

Dany VYT

Associate Professor



Présentation

Program director:

- [Master Marketing et Vente, parcours Marketing Stratégique et Opérationnel](#)

Dany VYT is Associate Professor at the IGR-IAE Rennes (University of Rennes 1), where she defended a thesis on improving the performance of distribution networks through geomarketing in partnership with Carrefour. Her additional work focuses on brand assortment policies, efficiency measures and shopping areas.

> **Laboratoire de recherche** : CREM UMR CNRS 6211

Recherche et entreprise

Scientific outreach

Member of the scientific committee of the European Association for Education and Research in Commercial Distribution (EAERCD) congress in 2015, and of the International Marketing Trends Conference (2016).

Interactions with the social, economic and cultural environments

- Member of the scientific board of the company Parabellum Geographic Insight
- Organization of the Geomarketing Day at the IGR-IAE of Rennes

Contributions to research facilitation and assessment

As part of the Etienne Thil conference, the Fédération du Commerce Coopératif et Associé (“Federation of Cooperative and Associate Commerce”) awarded the prize for the best merchandising book of the year 2019 to Dany Vyt, professor-researcher at the IGR-IAE, and her co-author Valérie Renaudin: “From category management to customer experience”.

Thèmes de recherche

Territorial coverage of networks

analysis of the marketing performance of retail networks

Activités pédagogiques

Teaching

- Geomarketing, courses and apps on Map Info and Geoconcept softwares
- Multi-dimensional data analysis, with applications on Excel Stat
- Merchandising
- Marketing management, strategic marketing
- RetailingSupervision of students for their final thesis of Master 2.

Other responsibilities in teaching

- Since July 2020: Elected member of the Commission for Education and University Life, University of Rennes 1.
- Since June 2020: Elected member of the Scientific Council of the IGR-IAE, Rennes.
- 2017-2019 : Pedagogical manager of the Licences 3, continuing education, majoring in Management Science.
- Since 2016: Joint educational manager of the Master in Strategic and Operational Marketing (M1 and M2), training in vocational training contract.
- 2012-2015 : In charge of the Bachelor's degree 3, initial training, specialization in Management Science.
- 2008-2012 : Joint educational manager of the Licences 3, initial training, majoring in Management Science.
- 2010-2020 : Elected member of the IGR-IAE Board of Directors.