communitas dans les stades. Dans: 15èmes Journées de Recherches Normandes sur la Consommation.](#)

[CAYLA, J., BHATNAGAR, K., FUSCHILLIO, G. et DION, D. \(2018\). The Dynamics of Recognition in Luxury Service Work. Dans: 2018 Consumer Culture Theory Conference.](#)

[DUBREUIL, C. et DION, D. \(2019\). The Spectacle of Pain in Experience: a Study in Rugby Stadium. Dans: 2019 Consumer Culture Theory Conference. Montreal.](#)

[DION, D. et MAZZALOVO, G. \(2016\). Heritageation: Reviving Sleeping Beauties through the Crafting of Heritage. Dans: 2016 Monaco Symposium on Luxury.](#)

[BORRAZ, S. et DION, D. \(2018\). "Locked my Heart on the Bridge": How Consumers Reify Love Relationships. Dans: 2018 Consumer Culture Theory Conference.](#)

[DION, D. \(2019\). Person Brand Dynasties. Dans: 2019 "Future-of-Brands" Conference. New York.](#)

[DION, D., GODARD, C., GOLETY, M., NABEC, L. et RENAUDIN, V. \(2019\). Du vin de terroir au vin d'auteur : Formatage et diffusion d'un régime de gout alternatif. Dans: 18th International Marketing Trends Conference. Venice.](#)

[BORRAZ, S., DION, D. et DUBREUIL, C. \(2022\). For the Love of the Game: Moral Ambivalence and Justification Work in Consuming Violence. Dans: 21st International Marketing Trends Conference 2022. Rome.](#)

[DION, D., CARPENTER, G. et HUMPHREYS, A. \(2021\). Avant-garde Strategy: How Rebels Successfully Challenge the Status Quo. Dans: 2021 Advances in Consumer Research \(ACR\). Seattle \(online\).](#)

[PAVLYUCHENKO, R. et DION, D. \(2023\). The Stuff that Stuff is Made of: How Matter Shapes Object Affordances in Everyday Consumption. Dans: 2023 Consumer Culture Theory Conference. Lund.](#)

[DION, D., BORRAZ, S. et DUBREUIL, C. \(2024\). Crafting preciousness. Dans: 2024 International Marketing Trends Conference. Venise.](#)

[DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. \(2024\). Turning Goods into Enrichment Privileges: the Market System of Enrichment and Brand Strategy. Dans: 2024 Annual Association of Consumer Research. Paris.](#)

[RAJMOHAN, A., DION, D. et JONES, H. \(2025\). Religious Beliefs and Sustainable Consumption: An Ethnographic Investigation of India's Sacred Groves. Dans: 2025 Consumer Culture Theory Conference. London.](#)

[BERGER-REMY, F., DUBREUIL, C., DION, D. et ALBERTINI, E. \(2020\). Oases of Deceleration: How Firms Shape Experience of Deceleration. Dans: 49th European Marketing Academy, \(64043\). Budapest.](#)

[PAVLYUCHENKO, R. et DION, D. \(2022\). The materials of life: How consumers understand and use the matter of objects. Dans: 11th European Institute for Advanced Studies in Management \(EIASM\) Interpretive Consumer Research Workshop 2022. Liverpool.](#)

[RAJMOHAN, A., DION, D. et JONES, H. \(2025\). Preserving Forests: Hybrid Ontologies and](#)

[Consumption Prohibitions in India's Sacred Groves. Dans: International Journal of Research in Marketing Rethinking Marketing for a More-Than-Human-World. Odense.](#)

GUEST EDITOR OF A JOURNAL SPECIAL ISSUE

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

HDR

[DION, D. \(2012\). De l'étude du consommateur à l'étude de la culture de consommation. Université Paris 1 Panthéon-Sorbonne: France.](#)

BOOKS

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

[LE NAGARD, E., LARDINOIT, T., DION, D., BUTORI, R. et OBLE, F. \(2019\). *Principes de marketing \[Label FNEGE 2020\]*. 14 ed. Pearson, 544 pages.](#)

[DION, D. et SUEUR, I. \(2006\). *La distribution*. Paris: Dunod.](#)

BOOK EDITOR

[DION, D. \[Ed\] \(2008\). *A la recherche du consommateur de nouvelles techniques pour étudier les clients*. Paris: Dunod.](#)

CONFERENCE PROCEEDINGS

[DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. \(2024\). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. Dans: *Advances In Consumer Research*. Paris: Association for Consumer Research \(ACR\).](#)

OTHER PUBLISHED TEACHING MATERIALS (MOOCS - SPOC - BUSINESS GAME - ETC...)

[DION, D. \(2017\). The Yves Saint Laurent museum: A portrait of the couturier as an artist. ESSEC Knowledge.](#)

RESEARCH ACTIVITIES

Editorial Board Membership

2019 - 2025: Editorial board membership - Journal of Business Research

Function in an academic association

2020 - 2023: Consumer Culture Theory Consortium Board

Senior or Associate Editor

2024 - 2026: Associate Editor - International Journal of Research in Marketing