



Camille PLUNTZ

Department of Marketing
Faculty position: Assistant Professor of Marketing

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Camille PLUNTZ is Assistant Professor at 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 are Marketing, Communication and Consumer Behavior Theory.

Teaching Areas

Course 1: Marketing Communication
Course 2: Consumer Behavior

Research Interests

Interest 1: Human Branding
Interest 2: Brand Legitimacy
Interest 3: Brand Extensions
Interest 4: Advertising
Interest 5: Film Industry and Art

Education

2015

Ph.D. in Management Sciences, Paris-Dauphine University, France,
“L’extension incongruente, un risque pour les légitimités de la marque humaine? Application aux réalisateurs de films”.

Supervisor: Bernard PRAS, Professor at Paris-Dauphine University & ESSEC Business School

2015

CNU (Conseil National des Universités) qualification (section 06- Management sciences) for the functions of senior Lecturer (Maître de Conférences).

2010

M2 102 Research in Marketing & Strategy, Paris-Dauphine University, France

Teaching Experience

2016-Present

Assistant Professor of Marketing at ISG International Business School.

2015-2016

Lecturer at ISC Paris Business School. Courses taught: Arts Management.

2011-2013

Teaching and Research assistant (Contrat doctoral avec activité d’enseignement) at Paris-Dauphine University. Courses taught: Introduction to Marketing (French and English) and Marketing Communication.

Other Professional Experience

2014 - Marketing Analyst, Marketing Intelligence, Louis Vuitton, Paris.

2008-2009 – Assistant Trade Marketing Manager, Coca-Cola Entreprises, Issy-les-Moulineaux.

Publications

Articles in refereed journals

Pluntz, C., Pras, B. (under revision), “Exploring professional human brand identity through contextually-inscribed identity attributes and legitimacies : A typology of film director human brand identities”, *Journal of Marketing Management*.

Pluntz, C., Pras, B. (under review), ““It’s good.” “Says who?”: The mediating role of professional legitimacy on the relationship between film-extension performance and changes in directors’ human brand identity”, *Journal of Product & Brand Management*.

Conference Presentations

Pluntz, C., Arnou, M. (under review), ““What does Mona Lisa say about Mona Lisa drinking Perrier?”: An exploratory study on works of art and their advertising alterations”, *Congrès International de l’Association Française de Marketing (AFM)*, 2020.

Pluntz, C., Pras, B. (2018), "Quand Jean-Pierre Jeunet réalisa « Alien: Résurrection » ... : L'impact de l'extension incongruente sur les légitimités de la marque humaine – Application aux réalisateurs de films", *Congrès international de l'Association Française de Marketing (AFM)*, Strasbourg, 16-18 mai 2018.

Pluntz, C., Pras, B. (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, C. (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.

Book Chapters

Pras, B., Pluntz, C. (2016), "Marques Humaines et Légimité" in *Génération Marketing et Sciences de Gestion, Mélanges en l'honneur du professeur Pierre-Louis Dubois*, Publisher: Paris: Economica, Editors: Véronique des Garets et Christophe Fournier, pp.293-304.

Professional Associations

-AFM (Association Française de Marketing)

Scientific Contests & Awards

2016- Contestant in the "Ma Thèse en 180 secondes" competition