

Coordonnées

laurence.fort-rioche@rennes-sb.com

www.linkedin.com/in/laurence-fort-rioche-b2b21463 (LinkedIn)
www.rennes-sb.com (Company)

Principales compétences

Corporate Social Responsibility
Purpose-led strategy and marketing
Responsible Marketing

Languages

Français (Native or Bilingual)
anglais (Full Professional)
espagnol (Elementary)

Laurence FORT-RIOCHE

Associate Professor, CSR Referent for Faculty and Research and Manager of the Environment and Transition PGE1 track at Rennes School of Business - #unframedthinker

Rennes et périphérie

Résumé

Research fields: responsible marketing, alternative consumption, local complementary currencies, design, innovation, retro-marketing

Latest publications:

Truong, Y., Klink, R.R., Fort-Rioche, L., and Athaide, G.A. (2014). Consumer Response to Product Form in Technologically-Based Industries: The Role of Consumer Innovativeness and Design Acumen. *Journal of Product Innovation Management*, 31(4), 867–876.

Fort-Rioche, L. and Ackermann, C.-L. (2013) Consumer innovativeness, perceived innovation and attitude towards “neo-retro” product design”, *European Journal of Innovation Management*, 16 (4), 495 - 516.

Conférences:

Fort-Rioche, L. and Puncheva, P. Towards an evolution of luxury consumer behaviour integrating social and responsible motivations. 12th Annual International Conference on Marketing, Athens, Greece - 2014

Divakaran, P., Fort-Rioche, L. Community-based brand equity and its relationship with market performance: a new product perspective. *International Days of Statistics at VSE, Prague (Czech Republic) 2012.*

Ackermann, C.L., Matthieu, J.P. and Fort-Rioche, L. L'impact de l'expérience antérieure sur l'attitude implicite à l'égard d'un nouveau design produit : le cas du rétro-marketing automobile. 28th congress of Association Française du Marketing. Brest (France) 2012.

Fort-Rioche, L. On the agenda: design management to increase cross-functional integration in high tech companies. 11th international forum on Design Management Research and Education. Boston, Connecticut (USA). 2002.

Fort-Rioche, L. Design as a way to improve information management in the French high tech companies. Korms/Informs. Seoul (Korea). 2000.

Teaching: under/postgraduate, continuous education (EMBA and intra) in:

- marketing
- marketing & innovation
- design & corporate identity (sports, leisure and tourism; luxury sectors)
- consulting projects

at:

- ESC Rennes School of Business (France)
- Université Internationale de Rabat (Morocco)
- University of NY in Prague (Czech Republic)
- Gedimat

Expérience

Rennes School of Business

13 ans

CSR Referent for Faculty and Research

janvier 2022 - Present (1 an 7 mois)

Associate Professor and Director of the Environment and Transition Management PGE1 track

janvier 2021 - Present (2 ans 7 mois)

Rennes, Bretagne, France

Associate Professor - Marketing Department

2010 - Present (13 ans)

Teaching undergraduate, postgraduate students, iMBA and EMBA:
responsible and sustainable marketing insights, sustainable marketing
management, corporate and brand identity, brand identity and sports and
leisure, brand identity and luxury, high tech marketing, innovation, consulting
projects.

Doing research in the fields of alternative consumption, local and
complementary currencies, innovation, new products, high tech marketing,
design, retro-marketing.

Associate Professor & Head of Marketing Department
septembre 2013 - février 2019 (5 ans 6 mois)

Associate Dean for Faculty / Doyenne Associée
novembre 2014 - mars 2018 (3 ans 5 mois)
France

ESC Rennes School of Business
13 ans

Head/Directeur - Programme Grande Ecole
2003 - 2010 (7 ans)
Rennes, France

Head and coordinator, High tech marketing & Management
specialisation
1997 - 2003 (6 ans)
Rennes, France

Consulting missions
Consultant
1994 - 2001 (7 ans)
USA, France

Consulting missions in different fields: fashion, design, exports,
entrepreneurship, telecommunications

Formation

University of Cambridge
Cambridge Institute for Sustainable Leadership - Sustainable Marketing,
Media and Creative, Corporate Social Responsibility and Sustainable
Marketing · (février 2023 - mai 2023)

Campus de la Transition

Parcours ACTES - Accélérer la Transition Ecologique et Sociale · (novembre 2021 - janvier 2022)

Rennes School of Business

MBA, PhD (Doctorate) - The Open University, UK, Business Administration and Management, General · (1994 - 2000)

L'Ecole de design Nantes Atlantique

Seminar: Management of Design Projects - C. Van Oost · (2014)

Lycée Montesquieu