

Franck Cochoy
54 years old, married, 2 children
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Alumni of the École Normale Supérieure of Fontenay-Saint-Cloud
"Agrégation" degree in social sciences
PhD in sociology
"Habilitation" degree in sociology
Full Professor
Doctor honoris causa in economics from the University of Gothenburg, Sweden

HIGHER EDUCATION

- 1998-1999 **"Habilitation à Diriger des Recherches" in sociology** (*Perspectives for a Sociology of Markets*. Supervisor: Catherine Paradeise, dir., December 1999, University Paris X-Nanterre).
- 1990-1995 **PhD in sociology** (*From hand to hand: Three Stories of Market Mediation, Marketing and Marketers*. Supervisor: Catherine Paradeise, December 1995, École Normale Supérieure of Cachan, with highest honors and unanimous congratulations from the jury).
- 1986-1989 **"Agrégation" in social sciences** (July 1988; national competitive exam, rank: 4th).
- Master 2 in sociology, EHESS** (June 1989, École des Hautes Études en Sciences Sociales, Paris. Research theme: social history of marketing).
- 1982-1986 **Master 1 in French literature, University of Paris VII**, highest honors.
Admission to the **École Normale Supérieure de Fontenay-Saint-Cloud**, Literature (competitive exam, rank: 21st).

CAREER

- 2001-2018 **Professor** at the University Toulouse II.
- 1999-2001 **Maître de Conférences** (i.e. Associate Professor) at the University Toulouse II.
- 1997-1999 **"Chargé de Recherches" at the CNRS**, CERTOP/University Toulouse II (as "detached" Associate Professor).
- 1993-1997 **Associate Professor** at the University Toulouse II (as detached "professeur agrégé" until August 31 1996; as tenured Associate Professor since September 1st, 1996).
- 1990-1993 **"Assistant Moniteur Normalien"** (i.e. ENS teaching assistant) at the University Toulouse II.
- 1989-1990 **Military scientist** at the Enseignement Militaire Supérieur Scientifique et Technique (École Militaire, Paris). Training of officers for the entrance competitive exam to Sciences-Po, Paris.

ACADEMIC HONORS AND RESEARCH GRANTS

- Promoted Exceptional Class Professor by the Conseil National des Universités (September 2015).
- Doctor Honoris Causa in economics from the University of Gothenburg, Sweden (October 24, 2014).
- Honorary Visiting Professor at the University of Gothenburg, Sweden (2014-).
- Promoted 1st class Professor (September 2008).
- Research grant from the Education Abroad Program (research mission at the University of Berkeley, July-August 2006).
- Recipient of the PhD and Research Supervising Bonus (2015-2019).
- Recipient of the Scientific Excellence Bonus (2011-2014).
- Recipient of the PhD and Research Supervising Bonus (2002-2010).
- Ranked 1st by the CNRS Comité National (hiring committee), section 40, for a 1st class Researcher position (2001).

Recipient of the CNRS “Aide à Projet Nouveau” (Sponsorship for an Innovative Project) (1999).

Fulbright Grant (French-American Commission, 1992).

Tocqueville Grant (French-American Foundation, 1992).

INTERNATIONAL EXPERIENCE

Invited Professor at the University of Gothenburg, Sweden (two months visits a year over a period of four years, 2009-2013).

Lectures and invited presentations at the University of Hanoi, Vietnam, November 2007 and November 2008.

Research mission at the University of Berkeley, July-August 2006.

Invited conferences at the Getúlio Vargas-EAESP Foundation, São Paulo, Brazil, May 2004.

PhD fieldwork completed in the USA (mostly at **Northwestern University**, but also in major universities of the East coast: Columbia, NY, Harvard and MIT, CT, Wharton, NJ, etc.).

Several invited lectures, talks and research missions abroad (see the list of publications).

International research achievements: publication of **57 articles and chapters in English**, participation in **three European projects, editorial work** (editorship of special issues in academic journals, participation in several review boards), completion of numerous evaluation tasks, organization of scientific events...

RESEARCH NETWORKS (selection)

GDR Sociology and Economics (since 2004).

Interdisciplinary market studies network (since 2010).

Charisma network (since 2012; Member of the “steering committee”).

These three networks gather many researchers from France, Europe and other countries who devote their research to the study of markets.

RESEARCH TEAMS

Member of the LISST-CERS, Laboratoire Interdisciplinaire Solidarités, Sociétés, Territoires, Centre d'Études des Rationalités et des Savoirs (UMR 5193), University Toulouse II (2016-2018).

Member of the SMS LABEX (Lab. of Excellence: Structuration des Mondes Sociaux), University Toulouse II (2012-2018).

Member of the CERTOP, Centre d'Études et de Recherche Technique, Organisation, Pouvoir (UMR 5044), University of Toulouse II (1990-2016).

RESEARCH PROJECTS (selection)

| Period | Project | Budget |
|-----------|--|-----------|
| 2013-2018 | Head for France of the French-Swedish project DIGCON, Digitalizing consumer culture , project founded by the Swedish Research Council (partners: University of Gothenburg, Stockholm School of Economics, CERTOP-CNRS). | 113 000 € |
| 2014-2015 | Head of the OMNISCAN project (2D barcodes and digital consumption), project funded by the Région Midi-Pyrénées, AGIL-IT program. | 15 000 € |
| 2010-2014 | Head for France of the European project Consumer logistics , Urbanet/ANR, (partners: CERTOP-CNRS and University of Gothenburg). | 216 000 € |
| 2010-2014 | Partner of the Créalu project , project funded by the French National Agency for Research (CREation and ALUminum (Patrick Fridenson, EHES, dir.). | 32 000 € |
| 2008-2011 | Head of the “consumers acceptance” task of the Geowine project , project funded by the Fonds Interministériel de Recherche et Développement Collaboratifs des Pôles de Compétitivité (partners: | 98 000 € |

| | | |
|-----------|--|----------|
| | Plaimont, Gers Chamber of Commerce, IRIT, LEREPS, Prooftag). | |
| 2007-2010 | Partner of the Fun-foods project , project funded by the French National Agency for Research (Inès the Ville, University of Poitiers, dir.). | 50 000 € |
| 2004-2007 | Partner of the ESTER project (European project) , Social Regulations of European Transnational Companies, Project funded by the European Commission, Priority 7, Citizens and governance in a knowledge-based society (Isabelle Daugareilh, Comptrasec-CNRS/Bordeaux IV, dir.). | 69 000 € |

SCIENTIFIC LEADERSHIP

Founder of the PUM seminar (Publics, Uses, Markets), LISST-CERTOP-SMS LABEX seminar (since 2016).

Head of the “Market Worlds” research operation of the SMS LABEX (since 2012).

Co-Head of the workshop “Ethnography of sociotechnical associations” of the SMS LABEX (with A. Mayère, since 2012).

Founder of the TRAME axis of the CERTOP (“Techniques, Relations, Actions, Markets, Public space”) (2002-2016) and head of the related seminar.

Head of the doctoral seminar of the CERTOP (2002-2006).

Coordinator of the “Human and Social Sciences for Business” axis of the MSH (Maison des Sciences de l’Homme) of the University of Toulouse (2002-2006).

ORGANIZATION OF SCIENTIFIC EVENTS (selection)

International Workshop *Economies of Detachment*, Federal University of Toulouse, September 20-21, 2018 (with Helene Brembeck and Gay Hawkins).

International Workshop *The digitalization of consumption and markets*, University of Gothenburg, Sweden, May 18-19, 2017 (with Johan Hagberg, Hans Kjellberg, Lena Hansson, Magdalena Petersson-McIntyre, Niklas Sörum).

International Workshop *Agencing markets* sponsored by the European Science Foundation, Cargèse, France, September 17-20, 2013 (with Pascale Trompette).

Double session “Moving consumers: Re-configuring consumption,” *Nordic Conference on Consumer Research* University of Gothenburg, Gothenburg, Sweden, May 30-June 1, 2012.

International Conference *Performativity as politics, Unlocking economic sociology*, University of Toulouse II, Toulouse, 23-25 October 2008 (with Martin Giraudeau, Jean-Pascal Gond and Jacques Igalens).

Other events: 13 workshops; 5 of them lead to the publication of special issues in academic journals.

Participation in the scientific committee of 28 conferences (5 of them organized abroad).

TEACHING (selection)

Since 1990, many lectures and tutorial classes at all levels, from 1st year level to Master 2 level (300 hours a year in average as Associate Professor; 220 hours as Full Professor).

Lecture courses in fundamental sociology: History of sociology, Theoretical pluralism in sociology, Theories of action... Lectures given in class but also written for 3rd year and Master 1 students enrolled in the Distant Learning Service.

Specialized lectures: Sociology of labor, Science and Technology Studies, Economic sociology.

Tutorial classes. Examples: 1) classes focused on a set of **Scientific controversies in sociology** in order to encourage students to reflect on theoretical pluralism in sociology and be actors of research conduct (L3); 2) class centered on the **Writing of a research article** that meets the requirements of a journal of the student’s choice. The article is evaluated by two colleagues who work as a peer review committee (M2).

Learning-studies: supervision of real sociological studies for a partner, from the negotiation of the

research proposal to the writing of the research report.

PEDAGOGICAL RESPONSIBILITIES (selection)

Head of the Research Master degree (2007-2015).

Design of the curriculum of the Research Master, coordination of the design of the curriculum of other Master degrees, supervision of the evaluation of teaching units by students.

Head of the learning-studies of the Master of Applied Sociology (1990-2005).

Head of several 3rd year and Master teaching units.

ADMINISTRATIVE RESPONSIBILITIES

Elected Member of the Administrative Council of the Federal University of Toulouse Midi-Pyrénées (2016-2018).

Elected Member of the Council of the department of sociology, University Toulouse II (2007-2018).

External Nominated Member of the Scientific Council (Commission Recherche) of the University Toulouse I (2012-2015).

Member of the Ethical Committee of the Institute for Advanced Studies in Toulouse, University Toulouse I (2012-2015).

Member of the Scientific Council and the Administrative Council of the CERTOP, UMR CNRS 5044 (2002-2015).

Elected Member of the Scientific Council of the University Toulouse II (2008-2012).

RESPONSIBILITIES IN RESEARCH EVALUATION ORGANIZATIONS

Expert for the Mission of International Expertise, **French Ministry of Research** (2012-2018: about 10 applications a year).

Expert for the **Swiss National Science Foundation**, evaluation of 21 applications related to the NRP 75 call for proposals on big data (Zürich, Switzerland, March 2016).

Nominated member of the **Conseil National des Universités** (2015; alternate). Participation in the promotion of MCF and PR and attribution of research sabbatical grants in May 2016; participation in the attribution of the PhD and Research Supervising Bonus in September 2017).

Expert for the **AXA Research Fund** (2008-2013: expertise of scores of post-doctoral, doctoral and other research projects...).

President of the **AERES** visiting committee (AERES: French National Research Evaluation Agency) for the 5 years evaluation of the GEMASS, UMR-CNRS 8598, University Paris-Sorbonne, February 6, 2013.

Member of the **AERES** visiting committee for the 5 year evaluation of the IRISSO, UMR-CNRS 7170, University Paris IX Dauphine, November 23, 2012.

Expert for the **French National Agency for Research** (June 2007, July 2011, March 2012).

Expert for the **Engineering and Physical Sciences Research Council**, UK (January 2011).

Expert for the **Velux Foundation**, Netherlands (August 2010).

Expert for the **AERES**, ranking of academic journals in social sciences (2007).

Expert for the Mission Scientifique, Technique et Pédagogique (MSTP) of the **French Ministry of Research**, Social Sciences Division, 2003-2007 (evaluation for the attribution of the PhD and Research Supervising Bonus).

Expert for the Direction des Politiques Économique et Internationale (DPEI), **French Ministry of Agriculture** (July 2003).

SCIENTIFIC EXPERTISE

Review boards; editorial committees (11): Senior Advisory Board of the *Journal of Marketing Management* (2016-); Associate Editor of *Consumption, Markets and Culture* (2015-); Editorial Reviewers Board of *Marketing Theory* (2015-); Scientific council of *Réseaux* (2014-); Advisory

board of *Mattering Press*, London, UK (2012-) (Academic publishing co.); review board of *Organization* (2012-); Advisory board of the *Journal of Cultural Economy* (2007-2014); Scientific committee of the *Responsible Organization Review* (2005-); review board of *Organization Studies* (2003-); Editorial board of the Presses Universitaires du Mirail (2001-2007); review board of the *Cahiers sociétés et consommation* (2000-2005); review committee of *Sociologie du travail* (1997-2012).

Reviews for French journals (30): *Décision Marketing* (November 2012); *Droit et société* (August 2007, March 2012); *Droit et société* (March 2012); *Économies et sociétés* (April 2008, March 2004); *Gérer et comprendre* (April 2002, May 2014); *Gouvernement et action publique* (July 2016); *Les cahiers d'économie et sociologie rurales* (July 2004); *Natures, Sciences, Sociétés* (April 1998); *Nouvelle revue du travail* (May 2014); *Politique et Sociétés* (March 2010, revue québécoise); *Recherche et Applications en Marketing* (March 2017); *Recherche et Applications en Marketing* (Vol. 7, n° 4, 1992); *Réseaux* (October 2015); *Revue d'anthropologie des connaissances* (September 2012); *Revue d'Économie Industrielle* (October 2003); *Revue d'économie rurale* (February 2005); *Revue d'Études en Agriculture et Environnement / Review of Agricultural & Environmental Studies* (January 2009); *Revue française de socio-économie* (May 2007, March 2011, April 2017); *Sciences the Société* (June 2017); *Sciences sociales et santé* (October 2005, March 2006, November 2000); *Sociologie* (November 2012); *SociologieS* (November 2013); *Techniques et Culture* (September 2017).

Reviews for other journals (46): *Biosocieties* (July 2012); *British Journal of Sociology* (March 2018); *Business History* (November 2016); *Communication* (Canadian journal), November 2014, March 2016); *Consumption, Markets and Culture* (December 2010, March 2018); *European Journal of Marketing* (October 2015); *Information and Culture: A Journal of History* (August 2013); *Innovation: The European Journal of Social Science Research* (November 2015); *International Journal of Consumer Studies* (April 2006); *Journal of Business Research* (April 2018); *Journal of Consumer Behavior* (January 2011, July 2013); *Journal of Historical Research in Marketing* (July 2014); *Journal of Marketing Management* (December 2013, April 2016); *Journal of Retailing and Consumer Services* (April 2018); *Journal of Socio-Economics* (January 2013); *Long Range Planning* (June 2015); *Marketing Theory* (November 2005, July 2006, February 2015, July 2016, December 2016, July 2018); *New Political Economy* (May 2018); *Œconomia* (November 2013); *Organization* (April 2012); *Organization Studies* (March 2017, February 2018); *Recherche Qualitative* (Canadian Journal, November 2013); *Society and Business Review* (March 2006); *Socio-Economic Review* (July 2018); *Swiss Journal of Sociology* (May 2013); *Technological Forecasting & Social change* (October 2018); *The International Review of Retail, Distribution and Consumer Research* (July 2018); *The Sociological Review* (October 2012, November 2014); *Theory, Culture & Society* (March 2010, November 2011, October 2012, November 2013, March 2014); *Urban Geography* (February 2015); *Valuation Studies* (January 2018).

Reviews of books for publishers (8): MIT Press, USA (July 2014); Éditions Seismo, Switzerland (April 2013); Routledge Publishing Co., UK (April 2012; October 2011). Ashgate Publishing Co., UK (October 2011); CNRS Editions, Paris (March 2004); Inra Editions, Paris (August 2002); Kluwer Academic Publishers, Netherlands (November 1998).

Many other evaluation tasks for universities, research centers and local authorities.

SUPERVISION OF DISSERTATIONS AND PARTICIPATION TO JURIES

Supervision of PhD thesis: 16 defended PhD dissertations; 5 PhD dissertations in progress.

Over my 16 former PhD students, 4 are Associate Professors in Universities, 1 is Assistant Professor at the London School of Economics and Sciences Po, 1 is Teacher-Researcher in a business school, 1 is Assistant Professor, 1 is a post-doctoral fellow, the others occupy various jobs. All my doctoral students, with the exception of a student having a part-time job, have benefitted from University doctoral grants (9), company-sponsored grants (4) or grants related to research projects (2).

Supervision of "Habitations à Diriger des Recherches" (HDR): 4 defended HDR: Alexandre Mallard (2009), Pascal Ughetto (2012) Jérôme Denis (2015) et Ygal Fijalkow (2018). Alexandre Mallard is Maître de Recherche at Mines ParisTech; Pascal Ughetto is Professor at the University Paris-Est Marne-la-Vallée, Jérôme Denis is Professor at Mines ParisTech, Ygal Fijalkow is Associate Professor at the University of Albi. **4 HDR in progress:** Caroline Datchary, Associate Professor at the University Toulouse II; Vincent-Antonin Lepinay, Teacher-Researcher at Sciences Po, Paris; Jean-Samuel Beuscart, Researcher in sociology at Orange Labs; Marie Allison Loconto,

Researcher in sociology at INRA, Versailles-Grignon.

Participation in 71 PhD juries (29 in the University of Toulouse II, 38 in other French institutions, 2 in England, 1 in Sweden, et 1 in Switzerland).

Participation in HDR juries (9 in the University of Toulouse II; 6 in other institutions).

HIRING COMMITTEES

Elected President of the Collège Scientifique Qualifié (committee for the organization of specific hiring committees, department of sociology, University Toulouse II) (2015-2018).

Elected Member of the Collège Scientifique Qualifié (2009-2015).

Hiring committees: 5 at the University Toulouse II (2 Associate Professor positions in 2009, 2 Full Professor positions in 2010, 1 Associate Professor position in 2011); 4 in other universities (1 Associate Professor in 2012, 1 Full Professor position in 2013, 1 Full Professor position in 2014, Full Professor position in 2017).

Elected member for the hiring committee of the department of sociology, University Toulouse II (1999-2000: alternate, Associate Professor college; 2000-2001: full member, Associate Professor college; 2004-2007: President, Full Professors college; 2007-2009: full member, Full Professor college).