

François A. Carrillat  
Associate Professor  
Department of Marketing  
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Last update: July 2013

## **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
Visiting Research Scholar Business School, Marketing Discipline University of Adelaide, Australia	June 2012- May 2013
Assistant Professor Department of Marketing HEC Montréal, Canada	June 2005-May 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

### Ph.D. Dissertation

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

### M.Sc. Thesis

“Considérer le Sponsoring comme une Variable du Marketing Mix,” December 2000 (Chair : Jean-Louis Chandon)

### Refereed Journal Publications

Carrillat, François A. and Alain d'Astous (forthcoming), “Power Imbalance Issues in Athlete Sponsorship versus Endorsement in the Context of a Scandal”, *European Journal of Marketing*.

Carrillat, François A., François Colbert, and Matthieu Feigné (forthcoming), “Weapons of Mass Intrusion: The Leveraging of Ambush Marketing Strategies”, *European Journal of Marketing*.

Carrillat, François A. and Alain d'Astous (forthcoming), “The Complementarity Effect in the Leveraging of Sponsorships: Attributional versus Attitudinal Accounts”, *International Journal of Sports Marketing & Sponsorship*.

Ali Besharat, Daniel M. Ladik, and François A. Carrillat (2013), “Are Maximizers Blind to the Future? When Today's Best Does Not Make for a Better Tomorrow”, *Marketing Letters*.

- Dantas, Danilo and François A. Carrillat (2013) "The impact of personalised communications on consumer commitment", *Canadian Journal of Administrative Sciences*.
- Carrillat, François A., Alain d'Astous, and Josiane Lazure (2013), "For Better, for Worse? What to Do when Celebrity Endorsement Goes Bad?" *Journal of Advertising Research*, 53 (1), 1-15.
- Carrillat, François A. and Alain d'Astous (2012), "The Sponsorship-Advertising Interface: Is Less Better for Sponsors?" the *European Journal of Marketing*, 46 (3), 562-574.
- Carrillat, François A., Daniel M. Ladik, and Renaud Legoux (2011), "When the Decision Ball Keeps Rolling: An Investigation of the Sisyphus Effect among Maximizing Consumers", *Marketing Letters*, 22(3), 289-296.
- 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\*\***
- \*\* 3<sup>rd</sup> most cited article from the 2008-2012 issues\*\***
- 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 at Refereed Journals**

- Ladik, Daniel M. and François A. Carrillat, "Belk's (1988) "Possessions and the Extended Self" Revisited," 3<sup>rd</sup> review requested at the *Journal of Historical Research in Marketing*.
- Carrillat, François A. and Paul Solomon "Beyond categorization: A brand stereotype account of image transfer in concurrent sponsorships," under 1<sup>st</sup> review at the *Journal of Advertising*.
- Carrillat, François A., Alain d'Astous, François Bellavance, and François Eid, "On 'Being there': A Comparison of the Effectiveness of Sporting Event Sponsorship Among Direct and Indirect Audiences," under 1<sup>st</sup> review at the *European Journal of Marketing*.
- Carrillat, François A., Alain d'Astous, et Haralambos Christianis, "Guilty by Association: The Perils of Celebrity Endorsement for Endorsed Brands and their Direct Competitors," under 1st review at *Psychology & Marketing*.
- Carrillat, François A. Alain d'Astous, and Victor Davoine, "The sponsor-event geographical match as a dimension of event-sponsor fit: An investigation in Europe and North America", under 1st review at the *Australasian Marketing Journal*.

Carrillat, François A. Alain d'Astous, and Emilie Morissette-Grégoire, « Leveraging Social Media to Enhance Recruitment Effectiveness: A Facebook Experiment », under 1st review at *Internet Research*.

## Conference Proceedings

Carrillat, François A., Alain d'Astous, and Mar-Pier Charette Couture (2013), "When easy is jolly: The benefits of sponsorship activation's processability," *Sport Management Conference*, ISC School of Management, Paris, France.

Carrillat, François A. Alain d'Astous, and Victor Davoine (2012), "The Sponsor-Audience Geographical Match as a dimension of Event-sponsor fit: An investigation in France and Canada", *Australian & New Zealand Marketing Academy (ANZMAC)*, Adelaide, Australia.

**\*\*elected "Best Cross-Cultural Consumer Research paper at the conference\*\***

Carrillat, François A., Renaud Legoux, and Annick Beaupré (2012), "The moderating impact of cognitive complexity and need for cognition on the "match-up" effect in celebrity endorsement", *Association for Consumer Research Asia Pacific*, Queenstown, New-Zealand.

Carrillat, François A., Alain d'Astous, François Bellavance, and François Eid (2012), « On 'Being There': The Effectiveness of Sporting Event Sponsorship in On-Site versus Media Environments », *1st Sports Marketing Conference Warsaw Sports Marketing Center: Focus on Sponsorship*, University of Oregon, Portland, OR.

Giroux, Marylin, Frank Pons, and François A. Carrillat (2012), "Is Hyperactivity Always Good for Sponsors?: Role of Sponsor Ubiquity in Sponsorship Evaluation" *1st Sports Marketing Conference Warsaw Sports Marketing Center: Focus on Sponsorship*, University of Oregon, Portland, OR.

Hadida, Allègre L., Renaud Legoux, and François A. Carrillat (2011), « You Could Charm The Critics, and Have Nothing to Eat: A Meta-Analysis of The Effect of Gatekeepers on Motion Picture Performance », *11th International Conference in Arts and Cultural Management*, Anvers.

**\*\*elected "Best Marketing Paper at the conference\*\***

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.

**\*\*Elected among the best paper of the conference\*\***

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.

### **Book chapters**

Carrillat, François A. and Alain d'Astous (2013) « Sponsorship » in *Wiley Encyclopedia of Management, Marketing Volume*, Lee, Nick and Andrew Farrell (Eds.).

Carrillat, François A. and Alain d'Astous (2012) "Comprendre les consommateurs pour un marketing efficace" in *MBA Marketing*, Ed. J.-M. Lehu, Paris : Eyrolles (2011).

### **Research Grants**

85 070 CAD (2011-2014) : « L'interface commandite-publicité » Social Sciences and Humanities Research Council of Canada.

10 000 CAD (2011): HEC Research Project Fund (movie marketing and consumer behavior)

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**

Carrillat, François A., Alain d'Astous, and Mar-Pier Charette Couture (2013, June), "When easy is jolly: The benefits of sponsorship activation's processability," *Sport Management Conference*, ISC School of Management, Paris, France.

Carrillat, François A. Alain d'Astous, and Victor Davoine (2012, December), "The Sponsor-Audience Geographical Match as a dimension of Event-sponsor fit: An investigation in France and Canada", *Australian & New Zealand Marketing Academy (ANZMAC)*, Adelaide, Australia.

Carrillat, François A., Renaud Legoux, and Annick Beaupré (2012, July), "The moderating impact of cognitive complexity and need for cognition on the "match-up" effect in celebrity endorsement", *Association for Consumer Research Asia Pacific*, Queenstown, New-Zealand.

Carrillat, François A., Alain d'Astous, François Bellavance, and François Eid (2012, June), « On 'Being There': The Effectiveness of Sporting Event Sponsorship in On-Site versus Media Environments," *1st Sports Marketing Conference Warsaw Sports Marketing Center: Focus on Sponsorship*, University of Oregon, Portland, OR.

Hadida, Allègre L., Renaud Legoux, and François A. Carrillat (2011, July), « You Could Charm The Critics, and Have Nothing to Eat: A Meta-Analysis of The Effect of Gatekeepers on Motion Picture Performance", *11th International Conference in Arts and Cultural Management*, Anvers.

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 9<sup>th</sup> *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 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, 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.

### **Miscellaneous Publications**

Dumais, Francis, Johanne Brunet, and François A. Carrillat (2011), "La puissance du comarquage avec la commandite en Formule 1", *La Presse Affaires*, June 6th, 2.

- Lazure, Josianne, François A. Carrillat, and Alain d'Astous (2011), "Dérapage contrôlé : Comment réagir lorsque l'athlète porte-parole de la marque est en proie à un scandale de dopage", *La Presse Affaires*, March 14th, 2.
- 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.

## **TEACHING**

### **Courses taught**

#### Undergraduate courses :

- Marketing research (University of South Florida; in English)
- Matrix Technology Software (*Studio, Target Builder*) (University of South Florida; in English)
- Consumer behavior (HEC; in French); Consumer behavior (HEC; in English)

#### Graduate courses:

- Marketing communication and branding (M.Sc. program in marketing, HEC in French)
- Marketing strategy in arts and culture (Ph.D., coordinator of the course co-taught with 3 other professors, responsible for the classes on event sponsorships; in French)
- Commercial Sponsorship & Sport Mass Communication (MS International Sport Event Management, Kedge Business School, France; in English).

### **Student coaching in academic competition**

Brandstorm: international branding competition organized by L'Oreal. Two teams of 3 students from HEC Montréal are coached over a 6 month time period. Competition coached on 2008, 2009, 2010, and 2011:

- 1st rank at Canadian finals, winning team qualified for international finals in Paris: 2008.
- 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

## **Undergraduate student supervision**

Honor student research project: Cyrille Bernier (2010)

Applied marketing mission: Jean Sasseville (2010-2011)

## **GRADUATE STUDENT SUPERVISION**

### **M.Sc. students**

Thesis completed (in marketing unless specified): Mohammed Benyahia Tabib (2007); Élodie Von (2007, with François Colbert); François Eid (2008, with Alain d'Astous); Matthieu Feigné (2008, with François Colbert); Anna-Marie Kandiliotis (2009); Elise Roy-Pépin (2009); Olivia Commune (2009); Ernesto Mora (2010); Annick Rousseau (2009, with Maud Dampérat); Simon Cazalais (2009, with Johanne Brunet); Philippe de Mestral (international business, 2010, with Ari Van Assche); Emilie Pelletier (2010, with Renaud Legoux); Maud Weulersse (2010, with Renaud Legoux); Josianne Lazure (2011, with Alain d'Astous); Kyeu Nguyen (2011, with Alain d'Astous); Victor Davoine (2011, with Alain d'Astous); Francis Dumais (2011, with Johanne Brunet); Annick Beaupré (2011, with Renaud Legoux); Catherine Mudie (2012); Émilie Morissette-Grégoire (2012, with Alain d'Astous); Benoit Mailfer (2012, with Alain d'Astous); Bobby Christianis (2012, with Alain d'Astous); Marie-Pier Couture (with Alain d'Astous); Sanâa Hajoui (2013, with Alain d'Astous); Abdulhakim Azrour (2013, with Renaud Legoux)

Thesis in progress: Ivanovic Dusko (with Alain d'Astous); Cédric Bélanger (with Alain d'Astous).

Supervised project (in marketing unless specified): Amélie Gouinaud (2010, with Alain d'Astous); Vivianne Agostino (with Jean-Charles Chebat); Romain Hirtzig (in progress, with Denis Larocque); Virginie Orban (in progress); Anne Kominik (in progress).

Thesis jury member (other than own students): 32 students since 2005.

Supervised project jury member: 4 students since 2011

Internship supervision: Eve Gendreau (MSc Cultural management, 2009); Alexia Pinto-Ferretti (MSc Cultural management, 2012)

Research abroad: Marie-Ève Gosmick-Turcotte (2010)

### **Ph.D. students**

Ph.D. Committee chair: Benjamin Boeuf (since 2012); co-chairing with Alain d'Astous

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); Lilia Boujbel (2009), Manon Arcand (2010), Haitem Zourrig (2010), Abdelouahab Mekki Berrada (2011); representative of HEC director: Deryk Stec (2011).

## **SERVICE TO THE MARKETING DISCIPLINE**

### **Review board member**

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

*Journal of Service Management* (since March 2012)

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

*International Journal of Sports Marketing & Sponsorship* (since 2013)

*International Marketing Review* (since 2012)

*Journal of Service Management* (since 2011)

*International Journal of Sport Management and Marketing* (since 2011)

*Journal of Business Research* (since 2011)

*Journal of Economic Psychology* (since 2010)

*Journal of Advertising* (since 2009)

*European Journal of Marketing* (since 2009)

*Journal of Marketing Theory & Practice* (since 2004)

*International Journal of Arts Management* (since 2006)

*Gestion* (since 2006)

*Économie et Solidarité* (2007)

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

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

*Journal of the Academy of Marketing Sciences* (since 2006)

*Management International* (since 2012)  
*Euromed Journal of Business* (2012)

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

ISC Sport Management Conference, Paris (2013)  
Association for Consumer Research, Asia Pacific (2012)  
AMA Educators' Conference (Winter: 2007; 2008; 2009)  
Society for Marketing Advances (2006)  
Student Conference on Business Administration Research (2008; 2009)

#### **Discussant at academic conferences**

Student Conference on Business Administration Research (2008; 2009)  
HEC Montreal Research Day (2010)  
American Marketing Association Educators' Conference (Winter : 2007; 2008; 2009)  
Society for Marketing Advances (2006)

#### **Reviewer for academic conferences**

ANZMAC (2012, 2013)  
National Conference in Sales Management (2012)  
Academy of Marketing Science-sales (2012)  
Academy of Marketing Science-global (2011)  
Academy of Marketing Science (2010)  
International Conference in Arts and Cultural Management (2009)  
Society for Marketing Advances (2009; 2012)  
SMA Retailing Symposium (2008)  
Administrative Sciences Association of Canada (2007)  
AMA Educators' Conference (Winter: 2007; 2008; 2009; 2010; 2011-Summer: 2009)  
Association of Collegiate Marketing Educators' Conference (2005)  
Conference on Historical Analysis and Research in Marketing (2003)

#### **Track chair for academic conference**

ACFAS (Francophone Association for Knowledge) marketing track (2010)

### **UNIVERSITY SERVICE**

Research culture development committee, HEC Montreal, Marketing Department (2013-present)

Co-creator of the HEC Montreal-Paris Dauphine M.Sc. dual program in marketing (2011-2012)

Academic supervisor M.Sc. program in marketing (100 students a year), HEC Montréal, June 2009-May 2012

External evaluator of research output for tenure and promotion candidate (2011)

Member of the pedagogical committee for the overall M.Sc. program (Fall 2010-Spring 2011)

Member of the faculty search committee for the marketing department, HEC Montréal (June 2008-May 2012)

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**

External evaluator, 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 the International magazine “Là-Bas” regarding the role of celebrities as ambassadors of causes or brands (2012).

Interviewed by the newspaper “Le Devoir” regarding the sponsorship of the Montreal’s metro lines by firms (2010)

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

Interviewed by the newspaper “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.

## **HONORS AND AWARDS**

2013 3rd most cited *Journal of Marketing Theory & Practice* article from the 2008-2012 period for: “Examining the Impact of Service Quality: A Meta-Analysis of Empirical Evidence.

2013 Best Cross-Cultural Consumer research Paper Award for: “The Sponsor-Audience Geographical Match as a dimension of Event-sponsor fit: An investigation in France and Canada”, *Australian & New Zealand Marketing Academy* (ANZMAC), Adelaide, Australia.

2012 Outstanding Reviewer, Emerald Literati Network Awards for Excellence, for reviews for the *Journal of Service Management*.

2011 Best Marketing Paper Award for “You could charm the critics, and have nothing to eat: A meta-analysis of the effect of gatekeepers on motion picture performance”, received at the *11th International Conference on Arts and Cultural Management (AIMAC 2011)*.

2011 Outstanding Reviewer, Emerald Literati Network Awards for Excellence, for reviews for the *European Journal of Marketing*

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**

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).