

Fanny THOMAS PhD Student

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Magellan Research Center (EA 3713) –IAE

University Jean Moulin Lyon 3 IAE-FRANCE

GRADE AND DISCIPLINE

Doctoral student in Marketing within Magellan research Lab supervised by Professor Sonia CAPELLI.

Dissertation title : " The simple packaging impact on the product perception".

EDUCATION

- From 2013 PhD Student in Marketing
- 2012-2013 **Research Master's Degree with distinction in Marketing**, Clermont-Ferrand Auvergne University-France /CRCGM research center.

Thesis title : "Simplicity effects on a hedonistic food product packaging"

- 2011 **Master Degree in Marketing, Management and Project Development with honors**, Clermont-Ferrand Auvergne University-France
- 2006 1st Level **Master's Degree in International Trade with distinction**, Center of International Techniques (CTI), Asnières-France.
- 2000 **Technology Degree Graduate in sales with specialisation food products**, Tours-France.

RESEARCH INTERESTS

- **Consumer Behavior**
- **Packaging, design**
- **Simplicity, complexity**
- **Marketing of food and healthy products**
- **Advertising medium**
- **Texture on advertising medium**

PUBLICATIONS AND PRESENTATIONS

- **Publications**
- Capelli S., Thomas F. & Ferreira B. (2015). Communication in relief: should we embosse the brand or the product?. *18th Academy of Marketing Science World Marketing Congress* in Bari, Italy, 14-18 July.
- Thomas F. & Capelli S. (2015). Cognitive load and visual cues complexity: effects on consumers' attitude. *44th European Marketing Academy*, in Leuven, Belgium, May 26-29.
- Thomas F. & Capelli S. (2015). It's simple if you think about it! The impact of the number of visual cues of a packaging depending on cognitive load. (in french) [C'est simple quand j'y réfléchis! L'impact du nombre d'informations visuelles présentées sur un pack en fonction du niveau de charge cognitive]. *31th Association of French Marketing (AFM) International congress*, in Marrakech, Morocco, May 20-22.
- Thomas F. & Capelli S. (2014). When simple things are better: The food packaging perception based on its level of complexity. (in french) [Pourquoi faire simple quand on peut faire compliqué ? La perception d'un packaging alimentaire en fonction de son niveau de complexité]. *30th Association of French Marketing (AFM) International congress*, in Montpellier, France, May 19-21.

Food marketing Day of AFM

- Thomas F., Ferreira B. & Capelli S. (2013). The impact of the addition of embossed design on an advertising medium of hedonistic food product. (in french) [L'impact de l'ajout de relief sur un support publicitaire d'un produit alimentaire hédoniste]. *9th Food marketing day of AFM*, in Montpellier, France, September 27.

- **Doctoral proceedings of AFM**

Thomas F (2014). The simple packaging impact on the product perception. (in French) [L'impact d'un packaging simple sur la perception du produit]. *14th doctoral proceedings of AFM* in Montpellier, France, May 2014.

AFFILIATIONS

- 2015 Member of European Marketing Academy (EMAC)
- 2015 Member of Academy of Marketing Science (AMS)
- 2013-2015 Member of French Association in Marketing (AFM)
- 2014-Member of Lyon3 Cooperation research chair
- 2013-present- Member area of research in marketing at Magellan research Lab
- 2013-present-Member area of research in international management at Magellan research Lab

TEACHING EXPERIENCES

IAE University of Lyon 3 Jean Moulin, France 2014-2015

- 1st level Master's Degree : Research Introduction, Innovation & Marketing
- 2nd level Master's Degree : Last researches in marketing
- Bachelor's degree: Mix Marketing

Auvergne University, Clermont-Ferrand, France, 2013

1st Level Bachelor's Degree : Survey on territorial marketing

Engineering School in Food, VETAGROSUP, Clermont-Ferrand, France, 2012

Professional Bachelor's degree: Marketing of organic food products

Business School in sales and management ESCO WESFORD, Clermont-Ferrand, France : 2012-2013

- 2nd level Master's Degree : International Marketing, Innovation Marketing
- 1st level Master's Degree: International Marketing, Strategic and Mix Marketing
- Bachelor's degree: Sales development, International development

2011-2012

- 1st level Master's Degree : Strategic and Mix Marketing
- 1st level Master's Degree: International Marketing
- 1st & 2ndLevel Bachelor's Degree : International Trade

Student Management

- Jury member for thesis defense and business games

PROFESSIONAL EXPERIENCES

2013 – Research Engineer CRCGM research lab Clermont-Ferrand, France.

2010 – Responsible for Communication *Prosafebeef* project, ADIV, Clermont-Fd (Master 2), France.

2009 – Responsible for Marketing-Communication Europe, NATUREX (NATRACEUTICAL GROUP) Valencia, Spain. *Natural ingredients for food, nutraceutical, pharmaceutical and cosmetical industries, BtoB.*

2008 – Sales manager Export area BtoB - NATUREX (NATRACEUTICAL GROUP) Valencia, Spain.

2007 – Sales Manager Spain - SAFRAN ENGINEERING SERVICES Valladolid, Spain. *Services in aeronautic and automotive industries.*

2005 – Southern Europe Communication manager - DIALOGIC (INTEL), Malakoff, France.

2003 – Sales and recruitment manager at ADVONE Paris, France.

SKILLS AND OTHER FUNCTION

- Languages : French (Native), English, Spanish
- Programs and softwares : Office, Photoshop, Publisher, SPSS, NVivo, Inquisit.
- PhD students representative at Magellan research Lab IAE Lyon 3-France

