

# Frédéric OBLE

Teaching Professor

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Department: Marketing

Campus de Cergy

## DIPLOMAS

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| 1992 | Doctorat in Industrial Systems Engineering<br>(Lorraine INP France)  |
| 1984 | Engineering Diploma "Génie des Systèmes Industriels" (Industrial Systems Engineer)<br>(Lorraine INP France)                  |
| 1984 | Diplôme d'Etudes Approfondies (D.E.A.) in Industrial Management<br>(Lorraine INP France)                                     |
| 1983 | Agronomist Engineering Diploma<br>(École Nationale Supérieure d'Agronomie et des Industries Alimentaires<br>(ENSAIA) France) |

### CERTIFICATES

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| 2020 | Food Waste Prevention<br>(LightBlue Thailand) |
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## CAREER

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### FULL-TIME ACADEMIC APPOINTMENTS

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|-------------------|---|
| 1996 - 2007-08-31 | Assistant Teaching Professor (ESSEC Business School France) |
| 2007 - 2016-08-31 | Associate Teaching Professor (ESSEC Business School France) |
| 2016 - Now        | Teaching Professor (ESSEC Business School France)           |
| 1986 - 1989-08-31 | Assistant Teacher (Université de Nancy France)              |

1989 - 1996-09-01 Professor and Consultant (Institut de Gestion Internationale Agro-alimentaire (IGIA) France)

## **PROFESSIONAL APPOINTMENTS**

1988 - 1989-10-31 Market Researcher within the Equipe prospective de la Consommation (Consumer Outlook Team) (Centre de Recherche et d'Etude pour l'Observation des Conditions de vie (CREDOC) France)

## **OTHER ACADEMIC APPOINTMENTS**

1997 - 2019-12-27 Academic Head Mastère Spécialisé en Management International Agro-alimentaire (ESSEC Business School France)

2013 - 2018-12-28 Academic Director PMS Marketing et Développement commercial (ESSEC Business School France)

2020 - 2026-08-31 Co-Director of the Food Business Challenges Chair (ESSEC Business School France)

## **PUBLICATIONS**

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### **PUBLISHED CASES**

[OBLE, F. \(2016\). Michel et Augustin 2: Savour the difference - evaluating brand targeting and positioning. ESSEC Business School.](#)

[OBLE, F. \(2016\). Michel et Augustin 3- conquering new markets or How appetite comes with eating. ESSEC Business School.](#)

[OBLE, F. \(2016\). Michel et Augustin 4: Digital and events communication at Michel et Augustin – Smiles and tasty treats meet up in Lyons. ESSEC Business School.](#)

[OBLE, F. \(2015\). Michel et Augustin: a taste that munches the market or why consumers love the Michel et Augustin brand. ESSEC Business School.](#)

[OBLE, F. et CHINARDET, C. \(2006\). Foies Gras Delpeyrat. CCMP.](#)

[OBLE, F. \(2015\). Michel et Augustin : un goût qui croque le marché ou pourquoi les consommateurs apprécient-ils la marque Michel et Augustin ? ESSEC Business School.](#)

[OBLE, F. \(2016\). Michel et Augustin 2 : Savourer la différence - évaluation du ciblage et du positionnement. ESSEC Business School.](#)

[OBLE, F. \(2016\). Michel et Augustin 3 : à la conquête de nouveaux marchés ou Comment l'appétit vient en mangeant. ESSEC Business School.](#)

[OBLE, F. \(2016\). Michel et Augustin 4 : Communication événementielle et digitale chez Michel et Augustin. ESSEC Business School.](#)

## **BOOKS**

[HOANG, L., OBLE, F. et TIHOU, P. \(2019\). \*PRO en Marketing\*. Vuibert, 224 pages.](#)

[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.](#)

## **INTERVIEWS: RADIO - TV - PRESS**

[OBLE, F. 2021. \*La gastronomie Française\*. Novembre.](#)

## **PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA**

[OBLE, F. \(2021\). \*Agri-food: A world of Transition\*. \*ESSEC Knowledge\*.](#)

[OBLE, F. \(1993\). \*Approche prospective du marché des produits laitiers sans cholestérol\*.](#)

[OBLE, F. et MAUGET, R. \(1993\). \*Les images du gras dans les stratégies commerciales des industries laitières\*.](#)

[OBLE, F. \(1993\). \*Value Added In New Dairy Products - A Prospective Approach For Cholesterol-Free Dairy Products\*.](#)

[OBLE, F. \(1994\). \*Communication et alimentation chez les Seniors\*.](#)

[OBLE, F. \(1994\). \*Communiquer la qualité des produits de montagne\*.](#)

[OBLE, F. \(1994\). \*L'adaptation du linéaire boucherie - Réaction des consommateurs sur 4 concepts : naturalité, gastronomie, maturation, barquette recyclable\*.](#)

## JOURNAL ARTICLES

[LOISEL, J.P. et OBLE, F. \(2002\). Une typologie des attitudes vis-à-vis du risque alimentaire. \*Revue Française du Marketing\*, pp. 149-168.](#)

[KOLODINSKY, J., LABRECQUE, J., DOYON, M., REYNOLDS, T., OBLE, F., BELLAVANCE, F. et MARQUIS, M. \(2008\). Sex and cultural differences in the acceptance of functional foods: A comparison of American, Canadian and French college students. \*Journal of American College Health\*, 57\(2\), pp. 143-149.](#)

## BOOK CHAPTERS

[OBLE, F. et LE ROY, E. \(1993\). La restauration hors foyer, une opportunité pour les IAA. Dans: \*Le panorama économique de la RHF\*. 1st ed. AGRA Alimentation.](#)

## PROFESSIONAL ACTIVITIES

### Member of a professional association, of an expert group or of a board of directors

- 1997 - Now: Collaborator ANIA (Association Nationale des Industries Agro-alimentaires) via le MS MIA (Association Nationale des Industries Alimentaires France)
- 2017 - 2021: Expert (AgroAlia )

### Consulting

- 1991 - 1991: Market study on dietary supplements in preparation for the launch of a new assortment (Confidential Study).
- 1991 - 1991: Study on terms and conditions of market entry of "nutrition-health" products; example of dairy products without cholesterol, and the economic consequences for the milk sector (Ministère de l'Agriculture - D.G.AL.)
- 1992 - 1992: Study on transformed offal market in France : perception, motivation/obstacles, purchasing behaviour, consumption behaviour (Confidential study)
- 1993 - 1993: Salade market analysis in out of home food channels (Confidential study)
- 1993 - 1993: Market study in preparation for the launch of a new pet food (Confidential study)
- 1993 - 1993: Study of beef meat shelf display in hypermarkets and supermarkets in 2000 - Market tests : identification of consumers' expectations with respect to bovine meat quality sold in self-service shelves in hypermarkets, (Ministère de l'Agriculture - DGAL / CODIVIAL).
- 1995 - 1995: Research on economic mechanisms leading to "at the root" reduction of packaging in the IAA. (Ministère de l'Enseignement Supérieur et de la Recherche / ADEME).
- 2004 - 2007: Projects with HEC Montréal - Potential domestic markets (Canada) and export

(USA, France) for functional food and analysis of the variables influencing the evaluation of those products by consumers.

## **RESEARCH ACTIVITIES**

### **Member of an academic association**

2003 - Now:            Member of the Association Française de Marketing (AFM)