

## **Sandra LAPORTE, PhD**

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Professeure Agrégée/Associate Professor, HEC Montréal  
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### ***EDUCATION***

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<i>2005-2010</i>	<b>PhD in Marketing</b> <b>HEC PARIS</b> Advisor: Professor Gilles Laurent Dissertation: Essays on Consumer Judgment and Decision Making under Uncertainty (Defended in July 2010)
<i>Spring 2009</i>	<b>Columbia University, Graduate School of Business, New-York</b> Visiting Scholar, Marketing Department.
<i>2004-2005</i>	<b>M.A. in Marketing and Strategy</b> <b>Paris-Dauphine University</b> Thesis: “Antecedents and consequences of consumer creativity” (with honors)
<i>2000-2004</i>	<b>M.Sc. in Management</b> <b>HEC PARIS</b>

### ***ACADEMIC EMPLOYMENT***

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<i>June 2016</i>	<b>Associate Professor, HEC Montréal</b>
<i>2010-16</i>	<b>Assistant Professor, HEC Montréal</b>

### ***PUBLICATIONS***

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Yany Grégoire, Fateme Ghadami, **Sandra Laporte**, Denis Larocque and Sylvain Sénécal (2018), “**How can firms stop customer revenge? The effects of direct and indirect revenge on post-complaint responses**” *Journal of the Academy of Marketing Science*, forthcoming.

**Sandra Laporte & Barbara Briers** (2018), “**Similarity as a Double-Edged Sword: The Positive and Negative Effects of Showcasing Similar Previous Winners on Perceived Likelihood of Winning in Sweepstakes**” *Journal of Consumer Research*, forthcoming.

Renaud Legoux, Denis Larocque, **Sandra Laporte**, Soraya Belmati and Thomas Boquet (2016), “**The effect of critical reviews on exhibitors' decisions: Do reviews affect the survival of a movie on screens?**” *International Journal of Research in Marketing*, 33 (2), pp 357-374.

**Sandra Laporte & Gilles Laurent** (2015), “**More Prizes are not always more Attractive: Factors Increasing Prospective Sweepstakes Participants' Sensitivity to the Number of Prizes**”, *Journal of the Academy of Marketing Science*, 43 (3), pp. 395-410.

Barbara Briers & Sandra Laporte (2013), “A Wallet Full of Calories: The Effect of Financial Dissatisfaction on the Desire for Food Energy”, *Journal of Marketing Research*, 50 (6), pp. 767-781.

### ***RESEARCH IN PROGRESS***

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“Optimism as a Band-Aid for Regret” with Gita V. Johar

“Brothers in pain: the effect of victim similarity and perceived controllability on subjective personal risk” with Barbara Briers

“The impact of Weather Conditions on Lottery Purchase” with Renaud Legoux

### ***HONORS AND AWARDS***

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Best Paper Award at Lalonde International Conference in Marketing Communications and Consumer Behavior 2013

Placed in the top 20 papers submitted for the EMAC 2010 Best Paper Award Based on a Doctoral Dissertation

ACR Best Working Paper (2008)

HEC Fellowship (2005-2010)

EMAC Doctoral Colloquium (2007)

HEC Specialization Certificate with High Honors (2007)

### ***RESEARCH INTERESTS***

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Behavioral Decision Theory

Perception of AI

Health risk perception

Judgment and Decision Under Uncertainty

Money and Food

Incentives and Prosocial Behavior

### ***TEACHING INTERESTS***

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Consumer Behavior

Behavioral Decision Theory

Marketing Research

Marketing Management

Marketing Communications

### ***TEACHING EXPERIENCE***

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#### **Courses (HEC Montréal)**

2016 – 2017      Marketing Communications, Coordinator, 3<sup>rd</sup> year undergraduate elective

2014 - present    Consumer Psychology, Coordinator & Instructor, MSc program

2010 - present    Consumer Behavior, Coordinator & Instructor, 3<sup>rd</sup> year undergraduate elective

2010 - 2013      Marketing Management, Instructor, 2<sup>nd</sup> year undergraduate core

2014 – present    Student Coaching-Academic Competition L'Oréal Brandstorm,  
Spring 2015: 2<sup>nd</sup> place National Finals, Spring 2016: 2<sup>nd</sup> and 3<sup>rd</sup> places National finals

**MSc theses supervision (7):**

Alexandra Levy (2012), Jacqueline Ly (2014), Dunlat Jundi (2014), Sophie Rondeau (2015), Matthieu Billaud (2015), Sarah Herbault (2016), Manon Loustalet (2016), Alisée Guigère Johnson (2017), Gabrielle Fortin Garant (2017), Cyrielle Beaudoin (2017), Mira Haikal (2017), Marie-Ève Vigneault (2017)

**Ph.D. Supervision (2):**

Fateme Ghadami (2017), Huang Bo (Phase 1)

**Ph.D. Committee (1):**

Hajar Fatemi-Shariatpanahi (2017)

**RESEARCH GRANTS**


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2016-2018	Conseil de Recherches en Sciences Humaines du Canada ( <b>CRSH</b> ) Insight Development Grant, "Advertising and perceived personal risk: the impact of similarity to featured victims of negative events" (CA\$74,980)
2015-2018	Fonds de Recherche du Québec - Société et Culture ( <b>FRQSC</b> ), New Faculty Researcher Grant, "Understanding interactions between alternative types of motivations to donate to charities" (CA\$39,512)
2014-2018	Fonds de Recherche du Québec - Société et Culture ( <b>FRQSC</b> ), Soutien aux Equipes de Recherche, (CA\$294,568) Co-applicant (Principal Investigator: Pierre-Majorique Léger)
2014-2015	Starting Research Fund, HEC Montréal, "Understanding interactions between alternative types of motivations to donate to charities" (CA\$5,000)
2011-2014	Starting Research Fund, HEC Montréal, Creation and administration of the Subject Pool (renewed two times. Total: CA\$15,000)

**BUSINESS CASES**


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Audrey Przybysz et Sandra Laporte (2016), "Rise Kombucha: La recette marketing," *Revue Internationale des Cas en Gestion*, vol 14 (2)

Danilo Dantas, Sandra Laporte, Marc-André Laporte, Adrien Tombari (2016), "Pretty Lights et les bundles sur BitTorrent," *Revue Internationale des Cas en Gestion*, vol 14 (2).

**CONFERENCE PRESENTATIONS AND PROCEEDINGS**


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Denis Larocque, Fateme Ghadami, Sandra Laporte, Sylvain Sénécal, and Yany Grégoire (2014), "The Boundary Role of the Type of Revenge Behaviors: Longitudinal and Experimental Approaches", in *NA - Advances in Consumer Research Volume 42*, eds. June Cotte and Stacy Wood, Duluth, MN : Association for Consumer Research, Pages: 490-491.

Fateme Ghadami, Yany Grégoire, Denis Larocque, Sylvain Sénécal & Sandra Laporte (2014), "Is Revenge Sweet? The Differentiated Effects of Direct and Indirect Revenge Behavior on Desire for Revenge", Society for Consumer Psychology Winter Conference (Miami).

Gita V. Johar and Sandra Laporte (2013) , "Sunny Side Up: How Regret Leads to Defensive Optimism", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

"Similarity as a Double-Edged Sword: The Interpersonal Hot Hand and Gambler's Fallacy in Sweepstakes," with Gilles Laurent and Barbara Briers, 40th International Research Conference in Marketing Communications and Consumer Behavior, Lalonde (France), Mai 2013.  
Best Paper Award.

"Sunny Side Up: How Regret Leads to Defensive Optimism," with Gita V. Johar, Society for Consumer Psychology 1st International Conference, Florence (Italy), June-July 2012.

Sandra Laporte & Gilles Laurent (2011), "The Interpersonal Hot Hand and Gamblers' fallacies: How similarity with the previous winners affects the attractiveness of a promotional lottery," Proceedings of Society for Consumer Psychology Winter Conference (Atlanta), eds. Naomi Mandel and David Silvera, Pages: 384.

« Consumer Entry Decision in Promotional Games Based on Chance: Do the Perceived Odds of Winning Matter? » with Gilles Laurent, EMAC Conference, Copenhagen (2010). Placed in the top 20 papers submitted for the EMAC 2010 Best Paper Award Based on a Doctoral Dissertation.

Barbara Briers and Sandra Laporte (2009), « Empty pockets, full stomachs: How Monetary Scarcity and Monetary Primes Lead to Caloric Desire», in Advances in Consumer Research, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, pp. 570-571.

Sandra Laporte and Gilles Laurent (2009), "The Interpersonal Hot Hand Fallacy: How Similarity with the previous winners increases subjective probability of Winning", in Advances in Consumer Research Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, pp. 628-629.

« Empty pockets, full stomachs: How Monetary Scarcity and Monetary Primes Lead to Caloric Desire», with Barbara Briers, International Research Conference in Marketing Communications and Consumer Behavior, Lalonde (2009).

Barbara Briers and Sandra Laporte (2008) , "Empty Pockets, Full Stomachs: How Desire For Money Affects Caloric Intake", in NA - Advances in Consumer Research Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 837-838. Best Working Paper Award

Sandra Laporte (2008) , "The Interpersonal Hot Hand Fallacy: Endorsement of Promotional Games By Previous Winners", in NA - Advances in Consumer Research Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 1031-1032.

Sandra Laporte (2008), "Consumer Entry Decision in Promotional Games Based on Chance: Do the Perceived Odds of Winning Matter?", in NA - Advances in Consumer Research Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 1030-1030.

« Endorsement of Promotional Games by the Previous Winners and the Inter-Personal Hot Hand Fallacy », Competitive Paper Session, European Marketing Academy (EMAC), Brighton (2008)

Sandra Laporte (2008) « Endorsement of Promotional Games by the Previous Winners and the Inter-Personal Hot Hand Fallacy, » Society for Consumer Psychology Winter Conference, New Orleans, eds. Maria L. Cronley and Dhananjay Nayakankuppam, pages: 46-47.

“Managing Customers vs. Managing Brands: Striking the Balance” (2007), with Benedikt Berlemann, Summary of the proceedings of the Marketing Science Institute Conference held May 3-4 2007 at INSEAD, France.

« Consumer Information Processing of Sweepstakes, Contests and Games: Heuristics and Biases in Evaluating the Probability to Win », Doctoral Colloquium, European Marketing Academy (EMAC), Reykjavik (2007)

“Managing Customers vs. Managing Brands: Striking the Balance” (2007), with Benedikt Berlemann, Summary of the proceedings of the Marketing Science Institute Conference held May 3-4 2007 at INSEAD, France.

### ***INVITED PRESENTATIONS***

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IAE Université Toulouse 1 Capitole (Dec. 2012, Dec. 2014, Mai 2016)  
Skema Business School & Université Lille 2 (Dec. 2015)  
HEC Montréal, Sept. 2009.  
McGill University, Sept 2009.  
Concordia University, Oct 2009.

### ***PROFESSIONAL AFFILIATIONS***

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Society for Consumer Psychology  
Association for Consumer Research

### ***PROFESSIONAL SERVICES***

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Creation and administration of Panel HEC Montréal (subject pool)

### **Editorial Review Boards**

Journal of Business Research (JBR) (from September 2016).  
Recherche et Applications en Marketing (RAM) (from November 2014).

### **Reviewer**

JCR (Journal of Consumer Research)  
IJAM (International Journal of Arts Management)  
CJAS (Canadian Journal of Administrative Science)  
EACR Conference (2013)  
Lalonde International Research Conference in Marketing Communications and Consumer Behavior (2013, 2015)  
Society for Consumer Psychology Conference  
Association for Consumer Research Conference  
EMAC conferences.

Co-Organizer, 7<sup>th</sup> HEC-INSEAD doctoral forum (June 2007)