

# 3 Days Talk Series

**June 11 - 13, 2025**

led by

**Prof.**

**Cleopatra VELOUTSOU**



Professor of Brand Management at the University of Glasgow, **Professor Cleopatra VELOUTSOU** is a leading expert in brand-consumer relationships, brand co-creation, and brand equity. She currently serves as **Editor-in-Chief of the Journal of Product and Brand Management** and **Associate Editor of the Journal of Business Research**. Her academic journey is marked by international experience, including several visiting positions around the world. She has authored more than 60 publications in top-tier journals and is consistently ranked among the 250 most influential marketing scholars globally since 2020.

*For any inquiries, please contact the organizers:*

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## Program

**June 11** | 9:30 AM – 12:30 PM | **Rouen**

University of Rouen Normandie

**“What Makes Good Research?”**

Theory, Method, Relevance

**June 12** | 2:30 PM – 5:30 PM | **Paris**

EM Normandie Business School

**“How to conduct a systematic vs. Non-systematic literature review”**

Differences and key requirements

**June 13** | 9:30 AM – 12:30 PM | **Paris**

EM Normandie Business School

**“Regular and Special Issue Submissions : Roles and Expectations”**

Editors, Reviewers & Journal Fit



Coffee & informal discussion after each session



Join us in **person** or **online**

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Details sent upon registration