

## Christophe Benavent

Born the 4 August 1963, Antony (France)  
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### Position :

Professor at University Paris Nanterre

Director of the Doctoral School Economy, Organisations and society. At University Paris Nanterre

Director of the " Operational and International Marketing" Master program.

### Research Interest :

His research interest are focused in the field of customer oriented marketing : most of work is oriented toward the CRM question with an enlarged perspective covering consumer behaviour, strategy and organizational aspects as information system implementation. Some key works were devoted to loyalty programs, Customer value, CRM. A broader and digital centric approach is now developed mainly around platform economics and management, including IoT and autonomeous devices..

### Publications :

He participated to the editorial team of [Décision Marketing](#) as responsible for a digital section and as Editor. Aside academic activities, he maintain a blog about digitalisation influence on marketing strategies.

- Plateformes, Sites collaboratifs, marketplaces et réseaux sociaux...Editions Fyp, 2016.
- Le digital et L'alimentation : productivité et expérience de consommation, Lettre scientifique 21 de la FAAS., 2015
- Lucie Rodrigues-Gonsalves, P. de Pechpeyrou, C. Benavent, Jusqu'ou les consommateurs acceptent-ils d'être géolocalisés ? Revue Française du marketing, 2014
- Mohammed Slim Ben Mimoun , Garnier Marion, Richard Ladwein et C. Benavent, Determinants of e-consumer productivity in product retrieval on a commercial website: An experimental approach, Information & Management 51(4) · June 2014
- MBA marketing, coordonné par J-M Lehu : « CRM à l'age Digital » (2011,2012)
- E-marketing & e-commerce (2011) coordonné par Bourliataux et Stenger, « Crm à l'age digital » <http://www.amazon.fr/gp/product/B005OQAZVO/>
- Benavent C. et Lars-Meyer Waarden (2010) - [Vector Autoregressive \(var\) Persistence Modeling To Test The Long Term Effects Of Loyalty Programs](#), Emac Copenhagen 2010.
- Meyer-Waarden L. et Benavent C. (2009) Grocery retail loyalty program effects : self-selection or purchase behavior change ? " Journal of Academy of Marketing Science , Vol20, N°2
- Benavent ( 2009), CRM as institutions, Jistem, Vol 6 n°2, Universidade do Sao Paulo
- Olivier de La Villarmois, Christophe Benavent, and Firmanzah (2008) "Control and Organizational Learning in MNCs : an Analysis Through the Subsidiaries", THE SOUTH EAST ASIAN JOURNAL MANAGEMENT, October 2008 • VOL.II • NO.2.
- Benavent et Meyer-Waarden (2009) «Vector autoregressive (VAR) persistence modeling to test the long term effects of loyalty programs», Congrès AFM, Londres, 2009 .
- C. Benavent, H.Castéran (2008) «Application of latent class models to purchases in the retailing sector and comparison with the Pareto/NBD formulation», Conférence Nouvelles Tendances en Marketing, ESCP, Venise, Janvier 2008 (in coll.).
- Benavent C (2008) "Les géants viennent aussi du Sud" in Transverse France-Bresil, M. Tollis (ed), L'harmattan

- Casteran H, Meyer-Waarden, C. Benavent (2007) «Incorporating covariates into the Pareto/NBD model: An Empirical Comparison of Alternative Lifetime Value models», Third German-French-Austrian Conference on Quantitative Marketing, ESSEC, 2007
- Meyer-Waarden L., C. Benavent, H. Castéran (2007) «L'impact différencié des gratifications des programmes de fidélisation sur le comportement d'achat en fonction des orientations d'achat», Congrès AFM, Aix-les-Bains, 2007 (in coll. with C. Benavent, H. Castéran).
- Meyer-Waarden, Casteran, Benavent «Une évaluation empirique des modèles NBD pour le calcul de la Valeur Actualisée Client dans le domaine de la grande distribution», Congrès AFM, Aix-les-Bains, 2007
- Benavent C (2006), et O. de la Villarmois (2006), CRM, Learning and Organizational Control, Jistem, Vol 3 n2
- Baillergeau Delphine , Benavent Christophe (2006), [Une approche sociologique du positionnement des marques : représentation sociale et légitimité des marques de surfwear](#)", Nantes, Congrès de l'AFM 2006.

## Consultancy

A part of academic work, some consultancy activities are developed mainly in the field of Marketing database analysis and customer relationship management. Some of the customers were :

- Cincom – Information services.
- EDF R&D – Utility
- Botanique - Distribution
- La Dépêche du Midi - Media
- MSD Belgium - Pharmaceutical
- UCB – Pharmaceutical
- Intermarché - Distribution
- Caisse d'Épargne - Bank
- Crédit Agricole PG - Bank
- P&G - Geneva
- TI – information technology
- Fnac-Belgium – Retailing
- ...

## Biography

- June 1986 : Master in Administrative Sciences
- Dec 1991 : Doctoral Thesis
- Sept 1992/1995 : Associate professor at the University of Lille
- 1995 : Professorship
- 1995/98 : professor at University of Pau
- 1998/2001 : professor at University of Lille
- 2001/2005 : Professor at University of Pau - Director of the Research Center for Management (CREG)
- Since 2006 : Professor at University Paris Ouest

## International Experiences

- Teheran (2012,2013,2014)
- Sao Paulo – USP - 2010-2011
- Beijing (1991,1992), Fnege Program
- Indonésia Jakarta(2000, 2001, 2002, 2006, 2008, 2009) Master program (MM/CAAE )[Fnege](#),
- Maroc ( Oujda et Settat (2001, 2002,2003) Fnege Program

- Romania :Foreign Exchange Faculty of Bucarest University (Tempus program) from 1994 à 1998.
- Brazil ( USP 2005 , FEI 2006, USP 2009)
- Belgium ( IAG – 2005)
- IRAN ( 2008, 2009, 2010)