



Jonas HOFFMANN

**INNOVATION Academy
Sophia-Antipolis**

CV

Skills & Interests

Languages

English, French, Portuguese

Expertise

Strategic foresight, innovation and strategy.

Systemic and design thinking.

Creative, fashion, beauty and luxury sectors.

International Interests

Brazil, China, China-PRC, China- Hong Kong, United Arab Emirates, United Kingdom, United States of America

Qualification

Scholarly Academic

Academic Degrees

Doctorat Université Pierre-Mendes France, Grenoble, Grenoble, France, 2007

Other Universidade Federal do Rio Grande do Sul, Rio, Brazil, BSBA (Major in Marketing), 2001

Work Experience

Associate Professor of Marketing, SKEMA Business School (2009 - Present), Sophia Antipolis, France.

Assistant Professor of Marketing, SKEMA Business School (2006 - 2009), Sophia Antipolis, France.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

- Ramirez, R., Churchhouse, S., Palermo, A., & HOFFMANN, J. (2017). Using Scenario Planning to Reshape Strategy. *MIT Sloan Management Review*.
- Roubelat, F., Brassett, J., McAllum, M., Hoffmann, J., & Kera, D. (2015). Probing ephemeral futures: Scenarios as fashion design. *Futures*, 74, 27-36.
- HOFFMANN, J. & Lecamp, L. (in press, 2015). Independent Luxury - Survival In The Consolidation Jungle. *Luxury Society*.
- Hoffmann, J. & Sempels, C. (2014). Sustainable Innovation Strategy. *Strategy Magazine*, 20 (31), 10-14.
- Hoffmann, J. & Coste-Manière, I. (2014). Luxury Industry: The New Normal. *The European Financial Review*.
- MAILLE, V. & Hoffmann, J. (2013). Compliance with veterinary prescriptions: the role of physical and social risk revisited. *Journal of Business Research*, 66 (1).
- Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013). Can fashion blogs function as a marketing tool to influence consumer behavior? Evidence from Norway. *Journal of Global fashion Marketing*, 4 (3), 211-224.
- Rollet, M., Hoffmann, J., Coste-Manière, I., & Panchout, K. (2013). The concept of creative collaboration applied to the fashion industry. *Journal of Global fashion Marketing*, 4 (1), 57-66.
- Sempels, C. & Hoffmann, J. (2013). Sustainable Business Model innovation Creat Value in a World of Finite Resources. *European Business Review*.
- Hoffmann, J. & Coste-Manière, I. (2013). Which Global Luxury Trends for the Coming Years? *The World Financial Review*, 57-59.
- Van Gorp, T., Hoffmann, J., & Coste-Manière, I. (2012). Brand Building: Luxury Leather Goods Brands Anatomized. *Journal of Global fashion Marketing*, 3 (3), 127-134.
- Storemark, K. & Hoffmann, J. (2012). A case study on the business model of Chloé. *Journal of Global fashion Marketing*, 3 (1), 34-41.
- Hoffmann, J. (2012). Made in China Luxury Brands. *Marketing Management*, 26-31.
- Sempels, C. & Hoffmann, J. (2012). Stratégie, Marketing et développement durable. *Marketing Grandes Ecoles*.
- Hoffmann, J. & Vian, D. (2011). Quoi de neuf sur l'effectuation? *Décisions Marketing*, 63.
- Vu, P. H. & Hoffmann, J. (2011). Using online survey in Vietnam: an exploratory study. *International Journal of Market Research*, 53 (1), 41-62.
- Hoffmann, J. & Laguerre, C. (2011). Skoda: the fourth way? *Business Management Chronicles*, 15 (9), 20-22.
- Stankeviciute, R. & Hoffmann, J. (2011). The slippery slope of brand expansion: look to the luxury sector to understand how brand extensions affect parent brands. *Marketing Management*, 26-31.
- Hoffmann, J., Roehrich, G., & Mathieu, J. (2010). Emotions and technological innovation adoption intention. *International Journal of Design and Innovation Research*, 5 (2), 47-65.
- HOFFMANN, J., Coste-Manière, I., & Maki, I. (2010). Le marché chinois en pleine explosion. *Expression Cosmétique*, 2, 18-19.
- Vian, D. & Hoffmann, J. (2010). Stratégie de l'innovation : une perspective systémique. *Expansion Management Review*, 136.
- Stankeviciute, R. & Hoffmann, J. (2010). The Impact of Brand Extension on The Parent Luxury Fashion Brand: The Cases of Giorgio Armani, Calvin Klein and Jimmy Choo. *Journal of Global fashion Marketing*, 1 (2), 119-128.
- Eymé, D., Hoffmann, J., & Coste-Manière, I. (2010). Comment augmenter le ROI de votre budget communication par l'affiliation et le Search Marketing. *Expansion Management Review* (138), 32-36.
- HOFFMANN, J., Mathieu, J. P., Roehrich, G., & Valette-Florence, P. (2007). Le processus de développement de nouveaux produits : une collaboration risquée entre marketing et design. *Marketing and Communication*, 7 (3), 104-115.

Nitish, S., Fassot, G., Chao, M., & Hoffmann, J. (2006). Understanding international web site usage: A cross-national study of German, Brazilian and Taiwanese online consumers. *International Marketing Review*, 23 (1), 83-97.

Laran, J., Hoffmann, J., & Almeida, S. (2004). 'Desejos dos Consumidores: Um Olhar sobre os Determinantes da Satisfação. *RAUSP - Revista de Administração da USP*, 39 (1), 42-52.

Articles in Proceedings

Chereau, P., Hoffmann, J., & Soscia, I. (2015). The masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies? *2015 Global Fashion Management Conference*.

Hoffmann, J. & Lecamp, L. (2015). Innovation Strategies of Independent Luxury Brands. *2015 Global Fashion Management Conference*.

Hoffmann, J. (2015). Using scenarios to explore temporalities in fashion. *British Academy of Management Strategy SIG: Improving Scenario Methodology: Theory and Practice*.

Moussaief, B.P., Drori, G.S., & Hoffmann, J. (2015). The branding of Jerusalem: The layered space of institutional logics at a heritage site. *31st EGOS Colloquium*.

Hoffmann, J. (2014). Made in Brasil Luxury: Opportunities and Challenges. *2014 Global Fashion Management Conference*.

Hoffmann, J. (2012). Service value co-creation, power and organizational field dynamics. *AMA SERVSIG International Service Research Conference*.

Sempels, C. & Hoffmann, J. (2012). Shaping mobility: an institutional perspective on service innovation. *AMA SERVSIG International Service Research Conference*.

Félix, M., Hoffmann, J., & Sempels, C. (2011). Integrating tacit knowledge through value co-creation: the case of Pas-de-Calais Habitat. *The 2011 Naples Forum on Service: Service-dominant Logic, Service Science and Network theory*.

Sempels, C. & Hoffmann, J. (2011). The role of value constellation innovation to develop sustainable service systems. *The 2011 Naples Forum on Service: Service-dominant Logic, Service Science and Network theory*.

Félix, M., Hoffmann, J., & Sempels, C. (2011). Integrating tacit knowledge through value co-creation: the case of Pas-de-Calais Habitat. *The 2011 Naples Forum on Service: Service-dominant Logic, Service Science and Network theory*.

Vian, D. & Hoffmann, J. (2010). Vers une stratégie « effectuale » décomposée de l'entrepreneur innovateur : la méthode ISMA 360. *Colloque International Francophone « Complexité 2010 »*.

HOFFMANN, J. (2010). Co-track chair: International supply chain management: between algorithms and ethics. *EURAM (European Academy of Management) Conference*.

Hoffmann, J., Roehrich, J., Gilles, J. P., & Mathieu, J. P. (2010). The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products. *International Conference on Kansei Engineering and Emotion Research (KEER)*.

Maille, V. & Hoffmann, J. (2009). Observance thérapeutique : le rôle du risque perçu et de la confiance envers le médecin. *Association Française du Marketing*.

Hoffmann, J., Roehrich, G., & Mathieu, J. P. (2009). The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products. *IPDM Conference*.

Hoffmann, J., Marshall, J. P., Roehrich, G., & Mallein, P. (2008). Evaluating design as a system of representations: the moderating role of representation towards the use of new technologies. *International Product Development Management Conference*.

Hoffmann, J., Roehrich, G., & Valette-Florence, P. (2008). Evaluating the role of emotions in technological innovation adoption intention: test of a model of emotions as antecedents of utilitarian and hedonic benefits. *International Product Development Management Conference*.

Hoffmann, J., Mathieu, J. P., Roehrich, G., & Mallein, P. (2008). Evaluating the moderating role of representation towards the use of new technologies in technological innovations design evaluation and acceptance. *3rd EuroMOT*.

- Hoffmann, J., Roehrich, G., & Mathieu, J. P. (2006). Le rôle médiateur de l'intention d'usage dans la relation entre l'anticipation des usages et l'intention d'achat d'un nouveau produit. *5th International Congress Marketing Trends*.
- Hoffmann, J., Roehrich, G., & Mathieu, J. P. (2006). Le rôle de l'anticipation d'usage et de l'intention d'usage dans l'évaluation d'un nouveau produit. *XXII Congrès International de l'AFM*.
- Nitish, S., Bartikowski, B., Fassot, G., Chao, M., & Hoffman, J. (2006). A crossnational analysis of global and national identity as a basis for international web site usage. *American Marketing Association Summer Educators Conference*.
- Benyoussef, H., Hoffmann, J., Valette-Florence, P., & Roehrich, G. (2006). The relational antecedents of loyalty: the case of proprietary software users vs. libre software users. *35th EMAC Conference*.
- Benyoussef, H., Hoffmann, J., & Valette-Florence, F. (2005). Les antécédents relationnels de la fidélité: le cas des utilisateurs de logiciels propriétaires vs utilisateurs de logiciels libres. *XXI Congrès International de l'AFM*.
- Benyoussef, H., Hoffmann, J., & Valette-Florence, F. (2005). Les antécédents relationnels de la fidélité: le cas des utilisateurs de logiciels propriétaires vs utilisateurs de logiciels libres. *XXI Congrès International de l'AFM*.
- Hoffmann, J., Roehrich, G., & Nique, W. (2003). Le matérialisme du consommateur, l'estime de soi, le bien-être et le capital culturel: un étude dans le contexte brésilien. *XIX Congrès International de l'AFM*.
- Hoffmann, J. & Laran, J. (2003). On the use of desires congruency and expectations disconfirmation to predict loyalty. *32nd EMAC Conference*.
- Laran, J., Hoffmann, J., & Almeida, S. (2003). Testing the role of desires and desires congruency in the satisfaction formation process. *American Marketing Association Winter Educators Conference*.

Books, Monographs, Compilations, Manuals

- Hoffmann, J. & Lecamp, L. (2015). *Independent Luxury : The four innovation strategies to endure in the consolidation jungle* London : Palgrave-Macmillan.
- Pizelle, P., Hoffmann, J., Aubouy, M., & Verchere, C. (2014). *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)* Editions d'Innovation. (Editor)
- Sempels, C. & Hoffmann, J. (2013). *Sustainable Innovation Strategy* Palgrave Macmillan.
- Sempels, C. & Hoffmann, J. (2012). *Les business models du futur : créer de la valeur dans un monde aux ressources limitées* Pearson.
- Hoffmann, J. & Coste-Manière, I. (2012). *Global Luxury Trends: Innovative Strategies for Emerging Markets* Palgrave Macmillan.
- Hoffmann, J. & Coste-Manière, I. (2011). *Luxury Strategy in Action* Palgrave Macmillan.

Chapters, Cases, Readings, Supplements

- Thun, E., Lestina, Y., & HOFFMANN, J. (2017). Wensli: A Chinese Hermès?. Under Review, *HBR Case Study*.
- Hoffmann, J. (2014). Novel Luxury: Made in Brazil. In Atwal, G., Bryson, D. (Ed.), *Luxury Brands in Emerging Markets*. London: Palgrave Macmillan.
- Pizelle, P., Hoffmann, J., Aubouy, M., & Verchere, C. (2014). Introduction. In Pizelle, Pascal, Hoffmann, Jonas, Aubouy, Miguel, Verchere, Céline (Ed.), *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)*. Editions d'Innovation.
- Pizelle, P. & Hoffmann, J. (2014). Le concept "orienté usages". In Pizelle, Pascal, Hoffmann, Jonas, Aubouy, Miguel, Verchere, Céline (Ed.), *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)* (pp. 29-37). Editions d'Innovation.
- Verchere, C., Pizelle, P., & Hoffmann, J. (2014). Evaluer un concept avec la méthode Cautic®. In Pizelle, Pascal, Hoffmann, Jonas, Aubouy, Miguel, Verchere, Céline (Ed.), *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)*. Editions d'Innovation.
- Pizelle, P. & Hoffmann, J. (2014). La construction d'un modèle d'affaires. In Pizelle, Pascal, Hoffmann, Jonas, Aubouy, Miguel, Verchere, Céline (Ed.), *Innover par les Usages: i(nnovation) = [t(echno) + h(umain)2] x m(éthodes)* (pp. 143-158). Editions d'Innovation.

- Hoffmann, J. & Pizelle, P. (2014). Validation de l'acceptabilité enrichie par les méthodes Kano et Trade-Off. In Pizelle, Pascal, Hoffmann, Jonas, Aubouy, Miguel, Verchere, Céline (Ed.), *Innovover par les Usages: $i(\text{nnovation}) = [t(\text{echno}) + h(\text{umain})^2] \times m(\text{éthodes})$* (pp. 161-175). Editions d'Innovation.
- Verchere, C. & Hoffmann, J. (2014). Open Innovation et approche par les usages: Quelles proximités?. In Pizelle, Pascal, Hoffmann, Jonas, Aubouy, Miguel, Verchere, Céline (Ed.), *Innovover par les Usages: $i(\text{nnovation}) = [t(\text{echno}) + h(\text{umain})^2] \times m(\text{éthodes})$* (pp. 245-251). Editions d'Innovation.
- Pizelle, P., Hoffmann, J., Aubouy, M., & Verchere, C. (2014). Postface. In Pizelle, Pascal, Hoffmann, Jonas, Aubouy, Miguel, Verchere, Céline (Ed.), *Innovover par les Usages: $i(\text{nnovation}) = [t(\text{echno}) + h(\text{umain})^2] \times m(\text{éthodes})$* (pp. 289-291). Editions d'Innovation.
- Hoffmann, J. (2013). On Luxury Strategizing. In Hoffmann, J., Coste-Manière, I. (Ed.), *Global Luxury Trends: Innovative Strategies for Emerging Markets*. Palgrave Macmillan.
- Hoffmann, J. (2013). Luxo Brasil and Osklen's New Luxury. In Hoffmann, J., Coste-Manière, I. (Ed.), *Global Luxury Trends: Innovative Strategies for Emerging Markets*. Palgrave Macmillan.
- Hoffmann, J. & Hoffmann, B. (2013). Paths for the Emergence of Global Chinese Luxury brands. In Hoffmann, J., Coste-Manière, I. (Ed.), *Global Luxury Trends: Innovative Strategies for Emerging Markets*. Palgrave Macmillan.
- Hoffmann, J. & Coste-Manière, I. (2013). Introduction. In Hoffmann, J., Coste-Manière, I. (Ed.), *Global Luxury Trends: Innovative Strategies for Emerging Markets*. Palgrave Macmillan.
- Sempels, C., Félix, M., & Hoffmann, J. (2012). Integrating knowledge from the customers through Co-Creation at Pas-de-Calais Habitat. *Management in a Knowledge Economy*. Pearson Education.
- Hoffmann, J. & Hoffmann, B. (2011). The PIER framework of Luxury Innovation. *Luxury Strategy in Action*. Palgrave Macmillan.
- Vian, D. & Hoffmann, J. (2010). La rationalité et le système d'information que mobilise l'entrepreneur innovateur. In Dibiaggio, L. and Meschi, P.-X. (Eds.), *Le Management dans l'Economie de la Connaissance*. France: Pearson.
- Félix, M., Hoffmann, J., & Sempels, C. (2010). Le Marketing dans l'Economie de la Connaissance: apports et implications de la logique "service-dominant" axée sur la co-création de valeur. *Le management dans l'économie de la connaissance*. Pearson.
- Roehrich, G., Hoffmann, J., & Valette-Florence, P. (2007). Design et marketing du nouveau produit. In Mathieu, Jean-Pierre (Ed.), *L'essentiel du design*. France: Editions L'Harmattan.

Conference Presentations

- Hoffmann, J. & Ramirez, R. (2015, December). *Using scenarios to explore temporalities in fashion*. British Academy of Management Strategy SIG: Improving Scenario Methodology: Theory and Practice, Warwick, United Kingdom.
- Moussaief, B.P., Drori, G.S., & Hoffmann, J. (2015, July). *The branding of Jerusalem: The layered space of institutional logics at a heritage site*. 31st EGOS Colloquium, Athens, Greece.
- Chereau, P., Hoffmann, J., & Soscia, I. (2015, June). *The masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies?* 2015 Global Fashion Management Conference, Florence, Italy.
- Hoffmann, J. & Lecamp, L. (2015, June). *Innovation Strategies of Independent Luxury Brands*. 2015 Global Fashion Management Conference, Florence, Italy.
- Hoffmann, J. (2014, May). *Enabling cultural innovations at scenarios and design crossroads*. 2014 Oxford Futures Forum, Oxford, United Kingdom.
- Hoffmann, J. (2014, February). *Made in Brasil Luxury: Opportunities and Challenges*. 2014 Global Fashion Management Conference, London, United Kingdom.
- Coste-Manière, I., Hoffmann, J., & Pradère, C. (2012). *How can a luxury brand be positioned in emerging markets: China, India and Brazil?* Luxe Pack Monaco, Monaco, Monaco.
- Hoffmann, J. (2012). *Service value co-creation, power and organizational field dynamics*. AMA SERVSIG International Service Research Conference, Helsinki, Finland.
- Sempels, C. & Hoffmann, J. (2012). *Shaping mobility: an institutional perspective on service innovation*. AMA SERVSIG International Service Research Conference, Helsinki, Finland.

- Hoffmann, J. (2012, November). *What Can Be the Management Tactics for Domestic and Overseas Brands in China ---- Maintaining the Old Tactics Or Boldly Seeking New Ones? Analyzing and Exploring Ways to Boost Brand Growth*. 7th Chinese Luxury Summit, Shanghai, China.
- Hoffmann, J. (2012, November). *Tradition & Innovation - Brand Path of "China-Made" Luxury Products*. 7th Chinese Luxury Summit, Shanghai, China.
- Hoffmann, J. (2012, November). *Défis face au monde qui bouge: innovation, évolution, réinvention*. Conférence abc-luxe Luxe & Innovation, Paris, France.
- Hoffmann, J. (2012, October). *How can a luxury brand be positioned in emerging markets: the case of Brazil*. Luxe Pack Monaco, Monaco, Monaco.
- Hoffmann, J. (2012, June). *How to fulfill retailing expansion in the luxury industry - Driven by scientific innovation*. Inno Retail Focus 2012 - China Premium Brand Ops Management Week, Beijing, China.
- Hoffmann, J. (2012, February). *Global luxury players from emerging markets?* 1st SKEMA Luxury Summit, Sophia Antipolis, France.
- Hoffmann, J. (2012, January). *Business Model Innovation in the Luxury Industry - How China Brand Goes to the World*. 2nd Inno-Luxury Summit, Shanghai, China.
- Félix, M., Hoffmann, J., & Sempels, C. (2011). *Integrating tacit knowledge through value co-creation: the case of Pas-de-Calais Habitat*. The 2011 Naples Forum on Service: Service-dominant Logic, Service Science and Network theory, Capri, Italy.
- Sempels, C. & Hoffmann, J. (2011). *The role of value constellation innovation to develop sustainable service systems*. The 2011 Naples Forum on Service: Service-dominant Logic, Service Science and Network theory, Capri, Italy.
- Hoffmann, J., Roehrich, J., Gilles, J. P., & Mathieu, J. P. (2010). *The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products*. International Conference on Kansei Engineering and Emotion Research (KEER), Paris, France.
- Hoffmann, J. & Maille, V. (2010). *Therapeutic compliance on behalf of a dependent third party: the roles of perceived risk, trust towards the physician and client patient attachment*. International Conference in Marketing, Lille, France.
- Vian, D. & Hoffmann, J. (2010). *Vers une stratégie « effective » décomposée de l'entrepreneur innovateur*. Complexité 2010, 2ème Colloque International Francophone sur la Complexité., Lille, France.
- Vian, D. & Hoffmann, J. (2010). *Vers une stratégie « effective » décomposée de l'entrepreneur innovateur : la méthode ISMA 360*. Colloque International Francophone « Complexité 2010 », Lille, France.
- Hoffmann, J., Roehrich, G., & Mathieu, J. P. (2009). *The role of emotions as antecedents of cognitive assessment in the evaluation of incremental versus really new products*. IPDM Conference, Enschede, Netherlands.
- Maille, V. & Hoffmann, J. (2009). *Observance thérapeutique : le rôle du risque perçu et de la confiance envers le médecin*. Association Française du Marketing, Londres, United Kingdom.
- Hoffmann, J., Mathieu, J. P., Roehrich, G., & Mallein, P. (2008). *Evaluating the moderating role of representation towards the use of new technologies in technological innovations design evaluation and acceptance*. 3rd EuroMOT, Sophia Antipolis, France.
- Hoffmann, J., Roehrich, G., & Valette-Florence, P. (2008). *Evaluating the role of emotions in technological innovation adoption intention: test of a model of emotions as antecedents of utilitarian and hedonic benefits*. International Product Development Management Conference, Hamburg, Germany.
- Hoffmann, J., Marshall, J. P., Roehrich, G., & Mallein, P. (2008). *Evaluating design as a system of representations: the moderating role of representation towards the use of new technologies*. International Product Development Management Conference, Harbin, Germany.
- Benyoussef, H., Hoffmann, J., Valette-Florence, P., & Roehrich, G. (2006). *The relational antecedents of loyalty: the case of proprietary software users vs. libre software users*. 35th EMAC Conference, Athens, Greece.
- Hoffmann, J., Roehrich, G., & Mathieu, J. P. (2006). *Le rôle de l'anticipation d'usage et de l'intention d'usage dans l'évaluation d'un nouveau produit*. XXII Congrès International de l'AFM, Nantes, France.

Hoffmann, J., Roehrich, G., & Mathieu, J. P. (2006). *Le rôle médiateur de l'intention d'usage dans la relation entre l'anticipation des usages et l'intention d'achat d'un nouveau produit*. 5th International Congress Marketing Trends, Venice, Italy.

Nitish, S., Bartikowski, B., Fassot, G., Chao, M., & Hoffman, J. (2006). *A crossnational analysis of global and national identity as a basis for international web site usage*. American Marketing Association Summer Educators Conference, Chicago, United States of America.

Benyoussef, H., Hoffmann, J., & Valette-Florence, F. (2005). *Les antécédents relationnels de la fidélité: le cas des utilisateurs de logiciels propriétaires vs utilisateurs de logiciels libres*. XXI Congrès International de l'AFM, Nancy, France.

Hoffmann, J., Roehrich, G., & Nique, W. (2003). *Le matérialisme du consommateur, l'estime de soi, le bien-être et le capital culturel: un étude dans le contexte brésilien*. XIX Congrès International de l'AFM, Tunis, Tunisia.

Hoffmann, J. & Laran, J. (2003). *On the use of desires congruency and expectations disconfirmation to predict loyalty*. 32nd EMAC Conference, Glasgow, Scotland.

Laran, J., Hoffmann, J., & Almeida, S. (2003). *Testing the role of desires and desires congruency in the satisfaction formation process*. American Marketing Association Winter Educators Conference, Orlando, United States of America.

Other Research

2013: Hoffmann, J., Why Consumers of Luxury Goods come from Emerging Markets.

[Applied or Integrative/application Scholarship]

2013: Hoffmann, J., The Changing Face of Luxury - T.RowePrice.com. [Applied or Integrative/application Scholarship]

2012: Hoffmann, J., Nous sommes tous rock'n'roll comme Jean-Paul Gauthier. Le Cercle les Echos - 12/03/2012

[Basic or Discovery Scholarship]

2012: Hoffmann, J., L'odyssée d'hier et surtout de demain! - ABC Luxe, 9 mai 2012.

[Applied or Integrative/application Scholarship]

Professional Service

Chair: Conference / Track / Program

2015: " Strategies for Independent Fashion and Luxury Companies" at the 2015 Global Fashion Management Conference, Florence, Italy (International).

Keynote Address

2016: International Fashion Showcase - London Fashion Week, London, United Kingdom (International).

2016: Independent Luxury - London College of Fashion, London, United Kingdom (International).

2016: Independent Luxury - Regent's University London, London, United Kingdom (International).

2015: Independent Luxury - Launching Tour, Shanghai, China (International).

2015: Independent Luxury - Launching Event, Tokyo, Japan (International).

Reviewer: Conference Paper

2007 – 2010: European Marketing Academy Conference, N.C, Unknown (International).

2008: Academy of Consumer Research Conference, N.C, Unknown (International).

2008: Euromot, N.C, Unknown (National).

Reviewer: Reviewer for a Journal

2012: Technovation (International).

2008 – 2010: Technovation, N.C, Unknown (International).

Professional Memberships

Korean Society of Marketing Science (KSMS), 2012-2016

Luxury Society, 2012-2016

China Luxury Industry Association, 2012-2014

American Marketing Association (AMA), 2012

Association Française du Marketing, 2012

Product Development Management Association (PDMA), 2010-2012