



Camille PLUNTZ

Department: Marketing
Professor in Marketing
Faculty Position: Assistant Professor

Camille PLUNTZ is Associate Professor at the ISG International Business School. She holds a Ph.D. in Management Sciences and is specialized in the field of marketing.

- Her current professional activity is research and teaching
 - Her areas of publication are strategic marketing with human branding and brand extension strategies
 - Her teaching specializations concern marketing, communication and consumer behavior theory.
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Teaching Areas

Course 1: Marketing Fundamentals
Course 2: Marketing Management 3
Course 3: Consumer Behavior

Research Interests

Interest 1: Human Brands
Interest 2: Brand Extensions
Interest 3: Brand Legitimacy
Interest 4: Film Industry

Education

2015

Ph.D. in Management Sciences, Université Paris-Dauphine, "L'extension incongrue, un risque pour les légitimités de la marque humaine? Application aux réalisateurs de films"

Teaching Experiences

2016- Present

- Professor of "Marketing" at Institut Supérieur de Gestion, Paris

2016

- Professor of "Arts Management" at ISC Paris Business School

2011-2013

- Professor of "Marketing" and "Communication" at Université Paris-Dauphine

Other Professional Experiences

Marketing Analyst, Marketing Intelligence, Louis Vuitton, Paris, France

Trade Marketing Manager, Coca-Cola Enterprises, Issy-les-Moulineaux, France

Publications

Articles

Pluntz, Camille and Bernard Pras (Work in Progress), " "My Name is John Ford. I Make Westerns... What Else?": Human Brand Identity Types and the Role of Incongruent Extensions and Legitimacy Mechanisms in Human Brand Identity Dynamics - the Case of Film Directors", Target journal: *Journal of the Academy of Marketing Science*.

Conference Presentations

Pluntz, Camille and Bernard Pras (Under Submission), "When Jean-Pierre Jeunet Directed "Alien: Resurrection"...: Incongruent Human Brand Extensions and Human Brand Legitimacy - the Case of Film Directors", Association for Consumer Research Conference.

Pluntz, Camille and Bernard Pras (2016), "Human Brand Identity Types and Dynamics: the Role of Incongruent Extensions and Legitimacy Mechanisms - the Case of Film Directors", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, Pages: 595-596.

Pluntz, Camille (2012), "Où placer l'étiquette de marque du film? Une nouvelle approche à travers le réalisateur", paper presented at the Colloque international sur la stratégie de marque dans le secteur audiovisuel, Laboratoire de Recherche en Audiovisuel de l'Université Toulouse II, Toulouse, France.

Professional Associations

Member of the Association Française de Marketing (AFM)

Member of the Association of Consumer Research (ACR)