

Alain d'Astous

Contact Information

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Academic Background

Ph.D. University of Florida, 1985.
M.Sc. Université de Sherbrooke, 1978.
B.Sp.Adm. Université du Québec à Rimouski, 1975.

University Experience

HEC Montréal Professor (1999-now); Chairman, Marketing Department (2001-2004); Associate Director of the School (2005-2008); Ph.D. Program Director (2010-2015).
Université de Sherbrooke Assistant Professor (1983-1988); Professor (1989-1999); Vice-Dean, Research and Graduate Studies (1987-1990); Chairman, Marketing Department (1991-1994).
Université Laval Assistant Professor (1982).
Visiting Scholar ESSEC (France) (1996); Università Bocconi (Italy) (2004); University of Canterbury (2005); University of Technology Sydney (2016); Université Paris-Dauphine (2017).

Selected Accomplishments

Scholarships Government of Québec, 1976-1978; 1979-1982; Government of Canada, 1979-1982; 1984; Government of Québec and France, 1996-1997; University of Canterbury, New-Zealand, 2005; Government of Québec (MELS), 2009-2018.
Member of Editorial Boards *Journal of Public Policy & Marketing* (2002-2007); *Canadian Journal of Administrative Sciences* (1997-2005, Marketing Area Editor, 2002-2005); *International Journal of Research in Marketing* (1993-1998), *Recherche et Applications en Marketing* (1995-2002, 2005-2014), *Revue Française du Marketing* (2012-2018); *Journal of Advertising* (since 2015); *International Marketing Review* (since 2008); *Psychology & Marketing* (since 2002), *Journal of Consumer Policy* (since 2005).
Occasional Reviewer *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Consumer Affairs*, *Journal of Business Ethics*, *Journal of Gambling Studies*, and many others.

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Awards

Outstanding Reviewer: *International Marketing Review* (2016 and 2018); *European Journal of Marketing* (2015).

Best Paper Awards: ASAC (1991); ASAC (1994); MCB University Press (1995); Multicultural Marketing Conference (2002); ASAC (2007); ANZMAC (2012).

Awards of Excellence, Ministry of Education, Government of Québec for a Marketing Research textbook (2000) and for a Consumer Behavior textbook (2002).

Honorable Mention, American Psychological Association 1986 Dissertation Competition (Consumer Psychology Division).

Research Funding

As the principal investigator:

SSHRC	5,000\$ (1986-1987); 4,912\$ (1987-1988); 29,900\$ (1987-1989); 13,528\$ (1990-1991); 51,008\$ (1992-1995); 85,070\$ (2011-2014).
CIDA	10,000\$ (1993).
ADSAGSM	20,000\$ (1997-1998).

As a co-researcher:

FQRSC	81,900\$ (2002-2005); 183,744\$ (2006-2010); 210,320\$ (2010-2014).
SSHRC	139,213\$ (2003-2006); 142,500\$ (2008-2011); 66,194\$ (2009-2012).

Involvement in Doctoral Dissertations

As a supervisor:

Iness Hadj Said (HEC Montréal; completed 2008), Lilia Boujbel (HEC Montréal; completed 2009), Veneta Sotiropoulos (HEC Montréal; completed 2011), Benjamin Boeuf (HEC Montréal; co-supervision with François A. Carrillat; completed 2015), André Courchesne (HEC Montréal; co-supervision with François Colbert, completed 2019).

As an external examiner:

Said Zouiten (HEC Montréal), Serge Carrier (UQAM), Sylvain Sénécal (HEC Montréal), Riadh Ladhari (Laval University), Ravi Pappu (U. of New England, Australia), Nawel Amrouche (HEC Montréal), Miguel Morales (Laval University), John Nadeau (Carleton University), Jane Scott (U. of New South Wales, Australia), Dania Mouakhar-Klouz (Université Paris-Dauphine), Brigitte Prud'homme (UQTR), Alex Settini Sohler (Deakin University, Australia), and Mohammad Abdur Rob Dewan (Swinburne University of Technology, Australia).

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Selected Refereed Journal Articles

Since 1987, 100 articles. Google Scholar (February 2, 2020): citations = 8,475; h-index = 43 (33, since 2015). In the top 5% of HEC Montréal's Faculty (nearly 300 professors) as regards the number of citations.

Charette, F. and A. d'Astous (forthcoming), "Country Image Effects in the Era of Protectionism," *Journal of International Consumer Marketing*. Available online: <https://www.tandfonline.com/eprint/XKDRPSV5NXMFYVSZNGYS/full?target=10.1080/08961530.2019.1710737>

d'Astous, A., F.A. Carrillat, and A. Przybysz (forthcoming), "Legitimacy and Sincerity as Leveraging Factors in Social Sponsorship: An Experimental Investigation," *International Journal of Advertising*. Available online: <https://www.tandfonline.com/doi/pdf/10.1080/02650487.2019.1672327?needAccess=true>

Boeuf, B., F. A. Carrillat, and A. d'Astous (2019), "Interference Effects in Competitive Sponsorship Clutter," *Psychology & Marketing*, Vol. 35, No. 12, 968-979.

Mouakhar-Klouz, D., A. d'Astous, and D. Darpy (2016), "I'm Worth It or I Need It? Self-Gift Giving and Consumers' Self-Regulatory Mindset," *Journal of Consumer Marketing*, Vol. 33, No. 6, 447-457.

Carrillat, F. A., P. Solomon, and A. d'Astous (2015), "Brand Stereotyping and Image Transfer in Concurrent Sponsorships," *Journal of Advertising*, Vol. 44, No. 4, 300-314 (lead article).

Boujbel, L. and A. d'Astous (2015), "Exploring the Feelings and Thoughts that Accompany the Experience of Consumption Desires," *Psychology & Marketing*, Vol. 32, No. 2, 219-231.

Carrillat, F. A., A. d'Astous, F. Bellavance, and F. Eid (2015), "On 'Being There': A Comparison of the Effectiveness of Sporting Event Sponsorship among Direct and Indirect Audiences," *European Journal of Marketing*, Vol. 49, No. 3/4, 621-642.

Carrillat, F. A., A. d'Astous, and M.-P. Charette Couture (2015), "How Corporate Sponsors Can Optimize the Impact of their Message Content: Mastering the Message – Improving the Processability and Effectiveness of Sponsorship Activation," *Journal of Advertising Research*, Vol. 55, No. 3, 255-269.

d'Astous, A. and M. Di Gaspero (2015), "Heuristic and Analytic Processing in Online Sports Betting," *Journal of Gambling Studies*, Vol. 31, No. 2, 455-470.

Carrillat, F. A. and A. d'Astous (2014), "Power Imbalance Issues in Athlete Sponsorship versus Endorsement in the Context of a Scandal," *European Journal of Marketing*, Vol. 48, No. 5/6, 1070-1091.

Carrillat, F. A., A. d'Astous, and H. Christianis (2014), "Guilty by Association: The Perils of Celebrity Endorsement for Endorsed Brands and their Direct Competitors," *Psychology & Marketing*, Vol. 31, No. 11, 1024-1039.

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Carrillat, F. A., A. d'Astous, and E. Morissette Grégoire (2014), "Leveraging Social Media to Enhance Recruitment Effectiveness: A Facebook Experiment," *Internet Research*, Vol. 24, No. 4, 474-495.

Carrillat, F. A., A. d'Astous, and J. Lazure (2013), "For Better for Worse? What to Do when Celebrity Endorsements Go Bad?," *Journal of Advertising Research*, Vol. 53, No. 1, 15-30 (lead article).

Boujbel, L. and A. d'Astous (2012), "Voluntary Simplicity and Life Satisfaction: Exploring the Mediating Role of Consumption Desires," *Journal of Consumer Behaviour*, Vol. 11, No. 6, 487-494.

d'Astous, A. and A. Legendre (2009), "Understanding Consumers' Ethical Justifications: A Scale for Appraising Consumers' Reasons for Not Behaving Ethically," *Journal of Business Ethics*, Vol. 87, No. 2, 255-268.

Ahmed, S. A. and A. d'Astous (2008), "Antecedents, Moderators, and Dimensions of Country-of-Origin Evaluations," *International Marketing Review*, Vol. 25, No. 1, 75-106.

d'Astous, A. and L. Boujbel (2007), "Positioning Countries on Personality Dimensions: Scale Development and Implications for Country Marketing," *Journal of Business Research*, Vol. 60, No. 3, 231-239.

d'Astous, A. and J. Deschênes (2005), "Consuming in One's Mind: An Exploration," *Psychology & Marketing*, Vol. 22, No. 1, 1-30. (lead article)

d'Astous, A. (2000), "Irritating Aspects of the Shopping Environment," *Journal of Business Research*, Vol. 49, No. 2, 149-156.

d'Astous, A. and F. Chartier (2000), "A Study of Factors Affecting Consumer Evaluations and Memory of Product Placements in Movies," *Journal of Current Issues and Research in Advertising*, Vol. 22, No. 2, 31-40.

Ahmed, S. A. and A. d'Astous (1995), "Comparison of Country-of-Origin Effects on Household and Organizational Buyers' Product Perceptions," *European Journal of Marketing*, Vol. 29, No. 3, 35-51.

d'Astous, A. and N. Séguin (1999), "Consumer Reactions to Product Placements Strategies in Television Sponsorship," *European Journal of Marketing*, Vol. 33, No. 9-10, 896-910.

d'Astous, A. and N. Touil (1999), "Consumer Evaluations of Movies on the Basis of Critics' Judgments," *Psychology & Marketing*, Vol. 16, No. 8, 677-694.

d'Astous, A. and P. Bitz (1995), "Consumer Evaluations of Sponsorship Programmes," *European Journal of Marketing*, Vol. 29, No. 12, 6-22.

d'Astous, A. (1990), "An Inquiry into the Compulsive Side of 'Normal' Consumers," *Journal of Consumer Policy*, Vol. 13, 15-31.

d'Astous, A. and D. Rouziès (1987), "Selection and Implementation of Processing Strategies in Consumer Evaluative Judgment and Choice," *International Journal of Research in Marketing*, Vol. 4, No. 2, 99-110.

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Books and Other Published Pedagogical Materials

d'Astous, A. (2019), *Le projet de recherche en marketing*, 6th edition, Chenelière Éducation, Montréal, 460 p. (ISBN 978-2-7650-7862-3).

d'Astous, A. (2019), *Le projet de recherche en marketing, Guide d'enseignement, solutions et diaporamas*, 6th edition, Chenelière Éducation, Montréal (available online).

d'Astous, A., P. Balloffet, N. Daghfous, and C. Boulaire (2018), *Comportement du consommateur*, 5th edition, Chenelière Éducation, 544 p. (ISBN 978-2-7650-5577-8).

d'Astous, A., N. Daghfous, C. Boulaire, and P. Balloffet (2018), *Comportement du consommateur, Guide d'enseignement, solutions et diaporamas*, 5th edition, Chenelière Éducation, Montréal (available online).

d'Astous, A., F. Marticotte, and J.-P. Sallenave (2010), *Le Marketing, de l'idée à l'action*, 4th edition, Editions Marie-France, Montréal, 480 p. (ISBN 978-2-89661-007-5).

d'Astous, A., R. S. Tirado, and S. P. Sigué (2003), *Investigación de mercados*, Grupo Editorial Norma, Bogotá, Colombia, 469 p. (ISBN 958-04-7321-8). This is the translation and adaptation in Spanish of the second edition of the book titled "Le projet de recherche en marketing" (see above).

d'Astous, A. (1999), *Analyse des données commerciales, Cahier d'apprentissage*, Centre collégial de formation à distance, Collège de Rosemont, 374 p. (ISBN 2-89452-270-3)

d'Astous, A. (1993), *Introduction à l'analyse des données issues d'une enquête*, Guérin Éditeur, Montréal, 182 p. (ISBN 2-7601-3339-7)

d'Astous, A. (1989), *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada*, Marketing Division, Montréal, Québec (editor).

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