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Department of Marketing  
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## EDUCATION

Ph.D. Business Administration University of South Florida, Tampa, FL, USA Concentration: Marketing Supporting fields: social psychology and research methods	2005
Master of Science Université Aix/Marseille III-IAE Aix-en-Provence, France Concentration: Marketing	2000
Bachelor of Science Université de Savoie-IUT/MSG Annecy, France Concentration: Marketing and Entrepreneurship Minor: Business Administration	1999

## ACADEMIC EXPERIENCE

Associate Professor Department of Marketing HEC Montréal, Canada	June 2010-present
Assistant Professor Department of Marketing HEC Montréal, Canada	June 2005-June 2010
Research/Teaching Assistant College of Business Administration, Department of Marketing University of South Florida, USA	August 2001-May 2005

## RESEARCH

### Research Interests

Sponsorships: concurrent sponsorships; motives attribution to sponsors; sport versus cultural event sponsorship comparison; the advertising-sponsorships interface; construal level theory and sponsorships; ambush marketing; celebrity endorsement.

Measurement/methods: cognitive segmentation, measures of content validity; sales force performance measurement; service quality measurement issues; meta-analysis.

General consumer behavior: maximizing versus satisficing consumers

Strategy: market-orientation; market-driving, movie marketing

### Dissertation

“The Effect of Perceived Entitativity on Implicit Image Transfer in Multiple Sponsorships,” March 2005 (Chair: Paul J. Solomon)

### Refereed Journal Publications

Carrillat, François A. and Alain d’Astous, “The Sponsorship-Advertising Interface: Is Less Better for Sponsors?”(forthcoming) the *European Journal of Marketing*.

Carrillat, François A., Eric G. Harris, and Barbara A. Lafferty, (2010), “Fortuitous Brand Image Transfer: Investigating the Side Effect of Concurrent Sponsorships” *Journal of Advertising*, 39 (2), 109-124.

Carrillat, François A., Robert J. Riggle, William B. Locander, Gary F. Gebhardt, and James M. Lee (2009), “Cognitive Segmentation: Modeling the Structure and Content of Customers’ Thoughts,” *Psychology & Marketing*, 26 (6), 479-506.

Carrillat, François A., Fernando Jaramillo, and Jay Prakash Mulki (2009), “Examining the Impact of Service Quality: A Meta-Analysis of Empirical Evidence,” *Journal of Marketing Theory and Practice*, 17 (2), 95-110.

**\*\*Elected “Best Article” published in the *Journal of marketing Theory & Practice* in 2009\*\***

Carrillat, François A., Alain d’Astous, and François Colbert (2008), “The Effectiveness of Art Venue Sponsorship: An Attribution Perspective,” *Journal of Sponsorship*, 1 (3), 1-12.

Carrillat, François A., Fernando Jaramillo, and Jay Prakash Mulki (2007), “The Validity of the SERVQUAL and SERVPERF Scales: A Meta-Analytic View of 17 Years of Research across Five Continents,” *International Journal of Service Industry Management*, 18 (5), 472-490.

Ladik, Daniel M., François A. Carrillat, and Paul J. Solomon (2007), "The Effectiveness of University Sponsorship in Increasing Survey Response Rate," *Journal of Marketing Theory and Practice*, 15(3), 263-271.

Carrillat, François A., Barbara A. Lafferty, and Eric G. Harris (2005), "Investigating sponsorship's effectiveness: Do less familiar brands have an advantage over more familiar brands in single and multiple sponsorship arrangements?" *Journal of Brand Management*, 13 (1), 50-64.

Jaramillo, Fernando, Carrillat, François A, and William B. Locander (2005), "A Meta-Analytic Comparison of Managerial Ratings and Self-Evaluations," *Journal of Personal Selling & Sales Management*, 25 (4), 315-329.

Cano, Cynthia R., François A. Carrillat, and Fernando Jaramillo, (2004) "A Meta-Analysis of the Relationship between Market Orientation and Business Performance: Evidence from Five Continents," *International Journal of Research in Marketing*, 21 (2), 179-200.

Carrillat, François A., Fernando Jaramillo, and William B. Locander (2004), "Market Driving Organizations: A Framework," *Academy of Marketing Science Review*, 5, 1-14.

Jaramillo, Fernando, François A. Carrillat, and William B. Locander (2004) "Response to Comment: Starting to Solve the Method Puzzle in Salesperson Self Report Evaluations," *Journal of Personal Selling & Sales Management*, 24 (2) 141-145.

Jaramillo, Fernando, François A. Carrillat, and William B. Locander (2003), "Starting to Solve the Method Puzzle in Salesperson Self Report Evaluations," *Journal of Personal Selling & Sales Management*, 23 (4), 375-379.

### **Manuscripts Under Review**

Carrillat, François A., Daniel M. Ladik, and Renaud Legoux, "When the Decision Ball Keeps Rolling: An Investigation of the Sisyphus Effect among Maximizing Consumers", *Marketing Letters* (revise and resubmit received for a 2<sup>nd</sup> round).

### **Conference Proceedings**

Hadida, Allègre L., Renaud Legoux, and François A. Carrillat (2010), "From Avatar to Zelig: A meta-analysis of the effect of gatekeepers on motion picture performance", *4th Annual Conference on 'Cultural Production in a Global Context: The Worldwide Film Industries*, Grenoble.

Legoux, Renaud and François A. Carrillat (2009), "Far from Sight Far from Mind: When Time Delays Change Cultural Venues' Sponsorship Effectiveness," *10th International Conference in Arts and Cultural Management*, Dallas.

- Carrillat, François A. Matthieu Feigné, and François Colbert (2009), "Piégé par les Marques Embusquées : Une Menace pour les Événements Culturels et leurs Commanditaires," *10th International Conference in Arts and Cultural Management*, Dallas.
- Carrillat, François A. and Renaud Legoux (2008), "Can Sponsors Go the Distance? The Role of Psychological Construal Level in Understanding Sponsorships Effectiveness," in *Advances in Marketing: Issues, Strategies, and Theories*, William J. Kehoe and Linda K. Whitten (Eds.), Society for Marketing Advances, St. Petersburg, FL, 43-46.
- Carrillat, François A., Élodie Von, and François Colbert (2007), "Attributions par les Consommateurs de Motivations aux Commanditaires des Arts et de la Culture vs. aux Commanditaires des Sports : Conséquences Attitudinales et Comportementales," Manuel Cuadrado and Juan D. Montoro (Eds.), *9th International Conference in Arts and Cultural Management*, València, Spain, 1-7.
- Mulki, Jay Prakash, Fernando Jaramillo, François A. Carrillat, and Cynthia Rodriguez Cano (2006), "Salesperson Job Performance: Examining the effect of Job Involvement, Intrinsic Motivation and Effort," *2<sup>nd</sup> IIMA Conference on Research in Marketing*, Ahmedabad, India, 69-74.
- Carrillat, François A., Fernando Jaramillo, and Jay Prakash Mulki (2006), "The Validity of the SERVQUAL and SERVPERF Scales: A Meta-Analytic View of 17 Years of Research across the Five Continents," *9<sup>th</sup> International Seminar in Service Management*, La Londe les Maures, France, 117-134.
- Carrillat, François A., Daniel M. Ladik, and Diane Edmondson (2006) "An Integrative View of Customer Loyalty: Is it Different for Maximizers and Satisficers?" in *Marketing Theory and Applications*, Jean L. Johnson and John Hulland, *Winter Marketing Educators' Conference*, St. Petersburg, FL, American Marketing Association, 212-213.
- Ladik, Daniel M., François A. Carrillat, and Paul J. Solomon (2005), "Tandem Prenotification Techniques and University Sponsorship: An Examination of Mail Survey Response Rates," in *Advances in Marketing: Managerial, Pedagogical, Theoretical*, William J. Kehoe and Linda K. Whitten (Eds.), Society for Marketing Advances, San Antonio, TX, 204-205.
- Carrillat, François A., Eric G. Harris, and Barbara A. Lafferty (2004), "The Moderating Role of Sponsor Familiarity on the Effect of Single and Multiple Sponsorships on Brand Attitude and Purchase Intention," in *Marketing Theory and Applications*, William L. Cron and George S. Low (Eds.), *Winter Marketing Educators' Conference*, Scottsdale, AZ, American Marketing Association, 307-308.
- Carrillat, François A. (2003), "Subversiveness and Theory Building in Marketing," in *Advances in Marketing: Pedagogy, Philosophy, and Process*, William J. Kehoe and Linda K. Whitten (Eds.), *Society for Marketing Advances*, New Orleans, LA, 185-186.

Carrillat, François A. (2003), "The Contribution of Marketing to Advertising Development," in *The Romance of Marketing History*, Eric H. Shaw (Ed.), Proceedings of the *Association for Historical Research in Marketing*, East Lansing, MI, 144-150.

Carrillat, François A. and Eric G. Harris (2002), "Inter-Sponsor Transfer Process: Rethinking Sponsorships as A Source of Competitive Advantage," in *Advances in Marketing: Pedagogy, Philosophy, and Process*, Beverly T. Venable (Ed.), *Society for Marketing Advances*, St. Pete Beach, FL, 215-216.

### **Miscellaneous Publications**

Dumais, Francis, Johanne Brunet, and François A. Carrillat (2010), « Commandites F1: un casse-tête pour les gestionnaires? », *La Presse Affaires*, May 03rd, 2.

Carrillat, François A. and Alain d'Astous (2010), « Les actions en commandite doivent être dosées », *La Presse Affaires*, March 29th, 2.

Dantas, Danilo, Deschênes Jonathan, and François A. Carrillat (2009), "Comment fêter son centenaire : Un marketing traditionnel ou participatif? » *La Presse Affaires*, December 7th, 2.

Cazelais, Simon, Johanne Brunet, and François A. Carrillat (2009), "La commandite en temps de crise," *La Presse Affaires*, February 9th, 2.

Feigné, Matthieu, François Colbert, and François A. Carrillat (2006), « Sponsorship, Arts, Social Causes and Sports: An annotated and selected bibliography», *Rémi-Marcoux Chair in Arts and Cultural Management*, HEC Montréal.

### **Research Grants**

39 600 CAD (2006-2010): « Les inférences des consommateurs concernant les motivations des commanditaires : une investigation du biais de correspondance dans la perception de la commandite » Quebec Research Fund for Culture and Society.

20 000 CAD (2005-2009): HEC Starting Research Fund.

2 000 USD (2005): "The Effect of Perceived Entitativity on Implicit image Transfer in Multiple Sponsorships," Gainie doctoral dissertation grant, College of Business Administration, University of South Florida.

### **Presentations at Academic Conferences**

Hadida, Allegre, Renaud Legoux, and François A. Carrillat (2010, June), "From Avatar to Zelig: A meta-analysis of the effect of gatekeepers on motion picture performance", presented at *the 4th Annual Conference on 'Cultural Production in a Global Context: The Worldwide Film Industries*, Grenoble.

- Legoux, Renaud and François A. Carrillat (2009, July), "Far from Sight Far from Mind: When Time Delays Change Cultural Venues' Sponsorship Effectiveness," presented at *10th International Conference in Arts and Cultural Management*, Dallas.
- Carrillat, François A. Feigné, Matthieu, and François Colbert (2009, June), "Piégé par les Marques Embusquées : Une Menace pour les Événements Culturels et leurs Commanditaires," presented at the *10th International Conference in Arts and Cultural Management*, Dallas.
- Carrillat, François A. and Renaud Legoux (2008, November) "Can Sponsors Go the Distance? The Role of Psychological Construal Level in Understanding Sponsorships Effectiveness," presented at the *Society for Marketing Advances* conference, St. Petersburg, FL, 43-46.
- Carrillat, François A., Élodie Von, and François Colbert (2007, June), "Attributions par les Consommateurs de Motivations aux Commanditaires des Arts et de la Culture vs. aux Commanditaires des Sports : Conséquences Attitudinales et Comportementales," presented at the *9th International Conference in Arts and Cultural Management*, València, Spain, 1-7.
- Carrillat, François A., Fernando Jaramillo, and Jay Prakash Mulki (2006, November), "A Meta-Analysis of the Discriminant Validity between Service Quality and Customer Satisfaction" paper presented at the *9th International Symposium on Retailing* of the Society for Marketing Advances Conference, Nashville, TN.
- Carrillat, François A., Fernando Jaramillo, and Jay Prakash Mulki (2006, June), "The Validity of the SERVQUAL and SERVPERF Scales: A Meta-Analytic View of 17 Years of Research across the Five Continents," presented at the *9th International Seminar in Service Management*, La Londe les Maures, France, 117-134.
- Carrillat, François A., Daniel M. Ladik, and Diane Edmondson (2006, February) "An Integrative View of Customer Loyalty: Is it Different for Maximizers and Satisficers?" presented at the *Winter Marketing Educators' Conference*, St. Petersburg, FL, American Marketing Association, 212-213.
- Ladik, Daniel M., François A. Carrillat, and Paul J. Solomon (2005, November), "Tandem Prenotification Techniques and University Sponsorship: An Examination of Mail Survey Response Rates," presented at the *Society for Marketing Advances* conference, San Antonio, TX, 204-205.
- Carrillat, François A., Eric G. Harris, and Barbara A. Lafferty (2004, February), "The Moderating Role of Sponsor Familiarity on the Effect of Single and Multiple Sponsorships on Brand Attitude and Purchase Intention," presented at the *Winter Marketing Educators' Conference*, Scottsdale, AZ, American Marketing Association, 307-308.
- Carrillat, François A. (2003, November), "Subversiveness and Theory Building in Marketing," in *Advances in Marketing: Pedagogy, Philosophy*, presented at the *Society for Marketing Advances* conference, New Orleans, LA, 185-186.

Carrillat, François A. (2003, May), "The Contribution of Marketing to Advertising Development," in *The Romance of Marketing History*, Eric H. Shaw (Ed.), presented at the *Association for Historical Research in Marketing* conference, East Lansing, MI, 144-150.

Carrillat, François A. and Eric G. Harris (2002, November), "Inter-Sponsor Transfer Process: Rethinking Sponsorships as A Source of Competitive Advantage," presented at the *Society for Marketing Advances* conference, St. Pete Beach, FL, 215-216.

## TEACHING

### Courses taught

#### Undergraduate courses :

- marketing research (University of South Florida, 8 sections taught)
- Matrix Technology Software (*Studio, Target Builder*) (University of South Florida)
- Consumer behavior (HEC, 8 sections taught in French); Consumer behavior (HEC, 3 sections taught in English)

#### Graduate courses:

- Marketing communication and branding (M.Sc. program in marketing, HEC, 3 sections taught in French)

### Student competition coaching

Brandstorm: international branding competition organized by L'Oreal. Two teams of 3 students are coached over a 6 month time period. Competition coached on 2008, 2009 and 2010:

- 1st rank at Canadian finals, winning team qualified for international finals in Paris: 2008 (co-coached with Jean-François Ouellet):
- 3 rd rank at Canadian finals: 1 team in 2008 and 1 team in 2009.

### Certification

2002: Higher Education Teaching Certification Center for Teaching Enhancement, University of South Florida

## GRADUATE STUDENT COMMITTEES

M.Sc. thesis chair: Anna-Marie Kandiliotis (marketing, 2009); Mohammed Benyahia Tabib (marketing, 2007); Elise Roy-Pépin (marketing, 2009); Olivia Commune (marketing, 2009); Ernesto Mora (marketing, in progress), Catherine Mudie (marketing, in progress).

M.Sc. thesis co-chair: Annick Rousseau (marketing, 2009, with Maud Dampérat); Simon Cazalais (marketing, 2009 with Johanne Brunet); François Eid (marketing, 2008 with Alain d'Astous);

Matthieu Feigné (marketing, 2008, with François Colbert); Élodie Von (marketing, 2007 with François Colbert); Philippe de Mestral (international business, in progress, with Ari Van Assche); Emilie Pelletier (marketing, in progress, with Renaud Legoux); Maud Weulersse (marketing, in progress, with Renaud Legoux); Kieu Nguyen (marketing, in progress, with Alain d'Astous), Kieu Nguyen (marketing, in progress with Alain d'Astous), Josianne Lazure (marketing, in progress with Alain d'Astous), Victor Davoine (marketing, in progress with Alain d'Astous), Sanâa Jajoui (marketing, in progress with Alain d'Astous), Annick Beaupré (marketing, in progress with Renaud Legoux), Francis Dumais (marketing, in progress with Johanne Brunet), Émilie Morissette-Grégoire (marketing, in progress with Alain d'Astous).

M.Sc. thesis jury member: 27 students since 2005.

Internship supervision: Eve Gendreau (DESSGO, 2009)

Ph.D. dissertation committee member: Julien Bousquet (2009), Damien Hallegate (2009-present)

Ph.D. comprehensive examination committee member : Linda Lemarié (2009)

Ph.D dissertation defense committee member: examination chair for Yaromir de Jesus Munoz Molina (2009); examination chair for Lilia Boujbel (2009), examination chair for Manon Arcand (2010), examination chair for Haitem Zourrig (2010).

## **SERVICE TO THE MARKETING DISCIPLINE**

### **Review board member**

*Journal of Marketing Theory and Practice* (since January 2008)

### **Ad hoc reviewer for peer-reviewed journal**

*Journal of Advertising* (since 2009)

*European Journal of Marketing* (since 2009)

*Journal of Marketing Theory & Practice* (since 2005)

*International Journal of Arts Management* (since 2006)

*Gestion* (since 2006)

*Économie et Solidarité* (2007)

*The Canadian Journal of Administrative Sciences* (2005-2006)

*International Journal of Internet Marketing and Advertising* (2006)

Special issue “The New Dominant Logic in Marketing” for the *Journal of the Academy of Marketing Sciences* (2006).

Special issue “The Business of Non-Profit” for the *Journal of Marketing Theory and Practice* (2004).

### **Session chair at academic conferences**

AMA Educators' Conference (Winter : 2007; 2008; 2009)

Society for Marketing Advances (2006)  
Student Conference on Business Administration Research (2008; 2009)

**Discussant at academic conferences**

American Marketing Association Educators' Conference (Winter : 2007; 2008; 2009)  
Society for Marketing Advances (2006)

**Reviewer for academic conferences**

International Conference in Arts and Cultural Management (2009)  
Society for Marketing Advances (2009)  
SMA Retailing Symposium (2008)  
Administrative Sciences Association of Canada (2007)  
AMA Educators' Conference (Winter : 2007; 2008; 2009; 2010-Summer: 2009)  
Association of Collegiate Marketing Educator's Conference (2005)  
Conference on Historical Analysis and Research in Marketing (2003)

## **UNIVERSITY SERVICE**

Academic supervisor M.Sc. in marketing, HEC Montréal, since June 2009

Member of the faculty search committee for the marketing department, HEC Montréal (2008-2009; 2009-2010; 2010-2011)

Member of the strategic committee for the Ph.D program in marketing, HEC Montréal (2009)

Member of the strategic committee for HEC Montréal M.Sc. program in marketing (2007)

Member of the selection committee for the best HEC Montreal M.Sc thesis in marketing (2005; 2006, 2007)

Preselection committee for HEC M.Sc. students applying for a scholarship from the Social Sciences and Humanities Research Council of Canada (2009)

Jury member for the inter-university academic competition “Happening Marketing” (2009)

Mentor during the HEC Montréal PhD student “breakfast with mentors” (2008)

## **COMMUNITY SERVICE**

Reviewer, Social Sciences and Humanities Research Council of Canada (2009)

Ph.D. scholarship committee member for the Quebec Research Fund for Culture and Society (2009; 2010)

### **Media intervention**

Interviewed by “La Presse” regarding the impact of hosting a tv series for a city in terms of branding (2010).

Interviewed by “La Presse” regarding the impact on sales for automotive companies which sponsor cultural events championship (2010).

Interviewed by the newspaper “La Presse” regarding the marketing dynamics of the Women’s Tennis Association (2008)

Interviewed by the television network “TVA money channel” regarding the use of gas as loss leaders among supermarket chains (2008)

Interviewed by the newspaper “La Presse” regarding the firing of a Tim Horton’s employee for giving away a small donut to a kid and the damage to the Tim Horton’s brand.

Live interview on “Lanaudière Radio Station” regarding celebrity endorsers in advertising (2007)

Interviewed by the « Journal de Montréal » regarding the association between VISA and the Monopoly game (<http://argent.canoe.com/lca/infos/quebec/archives/2007/12/20071202-220411.html>) (2007)

## HONORS AND AWARDS

- 2009 Best article award from the *Journal of Marketing Theory & Practice* for “Examining the Impact of Service Quality: A Meta-Analysis of Empirical Evidence”
- 2009 Young researcher Award from HEC Montréal
- 2008 Best reviewer award from the *Journal of Marketing Theory and Practice*
- 2005 Graduate Student Outstanding Research Award from the College of Business Administration, University of South Florida
- 2005 Beta Gamma Sigma Honor Society Inductee
- 2002 Society for Marketing Advances Doctoral Consortium Fellow
- 2000 Graduated with high honors from University Aix/Marseille III, France
- 2000 Scholarship from University Aix/Marseille III, France
- 1999 Graduated with honors from University of Savoy, France
- 1999 Scholarship from region Rhône-Alpes, France
- 1998 Scholarship from region Rhône-Alpes, France

## PROFESSIONAL ASSOCIATION

### Member

American Marketing Association, Society for Marketing Advances, HEC Montreal research group in arts and cultural management, American Psychological Association

## INDUSTRY EXPERIENCE

- 2001 *University of Florida Press*-Gainesville, FL. Marketing Manager: designed a marketing plan, created a customer database (internship).
- 2000 *Media Pétrole*-Aix-en-Provence, France. Marketing Managers: designed a marketing plan, assisted CEO’s decisions (internship).
- 1999 *Hémisphère-Droit* (EURO RSCG)-Paris, France. Media-Planner: elaborated media strategies and created media-plans for national campaigns (internship).
- 1998 *Sols Confort SARL*-Thonon, France. Market Analyst: investigated marketing opportunities and legal issue for a store development (internship).