



JULIEN COUDER
Associate Professor

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■ RESEARCH INTERESTS

- Marketing

■ TEACHING DOMAINS

- Marketing

■ QUALIFICATIONS AND DEGREES

Title

Since 2019	ATER, Grenoble IAE Graduate School of Management, France
2015 - 2019	PhD student, Grenoble IAE Graduate School of Management, France

Degrees

Highest degree :

2019	Doctorate, Business administration, Marketing, Université Grenoble Alpes, France <i>Design, qualité de la relation à la marque et terroir d'origine : le cas des produits régionaux</i>
2015	Master, Business administration, Marketing, Grenoble IAE Graduate School of Management, France

■ INTELLECTUAL CONTRIBUTIONS

Presentation at a conference with proceedings

REYDET, S., COUDER, J., AGERON, B. and BARBOT, G. (2022). Perceived authenticity, umbrella destination brand, and daughter destination brand: an exploratory study of Lubéron perceived authenticity. Tunis: Congrès de l'Association Française du Marketing (AFM), Tunisia.

COUDER, J. and VALETTE FLORENCE, P. (2020). 'Terroir, My Beautiful Terroir, Why Do I Love Your Wine so Much?' A Quantitative Study Assessing Terroir's Ability to Increase Brand Relationship Quality.'. San Francisco: American Marketing Association, United States of America.

COUDER, J. and VALETTE FLORENCE, P. (2020). 'Terroir, My Beautiful Terroir, Is My Wine the Best One'? An Exploratory Investigation of Terroir Impacts on French Wine Consumers.'. San Francisco: American Marketing Association, United States of America.

COUDER, J. and VALETTE-FLORENCE, P. (2019). 'Terroir and its evocation: what a wine terroir of origin evokes? An exploratory qualitative study of the meanings of terroir products consumption'. Vancouver: Academy of Marketing Science Annual Conference, Canada.

COUDER, J. and VALETTE-FLORENCE, P. (2019). 'Le terroir et ses dimensions : Une étude exploratoire de l'impact des différentes dimensions du terroir sur le comportement des consommateurs de vin'. Le Havre: Congrès de l'Association Française du Marketing (AFM), France.

Presentation at Other Conference

COUDER, J. and VALLETE-FLORENCE, P. (2018). 'Wine and its evocation: what a wine's terroir of origin evoke? An exploratory qualitative study of the sens of wine consumption'. 12th Annual AAWE Conference, Ithaca, New York, USA.; United States of America.