

BOZZO Cécile
Assistant Professor

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BIOGRAPHY

Cécile BOZZO (PhD IAE Aix Marseille) is Vice-dean for education at AMGSM - IAE since 2020. After 8 years at Paris Dauphine University, she returned to Aix Marseille University in 2009 and to AMGSM - IAE in 2012 as the director of the first year of the MSc program. She was nominated Delegate Vice-Rector for the development of international training of Aix Marseille University in 2021. She is also involved in the CIVIS European consortium of universities, as Coordinator of its Education Council since 2021. Her areas of interest and research are Business-to-Business marketing, customer loyalty and consumer behavior.

EDUCATION

2000 PhD in Management Sciences with honors under the supervision of Professor Dwight Merunka
"Industrial purchasing behavior modeling: loyalty, retention and inertia"

Jury: Pr Pierre Louis Dubois, Pr Jean Louis Chandon, Pr Bernard Cova, Pr Pierre Valette Florence
AMGSM - IAE, Aix Marseille University, CEROG laboratory

1996 Master of Research in Management Sciences, marketing specialization, with honors.
AMGSM - IAE, Aix Marseille University

1995 EDHEC Business School, "marketing studies and research" specialization

1992 Bachelor in Economy. Nice University

Additional education:

Since 2001 Seminars and training programs: AMU's Center for Pedagogical Innovation and Evaluation (CIPE), IAE France network, CIVIS network.

1996 - 2000 CEFAG (European Center for Advanced Management Training) FNEGE, EDAMBA (European Doctoral Programmes Association in Management & Business Administration)

Language	Read	Speak	Written
FRENCH	X	X	X
ENGLISH	X	X	X
SPANISH	X	X	X

ACADEMIC ACTIVITIES

Since 2021

Delegate Vice-Rector for the development of international training for Aix Marseille University

- Works in coordination with the Vice-Rector for Education, the Vice-Rector for International Relations, the Department of Studies and Student Life and the Department of International Relations.
- Participation in the Education and Academic Affairs Commission (CFVU). This committee is involved in teaching guidelines, new training projects, teaching assessment, student orientation, validation of prior learning, integration, and

- the development of extra-curricular activities for students.
- Application and improvement of procedures: credit recognition, grade conversion, new forms of mobility (e.g. Blended Intensive Program ERASMUS +).
- Work on the creation of a special "International" curriculum for Bachelor's and Master's degrees.
- Follow-up and evaluation of requests from AMU academics for the creation of an International Partnership Diploma with the Vice-Rector for International Relations.
- Follow-up of requests for the creation of Blended Intensive Programmes by AMU academics
- Development of a charter for AMU-supported programs in partner universities (2022), followed by monitoring and evaluation of requests for AMU-supported programs.

Since 2021

Coordinator of the Transversal Task Force on Education, and later of the Education Council for the CIVIS European consortium of universities, whose objectives are:

- Harmonization of procedures and processes between the 11 universities of the Alliance
- Implementation of digital campus tools and procedures
- Compliance of CIVIS educational activities with the Bologna Process
- Establishing a common framework for developing the CIVIS educational offering

Since 2020

(1) Vice-dean for education for AMGSM

- Works with the Management Committee, course managers, IAE Academic, International and Corporate Relations departments, as well as AMU central services.
- Supervision of training (organization, timetable, assessment) and juries

Main achievements:

- Adaptation of training to the Covid crisis (2020 – 2022)
- Overhaul of the apprenticeship calendar (2023)
- Responsible for the IAE's HCERES training assessment: (1) Gathering of data, writing and transmission of the 2018-2022 assessment, (2) Peer review visit session, (3) Gathering of data, writing and transmission of the training offer project for 2024 accreditation, (4) implementation of the new training architecture for 2024-2028.
- Creation of International Partnership Diplomas for the next accreditation. For example: AMGSM's integration into the "Climate and Energy" Master's degree shared by the 11 CIVIS universities, in partnership with AMU's Faculty of Sciences and Observatory of Universe Sciences.
- Coordination of responses to calls for projects: 8 MSc awarded under the "Transformation of Education through Research" call for projects (PIA3) in 2022 and 3 MSc in 2023, 3 "Internationalization of Education" projects submitted under AMIDEX to develop short term mobility.

(2) Member of the AMGSM - IAE Management Committee.

(3) CVEC (Contribution to Student and Campus Life) coordinator for AMGSM - IAE and member of the AMU CVEC commission.

Since 2018

Advisor for the AMGSM - IAE gap year and member of the AMU gap year commission

2016 - 2019 & since 2020

Elected member of AMGSM - IAE Institute Board

Since 2012

Co-director of the first year of MSc

2005 – 2009

Co-creation and co-direction of the Integrated Marketing Communication Master's program (Master 208), Paris Dauphine University

2001 - 2008

Contribution to setting up Dauphine's first apprenticeship program (Maîtrise en Sciences de Gestion en alternance).

Coordination and supervision of the marketing apprentices in this program, Paris Dauphine University

Courses currently given at Aix Marseille Graduate School of Management – IAE

Marketing fundamentals
Markstrat Business Game
Communication

Others courses

Consumer behaviour
Business-to-Business marketing
Global marketing
CSR marketing

Past academic positions

2009-2011: Assistant professor Faculty of Applied Economics, Aix Marseille University

2001- 2008: Assistant professor Paris Dauphine University

SCIENTIFIC ACTIVITIES

Case studies

- Bozzo Cécile, Dano Florence (2023) « Nutella : l'impact de la fidélité sur le comportement du consommateur », CCMP, Upcoming reference
- Bozzo Cécile, Dano Florence, Ach Stéphane (2023) « comportement du consommateur et tendances de consommation : rédiger une note de synthèse », CCMP, Upcoming reference
- Bozzo Cécile, Dano Florence (2021) « 1083 & Mud Jeans : deux marques engagées pour transformer l'industrie du jeans », CCMP, Reference: M2131
- Bozzo Cécile, Dano Florence, Montagard Sabrina (2019) « Crosscall : comment développer la valeur et le potentiel de la marque ? », CCMP, Reference: M2055
- Bozzo Cécile, Dano Florence, Laffont Clémentine (2019) « Disney studios : analyse SWOT appliquée aux Majors de l'industrie du cinéma », CCMP, Reference: M2054

PhD supervision

- "Pre-Purchase determinants of brand avoidance: a study of negative attitudes and behaviors" (2012) co-directed with Pr Dwight Merunka, IAE Aix Marseille, CERGAM
- "The value of the relationship and its changes in the loyalty relationship between supplier and industrial customer" (2009) co-directed with Pr Bernard Pras, Université Paris Dauphine, DMSP

Publications in Refereed Journals

- Bozzo C. (2007) Trust in long term relationship: the customer, the firm and the salesrepresentative, Finanza Marketing e Produzione, 25, 1, 103-122
- Bozzo C. Merunka D. & J. L. Moulins (2007) Pochi consumatori fedeli abitano in paradiso, Micro & Macro Marketing, XVI 2, agosto, 223 – 247
- Bozzo C. , Merunka D. & J. L. Moulins (2003) Fidélité et comportement d'achat : ne pas se fier aux apparences, Décisions marketing, 32, 9-17
- Bozzo C. (2002) Understanding Inertia in an Industrial Context, Journal of Customer Behaviour, 1, 3, 335-355

Books and Chapters in books

- Le groupe Européen pour l'Administration Publique (1975 – 2010) Perspective pour le futur, Alaux C. Bozzo C. et O. Keramidas La stratégie marketing comme outil de développement d'un territoire : Etude comparative des capitales européennes de la culture, 2012, Editions Bruylant
- Le marketing industriel, collection Topo, Dunod, septembre 2007. (ISBN – 2100500910)

IMPACTS & OTHERS

Since 2008

Voluntary consultancy activity for an associative childcare centre in Aix-en-Provence.