

Curriculum Vitae

Angela Bargenda, Ph.D.



Professeur de marketing et de communication
Responsable de la spécialisation *Marketing International et Digital : Communication, Luxe et Produits de Prestige*
ESCE International Business School

FORMATION UNIVERSITAIRE

- 2012 *Qualification aux fonctions de Maître de Conférences par le Conseil National des Universités - Section 06 Sciences de Gestion*
- 2011 *Doctorat, Ecole des Hautes Etudes en Sciences Sociales.*
Sujet de thèse : *Communication esthétique et construction identitaire dans le secteur financier européen. Mention « très honorable avec félicitations ».*
- 1995 *Ph.D. City University of New York.*
- 1989 *Maîtrise Université Paris IV- Sorbonne.*
- 1985 *DEUG Université de Bourgogne, Dijon.*

ACTIVITES DE RECHERCHE

PUBLICATIONS

- Ouvrages** *Communication visuelle dans le secteur bancaire européen. L'Esthétique de la Finance. Collection Questions contemporaines/Questions de communication, Paris, L' Harmattan, 2014.*

Chapitres d'ouvrage

Bargenda, A. (à paraître), « Aesthetic branding », in Foroudi, P. and Palazzo, M. (Eds.) *Contemporary Issues in Branding*, Routledge Taylor & Francis, London.

Bargenda, A., « Aesthetic CSR communication: A global perspective on organizational art collections », in Bartoli, A., Guerrero, J.-L. and Hermel, P. (Eds.), *Responsible Organizations in the Global Context. Current Challenges and Forward-Thinking Perspectives*, Palgrave Macmillan, 2019, pp. 117-132.

Bargenda, A., « Corporate architecture as a branding tool : a European case study in the finance sector », *Managing Corporate Communication : A Cross-Cultural Approach*, éd. Rossella Gambetti et Stephen Quigley, Hampshire, Royaume-Uni, Palgrave Macmillan, London, 2013, pp. 337-357.

- Articles** Bargenda, A. (à paraître), « The *artification* of brand identity: Aesthetic convergences of culture and capital », *Qualitative Market Research*.

Bargenda, A., « Building meaning: Architectural dialectic in spatial marketing systems », *Journal of Macromarketing*, vol. 38, no. 3, 2018, pp. 262-277

Bargenda, A., « Corporate heritage brands in the financial sector : The role of corporate architecture », *Journal of Brand Management*, vol. 22, no. 5, 2015, pp. 431 -447.

Bargenda, A., « Space design as an expressive device in ambient marketing », *Journal of Marketing Communications*, vol. 21, no. 1, 2015, pp. 78-90.

Bargenda, A., Sense-making in financial communication: Semiotic vectors and iconographic strategies in banking advertising, *Studies in Communication Sciences*, Swiss Association of Communication and Media Research, vol. 15, no. 1, 2015, pp. 93-102.

Bargenda, A., « The paradox of contemporary bank architecture : Building a new model of brand identity », *International Journal of Marketing Semiotics*, vol. II, 2014.

CONFERENCES ET SEMINAIRES

- 2019 Bargenda, A., *Artistic license: Galvanizing brand identity through corporate art in the finance sector*, 14th Global Brand Conference, HWR Berlin.
- Bargenda, A., *Beauty and the beast: Aesthetics and corporate identity*, 21st ICIG Symposium (International Corporate Identity Group), Durham University Business School.
- 2018 Bargenda, A., *Transformative iconographies of heritage design in bank architecture*, 7th International Corporate Heritage Symposium, ESCE International Business School, Paris en partenariat avec Brunel University London..
- Lick, E., Bargenda, A. et Trabelsi, D.: *Multimodality in storefront windows: The impact of verbo-visual design on consumer behavior*, 20th International Conference on Business, Economics, Marketing and Management Research, Singapour.
- Bargenda, A., *Designing new spaces of finance: Architecture as a symbolic artifact*, 8th Organizations, Artifacts and Practices (OAP) Workshop, VU University Amsterdam, en partenariat avec l'Université Paris-Dauphine.
- Bargenda, A., *Building a culture of innovation through organizational architecture: A historical view of bank buildings*, 18th International Conference on Knowledge, Culture, and Change, Université de Constance, Allemagne.
- Bargenda, A., *Architectural culture in financial marketing systems*, 43rd Annual Conference of the Macromarketing Society, Université Leipzig, Allemagne.
- 2017 Bargenda, A., *Aesthetics and ethics of brand identity: Corporate art in the finance sector*, 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation, Middlesex University, London.
- Bargenda, A., *The space-time continuum of the good organization: Representational semiotics and architectural materialization in the finance sector*, 33th Annual Conference, European Group for Organizational Studies (EGOS), Copenhagen Business School.
- Bargenda, A., *Aesthetic choreographies from the Middle Ages to the skyscraper: A comparative analysis of bank architecture in Europe and the United States*, CCI Conference on Corporate Communication, Baruch College, City University of New York. Best presenter award.
- Bargenda, A., *Aesthetic CSR communication: A global perspective on organizational art collections*, International Conference Responsible Organizations in the Global Context, Georgetown University, Washington DC.
- Bargenda, A., *Capital reincarnated: The materialisation of finance through corporate art*, Standing Conference on Organizational Symbolism (SCOS), Université de Rome, La Sapienza.

- Bargenda, A., *The creation of societal brand value through corporate architecture in the European and US finance sector*, The Studies of Society and Business Symposium, CNAM/ISTEC, Paris.
- 2016 Bargenda, A., *Framing the beast : Animal symbolism in the finance sector*, Standing Conference on Organizational Symbolism, Université d'Uppsala, Suède.
- Bargenda, A., *Corporate communication through architecture : Connecting past, present and future*, 21st International Conference on Corporate and Marketing Communication, Middlesex University, London.
- Bargenda, A., *The bank and the city : Converging topophilia in heritage tourism and organisational identity*, 6th International Symposium on Corporate Heritage, IAE Université Aix-Marseille.
- Bargenda, A., *L'utopie architecturale ou la banque rêvée*, 21^{ème} journée d'Histoire du Management et des Organisations, Université de Technologie de Belfort-Montbéliard.
- 2015 Bargenda, A., Painbéni, S. et Thomson, L.C., *Les vignobles urbains au sein du Grand Paris : Le cas du Clos de Chantecoq*. Colloque sur Le Grand Paris, Institut des sciences de la communication CNRS/Paris-Sorbonne/UPMC.
- Bargenda, A., *Architectural aesthetics and innovative corporate communication strategies : The eloquence of the skyscraper*. 13th International Conference on Arts and Cultural Management, Université Aix-Marseille/Kedge Business School.
- 2014 Bargenda, A., *Construire du capital symbolique : La représentation architecturale de l'argent*. Colloque Argent, pouvoir et représentations dans les Amériques et en Europe, Université Paris Ouest Nanterre La Défense.
- Bargenda, A., *Meaning construction in visual financial discourse : Metaphoricity in pre- and post-crisis advertising rhetoric*. International Conference on discourse approaches to financial communication. Bridging the gap between texts and markets. Università della Svizzera italiana, Swiss National Science Foundation, École polytechnique fédérale de Zurich, Università della Svizzera Italiana, Ascona.
- 2012 Bargenda, A., *Cultural branding in the banking sector : A case study of the head office of Banca Monte dei Paschi di Siena*. Congrès annuel, Corporate Communication International (CCI), Baruch College, City University of New York.
- Bargenda, A., *Discourse analysis and rhetorical figures : A synthetic approach to financial advertising*, colloque European Communication Research and Education Association, Advertising Research TWG, Université de Tubingue, Allemagne.
- Bargenda, A., *La couleur de l'argent : les enjeux esthétiques et identitaires dans les stratégies communicationnelles de la Société Générale*, Journée de recherche Argent et valeur(s), Université de Paris-Est Créteil.
- 2011 Bargenda, A., *Corporate architecture : New building blocks of brand value*, congrès annuel, Corporate Communication International (CCI), Baruch College, City University of New York.
- 2010 Bargenda, A., *The logo-centricity of aesthetic branding at Deutsche Bank*, conférence annuelle, Association for Business Communication ABC-GABC, Lessius University, Anvers, Belgique.
- Bargenda, A., *Branding the global art bank : Cultural heritage at Deutsche Bank*, conférence annuelle, Association for Cultural Economics International, Copenhagen Business School.

- 2009 Bargenda, A., *The visual integration of advertising and marketing strategies at Société Générale*, congrès annuel, Corporate Communication International, Wroxton College, Oxfordshire, Grande-Bretagne.
- Bargenda, A., *Building brand value through visual communication in the European finance sector*, congrès annuel de ICA (International Communication Association), Chicago.
- 2008 Bargenda, A., *The impact of visual communication on identity-building strategies in the finance sector*, Conférence annuelle d' ECREA (European Communication Research and Education Association), Barcelone.
- Bargenda, A., *Paradigms of visual communication in the European banking sector*, Congrès annuel d' EUPRERA (European Public Relations Education and Research Association), Università IULM, Milan.
- Bargenda, A., *Paradigms of visual communication in the French banking sector*, International Conference on Cultural Economics, Association for Cultural Economics International, Northeastern University, Boston.

Membre *ad hoc* de comités de lecture

European Journal of Marketing (2019)
Qualitative Market Research (2018).
Journal of Brand Management (2015-2019).
8th Organizations, Artifacts and Practices (OAP) Workshop, VU University Amsterdam (2018).
Conférence annuelle European Advertising Academy (Ljubljana, Slovenia, 2016).
European Journal of Marketing (2016).
Conférence annuelle EMAC (European Marketing Acaademy), Valencia (2014), *Oslo* (2016).
International Journal of Marketing Semiotics (2015).
International Journal of Bank Marketing (2015).
Advertising in Communication and Media Research, European Communication Research and Education Association (Barcelone, 2008).

ORGANISATION DE COLLOQUE

- 2018 *Organisatrice du 7th International Corporate Heritage Symposium : Corporate heritage brands, identity and corporate heritage design*, ESCE International Business School, Paris en partenariat avec Brunel University London.

CHARGÉE DE COURS/PROFESSEUR INVITÉ

Allemagne (Berlin School of Economics and Law; University of Applied Sciences, Augsburg; Universität Freiburg)

Autriche (Fachhochschulstudiengänge Burgenland; Upper Austria University of Applied Sciences Steyr)

Etats-Unis (City University of New York; State University of New York; Fordham University, New York; University of North Carolina at Chapel Hill; Florida International University, Miami; Lynn University, Boca Raton/Palm Beach, Florida)

Finlande (Helsinki Business Polytecnic/University of Helsinki)

France (Université de Paris-Est Créteil; Université Sorbonne Nouvelle - Paris 3; Université de Versailles Saint-Quentin-en-Yvelines)

Italie (Università degli Studi di Modena e Reggio Emilia; Università degli Studi di Brescia)

Pays-Bas (Inholland University of Applied Sciences, Amsterdam)

Suisse (Zürcher Hochschule Winterthur; Institute for Financial Services Zürich, University of Central Switzerland; Lucerne University of Applied Sciences)