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## Vivien Blanchet

**Department of Marketing**  
**Professor in Marketing**

Faculty Position: Associate Professor

Administrative responsibilities:

Coordinator of the course "Business Plan"

Vivien Blanchet is Associate Professor in marketing. His research interests focus on the relations between organizations, markets, and society. Drawing from the Actor-Network Theory (ANT), he studies how organizations and consumers tackle societal and environmental issues to shape markets. He especially analyses the role of controversies and criticisms in the formation, performation, and transformation of fair trade, ethical fashion, and social business.

### Teaching Areas

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Course 1: Business Plan

Course 2: Marketing Management

Course 3: Consumer Behavior

Course 4: Market Study

Course 5: Qualitative Methodology

## Research Interests

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Interest 1: Ethical fashion & fair trade

Interest 2: Construction of markets

Interest 3: Actor-Network Theory & Performativity

## Education

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### 2013

PhD in Management Science, Université Paris-Dauphine, France.

Dissertation title: "Fair Trade on the trial of fashion. The role of criticism in the construction of markets" (under the supervision of Pr. V. Perret)

## Teaching Experiences

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### 2014-2016

Lecturer of Business Plan at ISG International Business School

Lecturer of Consumer Behavior at ISG International Business School

Lecturer of Marketing at ISG International Business School

Lecturer of Qualitative Methodology at ISG International Business School

Lecturer of Controversy Analysis at Université Paris-Dauphine

### 2008 – 2013

Lecturer of Strategic Marketing at Université Paris-Dauphine

Lecturer of Marketing Management at Université Paris-Dauphine

Lecturer of Organization theory at Université Paris-Dauphine

## Publications

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### Articles

Blanchet V. (Forthcoming), « We make markets ». The role of the Ethical Fashion Show in the categorization of the ethical fashion, *Recherche et Applications en Marketing*.

Roux, D., Guillard, V, and Blanchet V. (Forthcoming), On counter-spaces of provisioning. Reframing the sidewalk as a parasite heterotopia. *Marketing Theory*.

Blanchet V. and Depeyre C. (2016), Exploring the Shaping of Markets through Controversies: Methodological Propositions for Macromarketing Studies. *Journal of Macromarketing*, 36(1), 41-53.

Blanchet V. (2015), Performativité spatiale à l'Éthical Fashion Show : valoriser, catégoriser, mettre en scène le marché. *Economies et Sociétés*, 49(2), 159-196.

Blanchet V. (2010), « Quand l'Autre est le même... mais jamais tout à fait » : une lecture postcoloniale du commerce équitable. *Revue de l'Organisation Responsable*, 5(1), 17-29.

### *Professional Articles*

Blanchet V., Mode équitable. Un poncho sous les projecteurs. *Qualithique*. 242(avril) : 32-37.

### *Chapters in Books*

Roux D. and Blanchet V. (Forthcoming), Revisiter la notion d'hétérotopie : le trottoir comme contre-espace de consommation », In: *Penser critique. La consommation au travers des mondes de Foucault*. Gicquel Y et Roux D (eds), Paris: EMS.

Blanchet V. Colonisation. In: *Dictionnaire du commerce équitable*. V. Blanchet and A. Carimentrand (eds), Quae: Paris. 34-44. 2012.

Blanchet V. and Carimentrand A., Commerce équitable. In: *Dictionnaire du commerce équitable*. V. Blanchet and A. Carimentrand (eds). Quae: Paris. 44-54. 2012.

Blanchet V. and Héricher A., Gestion des ressources humaines. In: *Dictionnaire du commerce équitable*. V. Blanchet and A. Carimentrand (eds). Quae: Paris. 139-147. 2012.

Blanchet V., Marketing. In: *Dictionnaire du commerce équitable*. V. Blanchet et A. Carimentrand (eds). Quae: Paris. 169-177. 2012.

Blanchet V., Mode éthique. In: *Dictionnaire du commerce équitable*. V. Blanchet et A. Carimentrand (eds), Quae: Paris. 177-186. 2012.

Blanchet V and Chartain L, Producteurs. In : *Dictionnaire du commerce équitable*. V. Blanchet and A. Carimentrand (eds), Quae: Paris. 202-213. 2012.

Blanchet V., Typologies. In: *Dictionnaire du commerce équitable*. V. Blanchet and A. Carimentrand (eds), Quae: Paris. 230-236. 2012.

### *Conference Presentations*

Blanchet V., « We make markets » : problématiser, intéresser, enrôler et mobiliser la mode éthique. *Congrès de l'AIMS*. 3-5 juin 2015. Paris. 2015.

Blanchet V. and Depeyre C., Exploring markets in the making: propositions for performative studies in marketing. SASE Conference. 10-12 July 2014, Chicago. 2014.

Blanchet V. and Grisard C., Empowering the poor by providing them jobs: Opening the blackbox of base of the pyramid. EGOS Colloquium. 4-6 July 2013, Montréal. 2013.

Blanchet V. Un poncho sur le podium : objets, cadrage et mise en scène du marché de la mode éthique. AIMS Colloquium. 10-12 June 2013. Clermont-Ferrand. 2013.

Blanchet V., Magista V. and Perret V., Stop filling in the gaps! Rethinking organizational justice through problematization. AIMS Colloquium. 10-12 June 2013. Clermont-Ferrand. 2013.

Blanchet V and Grisard C, "Poor people are like bonsai trees": Stigmatization in social business. EGOS Colloquium. 5-7 July 2012, Helsinki. 2012.

Blanchet V, Magista V and Perret V, The making of justice in the workplace: A pragmatic approach to organizational justice. Workshop on Research Advances in Organizational Behavior and Human Resources Management. 23-24 May 2012, Université Paris-Dauphine. 2012.

Blanchet V, The two faces of Janus: A postcolonial reading of the fair trade ambivalence. EGOS Colloquium. 6-11 July 2011, Göteborg. 2011.

Blanchet V and Grisard C, Le social business ou « la pauvreté au musée » : une déconstruction. AIMS Colloquium. 12-14 June 2011, Nantes 2011.

Blanchet V, « Quand l'Autre est le même... mais jamais tout à fait » : une lecture postcoloniale du commerce équitable. AIMS Colloquium. 10-12 June 2010, Luxembourg. 2010.

Blanchet V, Critiques et discours des acteurs du commerce équitable : une analyse structurale. ADERSE Colloquium. 21-23 March 2010, Groupe Sup de Co La Rochelle. 2010.

Blanchet V, Critiques du capitalisme et diversité des mises en œuvre du commerce équitable : une approche par la théorie des conventions. RECEMAP Colloquium. 15 November 2008, IAE de La Rochelle. 2008.

## Reviewing activity

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Reviewer for *Organization, M@n@gement*, and *Revue Française de Gestion*.

Reviewer for the AIMS Conference from 2012 to 2017.

Evaluator for the 2014 Ph.D. Award attributed by the Conseil Général du Val de Marne.

Treasurer of Fairness (an international network of scholars interested in fair trade) from 2011 to 2013.

Co-organizer of the workshop « Neo-institutional perspectives in management », 6 March 2013, Université Paris-Dauphine.

Co-organizer of the monthly writing workshops « Ateliers Manger/Penser », ISG International Business School, 2016.

## Professional Associations

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Member of EGOS, AIMS and Fairness (an international research network on fair trade)

## Academic Awards

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2015. AIMS Best Reviewer Award Finalist.

2014. ADERSE Best Dissertation Award 2nd Price.

2014. AIMS Best Dissertation Award Finalist.

2014. AIMS Best Reviewer Award Finalist.

2010. CEFAG Program (Honour and grant given to the 14 best French Phd Students in Management by the National Foundation for the Teaching of Business Administration (FNEGE)).

2010. AIMS Junior Scholar Award Finalist.

2008-11. Doctoral Grant, Université Paris-Dauphine, 60 000 €.