



**BURGUNDY
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PROFESSEUR ASSOCIE - MARKETING MANAGEMENT

FORMATION ET DIPLÔMES

- 2004 Phd - PhD en Management Université de Hamburg, Hambourg, Allemagne
- 2000 MBA - MBA en Management européen Université de South Bank Londres/Ecole d'économie et de droit de Berlin, Londres/Berlin, Allemagne
- 1993 Bac +2 - Diplom Betriebswirt (FH) and B.A. (Honors) European Business Administration Reutlingen Université de GermanyMiddlesex, Royaume-Uni
- 1989 Baccalaureat - Baccalauréat en Economies, Etudes politique et Allemand Collège Denstone, Uttoxeter, Royaume-Uni

EXPÉRIENCE PROFESSIONNELLE

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- 2011 - ... Professeur de Marketing Groupe ESC Dijon-Bourgogne
- 2004 - 2011 Assistant Professor of Marketing Groupe ESC Rennes
- 1999 - 2001 Directeur financier Publicis
- 1998 - 1998 Directeur financier Young & Rubicam
- 1996 - 1997 Responsable financier Young & Rubicam
- 1993 - 1996 Exécutant financier Saatchi & Saatchi

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Marketing

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- Entrepreneuriat
- Wine & Spirits Management Lab

AUTRE

- 2011 - ... Membre du CEREN

CONTRIBUTIONS INTELLECTUELLES

Articles in peer refereed journals

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. **CEREN COMPL. LIST (published on line)**

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**

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*, Basingstoke: Editions Palgrave Macmillan, 2014, 240 p.

Book chapters

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

Atwal, G., Williams, A. Luxury Brand Marketing - The Experience is Everything!. In: Kapferer, J-N., Kernstock, J., Brexendorf, T.O., Powell, S.M. (coord.). *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. In: Capitello, R., Charters, S.J., Menival, D., Yuan, J. (coord.). *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. In: Chand Dhiman, M. (coord.). *Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations*, Hershey: IGI Global, 2016, 265-287.

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Case studies

Atwal, G., Bryson, D. Managing a Diverse Workforce: Talent Recruitment. *Case Center*, 2020, 420-0064-1: www.thecasecentre.org

Atwal, G., Bryson, D. Sustainability Game. *Case Center*, 2020, 720-0025-1 : www.thecasecentre.org

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

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

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.

Invited keynote speeches

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

Papers/digital media in professional journals

Bryson, D., Atwal, G. Corporate Scandals – Cauldrons of Spilt Trust. *The World Financial Review*, 2017. 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

Atwal, G., Bryson, D. The Brand Trump. *The World Financial Review*, 2016. 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.

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

Interviews

Atwal, G. Featured Cases: Jamie Oliver - A Recipe for Failure. *Connect - The Case Centre Newsletter*, April 20th 2020, 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

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Videos