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**ASSOCIATE PROFESSOR**  
**DEPARTMENT: MARKETING MANAGEMENT**

**DISCIPLINARY TEAM: MARKETING**  
**RESEARCH AXIS: WINE & SPIRITS**

## EDUCATION AND DEGREES

- 2004 PhD en Management University of Hamburg, Germany
- 2000 MBA en Management européen Université de South Bank Londres/Ecole d'économie et de droit de Berlin, France
- 1993 Diplom Betriebswirt (FH) and B.A. (Honors) European Business Administration Reutlingen University of Germany Middlesex, United Kingdom
- 1989 Baccalauréat en Economies, Etudes politique et Allemand College Denstone, Utttoxeter, United Kingdom

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 1999 - 2001 Account Director (Publicis)
- 1998 Account Director (Young & Rubicam)
- 1996 - 1997 Account Manager (Young & Rubicam)
- 1993 - 1996 Account Executive (Saatchi & Saatchi)
- 2011 - ... Professor of Marketing (Groupe ESC Dijon-Bourgogne)
- 2004 - 2011 Assistant Professor of Marketing (Groupe ESC Rennes)

## TEACHING

### DISCIPLINARY TEAM

- Marketing

# SCIENTIFIC ACTIVITIES

## RESEARCH FOCUS

- Wine & Spirits

## PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

### Reviewing of articles

- 2018            British Food Journal

### OTHER

- 2011 - ...            Member of the CEREN

# INTELLECTUAL CONTRIBUTIONS

## Articles in peer refereed journals

Atwal, G., Bryson, D., Antecedents of intention to adopt artificial intelligence services by consumers in personal financial investing. *Strategic Change*, 2021, 30,(3): 293-298. **CNRS 4, HCERES C**

Atwal, G., Bryson, D., Williams, A., An exploratory study of the adoption of artificial intelligence in Burgundy's wine industry. *Strategic Change*, 2021, 30,(3): 299-306. **CNRS 4, HCERES C**

Bryson, D., Atwal, G., Hultén, P., Heine, K., Antecedents of luxury brand hate: A quantitative study. *Strategic Change*, 2021, 30,(1): 35-43. **CNRS 4, HCERES C**

Zhang, M., Atwal, G., Kaiser, M., Corporate social irresponsibility and stakeholder ecosystems: The case of Volkswagen Dieselgate scandal. *Strategic Change*, 2021, 30,(1): 79-85. **CNRS 4, HCERES C**

Atwal, G., Bryson, D., Kaiser, M., The chopsticks debacle: how brand hate flattened Dolce & Gabbana in China. *Journal of Business Strategy*, 2020. **CNRS 4, FNEGE 4, HCERES C (published on line)**

Williams, A., Atwal, G., Bryson, D., Developing a storytelling experience: the case of craft spirits distilleries in Chicago. *International Journal of Wine Business Research*, 2020, 32,(4): 555-571. **CEREN COMPL. LIST**

Atwal, G., Bryson, D., Brand Hate: The Case of Starbucks in France. *British Food Journal*, 2019, 121,(1): 172-182.

Atwal, G., Bryson, D., Tavilla, V., Posting photos of luxury cuisine online: an exploratory study. *British Food Journal*, 2019, 121,(2): 454-465.

Heine, K., He, J., Atwal, G., Managing Country-of-Origin Affiliations for Luxury Brand-Building in China. *Australasian Marketing Journal*, 2019, 27,(1): 14-23.

Williams, A., Atwal, G., Bryson, D., Luxury Craftmanship - The Emergent Luxury Beer Market. *British Food Journal*, 2019, 121,(2): 359-370.

Atwal, G., Heine, K., Crener-Ricard, S., Phan, M., Personality-Driven Luxury Brand Management. *Journal of Brand Management*, 2018, 25,(5): 474-487. **CNRS 4, FNEGE 4, HCERES C**

Bryson, D., Atwal, G., Crespi, R., A Comparison of Perceptions of Luxury: The Case of Finland and the UK. *Journal of International Marketing Strategy*, 2018, 5,(1): 33-47.

Atwal, G., Bryson, D., Chauhuri, A., Dave, K., Antecedents of Intention to Use Green Banking Services in India. *Strategic Change*, 2016, 25,(5): 549-565. **CNRS 3, FNEGE 4, HCERES-ECO B, HCERES-GESTION B**

Heine, K., Phan, M., Atwal, G., Authenticity and prestige: what luxury brands could learn from the wine industry?. *Luxury Research Journal*, 2016, 1,(2): 177-190.

Bryson, D., Atwal, G., Chaudhuri, H.R., Dave, K., Understanding the Antecedents of Intention to Use Mobile Internet Banking in India: Opportunities for Microfinance Institutions. *Strategic Change*, 2015, 24,(3): 207-223. **CNRS 3, FNEGE 3, AERES B**

Bryson, D., Atwal, G., Antecedents of Attitude towards the Adoption of Internet Banking in Senegal. *Innovations: Journal of Innovation Economics and Management*, 2013, 1,(11): 33-54.

Bryson, D., Atwal, G., Hultén, P., Towards the conceptualisation of the antecedents of extreme negative affect towards luxury brands. *Qualitative Market Research*, 2013, 16,(4): 393-405. **CNRS 4, FNEGE 4, AERES C**

Atwal, G., Bryson, D., Hultén, P., The Impact of Product Packaging on Consumers' Purchase Decisions within a Low Involvement Category. *Journal of Euromarketing*, 2012, 21,(2-3): 124-136. **AERES**

Atwal, G., Williams, A., Is This Shangri-La? Authenticity: The Challenge for Developing Hospitality Economies. *Journal of Brand Management*, 2012, 19,(5): 405-413. **CNRS 4, FNEGE 4, AERES**

Hultén, P., Vanyushyn, V., Atwal, G., Impulse Buying Behaviour in France and Sweden: An Evaluation of How Promotional Tactics Impact Consumer Behavior. *Journal of Euromarketing*, 2010, 19,(2-3): 159-174.

Atwal, G., Williams, A., Luxury brand marketing - the experience is everything. *Journal of Brand Management*, 2009, 16,(5-6): 338-346.

Atwal, G., Williams, A., Postmodern Tourism and Hospitality in India. *Indira international journal on computer technology and management*, 2009, 3,(2): 54-59.

Atwal, G., Williams, A., Marketing in a Postmodern India: Bollywood meets Bulgari. *Indian Journal of Marketing*, 2008, 38,(1): 3-7.

### **Book reviews**

Atwal, G., Bryson, D., Global Luxury: Organizational Change and Emerging Markets since the 1970s. *Business History Review*, 2018, 92,(3): 582-584. **CNRS 3, FNEGE 3, HCERES B**

### **Books**

Atwal, G., Bryson, D., *Luxury Brands in China and India*. 1st ed., Basingstoke: Palgrave Macmillan, 2017, 256 p.

Atwal, G., Bryson, D., *Luxury Brands in Emerging Markets*, Basingstocke: Editions Palgrave Macmillan, 2014, 240 p.

Atwal, G., Jain, S., *The luxury market in India, Maharajas to masses*, Basingstoke: Editions Palgrave Macmillan, 2012, 217 p.

## Book chapters

Atwal, G., Bryson, D., Kuehlwein, J., Luxury in Emerging Markets: Towards Understanding New Prestige Brands in India. Donzé, P-Y., Pouillard, V., Roberts, J., *The Oxford Handbook of Luxury Business*, Oxford: Oxford University Press, 2020.

Atwal, G., Bryson, D., Considerations on the Design of a Luxury Footprint for India. Thieme, W., *Luxusmarken Management. Grundlagen, Strategien und praktische Umsetzung*, Wiesbaden: Springer, 2017, 177-186.

Atwal, G., Williams, A., Luxury Brand Marketing - The Experience is Everything!. Kapferer, J-N., Kernstock, J., Brexendorf, T.O., Powell, S.M., *Advances in Luxury Brand Management*, Basingstoke: Palgrave Macmillan, 2017, 43-57.

Seidemann, V., Atwal, G., Heine, K., Gift culture in china: consequences for the fine wine sector. Capitello, R., Menival, D., Yuan, J., *The Wine Value Chain in China*, Elsevier – Chandos Publishing, 2016, 47-62.

Sinha, N., Chaudhuri, H.R., Atwal, G., Mazumdar, S., Williams, A., Culture and Authenticity Denominations in Bengali-Themed Restaurants. Chand Dhiman, M., *Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations*, Hershey: IGI Global, 2016, 265-287.

Heine, K., Atwal, G., Ates, Z., Luxury wine marketing. Charters, S.J., Gallo, J., *Wine Business Management*, Paris: Pearson, 2014, 235-246.

Atwal, G., Jain, S., Recognizing the Future. Atwal, G., Jain, S., *The luxury market in India, Maharajas to masses*, Basingstoke: Editions Palgrave Macmillan, 2012.

Atwal, G., Khan, S., Fitting In India. Atwal, G., Jain, S., *The luxury market in India, Maharajas to masses*, Basingstoke: Editions Palgrave Macmillan, 2012.

Atwal, G., Khan, S., Bryson, D., The Communications Dilemma. Atwal, G., Jain, S., *The luxury market in India, Maharajas to masses*, Basingstoke: Editions Palgrave Macmillan, 2012.

Williams, A., Atwal, G., The hedonistic consumption of luxury and iconic wines. Hennings, N., Wiedeman, D.G., *The Luxury Handbook*, Wiesbaden: Springer Gabler, 2012, 379-395.

Atwal, G., Luxury Consumption Patterns in India in Rising Consumption and its Impact by Ghose. Ghosh, A., , Tripura: The Icfai University Press, 2009, 61-70.

Atwal, G., Bryson, D., Marketing the Trivial in Research in Advertising: Message, Medium, and Context. De Pelsmacker, P., Dens, N., *Advertising Research: Message, Medium and Content*, Londres: Garant, 2009.

## Case studies

Atwal, G., Bryson, D., Baume & Mercier: Winning Over the Millennial Consumer. *The Case Centre*

Atwal, G., Bryson, D., Savoir Beds - Dreaming of Luxury in the 21st Century. *The Case Centre*

Atwal, G., Bryson, D., A Bottle of Cognac: Gift or Bribe?. *The Case Centre*

Atwal, G., Bryson, D., Managing a Diverse Workforce: Talent Recruitment. *The Case Centre*

Atwal, G., Bryson, D., Retail and Covid-19: Profits Before Safety?. *The Case Centre*

Atwal, G., Bryson, D., Sustainability Game. *The Case Centre*

Atwal, G., Bryson, D., Influencer Marketing and Luxury Brands - Mr. Bags. *The Case Centre*, 2019

Atwal, G., Bryson, D., Jamie Oliver - A Recipe for Failure. *The Case Centre*, 2019

Atwal, G., Bryson, D., Sexual Harassment in the Workplace: "The 5 Second Rule". *The Case Centre*

Atwal, G., Merger Game. *The Case Center*

Atwal, G., Royal Enfield - A Revving Revival. *The Case Center*

Atwal, G., Sotheby's - Bidding on a Digital Future . *The Case Center*

Atwal, G., Starbucks - A Storm in a Coffee Cup. *The Case Center*

Atwal, G., Uber-competitive: The Dynamics of an Industry on the Move . *The Case Center*

Atwal, G., Bryson, D., Luxury Retail Store Experience: Top or Flop?. *The Case Centre*

Atwal, G., Bryson, D., Marketers incognito: a luxury store evaluation in practice. *European Case Clearing House*

Atwal, G., Bryson, D., Tripping on twitter. *European Case Clearing House*

Atwal, G., Bryson, D., Subway Germany: Destination Success?. *Principles and Practice of Marketing*, 2016

Atwal, G., Bryson, D., Hidesign: the emergence of a global fashion brand published in Foundations of Marketing by John Fahy and David Jobber, 5th Edition. *McGraw-Hill*, 2015

Atwal, G., Bryson, D., Digital Burberry: Dilemmas in Bringing Luxury Directly To The Customer, 2014

Atwal, G., Bryson, D., Ergo: Ethical Crises of a German Insurance Giant. *William Davidson Institute at the University of Michigan*

Atwal, G., Bryson, D., Fast-Fashion Collaborations: Cheap but Chic, 2014

Atwal, G., Bryson, D., Subway Germany; Sink or Swim?. *Principles and Practice of Marketing*

Atwal, G., Bryson, D., Subway derailed: the case of Germany. *Foundations of Marketing*

Atwal, G., Bryson, D., Crisis Communication: Rat Trap!, The William Davidson Institute. *Étude de cas*

Atwal, G., Bryson, D., Losing Face on Facebook, The William Davidson Institute, Michigan Ross School of Business. *Étude de cas*

Atwal, G., The changing face of luxury fashion: Burberry, Beckham and Big Brother, 2009

### **Papers in Academic Conferences**

Atwal, G., Developing a Storytelling Experience Within Luxury Spirits Category. *55th MBAA International Conference "Cultural Consciousness in Business"*, March 27th-29th 2019, Chicago, Illinois, United States.

Atwal, G., Bryson, D., Antecedents of Intention to use Green Banking in Germany . *MMA 2017*, March 22nd-24th 2017, Chicago, United States.

Atwal, G., Bryson, D., Heine, K., Antecedents of Luxury Brand Hate. *The Mystique of Luxury Brands Conference* , May 12th-13th 2016, Shanghai, China.

Atwal, G., Chen, S., Determinants of Consumer Intention To Purchase Luxury Fashion Counterfeits In China And India. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Fonrouge, C., Loup, S., Reboud, S., Atwal, G., Entrepreneurs du luxe. *Table Ronde, 8e Conférence de l'Académie de l'Entrepreneuriat et de l'Innovation*, October 22nd-25th 2013, Fribourg, Swiss.

Atwal, G., The hedonistic consumption of luxury and iconic wines. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Atwal, G., Williams, A., Realms of a luxury wine experience. *International Conference on Innovations & Trends in Wine Management*, June 22nd 2012, Dijon, France.

Atwal, G., Bryson, D., Measuring the perceptions of luxury brands. A comparison between Finland and the UK. *Global Conference on Business and Finance*, January 2nd-5th 2011, Las Vegas, United States.

Atwal, G., Bryson, D., Hulten, P., Antecedents of extreme negative affect within the luxury sector, Luxury & Counterfeit Issues. *Challenges & Prospects*, June 9th-10th 2011, Genève, Swiss.

Vladimir, V., Hulten, P., Atwal, G., Grocery Shopping in France And Sweden: Impact of Promotions on Impulse Purchasing. *11e International Conference on Arts and Cultural Management*, May 24th-27th 2011, Ljubljana, Slovenia.

Atwal, G., Williams, A., Postmodern Hospitality in China. *4th Conference of the Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy*, April 3rd-5th 2009, Rhodès, Greece.

Atwal, G., Bryson, D., Dawson, N., Product Packaging Tactics and Strategies within a Low Involvement Category. *7th International Conference on Research in Advertising (ICORIA)*, June 27th-28th 2008, Anvers, Belgium.

Atwal, G., Williams, A., Luxury Brand Ambassadors. *15th Annual International Conference on Advances in Management*, July 12th-15th 2008, Boston, United States.

Atwal, G., China's Little Emperors and Empresses: Influence of Children on Purchase Decisions. *Global Conference on Business and Finance*, January 3rd-6th 2007, Texas, United States.

Atwal, G., Luxury Marketing in Postmodernity. May 23rd-26th 2007, San Jose, Costa Rica.

### **Invited keynote speeches**

Atwal, G., "Glocalization": Redefining Communication Models. *Arab Luxury World Conference*, June 12th-13th 2019, Dubai, United Arab Emirates.

### **Working papers**

Atwal, G., Roy Chaudhuri, H., Lecat, B., Learn Before You Leap: Understanding The Knowledge Transfer Paradigm In The Swiss Luxury Watch Industry, 2013.

### **Papers/digital media in professional journals**

Atwal, G., 3 reasons why "purpose" is today's hot new marketing trend. *Luxury Daily*, 2021. [www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., 4 Reasons Consumers Hate Your Luxury Brand. *Jing Daily*, 2021. [jingdaily.com](http://jingdaily.com)

Atwal, G., 4 reasons to remain bullish on China's luxury market. *Luxury Daily*, 2021. [www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., 4 ways that luxury x esports will win over China's Gen Zers. *Luxury Daily*, 2021. [www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., 5 insights on how luxury brands can win over singles in China. *Luxury Daily*, 2021.[www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., Is mixing and matching the new code of luxury?. *Luxury Daily*, 2021.[www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., The friendly flagship of the future. *Luxury Daily*, 2021.[www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., What luxury brands can learn from Burberry x Marcus Rashford. *Luxury Daily*, 2021.[www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., Why Chinese consumers buy fake luxury. *Luxury Daily*, 2021.[www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., Why luxury brand hate matters. *Luxury Daily*, 2021.[www.luxurydaily.com](http://www.luxurydaily.com)

Atwal, G., Kaiser, M., Coronawashing : How can firms establish moral authenticity ?. *The European Business Review*, 2020: 33-39.[www.europeanbusinessreview.com](http://www.europeanbusinessreview.com)

Atwal, G., Kaiser, M., It's the brand, stupid: Why Donald Trump has a critical advantage in the upcoming Presidential election. *The World Financial Review*, 2020.[worldfinancialreview.com](http://worldfinancialreview.com)

Bryson, D., Atwal, G., Corporate Scandals – Cauldrons of Spilt Trust. *The World Financial Review*, 2017.[www.worldfinancialreview.com](http://www.worldfinancialreview.com)

Atwal, G., Bryson, D., How the Brexit Referendum was Trumped: Personality, Protest and Patriotism. *The World Financial Review*, 2016.[www.worldfinancialreview.com](http://www.worldfinancialreview.com)

Atwal, G., Bryson, D., The Brand Trump. *The World Financial Review*, 2016.[www.worldfinancialreview.com](http://www.worldfinancialreview.com)

Atwal, G., Bryson, D., Made in India: a new era for luxury brands?. *Indian Management*, 2015: 62-65.

Atwal, G., Bryson, D., Parameswaran, A., Decrypting the aspiring Indian low-income consumer. *The World Financial Review*, 2015: 57-61.

Atwal, G., Bryson, D., Luxury Brands Need to Chart a Course into New Frontier Markets. *The World Financial Review*, 2014: 46-48.

Atwal, G., The limits of luxury. *The Smart Manager, India's first world class management magazine*, 2013, 12(2): 79-81.

Atwal, G., Bryson, D., The luxury market in Africa – emerging consumer empowerment is creating a luxurious future. *The African Business Review*, 2013: 20-22.

Atwal, G., A Fine Balance. *The Smart Manager, India's first world class management magazine*, 2012, 11(6): 33-35.

Atwal, G., Rise and shine in India. *The Smart Manager, India's first world class management magazine*, 2012, 11(5): 56-59.

Atwal, G., Jain, S., India's Luxury – A Tale of Paradoxes. *The World Financial Review*, 2012: 62-64.

Atwal, G., Medh, K., Its' All In The Bag. *Branding Magazine*, 2012: 27-29.

Atwal, G., Von Gersdorff, J., Deluxurification is in fashion. *ADMAP*, 2010: 44-45.

Bryson, D., Atwal, G., Don't be a victim of brand hate. *ADMAP*, 2010: 32-33.

Atwal, G., Bryson, D., Von Gersdorff, J., Conscience is key to stopping the rise of fashion fakes. *ADMAP*, 2009: 50-51.

Atwal, G., Bryson, D., Von Gersdorff, J., Luxury branded goods need to get back to quality basics. *ADMAP*, 2009: 46-47.

Atwal, G., Khan, S., Western fashion brands miss mark with Indian trendsetters. *ADMAP*, 2009: 54-55.

Atwal, G., Khan, S., Luxury Marketing in India: 'because I'm worth it. *ADMAP*, 2008: 36-38.

Atwal, G., Williams, A., Experiencing Luxury. *ADMAP*, 2007: 30-32.

### **Press tribunes**

Atwal, G., Bryson, D., BE Blogs: Are marketers ready for the desi luxury shopper?. *ET BrandEquity.com*, June 28th 2017, [brandequity.economictimes.indiatimes.com](http://brandequity.economictimes.indiatimes.com)

### **Professional conferences**

Atwal, G., Luxury resilience in a Post-Covid World. *GPFO Recession Resilient Industries Forum (online)*, July 1st 2020, Londres, United Kingdom.

Atwal, G., Khan, S., Von Gersdorff, J., Luxury Marketing Tactics & Strategies in Emerging Markets. *World Brand Congress*, November 24th-26th 2011, Bombay, India.

Atwal, G., Identifying Opportunities for Growth in India: Insights from Zegna. *International conference - New Dynamics on Luxury Marketing in the Digital Age*, July 1st-2nd 2010, Singapore.

Atwal, G., Khan, S., Maximizing the Luxury Rupee: Strategies and Tactics. *16th Asia Brand Summit*, September 25th-27th 2007, Bombay, India.

### **Interviews**

Atwal, G., Featured Cases: Jamie Oliver - A Recipe for Failure. *Connect - The Case Centre Newsletter*, April 20th 2020, [www.thecasecentre.org](http://www.thecasecentre.org)

Atwal, G., India in the Spotlight. *India Now Business and Economy*, June 11th 2018

### **Blog**

Atwal, G., 6 idiosyncrasies of the Chinese super-rich. *View from ILTM*, September 15th 2017, [view.iltm.com](http://view.iltm.com)

Atwal, G., Bryson, D., Luxury Brands in Emerging Markets - 5 Drivers of Change. *LUXURYfacts*, April 9th 2015, [www.luxuryfacts.com](http://www.luxuryfacts.com)

Atwal, G., Is This a New Era for Chinese Luxury Brands?. *Branding magazine*, December 16th 2014, [www.brandingmagazine.com](http://www.brandingmagazine.com)

### **Videos**