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Researcher

ACADEMIC BACKGROUND

February 2023 Authorization obtained for the defense of the Habilitation to Supervise Research – section 06 -

2018 - 2023 Qualification as an Associate Professor of French Universities – section 06 -

2014 – 2017 PhD in Management Sciences at the University of Bretagne Occidentale – specialising in marketing - EDGE doctoral school – University of Brittany and the Loire (UBL) - LEGO Research team (Laboratory in Economics and Management in Western France) (EA2652)

Title : « *The value, for the consumer of controlling consumption: the case of electricity* ».

Composition of the jury : Professor Nil Ozçağlar-Toulouse and Professor Pierre Valette-Florence (rapporteurs), Professors Arnaud Rivière and Patrick Gabriel and Mr. Martin Régner, engineer at ADEME (suffragants), Professor Marine Le Gall-Ely and Ms. Agnès François-Lecompte, HDR Associate Professor (thesis supervisors).

2013 – 2014 Master 2 Research in Management Sciences – Specialising in Marketing - IAE University Management School, Brest – UBO (University of Western Brittany) – 2:1 – Valedictorian

Title of major master's thesis (marketing): "The creative experience of the contributor in a Crowdsourcing context".

Title of minor thesis (human resources and management of organisations): "Personal knowledge management and creativity in organisations".

1996 - 1997 Master's degree in agri-food business management - ESSEC – 2:1 -

1994 -1995 Master's degree in cell biology - Paris VI - Pierre et Marie Curie – 2:2

Langages : French (mother tongue) and English (C1 to C2 level)

Statistics and data treatment Software : SPSS, XLSTAT, R, Jamovi, N'Vivo, Sphinx

WORK EXPERIENCE

After having worked for eight years in sales and marketing in large companies, I founded and managed a small company in the sustainable tourism sector, then worked in the consulting and training sector. This means I bring a real experience of the business world and its current practices to my current position. After a Master II of Research in Management Sciences, at the IAE of Brest, I did my PhD at the University of Bretagne Occidentale within the LEGO laboratory. I continued my research as a postdoctoral fellow between 2018 and 2020. Since January 1st, 2021, I am a permanent Research Engineer in the LEGO laboratory in the Brest team. As well as my research activities, I also teach at the IAE of Brest.

Jan. 2021	Research engineer – University of Western Brittany (UBO)– LEGO laboratory (EA2652), Brest, France
Oct. 2018 to Oct. 2020	Research engineer - AlimDURABLE project - UBO LEGO laboratory (EA2652) Brest, France In charge of the operational coordination of the project
Jan. 2018 to Sept. 2018	Research engineer - SOLENN smart-grid project – University of South Brittany LEGO (EA2652) - Morbihan – France
Nov. 2014 to Dec. 2017	PhD Student and Study engineer – SOLENN smart-grid project – UBO – LEGO laboratory (EA2652) Brest, France
Sept. 2013 to Sept. 2014	Master Student in research in Management Sciences
April. 2011 to March. 2012	Teacher (Biology/Ecology and Sustainable Development) - High School LPA Velet
Aug. 2006 to Nov. 2012	Founder and manager - “Milléfolia” – Eco-Gîte, garden and training centre - Côte d’Or France
Nov. 2000 Aug. 2006	Health Market Manager - Key Account Manager - Professional Hygiene Sector - JohnsonDiversey - Fontenay-sous-Bois - France
Feb. 1998 July. 2000	Area Manager Supermarkets - Brasseries Kronenbourg - Ile de France - France

TEACHING EXPERIENCE

Annual teaching workload :

Academic year	2015- 2016	2016- 2017	2018- 2019	2019- 2020	2020- 2021	2021- 2022	2022- 2023
Total Taught Hours	4,5h	31,5h	74h	67h	83h	99h	126h
By level of education							
Master I et II			46 h	67h	63h	84h	102h
Bachelor 2 et 3			23 h				24h
IUT (1 st year)		31,5 h					
Engineering School	4,5h		5h		20h	15h	

Subjects taught:

Product and service co-creation strategies; Implementation of a digital tool; Prospective Marketing; Marketing Mix; Design and Survey Methods; Digital and new collaborative consumption practices, Energy savings and individual behavior; Electric consumption and deployment of smart grids; Supervision of Marketing Guided projects; Sociology of work, Organizational Theories.

RESEARCH PROJECTS, PUBLICATIONS
AND INVOLVEMENT IN THE SCIENTIFIC COMMUNITY

RESEARCH

Current research areas: *Food and energy transition, theories and methods for measuring practices, responsible and sustainable consumption practices, consumption control, perceived value and appropriation, crowdsourcing, creativity and consumer well-being, transformative activities for the consumer.*

RESEARCH CONTRACTS AND CHAIRS

2022-2026: PADE Chair – Sustainable Food Practices -

A partnership chair under the UBO Foundation aimed at developing trust among stakeholders through a common vision of sustainable food practices. The partnership chair brings together a group of 7 sponsoring companies and several socio-economic actors (local authorities, associations, technical centers).

Co-holder of the PADE Chair

Responsible for setting up the Chair (Winner of the UBO Foundation's 2021 Partnership Chair call for projects)

2022-2023: Locappro

Partnership project with the Brest Metropolis, aiming to study the need and opportunity for creating a Mutualized Logistics tool to facilitate local supply in collective and commercial catering for the Brest Metropolis area. Supervising the project's progress led by a Research Engineer.

2022-2024: APR TEES ADEME Project – RETERALIM

Project led by Agnès-François Lecompte focusing on the reterritorialization of food in the Lorient area. The project aims to identify under what conditions producers could favor intra-territorial distribution channels and highlight the necessary logistics solutions and infrastructure for such an objective. Member of the research team and co-supervisor of the associated thesis, funded by the Brittany Region and the University of Southern Brittany.

2021-2023: INTERREG France (Manche) England Project – COOL FOOD PRO

Project led by the LEGO of Brest, involving 2 French and 2 English partners. COOL FOOD PRO aims to reduce the environmental footprint of meals in collective catering. Responsible for the scientific management of the project.

2021-2022: Mars@uin Project – Brittany Region – ALIM 3D

Project led by Annick Tamaro, questioning the purchase and usage value for consumers of a disruptive innovation: 3D food printing. Member of the team.

2021-2025: ANR Project - FOODREST –

Interdisciplinary project led by Patrick Gabriel, involving the LEGO laboratory and the LUBEM laboratory, aiming to reduce food waste of fresh fruits and vegetables through an in-depth study of its microbiological and behavioral factors. Coordinator of task 1.1 of the project and co-supervisor, with Bertrand Urien, of the consumer behavior doctoral work carried out within the project.

2021: Collaborative project with the Culinary Center: NATURALITE

Collaborative project led by Annick Tamaro, focusing on conducting a quantitative study among a representative sample of the French population to define visual representations and the concept of naturalness for French consumers. Member of the team.

2018-2020: **APR TEES ADEME Project – ALIMDURABLE**

Project on sustainable food from the consumer's perspective and on the effectiveness of digital tools to enhance consumers' skills and sustainable food practices in a territory. In collaboration with UBS, Lorient Agglomération, and ALOEN. Operational coordination of the research project - Budget 193 k€ -

2014-2018: **AMI-ADEME SOLENN Project- SOLidarité ENergie iNnovation**

SOLENN smart-grid experiment led by Enedis – total budget 13.3 million euros -
As part of the dedicated doctorate, conducted five studies to evaluate the influence of the SOLENN smart-grid on the electricity consumption of participating households; drafting of ADEME deliverables; project monitoring and relations with the SOLENN consortium.

PUBLICATIONS

ARTICLES

Innocent, M., François-Lecompte, A., Guillemot, S., Divard, R. (2023). Environmentally Sustainable food: an analysis of consumer practices and their diffusion in France. *British Food Journal*. ([hal-04224544](#)) [Fnege 4, h-Index 94]

Innocent, M., Guillemot, S., Gabriel, P., et Tamaro, A. (2023) Accélérer la transition vers une alimentation plus durable : un nouvel éclairage des liens au sein d'un système de pratiques. *Recherche et Applications en Marketing* (French Edition) 38(3): 80–112. ([hal-04100799v1](#)) [HCERES A, Fnege 2, h-Index 12]

François-Lecompte, A., Prim-Allaz, I, Innocent M. et Kréziak, D. (2021). Confinement et approvisionnement alimentaire local auprès des circuits courts: une analyse sous l'angle de la proximité, *Revue Management et Avenir, sous presse* [HCERES B, Fnege 3]

Innocent M., François-Lecompte A., Gabriel P., Divard R. et Le Gall-Ely M. (2021). Pratique de l'alimentation durable L'influence de l'environnement matériel, *Systèmes alimentaires/Food systems*, Vol 6, 217-238. ([hal-02611112](#)) [HCERES C, Fnege 4]

François-Lecompte, A., Innocent, M., Kréziak, D. et Prim-Allaz, I. (2020). Confinement et comportements alimentaires-Quelles évolutions en matière d'alimentation durable? *Revue Française de Gestion* - ([hal-03197914](#)) [HCERES: A]

Innocent, M & François-Lecompte, A. (2020). The values of electricity saving for consumers, *Recherche et Applications en Marketing*. ([hal-02477544](#)) - [HCERES: A]

Innocent, M., François-Lecompte, A. & Roudaut N. (2020). Comparison of human versus technological support to reduce domestic electricity consumption in France. *Technological Forecasting and Social Change*, 150, pp.119780. ([hal-02450849](#)) - [HCERES: A]

Innocent, M., & François-Lecompte, A. (2018). The values of electricity saving for consumers. *Energy Policy*, 123, 136-146. ([hal-01863894](#)) - [HCERES: A]

Innocent, M., Gabriel, P., & Divard, R. (2017). Understanding the participation experience of the top contributors in a crowdsourcing of inventive activities context, *Recherche et Applications en Marketing*, 32, 1, 3-21. ([hal-02017849](#)) [HCERES: A]

Innocent M., François-Lecompte A. et Le Gall-Ely M. (2016). La valeur associée à la maîtrise de la consommation électrique: multi-dimensionnalité et bivalence. *Décisions Marketing*, 83, 5-28. ([hal-01863503](#)) - [HCERES: B]

BOOK CHAPTER

Innocent, M. (2020), Towards a better understanding of the value derived from practices, *In Mencarelli, R. et Rivière, A., La valeur perçue en marketing, Presses Universitaires de Provence, Aix-en-Provence, p117-129.*

COMMUNICATIONS

Tamaro A, Girardon K, Innocent M et Decourcelle N (2023) La valeur perçue de l'impression alimentaire 3D de chocolat pour le consommateur. *Séminaire Marsouin, 25 et 26 mai, Lanester.*

Lobjois M et Innocent M (2023). Le choix du ou des circuits de distribution pour les jeunes agriculteurs. *AFM, 39ème congrès international, Vannes.*

Veron C, Innocent M, Urien B, Gabriel P, Tamaro A et Legall-Ely M (2022). « Nous sommes ce que nous mangeons » : étude des représentations de la comestibilité des fruits et légumes à travers l'évolution de leur valeur perçue, Journées Normandes de Recherche sur la Consommation, Le Havre, 17 et 18 novembre 2022.

Innocent M, François-Lecompte A et Roudaut N (2022). How does a digital tool affect consumer knowledge on sustainable food ? Evidence from a real condition experiment in France. *16th Academy of Innovation, Entrepreneurship, and Knowledge Conference, June 28-30, 2022, Seville.*

Tamaro A, Innocent M et Mouen P (2022). Naturalité des produits alimentaires – Concept et représentation visuelle pour le consommateur français. *Journée de recherche interdisciplinaire : Pratiques alimentaires, santé et territoire, 14 juin 2022, Brest, France.*

Veron C, Innocent M et Urien B (2022). Comment redonner de la valeur aux fruits et légumes altérés ? Une étude sur les stratégies de déculpabilisation du gaspilleur. *38ème congrès international de l'Association Française de Marketing.*

François-Lecompte A, Innocent M, Prim-Allaz I, Kreziak D (2021). Confinement et approvisionnement alimentaire local auprès des circuits courts : une analyse sous l'angle de la proximité, *37ème congrès international de l'Association Française de Marketing.* [HAL]

Divard R, François-Lecompte A, Gabriel P, Guillemot S, Innocent M, Le Gall-Ely M et Tamaro A (2020) L'alimentation durable : dimensionnement et proposition d'une mesure de cette pratique. *Journée de recherche interdisciplinaire : Pratiques alimentaires, santé et territoire, 4 juin 2020, Brest, France.*

Innocent M, Guillemot S, Tamaro A et Dargos A (2020) Les consommateurs et l'alimentation durable : une implication multiforme. *Journée de recherche interdisciplinaire : Pratiques alimentaires, santé et territoire, 4 juin 2020, Brest, France.*

Innocent M, Divard R, François-Lecompte A, Gabriel P, Le Gall-Ely M (2020) Pratique de l'alimentation durable : l'influence de l'environnement matériel. *Journée de recherche interdisciplinaire : Pratiques alimentaires, santé et territoire, 4 juin 2020, Brest, France.*

Innocent, M. et Girardon, K. (2020). Les différents modes d'appropriation de la maîtrise de la consommation énergétique, *In 36ème congrès international de l'Association Française de Marketing (AFM).*

Innocent, M., Guillemot, S., Tamaro, A. et Dargos, A. (2020). La diversité des implications du consommateur dans les pratiques alimentaires durables, *In 36ème congrès international de l'Association Française de Marketing (AFM)*.

Innocent, M., Divard, R., François-Lecompte, A., Gabriel, P. et Le Gall-Ely M. (2020). L'influence de l'environnement matériel sur une pratique d'alimentation durable, *In 36ème congrès international de l'Association Française de Marketing (AFM)*.

Innocent, M., François-Lecompte, A. et Roudaut, N. (2019). Comparison of human versus technological support to reduce domestic electricity consumption in France, *In 9th Innovation, Entrepreneurship and Knowledge Academy (INEKA, ex GIKA)*, June 2019, Verone.

Innocent, M., François-Lecompte, A. et Divard, R. (2019). Comment aborder les enjeux de l'alimentation dans la transition écologique : le concept d'alimentation durable, *In 35ème congrès international de l'Association Française de Marketing (AFM)*, mai 2019, Le Havre.

Innocent, M, Lassalle J, Chauvin C (2018), Apports interdisciplinaires au sujet de l'appropriation d'une technologie digitale pour la transition énergétique : une prévalence de l'eudémonie, *1ère Journée Interdisciplinaire en Décision et Comportement du Consommateur (JID2C)*, IUT Paris-Descartes, 4 décembre 2018, Paris.

Innocent, M (2018), La valeur retirée de la maîtrise d'une pratique, *in Journées de Recherche AFM Prix-Gratuité-Don-Valeur*, 22-23 mars 2018, Tours.

Innocent, M. & François-Lecompte, A. (2017), How the valuation of electricity-saving behaviors arises from practice, *In 7th Global Innovation and Knowledge Academy (GIKA)*, June 2017, Lisbon.

Innocent, M. et François-Lecompte, A. (2017), Comment la valuation de la maîtrise de la consommation électrique émerge de la pratique, *In 33ème congrès international de l'Association Française de Marketing (AFM)*, mai 2017, Tours.

Innocent, M. (2015), La valeur de la maîtrise de la consommation ou quand « le moins devient un plus », *In Journées AFM Prix, Gratuité, Don et Valeur*, 10-11 décembre 2015, Tours.

Innocent, M., Divard, R. & Gabriel, P. (2015). Comprendre l'expérience de participation des meilleurs contributeurs dans un contexte de crowdsourcing d'activités inventives, *In Conférence de l'Association des Sciences Administratives du Canada (ASAC)*, Juin 2015, Halifax, Canada.

Innocent, M. (2014), L'expérience créative dans le contexte du crowdsourcing, *in 6ème édition du colloque MTO 2014 (Management des Technologies Organisationnelles): Réseaux numériques et performance des entreprises*, septembre 2014, Nîmes.

INVOLVEMENT IN THE SCIENTIFIC COMMUNITY

- Scientific direction of the 3rd interdisciplinary research days on Food Practices, Health, and Territory (Brest May 16/17, 2024)
- Reviewer for the RIPME journal (2023)
- Reviewer for the journal "Decisions Marketing" (2020)
- Reviewer for the journal "Recherche et Applications en Marketing" (2019, 2023)
- Reviewer for the Global Innovation and Knowledge Academy (GIKA - ACIEK) 2017-2022 and for the International Congress of the French Marketing Association (AFM) 2020 – 2022

- Member of the scientific committee of the interdisciplinary research days on Food Practices, Health and Territory (Brest, 4 June 2020, 14 June 2022)
- Member of the GIT (Thematic Interest Group) AFM Price/Value
- Policy associate in the Energy-SHIFTS programme (2020)

RESPONSIBILITIES WITHIN THE LEGO LABORATORY (2015-2023)

2023	Projects / funding	Participation, as a Partner Leader, in the submission of the PROMALG-Heath project, funded by ANR in November 2023 as part of the France 2030 program. Completion of the submission of the partnership project NATCL'INN funded in the fall of 2023 by the Région Bretagne and Région des Pays de la Loire.
	Communication /Valorisation	Participation in several scientific outreach activities towards the general public, as part of the PADE Chair or research programs: conference at BEAJ Café, intervention in Pint Of Science program in May 2023, Radio interview (RCF) for Sustainable Food Day on 16/10/23, participation in the organization of the Chaire PADE FoodHackathon on 17 and 18/10/2023 in Quimper.
2022	Projects / funding	Participation in responding to the generic ANR call with an interdisciplinary project with the LUBEM laboratory on consumption and waste behaviors of moldy foods (MYNION project) accepted for funding in July 2022.
	Communication /Valorisation	Member of the organizing committee and the scientific committee of the LEGO laboratory's first interdisciplinary Research Day on Food Practices, Health, and Territory held on June 14, 2022 in Brest.
2021	Projects / funding	Lead in submitting an ANR project in collaboration with the INRAE iAte laboratory
	Communication /Valorisation	Presentation of the FoodRest project during a Radio interview (RCF Finistère) Participation in the closing session of the AlimDURable project in the presence of elected officials and representatives of associations from the Lorient area.
2020	Projects / funding	Participation in responding to the generic ANR call for the FoodRest project Member of the project group for creating a West Sustainable Food Practices Observatory – Chair Project Participation in the Marsouin Alim3D Project
	Communication /Valorisation	Intervention as part of the UBO research week on food behaviors during the Sustainable Food session (February 5, 2020) Member of the organizing committee and the scientific committee of the LEGO laboratory's first interdisciplinary Research Day on Food Practices, Health, and Territory held on June 4, 2020 in Brest
2019	Projects / funding	Participation in developing funding requests as part of the CPER-Bioalternatives
	Involvement in LEGO	"Methodological Focus, Measuring practices and skills using Item Response Theory," (November 2019) Coordination of the laboratory's Doctoral Student Day commission
2018	Involvement in LEGO	Intervention in Laboratory Workshop: "Best Practices for Publishing – feedback on the 2018 FNEGE Meet The Editors seminar" (March 2018)
2017	Projects / funding	Coordination of the response to the ADEME TEES call for projects with the AlimDURable project