

# JONATHAN DESCHENES, PhD



Associate Professor of Marketing  
HEC Montreal  
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*Last update: October 6, 2015*

## EDUCATION

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- 2009**      **Philosophae Doctorate (PhD) in Administration**  
Major in marketing/consumer research  
Minor in anthropology and sociology  
John Molson School of Business, Concordia University, Montreal  
Dissertation title: *Exploring the wish factory: Ethnographic Insights into The Charitable Business of Wish Granting* (Advisor: Dr. Annamma Joy, UBC Sauders)  
Graduation: November 2009
- 2002**      **Master of Science (M.Sc.) in Administration**  
Major in Marketing  
HEC-Montreal, Montreal  
Thesis Title: *Les rêves de consommation: Une étude Exploratoire*  
(Advisor: Dr. Alain d'Astous, HEC Montreal)
- 2000**      **Baccalaureate in Business Administration (BBA)**  
Major in marketing  
HEC-Montreal, Montreal

## WORK EXPERIENCE

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### *Academic Appointments*

- Since 2012**    **Associate professor of marketing (tenured)**  
Marketing Department  
HEC Montreal, Montreal
- 2007-2012**    **Assistant professor of marketing**  
Marketing Department  
HEC Montreal, Montreal

- 2007**      **Lecturer**  
Marketing department  
University of Quebec at Montreal (UQAM), Montreal
- 2003-2006**    **Teaching and research assistant**  
Concordia University and HEC Montreal, Montreal
- 2002-2003**    **Lecturer**  
Marketing department  
HEC Montreal

***Courses Taught***

- *Introduction to Marketing Management*, BBA, HEC Montreal (Teaching evaluations: 3,6 – 3,9 / 4)
- *Marketing Research*, BBA and MBA, HEC Montreal (Teaching evaluations: 3,2 – 4,0 / 4)
- *Thesis Writing Workshop*, M.Sc., HEC Montreal (Teaching evaluations: 3,3 – 4 / 4)
- *Business Research Ethics*, M.Sc./PhD, HEC Montreal (Teaching evaluations : 3,5 – 4 / 4)
- *Quantitative Methods*, BBA, UQAM (Teaching evaluation: 3,5 / 4)

***Non-Academic Appointments***

- Since 2004**    **Consultant for for-profit and not-for-profit organizations**  
Montreal
- 2001**          **Market analyst**  
Groupe d'analyse des marchés internationaux (GRAMI)  
HEC Montreal, Montreal
- 1999-2000**    **Marketing manager**  
Technidek inc., Montreal
- 1998**          **« Demo day » representative**  
Epson Canada, Sales and Merchandising Group, Montreal

**PUBLICATIONS**

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***Peer-Refereed Academic Journals***

“La Gestion des Magasins Entrepôts: Défis et Stratégies” (Translation: “Management of Factory Outlets: Challenges and Strategies”), *Gestion, Revue Internationale de Gestion*, vol. 37 (2), 85-93, 2012. Co-authors: Johanne Brunet, Emmanuelle Lambert.

- “Re-Thinking the Relationship between Self and Other: Levinas and Narratives of Beautifying the Body”, *Journal of Consumer Culture*, vol. 10 (3), 333-361, 2010. Co-authors: Annamma Joy, John F. Sherry, Gabriele Troilo.
- “The Aesthetics of Luxury Fashion, Body and Identify Formation”, *Journal of Consumer Psychology*, vol. 20 (4), 459-470, 2010. Co-authors: Alladi Venkatesh, Annamma Joy, John F. Sherry.
- “Perceiving Images and Telling Tales: A Visual and Verbal Analysis of the Metaphor of the Internet”, *Journal of Consumer Psychology*, vol. 19 (3), 556-566, 2010. Co-authors: Alladi Venkatesh, Annamma Joy, John F. Sherry.
- “Conceptual Blending in Advertising”, *Journal of Business Research*, vol. 62, 39-49, 2009. Co-authors: Annamma Joy, John F. Sherry.
- “Consuming in One’s Mind: An Exploration”, *Psychology & Marketing*, vol. 22(1), 1-30, 2005. Co-author: Alain d’Astous.

### ***Monographs***

- “La Recherche Commerciale Quantitative avec SPSS : Document Pratique” (Translation: “Marketing research with SPSS: A Practical Document”). Cahier du CETAI, ENS-02-01, HEC Montréal. ISSN: 0840-9757, 2002. Co-author: Jean-Boisvert.

### ***Book Chapters***

- “Le Marketing du Don Charitable: Une Analyse Critique et Réflexive” (Translation: “Marketing of Charitable Giving: A Critical and Reflexive Analysis”), in Michelle Bergadaà, Marine Le Gall-Ely and Bertrand Urien (Eds.), *Don et pratiques caritatives*, de Boeck University, Collection Méthodes & Recherches, p.99-112, 2011. Co-author: Jean-Sebastien Marcoux.
- “Writing it Up, Writing it Down: Reflexivity in Accounts of Consumer Behavior”, in Russell W. Belk (Ed.), *Handbook of Qualitative Research Methods in Marketing*. Edward Elgar Publishing, 345-360, 2006. Co-authors: Annamma Joy, John F. Sherry, Gabriele Troilo.
- “L’Ar(t)chéologie ou l’Esthétique de la Profondeur de la Surface”, in Louise Déry et Audrey Genois (Commissaires), *Glissement. Art et Écriture*. Galerie de l’UQAM, Montreal, 2005.

### ***Peer-Refereed Academic Conference Proceedings***

- “Preliminary Reflections on The Nature of Third-Party Fundraising: Insights from Canada and China”, in Zhilin YANG, Zhilong TIAN, and Thomas KRAMER (Eds.), *China’s Contribution to Marketing: Theory and Practice*, *China Marketing International Conference Proceedings*, 2015 p. 261-262. Co-authors: Yanan Wang\*, Jean-François Lalonde, Valérie Grandbois.
- “Consumers’ Representations of Social Media: A ZMET Analysis,” *Asia-Pacific Advances in Consumer Research*, 2015, forthcoming. Co-authors: Sylvain Sénécal, Lana Jurdak.
- “Reciprocities of Charitable Giving: Perspectives from Donors, Nonprofits and Beneficiaries”, in Gert Cornelissen, Elena Reutskaja and Ana Valenzuela (eds.), *European Advances in*

*consumer research*, Vol. 10, 2013, p. 190-191. Co-authors: Jean-François Lalonde, Guillaume Leti.

“A ZMET Analysis of Consumer Perceptions of Green Energy”, *Proceedings of the International Conference Promoting Business Ethics*, CD-ROM, 2011. Co-authors: Elodie Palluet, Pierre-Olivier Pineau.

“The Role of Green Certification in Premium Pricing of Green Products”, *Proceedings of the International Conference Promoting Business Ethics*, CD-ROM, 2011. Co-authors: Renaud Legoux, Emilie Bergeron.

“Of Ill Children and Consumer Dreams”, in Zhihong Yi, Jing Jian Xiao, June Cotte and Linda Price (Eds.), *Asia-Pacific Advances in Consumer Research*, vol. 9, Duluth, MN : Association for Consumer Research, 2011, p. 221.

“Behind Closed Doors: A Reflection on the Emotional Challenge of Doing Consumer Research on Painful Topics”, in Gavan Fitzsimons and Vicki Morwitz, (Eds.), *Advances in Consumer Research*, vol. 34, Duluth, MN: Association for Consumer Research, p. 20-22, 2007.

### ***Peer-Refereed Academic Conference Presentations***

“Thesis Writing Workshop”, *China Marketing International Conference*, Xi’an, July 2015.

“Guanxi and Donation: Preliminary Findings,” *China Marketing International Conference*, Xi’an, July 2015. Co-authors: Yanan Wang, Guojun (Sawyer) He.

“Consumers’ Representations of Social Media: A ZMET Analysis,” *Association for Consumer Research – Asia Pacific*, Hong Kong, June 2015. Co-authors: Sylvain Sénécal, Lana Jurdak.

“Moments Décisifs et Rites d’Inscription: Le Sens que Donnent les Parents et Grands-Parents à la Transmission Culturelle,” *AIMAC*, Aix en Provence, June 2015. Co-author: André Courchesne.

“Entre Donateur et Entrepreneur : Quelle Place pour le Collecteur de Fonds de Tierce Partie?” 9ème Congrès de l’Académie de l’Entrepreneuriat et de l’Innovation, Nantes, May 2015. Co-authors: Valérie Grandbois, Jean-François Lalonde.

“Partenariats entre Entreprises Privées et OBNL : Un Regard Exploratoire de la Perspective des Donateurs,” *International Marketing Trends Conference*, Paris, January 2015. Co-authors: Danilo C. Dantas, Claude Perreault.

“Preliminary Reflections on the Nature of Third-Party Fundraising: Insights from Canada and China,” *China Marketing International Conference*, Wuhan, July 2014. Co-authors : Yanan Wang, Jean-François Lalonde, Valérie Grandbois.

“Is the Third-party Fundraiser an Entrepreneur? Reflection on the Entrepreneurship Act,” *CCSBE Conference*, Antigonish, May 2014. Co-authors: Jean-François Lalonde, Valérie Grandbois.

“Consumer Society as a Modern Lover’s Happy Hunting Ground: A Year inside the Seduction Community,” *Brands and Brand Relationships Conference*, Boston, May 2014. Co-author: Patrick Bilodeau.

“Reciprocities of Charitable Giving: Perspectives from Donors, Nonprofits and Beneficiaries”, *European Association for Consumer Research*, Barcelona, July 2013. Co-authors: Jean-François Lalonde, Guillaume Leti.

- “Dropping Out of School: A Consumers’ Tale of (in)stability”, EMAC, Istanbul, June 2013. Co-author: Stephanie Milse.
- “A ZMET Analysis of Consumer Perceptions of Green Energy”, *Eighteenth Annual International Conference Promoting Business Ethics*, New York, October 2011. Co-authors: Élodie Palluet, Pierre-Olivier Pineau.
- “The Role of Green Certification in Premium Pricing of Green Products”, *Eighteenth Annual International Conference Promoting Business Ethics*, New York, October 2011. Co-authors: Renaud Legoux, Emilie Bergeron.
- “Of Ill Children and Dreams”, *Asia Pacific Association for Consumer Research*, Beijing, June 2011.
- “The Marketing of Charitable Giving: A Critical and Reflexive Analysis”, *Observatoire International Don et Consommation*, Geneva, June 2011. Co-author: Jean-Sebastien Marcoux.
- “Sociological Insights into the Granting of Consumer Dreams”, *EMAC*. Ljubljana, May 2011.
- “En Pleine Zone Grise: Une Analyse des Écarts de Représentation de l’Énergie Verte entre Consommateurs et Producteurs” (Translation : “In Complete Grey Zone : A Gap Analysis of Consumers’ and Producers’ Green Energy Representations”), *Association Francophone pour le Savoir (ACFAS)*, Sherbrooke, May 2011. Co-authors: Elodie Palluet, Pierre-Olivier Pineau.
- “Nouveau Regard sur l’Expérience Bancaire: Une Analyse ZMET” (Translation : “New Perspective on the Banking Experience: A ZMET Analysis”), *Association Francophone pour le Savoir (ACFAS)*, May 2010, Montreal. Co-author: Melissandre Morissette.
- “Behind Closed Doors: Reflecting on the Emotional Challenges of Doing Consumer Research on Painful Topics”, *Association for Consumer Research*, Orlando, September 2006.

### ***Guest Speaker in Professional Conferences***

- “Pousser l’Engagement plus Loin? Le Don de Tierce Partie” (Translation: “Pushing the Limits of Engagement: Third-Party Fundraising”), Annual Colloquium of the *Association des Professionnels en Gestion Philanthropique (APGP)*, May 2014.
- “Marketing et Don Charitable : Quelques Directions de Recherche,” (Translation : « Marketing and Charitable Giving: A Research Agenda »), L’Entrepreneuriat Social et Environnemental, Colloque *CIRANO*, Montréal, February 2014.
- “ ‘Partenariats Privé-Privé’ : Démystifier le Marketing Social dans la Société Civile” (Translation: “ ‘Private-Private Partnerships’: De-Mystifying Social Marketing in Civil Society”), *Fondations et PPP Sociaux : Visages de la Privatisation*, Colloquium organized by Conseil Central CSN of Montreal Metropolitan, Regroupement des Organismes Communautaires Famille de Montréal (ROCFM) and Regroupement Intersectoriel des Organismes Communautaires de Montréal (RIOCM), Montreal, February 2013.
- “Voir Au-Delà des Frais de Gestion”, (Translation: Beyond Overhead Costs”), Annual Colloquium of the *Association des Professionnels en Gestion Philanthropique (APGP)*, April 2012.

“Comment Célébrer son Centenaire: Marketing Traditionnel ou Marketing Participatif?” (Translation: “How to Celebrate a Centennial: Traditional of Participative Marketing?”) *Célébrer un 100e Anniversaire: Comment Allier Tradition, Réseaux et Événements en Mode Numérique et Interactif ? Société Québécoise des Professionnels en Relation Publique*, February 2011. Co-author: Danilo Dantas.

“La Netnographie : L’étude des Communautés Virtuelles de Marques” (Translation: “Netnography: The Study of Virtual Brand Communities”), *Vigie et Recherche Marketing: Les Meilleures Méthodes de Recherche pour Renforcer vos Stratégies*, Conférence Infopresse, December 2010. Co-author: Marie-Agnès Parmentier.

“La Netnographie ou l’Étude des Communautés Virtuelles de Consommation” (Translation: “Netnography or the Study of Virtual Brand Communities”), *Consortium Maîtrise Marketing*, HEC Montréal, December 2004.

### ***Guest Speaker in Universities and High Schools***

Presentation title: « Marketing des Causes. » Series of two talks given in a Philanthropic Management Certificate at University of Montreal. 2014-2015

Presentation title: « Le Marketing : Bien Comprendre Cette ‘Arme’ des Organisations. » Talk given in Pierre-Dupuy High School, Montréal, 2013.

Presentation title: « La Vie dans la Société de Consommation : Agir ou Subir. » Series of talks given at Pierre-Dupuy High School, Montréal, 2007-2008.

### ***Publications in Public Medias***

“Acheter Vert sans y Perdre au Change” (Translation: “Buying Green without Losing in the Transaction”), *La Presse*, Cahier "La Presse Affaires", 2011. Co-authors: Emilie Bergeron, Renaud Legoux. The article is available in French at the following address:

<http://lapresseaffaires.cyberpresse.ca/economie/commerce-de-detail/201112/19/01-4479180-acheter-vert-sans-y-perdre-au-change.php>.

“Les Enjeux de la Gestion Philanthropique en 2011: Au-Delà des Frais de Gestion?” (Translation: “The Challenges of Philanthropic Management in 2011: Beyond Overhead Costs?”), *La Presse*, No. 281, Cahier "La Presse Affaires", page 5, 2011. The article is available in French at the following address:

<http://lapresseaffaires.cyberpresse.ca/economie/201109/12/01-4433704-gestion-philanthropique-au-dela-des-frais-de-gestion.php>

“Comment Fêter son Centenaire? Marketing Traditionnel ou Participatif.” (Translation: “How to Celebrate a Centennial: Traditional of Participative Marketing.”), *La Presse*, No. 42, Cahier "La Presse Affaires", page 5, 2009. Co-authors: Danilo Dantas, François Carrillat. The article is available in French at the following address:

[http://expertise.hec.ca/voix\\_experts/2009/12/07/comment-feter-son-centenaire-marketing-traditionnel-ou-participatif/](http://expertise.hec.ca/voix_experts/2009/12/07/comment-feter-son-centenaire-marketing-traditionnel-ou-participatif/).

The article was also published in Portuguese on Click RBS website:

<http://www.clicrbs.com.br/esportes/rs/noticias/futebol-inter,2744169,Centenario-do-Inter-repercute-em-universidade-do-Canada.html>.

## **SUPERVISION OF GRADUATE STUDENTS**

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### ***PhD –Dissertation Advisor***

HE, Sawyer Guojun, Ph.D. student en marketing. Joint Program, HEC Montréal. Dissertation topic : Construction of the Consumer and Donor Culture in the PRC during the Cultural Revolution.

Courchesne, André, Ph.D. candidate in marketing. Joint Program, HEC Montréal. Dissertation topic: Intergenerational cultural transmission (3 generations) in the context children theatre, HEC Montreal. Co-advisor: Jean-Sébastien Marcoux.

### ***PhD – Phase 3 - Dissertation Committee Member***

Brouard, Myriam, PhD candidate in marketing, “Binge media consumption: an ethnographic study” (working title) HEC Montreal, dissertation advisor: Jean-Sébastien Marcoux. Phase in progress.

Deroubais, Virginie, PhD candidate in marketing, “*Consumer Culture and Food: Ethnography of Collective Kitchens*” (Working Title). HEC Montreal, dissertation advisor: Jean-Sébastien Marcoux, HEC Montreal. Phase in progress.

Ertz, Myriam, PhD candidate in marketing, UQAM. Dissertation topic: Second life of objects. Dissertation co-advisor: Fabian Durif, Manon Arcand. Phase in progress.

### ***PhD – Phase 2 – Comprehensive Exams Committee Member***

Brouard, Myriam, PhD student in marketing. HEC Montreal, dissertation advisor: Jean-Sébastien Marcoux. HEC Montréal. Phase completed (May 2013).

Ertz, Myriam, Ph.D. student in marketing. Dissertation co-advisors: Fabien Durif and Manon Arcand (UQAM). Phase completed (August 2015).

### ***Master of Science (M.Sc.) – Thesis Advisor***

**In progress** Brossoit, Dominique, “Experiencing fundraising: An ethnography of third-party fundraising events” (Working title translated from French), HEC Montreal.

Constantin, Frédéric, “Citizens’ Perceptions of Education: A Zmet Analysis” (Working title translated from French), HEC Montreal.

Cuillerier, Maxime, “The Purchase of Cruelty-Free Products” (Working Title translated from French), HEC Montreal.

Leguy, Naomi, The Role of Marketing in the Construction of the Identity Discourse on ISIS (Working Title translated from French). Co-advisor: Jean-Sébastien Marcoux, HEC Montreal.

**2015** Lacerte, Marie-Claude, “Developing CSR and Sustainable Development: The Case of Responsible Communication Agencies (Title translated from French), HEC Montreal.

**2014** Bilodeau, Patrick, “Consumer Society as a Hunter’s Field: One Year within a Community of Seduction” (Working title translated from French), HEC Montreal.

Jurdak, Lana, “A ZMET Analysis of Consumers’ Representations of the Concept of Social Media”, co-advisor: Sylvain Senecal, HEC Montreal.

Perreault, Claude, “The Impact of Non-Profit-For-Profit Collaborations on Donors’ Perceptions (Working title translated from French), co-advisor: Danilo C. Dantas, HEC Montreal.

Gauthier-Magnan, Lysanne, “Negative influencers: The case of green industry anti-activists” (Translated from French title), HEC Montreal.

**2013** Chaussé, Louis, “A ZMET Analysis of the Representations of the Social Media Concept for SO/HO Managers” (Translated from French title). Co-advisor: Sylvain Senecal.

**2012** Milse, Stephanie, “*A Dropout’s Tale: The Life of Young School Dropout Adults*” (Translated from French Title).

**2011** Bergeron, Emilie, “*The Role of Green Certification and Green Extension in Premium Pricing of Green Products*” (translated from French title), Co-advisor: Renaud Legoux, HEC Montreal.

Palluet, Elodie. “*Green is Grey*”: A ZMET Exploration of the Concept of Green Energy” (translated from French title), Co-advisor: Pierre-Olivier Pineau, HEC Montreal.

Pierrat, Mathieu, “*A Phenomenological Analysis of Brand Relationship between a Football Team and its Fans and Ultras*” (translated from French title). Co-advisor: Frank Pons, HEC Montreal.

### ***Master of Science (M.Sc.) – Supervised Project Advisor***

**In progress** Campeau, Audrey, “Selling Second Category Fruits and Vegetables: The Producers’



Perspective” (working title translated from French), HEC Montreal.

Lefebvre, Chloé, “The Selling of Ugly Fruits and Vegetables in France: Lessons for Quebec (working title from French), HEC Montreal.

**2014** El-Shiaty, Mohamed, “A Study of the Commercialisation of the Quality Project among Public Daycare (CPE) in the Province of Quebec” (title translated from French), HEC Montreal.

Maheu, Audrey, “Building a Marketing Plan for the Association of Public Daycare (CPE) of the Eastern Townships” (title translated from French), HEC Montreal.

**2013** Leti, Guillaume, “The Concept of Charitable Giving from the Perspective of Donors: A ZMET Analysis” (title translated from French), HEC Montreal.

Rieutort, Thibaut “Evaluation of the Adoption of a Green Certification for the MUTEK Festival” (title translated from French). HEC Montreal.

#### *Graduate Program (DESS) –Advisor*

**In progress** Quadro, Karimé Issa, “The professionalization of small Charities: The managers’ Perspective” (Working Title translated from French, University of Montreal.

#### **SCHOLARSHIPS AND AWARDS**

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**2014-2016** **Insight Development Grant: 74,000\$**  
Social Sciences and Humanities Research Council of Canada (SSHRC)  
Project: Third-Party Fundraising: New Perspective on Charitable Donation  
Principal Investigator: Jonathan Deschenes  
Co-applicant: Yanan Wang

**2012-2015** **Partnership Development Grant: 180,000\$**  
Social Sciences and Humanities Research Council of Canada (SSHRC)  
Project: *Mobile usage, its antecedents and consequences: a multi-method research program*  
Principal investigator: Sylvain Senecal  
Co-applicants: Henri Barki, Ann-Frances Cameron, Jonathan Deschenes, Pierre-Majorique Léger, Ana Ortiz de Guinea Lopez de Arana, Stefan Tams, Ryad Titah, René Reidl, Aude Dufresne.

**2011-2014** **Research Grant: 39,600\$**  
Fonds de Recherche Société et Culture Québec (FRSCQ)  
Project: *A cross-cultural analysis of extended reciprocity between donors, charities and beneficiaries*

- 2010-2012 Research Start-Up Grant: 10,000\$**  
HEC Montreal.  
Project: *Ephemeral entrepreneurship: an exploration of third-party fundraising*
- 2007-2009 New Scholar Research Grant: 20,000\$**  
HEC Montreal.
- 2006 Fellow – AMA Sheth Foundation Doctoral Consortium.**  
Robert H. Smith School of Business, University of Maryland.
- ACR/Sheth Foundation Dissertation Proposal Award: 1,500\$**  
Best Proposal, Public Purpose Track  
Association for Consumer Research
- Internal Research Grant: 3,200\$**  
Concordia University.
- 2004-2005 Hydro-Quebec Graduate Award: 5,000\$**  
Concordia University, Montreal
- 2003-2006 PhD Fellowship: 60,000\$**  
Fonds de Recherche Société et Culture Québec (FRSCQ)
- J.W. McConnell Memorial Graduate Fellowship: 30,000\$**  
Concordia University, Montreal
- Concordia University External Grant Holder Doctoral Scholarship**  
Concordia University, Montreal
- 2002-2003 Board of Honour, M.Sc. Program**  
HEC-Montreal, Montreal
- 2002 Best M.Sc. Thesis Award: 2,000\$**  
HEC-Montreal, Montreal
- 2001 Bourse de la Direction du Programme de la M.Sc. en Administration: 2,000\$**  
HEC-Montreal, Montreal

## PROFESIONNAL SERVICES

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### *Ad Hoc Reviewer for Peer-Refereed Academic Journals*

Consumption, Markets and Culture  
European Journal of Marketing

Gestion, Revue Internationale de Gestion  
International Journal of Arts Management  
International Journal of Nonprofit and Voluntary Sector Marketing  
Journal of Consumer Behavior  
Management International  
Nonprofit Management & Leadership  
Psychology and marketing  
Revue International de Cas en Gestion  
Revue Française de Gestion

***Ad Hoc Reviewer for Peer-Refereed Academic Conferences***

Academy of Marketing Conference  
ACFAS  
ASAC  
Association for Consumer Research  
Brands and Brand Relationships Conference  
China Marketing International Conference  
European Marketing Academy (EMAC)  
International Conference on Arts and Cultural Management (AIMAC)  
International Marketing Trends Conference

***Other International Academic Activities***

Nonprofit Marketing Track Chair for China International Marketing Conference, Xi'an, China, 2015.

Marketing Track Chair for ACFAS, 2012.

Ad hoc reviewer for SSHRC grants.

Ad hoc reviewer for MITACS grants.

***Institutional Services at HEC Montreal***

**Since 2014** Ethics Board

**Since 2013** Member of the Ethics Review Board (3-year term)

Member of the M.Sc. Marketing Option Strategic Orientation Committee

**Since 2012** Co-founder and member of IDEOS Strategic Hub (Initiative de Développement Économique des Entreprises et Organismes à Vocation Sociale)

**2011** Member of the Marketing Department's 'Marketing Seminar Series' Committee.

- 2010-2013** Member of the Ethics Review Board (3-year term)
- Since 2010** Member of the BBA (marketing option) strategic orientation committee
- Since 2009** Course coordinator (Marketing research, BBA and MBA levels; Thesis writing workshop, M.Sc level)
- Since 2007** Participation in the M.Sc. Marketing Option Student Orientation Day

***Member of Administration Boards***

- 2015** Board Member of the Association des Professionnels en Gestion Philanthropique
- 2013-2014** President of the Board of Centre de la Petite Enfance (CPE) Panda  
  
Board member of the Regroupement des Centres de la Petite Enfance des Cantons de l'Est (RCPECE)
- 2011-2014** Board member of Centre de la Petite Enfance (CPE) Panda

***Appearances in the Media***

- 2015** Interview for an article published in Les Affaires on the financial aspects of charities. April 11 2015. The article in French can be found here:  
<http://www.lesaffaires.com/strategie-d-entreprise/financement/gerer-la-generosite-entre-placements-traditionnels-et-solutions-originales/577725>  
  
Interview for an article published in Journal de Quebec on the generosity of Quebec donors. February 23, 2015. The article in French can be found here:  
<http://www.journaldequebec.com/2015/02/17/le-quebec-le-moins-generoux-au-pays-pour-la-23eme-annee>
- 2014** Interview for the Radio-Canada radio program Tam-Tam in the Ice Bucket Challenge phenomenon. August 31, 2014. The interview is available in French here:  
<http://www.rcinet.ca/fr/2014/08/31/le-defi-du-seau-deau-glacee-une-crise-pour-la-societe-de-la-sla/>
- 2012** Interview for *Le Soleil* on the impact of tax raise on donations (October 16). The article (in French) can be found here:  
<http://www.lapresse.ca/le-soleil/affaires/actualite-economique/201210/15/01-4583620-les-dons-philanthropiques-a-la-merci-de-limpot.php>  
  
TV Panelist for *Citoyens Avertis* at Réseau de l'Information (RDI) on cause-related marketing (January 19). The program (in French) can be found here:

<http://www.radio-canada.ca/audio-video/pop.shtml?urlMedia=http://www.radio-canada.ca/Medianet/2012/RDI/CitoyensAvertis201201190930.aspx>.

- 2011** Radio interview for *Le National* (Première Chaîne - Radio-Canada) regarding nonprofit overhead costs (July 6). The radio interview (in French) can be found here: [http://www.radio-canada.ca/audio-video/pop.shtml?urlMedia=http://www.radio-canada.ca/Medianet/2011/CBF/LeteDuMonde201107061717\\_1.aspx](http://www.radio-canada.ca/audio-video/pop.shtml?urlMedia=http://www.radio-canada.ca/Medianet/2011/CBF/LeteDuMonde201107061717_1.aspx)
- 2010** Interviewed for a special issue on generosity for *Clin d'oeil Magazine*. Article entitled: Le triomphe de la generation g(énérosité). April 2010, p.88-92.
- Interviewed by *Crux Magazine* in a special issue on future trends in consumption. Article entitled "Custom kicking a revolution", no.17, p. 54-55. The bilingual article can be found here: [http://www.cruxco.tv/fr/photoreportages/auteurs/crux-magazine.html/crux-magazine-no-17-future-issue.html?image=27#a\\_pic](http://www.cruxco.tv/fr/photoreportages/auteurs/crux-magazine.html/crux-magazine-no-17-future-issue.html?image=27#a_pic)
- Video interview for a *National Film Board* (NFB) documentary entitled « Grandir et se choisir » targeted at tweens (young adolescents) about sexual stereotypes in the marketplace.
- 2008** Radio interview for *Macadam Tribu* (Première Chaîne - Radio-Canada) concerning green marketing (February 15, 2008). The radio interview (in French) can be found here: <http://www.radio-canada.ca/radio/emissions/document.asp?docnumero=52240&numero=62>
- 2007-2008** « La vie dans la société de consommation : Agir ou subir ». Series of talks given at Pierre-Dupuy High School, Montréal.
- 2007** Interviewed by *Espaces Magazine* concerning green products in the context of outdoor products. November 2007. The article (in French) can be found here: <http://www.espaces.qc.ca/espaces/html/actualites/nov2007/actualites156.shtml>

## **PROFESSIONAL AFFILIATIONS**

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Association des Professionnels en Gestion Philanthropique (APGP)

Association for Consumer Research (ACR)

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)