

Sandra LAPORTE, PhD

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EDUCATION

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

ACADEMIC EMPLOYMENT

- June 2010* **Assistant Professor**
- Present **HEC Montréal**

PUBLICATIONS

Barbara Briers & Sandra Laporte, "A Wallet Full of Calories: The Effect of Financial Dissatisfaction on the Desire for Food Energy", *Journal of Marketing Research*, in press.
ACR 2008 Best Working Paper Award.

RESEARCH UNDER REVIEW

"Sweepstakes with more prizes are not necessarily more attractive: Consequences of low evaluability and how to suppress them", with Gilles Laurent.
Under review at *Journal of the Academy of Marketing Science*.

RESEARCH IN PROGRESS

"The Interpersonal Hot Hand and Gambler's fallacies: How similarity with the previous winners affects the attractiveness of a promotional lottery", with Gilles Laurent and Barbara Briers.

Best Paper Award at the 40th International Research Conference in Marketing Communications and Consumer Behavior à Lalonde (France, mai 2013).

"Process Regret and Strategic Distortion of Outcome Probability", with Gita V. Johar

HONORS AND AWARDS

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

Behavioral Decision Theory
Sales Promotion
Emotions

Judgment and Decision Under Uncertainty
Money and Food

TEACHING INTERESTS

Consumer Behavior
Behavioral Decision Theory
Marketing Research

Marketing Management
Marketing Communications

TEACHING EXPERIENCE

HEC Montréal:

Winter 2012 Marketing Management, Instructor, 2nd year undergraduate core
Consumer Behavior, Instructor & Coordinator, 3rd year undergraduate elective

Winter 2011 Marketing Management, Instructor, 2nd year undergraduate core
Consumer Behavior, Coordinator, 3rd year undergraduate elective

Fall 2010 Marketing Management, Instructor, 2nd year undergraduate core
Consumer Behavior, Instructor, 3rd year undergraduate elective

HEC Paris:

2008 MarkStrat Simulation, Instructor, Executive Program

2007 Consumer Psychology and Culture, Instructor, 2nd year undergraduate core

2006-2007 Marketing Theses, Tutor, Graduate students

2006-2007 “NPDSim”, New Product Development, Teaching Assistant, Instructor: Frédéric Dalsace, MBA Program

CONFERENCE PROCEEDINGS

“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.

CONFERENCE PRESENTATIONS (REFERRED)

"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.

"The Interpersonal Hot Hand and Gamblers' fallacies: How similarity with the previous winners affects the attractiveness of a promotional lottery", with Gilles Laurent, Society for Consumer Psychology Winter Conference, Atlanta (2011).

« 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.

« Empty pockets, full stomachs: How Monetary Scarcity and Monetary Primes Lead to Caloric Desire», with Barbara Briers, ACR Conference Pittsburg (2009), in *Advances in Consumer Research Volume 37*, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

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

« Empty pockets, full stomachs: How Monetary Scarcity and Monetary Primes Lead to Caloric Desire», with Barbara Briers, La Londe Consumer Behavior Conference (2009).

« Empty Pockets, Full Stomachs: How desire for money affects caloric intake », with Barbara Briers, Working Paper Poster Session, Best Working Paper Award, Association for Consumer Research Annual North American Conference, San Francisco (2008).

« The Interpersonal Hot Hand Fallacy: Endorsement of Promotional Games by Previous Winners », Working Paper Poster Session, Association for Consumer Research Annual North American Conference, San Francisco (2008).

« Consumer Entry Decision in Promotional Games Based on Chance: Do the Perceived Odds of Winning Matter? », Working Paper Poster Session, Association for Consumer Research Annual North American Conference, San Francisco (2008).

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

« Endorsement of Promotional Games by the Previous Winners and the Inter-Personal Hot Hand Fallacy », Working Paper Poster Session, Society for Consumer Psychology Winter Conference, New Orleans (2008)

"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)

INVITED PRESENTATIONS

IAE Toulouse, December 2012.
HEC Montréal, Sept. 2009.
McGill University, Sept 2009.
Concordia University, Oct 2009.

PROFESSIONAL AFFILIATIONS

Society for Consumer Psychology
Association for Consumer Research

PROFESSIONAL SERVICES

Creation and administration of Panel HEC Montréal (subject pool)

Reviewer, EACR Conference (2013)
Reviewer, Lalonde International Research Conference in Marketing Communications and Consumer Behavior (2013)
Reviewer, Society for Consumer Psychology Conference
Reviewer, Association for Consumer Research Conference
Reviewer, EMAC conferences.
Co-Organizer, 7th HEC-INSEAD doctoral forum (June 2007)

WORK EXPERIENCE

2004 **DDB Group, Paris.** 3-month internship as a consultant in the business consulting division specialized in marketing and sales topics, « Brand & Business Consulting Management Services »

2003 **L'Oréal, Luxury Division, Paris.** 6-month internship as a Product Manager Assistant, Development Marketing, Helena Rubinstein Cosmetics

2002 **Bouygues Telecom, Paris.** 6-month internship as a Product Manager Assistant, Operational marketing, e-business division

REFERENCES

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Barbara BRIERS
TILBURG UNIVERSITY (Starting Oct. 2009)
Faculty of Economics and Business Administration
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Gita V. JOHAR
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