

# Philippe ROBERT DEMONTROND

Full Professor



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## Présentation

### Program director:

- [Master Marketing et Vente, parcours Études et Recherche Marketing](#)
- [Master Marketing et Vente, parcours Management et Développement de Projets Marketing](#)

The research undertaken is related to a wide variety of disciplines, in management sciences, and mobilizes theories and methods from equally varied disciplinary fields beyond management sciences.

In management sciences, the research conducted lies mainly in the field of marketing, but it also includes several projects in human resources management and organizational management.

The theories and methods used are originally from biophysics and connexionism, then from neurosciences and cognitive psychology, for the modelization of decision-making processes and the optimization of organizational forms; they also stem from clinical psychology, concerning the study of the psychological effects on employees of certain organizational forms; then (more recently) from speech analysis, sociology, anthropology, ethnography, in particular for the study of the imagery of consumption.

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

## Thèmes de recherche

Marketing, organizational management

**Keywords:** Epistemology, market anthropology, ethnomarketing, biomimetic modelling

## Activités pédagogiques

- Anthropology and management of organizations
- Introduction to research
- Epistemology of management sciences
- Social labelling and sustainable development
- Cross-cultural marketing

- Qualitative methods and creative techniques
- Sensory and experiential marketing
- Strategic Management