



Assistant Professor Manon FAVIER

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Packaging
- Brand Perception
- Consumer behavior

TEACHING DOMAINS

- Marketing
- Business development

EDUCATION

Highest degree :

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| 2021 | PhD, Management Sciences, Marketing, GRANEM, University of Angers, France
<i>Le rôle de la simplicité et de la complexité du design du packaging sur la perception de la marque et la valorisation des produits du secteur viticole</i> |
| 2017 | Grande Ecole Master Programme, Management Sciences, Marketing, Montpellier Business School, France |
| 2014 | Bachelor's degree in Decision and Innovation Technology Management (MTID), IAE Montpellier, France |
| 2012 | DUT Techniques de commercialisation en alternance, IUT Montpellier-Sète, France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2021 | Assistant Professor, ESSCA School of Management, France |
| 2020 - 2021 | Temporary Research and Teaching Assistant, IUT Bordeaux, France |
| 2017 - 2020 | PhD Student, University of Angers |
| 2018 - 2018 | Visiting Research Fellow, Technische Universiteit Delft, Netherlands (The) |

Professional experience

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| 2017 - 2017 | Sales assistant, O-I Glass NZ, New Zealand |
| 2015 - 2016 | Wine market sector manager, O-I France SAS, France |
| 2012 - 2015 | Sparkling Wine Market Sector Manager, Vipalux, France |
| 2010 - 2012 | Sales Advisor (fixed-term contract), Les Vignerons de l'Abbaye, France |

- 2022 Outstanding thesis award: "L'influence des ornements sur la perception de la marque. La complémentarité d'une approche centrée sur le texte et d'une approche centrée sur le consommateur. Une application au design du packaging » under the supervision of Gaëlle Pantin-Sohier and Franck Celhay, Association Française du Marketing (AFM), France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- FAVIER, M., CELHAY, F., PANTIN-SOHER, G. and MAGNIER, L. (2025). When more is more: How maximalist packaging and ornament type shape brand perceptions. *Journal of Business Research*, 201, pp. 115674.
- FAVIER, M., JAUD, D.A. and SAINTIVES, C. (2025). Make it unique! Why embossed product labels increase purchase intentions and willingness to pay. *Journal of Product and Brand Management*, 34(2), pp. 173-185.
- FAVIER, M., CELHAY, F. and PANTIN-SOHER, G. (2019). Is less more or a bore? Package design simplicity and brand perception: an application to Champagne. *Journal of Retailing and Consumer Services*, 46, pp. 11-20.

Scholarly Books

- CELHAY, F., FAVIER, M., MAGNIER, L. and PANTIN SOHER, G. (2023). *Using Sentiment Analysis to Investigate Consumer Appreciation of Ornamental Patterns in Package Designs*. 1 ed. London: Sage publications.

Conference paper (with selection committee)

- FAVIER, M. (2024). Look how unique is my wine! When and why embossed wine labels increase consumers' responses. In: Academy of Wine Business Research Conference. Vérone.
- FAVIER, M., JAUD, D.A. and SAINTIVES, C. (2024). Look how unique is my wine! When and why embossed wine labels increase consumers' responses. In: Association of Wine Business Research Annual Conference. Verona.
- MARDUMYAN, A. and FAVIER, M. (2024). The Effects of Cookie Notice on Customers' Avoidance Behavior: The Role of Perceptual Fluency. In: AMS World Marketing Congress. Bel Ombre, Mauritius.
- FAVIER, M., CELHAY, F., MAGNIER, L. and PANTIN-SOHER, G. (2023). Packaging minimaliste ou maximaliste ? Patterns impressions de marque et attitudes du consommateur. In: Congrès international de l'AFM. Vannes.
- FAVIER, M., LUFFARELLI, J., PANTIN-SOHER, G. and CELHAY, F. (2020). Getting products in good shape: How geometric and organic decorative patterns influence product gender impressions. In: 36e congrès international de l'Association Française du Marketing. Biarritz.
- FAVIER, M., LUFFARELLI, J., PANTIN-SOHER, G. and CELHAY, F. (2020). Getting products in good shape: How geometric and organic decorative patterns influence product gender impressions. In: European Marketing Academy (EMAC) Conference, Budapest.
- FAVIER, M. (2019). Influence of patterns on brand perception: a first quantitative study on brand iconic authenticity perception. In: 6th French-Austrian-German Workshop on Consumer Behavior. Nancy.
- FAVIER, M. (2019). De l'ornementation du packaging : rôle des motifs organiques versus géométriques sur la perception du genre de la marque. In: Colloque doctoral de l'AFM. Le Havre.

FAVIER, M., CELHAY, F., MAGNIER, L. and PANTIN-SOHER, G. (2019). De la fonction du superflu : Motifs ornementaux, design graphique et perception de la marque. In: 35e congrès international de l'Association Française du Marketing (AFM). Le Havre.

FAVIER, M., PANTIN-SOHER, G. and CELHAY, F. (2017). Is using ornaments still a crime? Packaging design complexity and brand perception with application to Champagne labels. In: AMS World Marketing Congress. Christchurch.

FAVIER, M., PANTIN-SOHER, G. and CELHAY, F. (2016). L'ornement est-il toujours un crime ? Simplicité du design du packaging et perception de la marque. Une application aux étiquette de Champagne. In: 32e congrès international de l'Association Française du Marketing (AFM). Lyon.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2021 Ad-hoc reviewer, Canadian Journal of Administrative Sciences - Revue Canadienne des Sciences de l'Administration

Service to the academic discipline

Reviewing activities for an academic conference

2021 - 2021 Reviewer: Journée de recherche en marketing du vin, Université de Montpellier, France

Organisation/facilitation of webinars, seminars, roundtables

2019 - 2019 Participation au Doctoral bootcamp, Association Française du Marketing (AFM), France

2018 - 2018 Workshop of Doctoral school, Nantes Université, France