



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

Masters' course 1: Advertising & Marketing Communication

Masters' course 2: Consumer Behavior

Bachelor course 1: Introduction to Consumer Behavior

Research Interests

Interest 1: Human Branding

Interest 2: Brand Identity

Interest 3: Brand Extension

Interest 4: Brand Legitimacy

Interest 5: Advertising

Interest 6: Film Industry and Art

Interest 7: Sports industry

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 development), “Persona management through the selfing process of individuals bearing service human brands”.

Pluntz, C., Pras, B. (2020), ““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*, 29 (6), 745-765. <https://doi.org/10.1108/JPBM-02-2019-2272>

Pluntz, C., Pras, B. (2020), “Exploring professional human brand identity through cultural and social capital: A typology of film director identities”, *Journal of Marketing Management*, 36 (9/10), 830-866. <https://doi.org/10.1080/0267257X.2020.1763436>

Conference Presentations

Pluntz, C., Arnou, M. (2020), ""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)**.

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 Légitimité" 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.

Blog posts

<https://www.jmmnews.com/how-can-film-directors-rely-on-their-human-brand-identity-for-career-purposes/>

Scientific Contests & Awards

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