

Frédéric JALLAT, Ph.D



Professor - ESCP Business School

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Citizenship: French

Academic Positions (current)

Professor - ESCP Business School

Academic Director – MSc. in Pharmaceutical & Bio-Techs Management (MsM),
ESCP Business School

Research Associate - KPMG Chair, ESCP Business School

Academic co-Director - Advances in Healthcare Entrepreneurship (conjointly
managed with Institut Pasteur & Institute for SmartHealth)

Scientific Director for regional seminars in China & South East Asia – Executive
MBA

Vice-President, ERS and S3Odeon (Healthcare and Sciences related non-for-profit
organisations)

Member of the Board of Directors – Healthcare Data Institute

Member of the Board of Directors - Institute for Higher National Defence Studies
(IHEDN), Ecole Militaire, Paris.

Affiliated Professor - Sciences Po. Paris & IFM (French Fashion Institute)

Consultant

Academic Positions (past)

Academic Director, Graduate Program in Marketing Management, ESA (Graduate School of Business), Lebanon, 1999 - 2009

Department Chair, Marketing Department, ESCP Business School, 1995 – 1999 & 2008 - 2012

Academic Director, Graduate Program in International Business and Projects Management, ESCP Business School, 1991 – 1999

Academic Coordinator and Professor, Marketing courses, Undergraduate Program in Economic and Social Administration, University Paris II - Panthéon/Sorbonne, 1989 - 2000

Educational Background

ITP, The Leonard Stern School of Business, New York University, U.S.A., 1999

HDR (French qualification for Ph.D. Supervision), University Bordeaux IV, 2011

Ph.D, Management and Business Administration, *Summa cum Laude*, Dissertation on "The Management of Innovation in the Consumer Services Sector : Concepts, Process and Performance", University Aix-Marseille III and E.S.S.E.C., France, 1992

Master, Law Studies, University Paris II - Panthéon/Sorbonne, France, 1986

University Level Courses Taught

The Art of Pricing & Customer Value Management

Customer Relationship Management

Services Marketing and Management

Breakthrough Strategies

Hospitality & Tourism Marketing

International Macro-environment Analysis & Cross-cultural Management

Visiting Professor

2000 - New York University, The Leonard Stern School of Business, New York, USA.

1995 - Asian Institute of Technology, School of Management, Bangkok, Thailand, May-September.

1995 - University of Texas at Austin, Center for International Business Education & Research (CIBER), Austin, USA, January-May.

Invited Professor (International programs)

Since 2013 – CCFC, Beijing & Shanghai, China

Since 2013 – CCIFJ, Tokyo, Japan

Since 2012 – Thammasat University, Bangkok, Thailand

2010 – Chuo University, Tokyo, Japan.

Since 2008 - CFVG, Hanoi & Ho Chi Minh City, Vietnam.

Since 2007 – Università di Bologna, Italy.

Since 2005 – Royal University of Law and Economic Sciences, Phnom Penh, Cambodia.

Since 2005 - Bocconi Università & SDA Bocconi, Milano, Italy.

2004 & 2007 - Universidad de San Andrés, Buenos Aires, Argentina.

2003 & 2004 - Loyola Marymount University, Los Angeles, USA.

2002 - Vysoká Škola Ekonomická v Praze, Prague, Czech Republic.

2001 - Universiti Putra Malaysia, Kuala Lumpur, Malaysia.

2000 - Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico.

1999 - Universitas Indonesia, Jakarta, Indonesia.

Since 1998 – Ecole Supérieure des Affaires (ESA), Beyrouth, Lebanon.

1998 - Ren Min University, Beijing, China.

1998 - Università Cà Foscari, Venice, Italy.

1998 - Universidad Complutense, Madrid, Spain.

1997 & 2004 - Asian Institute of Technology, Bangkok, Thailand.

1997-1999 - Institut National de Développement de l'Entreprise (INDE), Bucarest, Romania.

1997 - Helsinki University of Technology, Finland.

1996 & 1997 - Stanford University, USA.

1996 & 1997 - Moscow Aviation Institute (MAI), Tacis Program, Moscow, Russia.

1996 - Joint Management Development Program (JMDP), Johannesburg, South Africa.

1995 & 2005 - Thammasat University, Bangkok, Thailand.

1995 - The University of Michigan at Ann Arbor, USA.

1995 - Ain Shams University, Cairo, Egypt.

1993 & 1994 - Université Léopold Senghor, Alexandria, Egypt.

1992-1999 – National Foreign Trade Academy, Moscow, Russia.

Publications

Books

Jallat F. & Lindon D. (2025), *Le Marketing : Stratégie, Etudes, Moyens d'action*, Dunod, Paris, 8^{ème} édition, 446 pages (forthcoming).

Jallat F. (2023), *Le marketing aujourd'hui : 25 nouvelles tendances*, De Boeck Supérieur.

Jallat F., Peelen E., Stevens E. & Volle P. (2014), *Gestion de la Relation Client*, Pearson Education, Paris, 4^{ème} édition, 382 pages.

Kaynak E. & Jallat F. (eds) (2005), *Marketing Issues in Western Europe: Changes and Developments*, International Business Press., Binghamton, New York, USA, 172 pages.

Jallat F. (2001), *A la reconquête du client : stratégies de capture*, Village Mondial, Paris, 240 pages.

Articles (selection)

Coronati L. & Jallat F. (2024), *Understanding the importance of political risk today: insights for thriving in a global, unstable, turbulent landscape*, in: Key Future Challenges in Turbulent Times, ESCP Impact Paper 5th edition, No.2024-30-EN

Brunel K. & Jallat F. (2024), *Discrimination, inclusion et technologies de santé*, in: Key Future Challenges in Turbulent Times, ESCP Impact Paper 5th edition, No.2024-74-FR

Gaubert E. & Jallat F. (2023), *Une analyse de l'impact des cyberattaques sur les établissements de soin*, Sécurité globale, n°35, pp 147-157.

Jallat F. (2023), *Service as a dominant logic and its implication for pricing*, in: Elgar Encyclopedia of Services, Faïz & Camal Gallouj, Marie-Christine Monnoyer, Luis Rubalcaba & Markus Scheuer eds, pp. 232-236.

Aouchiche R. & Jallat F. (2023), *Revolutionizing healthcare: the role of AI in transforming cancer treatment*, in: *New Technologies and the Future of Individuals, Organisations and Society*, ESCP Impact Papers Digest, October.

Jallat F. & Coronati L. (2022), *Why are leaders not taking political risks seriously enough despite a turbulent international business environment and geopolitical instability?*, in: *Geopolitics and Global Business Impact*, ESCP Impact Papers, 3rd edition, ESCP Impact Paper No.2022-09-EN

Jallat F. & Shultz C.J. (2011), "Lebanon: From Cataclysm to Opportunity – Crisis Management Lessons for MNCs in the Tourism Sector of the Middle East", *Journal of World Business*, 46, 2, 476-486.

Ancarani F., Jacob F. & Jallat F. (2009), "Cross-Country Analysis of Price Levels and Dispersion in Online and Offline Environments", (special issue on behavioural pricing), *Journal of Product and Brand Management*, 18, 7, (November), 497-505.

Jallat F. & Ancarani F. (2008), "Yield Management, Dynamic Pricing and CRM in Telecommunications", *Journal of Services Marketing*, 22, 6, 465-478.

Jallat F., Volle P. & Stevens E. (2007), "Redécouvrir le potentiel client", in: *L'art de la croissance*, Les Echos-Village Mondial, Paris, 107-113.

Reid D. & Jallat F. (2006), "Someone's Wife Is Someone's Daughter: An Exploratory Study of Guanxi Strategy in China", *Journal of Asia-Pacific Business*, 7, 1, 25-52.

Jallat F. (2006), "E-market places", in: *Innover en marketing: 15 tendances en mouvement*, Cova B. et M.C. Louyot-Gallicher (eds), Lavoisier, Paris, 219-222.

Jallat F. (2005), "Le marketing appliqué aux activités de service", in: *Manuel de Gestion*, Dayan A. (ed.), Aupelf-Uref, Ellipses, Paris, 2^{ème} édition, 517-522.

Jallat F. & Wood E. (2005), "Exploring 'Deep' and 'Wide' Stakeholder Relations in Service Activity", *European Journal of Marketing*, 39, 9/10, 1013-1024.

Cova B. & Jallat F. (2005), "Evolution du marketing relationnel inter entreprises : des places de marché électroniques aux approches intégratives", *Revue Française du Marketing*, 202, (mai), 57-70.

Kaynak E. & Jallat F. (2004), "Marketing in Western Europe: A Monolith or a Multidimensional Market?", *Journal of Euro-Marketing*, 14, 1/2, 1-14.

Jallat F. (2004), "Spécificités des processus et gestion de l'innovation dans les services", in: *Marketing des services*, Lovelock C., J. Wirtz & D. Lapert, Pearson Education, Paris, 353-362.

Jallat F. & Kimmel A. (2002), "Marketing in Culturally Diverse Environments: The Case of Western Europe", *Business Horizons*, 45, 4, (July-August), 30-36.

Jallat F. (2001), "Nouvelle économie et principes d'organisation : du marketing comme mode de conduite stratégique et projet collectif", *Décisions Marketing*, 23, (mai-août), 43-52.

Bon J., Jallat F. & Le Borgne C. (2001), "Contrats de service et discrimination tarifaire", *Revue Française de Gestion*, 133, (mars-mai), 5-13.

Jallat F. & Capek M. (2001), "Disintermediation in Question: New Economy, New Networks, New Middlemen", *Business Horizons*, 44, 2, (March-April), 55-60.

Jallat F. (2001), "Sociologie du prix sur Internet", *Décisions Marketing*, 22, (janvier-avril), 73-77.

Casarin F. & Jallat F. (2000), "Euro e marketing : Analisi delle problematiche e applicazione al sistema turistico", *Micro & Macro Marketing*, 9, 1, 29-49.

Jallat F. & Shekshnya S. (2000), "A Cultural, Historical and Ideological Analysis of A Neglected Service Economy: The Case of Russia", *Journal of East-West Business*, 6, 1, 7-34.

Jallat F. (2000), "Le management de l'innovation dans les entreprises de service : spécificités des processus et facteurs de performance", in: *De l'idée au marché. Innovation et lancement de produits*, Bloch A. et D. Manceau (eds.), Vuibert, Collection Vital Roux, Paris, 339-360.

Jallat F. (2000), "Recomposition des filières et "capture" des marchés", in: *L'Art du Management de l'Information*, Marchand D. A. & T. H. Davenport (eds.), Financial Times - Village Mondial, Paris, 9-13.

Jallat F. & E. Tissier-Desbordes (1999), "Caisse d'Epargne: Towards Optimal Distribution", in: *European Cases in Retailing*, Dupuis M. & J. Dawson (eds), Blackwell Publishers, Oxford, UK, 257-262.

Jallat F., Le Nagard E. & Steyer A. (1997), "La transformation des opérateurs de télécommunications : vers un marketing relationnel et tribal", *Décisions Marketing*, 11, (mai-août), 21-30.

Jallat F. (1997), "Mythe et réalité d'un marketing européen", *Décisions Marketing*, 10, (janvier-avril), 77-80.

Bon J. & Jallat F. (1997), "Guerre des prix et concurrence : une analyse en situation de crise économique", *Revue Française du Marketing*, 161, 1997/1, 49-59.

Jallat F. (1997) "Service Development Process and Performance: Facts and Measures", in: *Advances in Services Marketing*, Mühlbacher H. (ed.), Focus Dienstleistungsmarketing, Gabler Verlag, Wiesbaden, Germany, 97-110.

Bon J. & Jallat F. (1995), “Stratégies internationales de prix : peut-on résister aux exportations parallèles ?”, *Décisions Marketing*, 6, (septembre-décembre), 43-52.

Jallat F. (1994), “Innovation dans les services : les facteurs de succès”, *Décisions Marketing*, 2, (mai-août), 23-30.

Bourgois J.F. & Jallat F. (1994), “Histoire d'une innovation de service réussie : le lancement de Formule 1”, *Décisions Marketing*, 2, (mai-août), 31-35.

Jallat F., Pras B. & Dussart C. (1993), “The Customer's Relative Importance in the Design, Development and Implementation of New Services: An Empirical Investigation”, *European Advances in Consumer Research*, Association for Consumer Research, 1, 352-359.

Jallat F. & Lacoste D. (1991), “Concentration et performance économique : les spécificités du tertiaire”, *Revue Française de Gestion*, 84, (juin-juillet), 58-66.

Other scientific activities

Track Chair – 2025 MacroMarketing Conference, Rio de Janeiro, Brazil.

Since 2024 - Harvard Business Review – *Advisory Council Member*.

Deputy Director, ATINER - Athens Institute Business and Law Division, August 1, 2024 - December 31, 2027 (3 years nomination).

Since 2016, *Part-time reviewer* – California Management Review, USA.

Since 2010 – *Editorial Board Member*, Journal of Global Business and Technology, Inderscience Publishers, USA.

Since 2009, *Part-time reviewer* - De Boeck, Pearson, Dunod, Belgium & France.

Since 2009 - *Review Board Member*, Journal of Macromarketing, Sage Publications, USA.

Since 2005 - *Advisory Board Member*, Journal of Relationship Marketing, Routledge, USA.

2003-2007 – *Associate researcher*, Center for International Business and Economic Growth, Rochester Institute of Technology, Rochester, USA.

Since 2003 – *Member of the scientific committee*, MBA Programs, ESCP Business School.

Since 2002 - *Editorial Board Member*, Journal of Euro-Marketing, International Business Press, USA.

2001-2003 - Expert auprès de la commission "Services" des Comptes de la Nation, Institut National des Statistiques Economiques et d'Entreprises (INSEE), Paris.

Since 2001 - Expert auprès de la commission d'évaluation des formations à la gestion, Ministère de l'Education Nationale, Direction de l'enseignement supérieur (audits de l'ESC Lille et de l'ESCEM).

Since 1999 – Membre du comité des publications, Revue Française du Marketing.

Since 1994 – Lecteur occasionnel pour les revues Recherche et Applications en Marketing (RAM), Décisions Marketing (DM), Revue Française de Gestion (RFG).

Since 1992 – Reviewer for Association Française du Marketing (AFM), *Academy of Marketing Science* (AMS), *Association for Consumer Research* (ACR), *European Marketing Academy* (EMAC), *International Society of Marketing and Development* (ISMD), *International Management Development Association* (IMDA), *European International Business Academy* (EIBA), *Global Business and Technology Association* (GBATA), *Behavioral Pricing Conference et International Research Seminar in Service Management* (IAE Aix-en-Provence - *American Marketing Association*).