Fanny RENIOU

Research accredited Associate Professor



Présentation

Member (elected) of the AFM board of directors

In charge of the Social Responsibility Commission

In charge of the core syllabus of M1 in Management (M1 Gestion)

My research focuses on consumer empowerment and engagement. I am interested in green marketing and in particular in environmentally responsible consumer behaviour and reduction of packaging, waste recycling) and in the way consumers respond to the environmental communications of companies and public authorities. I am also interested in participative marketing, i.e. clients who co-create and innovate with and for companies.
My research mainly uses qualitative methods (interviews, observations) but also experimental methods. They aim at both managerial and societal implications. They are published in the Journal of Business Research, Journal of Business Ethics, Recherche et Applications en Marketing, Decisions Marketing, and the Revue Française de Gestion.

> **Laboratoire de recherche :** CREM UMR CNRS 6211

Recherche et entreprise

Scientific projects – research contracts

2018-2020 : Participation in the MECEE project “Mobilizing Behavioral and Experimental Economy to improve the university users’ practices in waste management” of ADEME (20 000€).
2018-2019 : Participation in the I’mIN project “Impact of the commitment to adopt responsible behaviors over the commitment to adopt responsible behaviors: the role of digital platforms” of the Foundation of the University of Cergy-Pontoise (6961€).
2011-2015 : Participation in the MOVIDA project “Lifting the brakes on the adoption of sustainable consumption patterns, a marketing perspective” of the Ministry of Environment, Energy and Sea (61 984€).
2010-2012 : Participation in a collective research work on “the customer’s deviant complaint behaviour”, in partnership with AMARC (Association for the Management of Customer Complaints) – Publication of a guide of good practices.

Awards and distinctions received

2017: Thil d’argent for the best communication of the seminar, 20th Etienne Thil Seminar for the article “Representations and determinants of user-friendliness in direct home sales”.

2014: Prize of the Federation of Commerce and Distribution: prize for the best theoretical and managerial contribution, 17th Colloque Etienne Thil, for the article “Can all brands afford to do away with overpackaging? »

Scientific events

2017 : Organization of the European Symposium on Innovation and Commerce “The collaborative company : (R)evolutions ? “in partnership with the Federation of Direct Sales, University of Paris Est Créteil, May 30th.

Review activities

Member of the reading committee of Marketing Decisions (ISSN 0779-7389)
Ad hoc proofreader for Marketing Research and Applications (ISSN 0767-3701); Revue Française du Marketing (ISSN 0035-3051)
Ad hoc proofreader for the scientific congresses of the AFM, AMS, Etienne Thil and IBIMA

2013: Guest Editor of the special issue of the French Management Review “Le client acteur de l’organisation”, with Rouquet A. and Goudarzi K.
Editorial writing: Rouquet A. and Goudarzi K. (2013), Le client acteur de l’organisation : enjeux et perspectives pour les sciences de gestion, Revue Française de Gestion, 39, 234, 85-98 (.

Membership and collective activities

Member of the French Marketing Association
Member of the Center for Marketing and Public Policy, Université Paris-Dauphine (http://marketingandpublicpolicy.com/equipe/)

Contribution to the dissemination of scientific culture and public debate

- “I want my fucking nuggets! ” : the company facing uncontrollable customers, October 9, 2018 http://theconversation.com/i-want-my-fucking-nuggets-lentreprise-a-lepreuve-des-clients-ingerables-104614
- Sorting waste is not just a matter of motivation, June 21, 2017 http://theconversation.com/trier-ses-dechets-ce-nest-pas-quune-question-de-motivation-79081
- Stop overpacking, Instructions for use, July 20, 2017 http://theconversation.com/mettre-fin-au-suremballage-mode-demploi-79294
- Actors of the economy, May 20, 2016 http://acteursdeleconomie.latribune.fr/strategie/agro-alimentaire/2016-05-20/marketing-vert-quel-interet-pour-les-marques.html
- Markets, October 22, 2007 http://www.phileasinfo.com/pdf/2007/marches/lesmarches211221007.pdf

Thèmes de recherche

Consumer Responsible Behaviour

Eco-friendly marketing ((over)packaging, waste recycling), sustainable communication)

Participative marketing (participative innovation, co-creation, consumer logistics)

Theories of commitment and motivation, social standard

Keywords: Environment, waste, packaging, innovation, communication, consumer, commitment

Activités pédagogiques

- Creativity
- Marketing Strategy
- Marketing and Service Management
- Marketing Research
- Marketing

Other pedagogical responsibilities

In charge of the coordination of the Creativity Seminar of M1 Management