

PIERRE CHANDON

Revised, October 25, 2009

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<http://www.insead.edu/facultyresearch/faculty/profiles/pchandon/>

Employment

- 1999-present **INSEAD**, Fontainebleau, France.
2007-present Associate Professor of Marketing (with tenure).
1999-2007 Assistant Professor of Marketing.
2005-2006, Visiting Assistant Professor of Marketing, **Wharton School**, University of Pennsylvania, Philadelphia, PA (in the context of the INSEAD-Wharton Alliance).
2004-2005, Visiting Assistant Professor of Marketing, **Kellogg School**, Northwestern University, Evanston, IL (leave of absence from INSEAD).
- 1998-1999 **London Business School**, London, UK.
Assistant Professor of Marketing.
- 1997-1998 **Kenan-Flagler Business School**, University of North Carolina at Chapel Hill, NC.
Instructor (Sept-Dec 1997) and assistant Professor of Marketing (Jan-June 1998).

Education

- 1993-1998 **HEC School of Management**, Jouy-en-Josas, France.
Ph.D. in Marketing with highest honors (June 1998).
- 1995-1997 **Wharton School**, University of Pennsylvania, Philadelphia, PA.
Visiting Scholar and lecturer in the Marketing Department.
- 1992-1993 **Université Paris IX Dauphine**, Paris, France.
Ms. in Marketing (DA) with honors.
- 1989-1992 **ESSEC Graduate School of Management**, Cergy-Pontoise, France.
Ms. in Business administration.

Awards and honors

- 2009 - Deans' Commendation for Excellence in MBA Teaching (awarded to faculty who receive a 4.5/5 rating more than once in the academic year).
- Associate Editor for the *Journal of Consumer Research*.
- MBA Elective Outstanding Teacher Award: Runner-up.
- 2008 - Doctoral Consortium Faculty: Association for Consumer Research Conference 2008.
- ECCH European Case Award: Overall winner for "Unilever in Brazil: Marketing Strategies for Low-Income Consumers".
- INSEAD best-selling case writer.
- MBA Elective Outstanding Teacher Award: Runner-up.

- 2007 - ECCH European Case Award: Overall winner for “Diesel for Successful Living: Branding Strategies for an Up-market Line Extension in the Fashion Industry”.
- ECCH European Case Award: Winner, Marketing Category, for “Unilever in Brazil: Marketing Strategies for Low-Income Consumers”.
- 2006 - 2005 MSI/H. Paul Root Award (honorable mention) for the article “Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research,” which appeared in the April 2005 (Vol. 69, No. 2) issue of Journal of Marketing.
- 2006 - ECCH European Case Award: Winner, Marketing Category, for “Diesel for Successful Living: Branding Strategies for an Up-market Line Extension in the Fashion Industry”.
- 2005 - EFMD Case Writing Competition: Winner for “Unilever in Brazil: Marketing Strategies for Low-Income Consumers”.
- 2003 - Stellner Distinguished Scholar Award, University of Illinois at Urbana-Champaign.
- 1998 - Best Ph.D. Dissertation (awarded every two years, among all HEC dissertations).
- 1996 - AMA Doctoral Consortium Fellow, University of Colorado, Boulder.
- 1996 - DEA thesis awarded second prize in the 7th Sales Promotion Challenge organized by the French Association of Advertising and Promotion Agencies (AACC), Paris.
- 1996 - Scholarship from the Fondation Nationale pour l’Enseignement de la Gestion des Entreprises (FNEGE).

Research interests

- Biases in magnitude estimation.
- Obesity and food consumption decisions.
- Unintended effects of measurement in survey research.
- Attention and brand choice at the point of purchase.

Publications (Click on underlined text to download articles)

1. Chernev, Alexander and Pierre Chandon (2010), "Calorie Estimation Biases in Consumer Choice," in *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*, Rajeev Batra, Punam A. Keller and Vic Strecher, eds
2. Chandon, Pierre, J. Wesley Hutchinson, Eric T. Bradlow, and Scott Young (2009), “Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase,” *Journal of Marketing*, 73 (6), 1-17, with Web Appendix. Also INSEAD-Wharton Alliance working paper 2009/24/MKT/ACGRD.
 - Lead article; featured on INSEAD Knowledge, summary available here.
3. Chandon, Pierre and Nailya Ordabayeva (2009) “Supersize in one Dimension, Downsize in Three Dimensions: Effects of Spatial Dimensionality on Size Perceptions and Preferences,” *Journal of Marketing Research*.
 - Column and online study in the New York Times. Featured on INSEAD Knowledge, (summary and interview available here), The Economist, USA Today, France2 television (Télématin), and M6 TV (100% Mag).
4. Chandon, Pierre (2009), "Estimating Food Quantity: Biases and Remedies," in *Sensory Marketing: Research on the Sensuality of Products*, Aradhna Krishna, Ed.: Taylor and Francis, 323-42.

- Featured in [Wall Street Journal](#), [Lanutrition.fr](#), [rue89](#), France2 TV ([Télématin](#)), and M6 TV ([100% Mag](#)).
5. Wansink, Brian, Collin R. Payne, and Pierre Chandon (2007), "[Internal and External Cues of Meal Cessation: The French Paradox Redux?](#)," *Obesity*, 15 (12), 2920-24.
 - Featured in [Le Figaro](#), [MSNBC](#), [Stanford Magazine](#), [UPI NewsTrack Health and Science News](#).
 6. Chandon, Pierre and Brian Wansink (2007), "[The Biasing Health Halos of Fast Food Restaurant Health Claims: Lower Calorie Estimates and Higher Side-Dish Consumption Intentions](#)," *Journal of Consumer Research*, 34 (October), 301-14.
 - Second most cited JCR 2007 article. Front page [article](#), [column](#) and [online study](#) in the New York Times. Featured on [The Rush Limbaugh Show](#), in [The New York Times](#), [ABC News](#), [Forbes](#), [The Globe and Mail](#), [CBS News](#), [Reuters](#), [CBC Canada](#), [WebMD](#), [NewsChannel5](#), [WFLX Fox 29](#), [KCBA](#), [Medical News Today](#), [Canada.com](#), [lanutrition.fr](#), [Knowledge@Wharton](#), France2 TV ([Télématin](#)), and M6 TV ([100% Mag](#)).
 7. Chandon, Pierre and Brian Wansink (2007), "[Is Obesity Caused by Calorie Underestimation? A Psychophysical Model of Fast-Food Meal Size Estimation](#)," *Journal of Marketing Research*, 44 (1), 84-99.
 8. Chandon, Pierre, J. Wesley Hutchinson, Eric T. Bradlow, and Scott Young (2007), "[Measuring the Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data](#)," in *Visual Marketing: From Attention to Action*, ed. Michel Wedel and Rik Pieters, Mahwah, New Jersey: Lawrence Erlbaum Associates, 225-58.
 - Featured on [INSEAD Knowledge](#), summary available [here](#).
 9. Wansink, Brian and Pierre Chandon (2006), "[Can 'Low Fat' Nutrition Labels Lead to Obesity?](#)" *Journal of Marketing Research*, 43 (4), 605-17.
 - Featured in [Economist.com](#), [USA Today](#), [ABC News](#), [Medical News Today](#), [Cosmopolitan Magazine](#), and [lanutrition.fr](#).
 10. Chandon, Pierre and Brian Wansink (2006), "[How Biased Household Inventory Estimates Distort Shopping and Storage Decisions](#)," *Journal of Marketing*, 70 (4), 118-35.
 11. Wansink, Brian and Pierre Chandon (2006), "[Meal Size, Not Body Size, Explains Errors in Estimating the Calorie Content of Meals](#)," *Annals of Internal Medicine*, 145 (5), 326-32.
 - Summarized in [Nature Clinical Practice: Endocrinology & Metabolism](#), British Medical Journal. Featured on CNN (to view CNN clip [50 MB] click [here](#)) and in over 200 newspaper articles and television segments, including the [Washington Post](#), [Scientific American](#), [Forbes](#), [USA Today](#), [Globe and Mail](#), [ABC News](#), [Fox News](#), [MSNBC](#), [Le Nouvel Observateur](#), [The New York Sun](#), etc.
 12. Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz (2005), "[Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research](#)," *Journal of Marketing*, 69 (2), 1-14.
 - Lead article; 2005 MSI/H. Paul Root Award (honorable mention); summarized and [cover story](#) in *Marketing News*.
 13. Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz (2004), "[The Short- and Long-Term Effects of Measuring Intent to Repurchase](#)," *Journal of Consumer Research*, 31 (3), 566-72.

14. Chandon, Pierre and Brian Wansink (2002), "When Are Stockpiled Products Consumed Faster? A Convenience—Salience Framework of Postpurchase Consumption Incidence and Quantity." *Journal of Marketing Research*, 39 (3), 321-35.
 - Mentioned on ABC 20/20 ("bulk buying"), September and November 2006.
15. Chandon, Pierre, Brian Wansink, and Gilles Laurent (2000), "A Benefit Congruency Framework of Sales Promotion Effectiveness." *Journal of Marketing*, 64 (October), 65-81.
 - This article is in the top ten most cited JM articles published between 2000 and 2005; reprinted in the *Journal of Marketing and Marketing Research in Russia*: Chandon, Pierre, Brian Wansink, и Gilles Laurent (2001), "Как повысить эффективность акции сейлз промоушн с помощью дополнительных выгод?" *Маркетинг и маркетинговые исследования в России*, 1 (31, февраль), 52-66.
16. Chandon, Pierre (1995) "Consumer Research on Sales Promotions: A State-of-the-art Literature Review." *Journal of Marketing Management*, 11 (5), 419-441.
17. Chandon, Pierre (1995), "Dix ans de recherches sur la mesure des effets des promotions," *Recherche et Applications en Marketing*, 9:4, 81-100.
18. Chandon, Pierre (1994) "Dix ans de recherches sur la psychologie et le comportement des consommateurs face aux promotions," *Recherche et Applications en Marketing*, 9:3 83-108.

Working papers

19. Chandon, Pierre, Vicki G. Morwitz, Ronn J. Smith, Eric R. Spangenberg, and David E. Sprott (2007), "When Does the Past Repeat Itself? The Role of Behavior Prediction and Personal Norms." INSEAD working paper 2007/48/MKT, revised for third-round invited resubmission to *Journal of Consumer Research*.
 - Featured on INSEAD Knowledge, summary and interview available here.
20. Nailya Ordabayeva and Pierre Chandon (2008) "Leapfrogging over the Joneses: Effects of Inequality on Conspicuous and Inconspicuous Consumption". Revised for invited resubmission to *Journal of Consumer Research*.
21. Chandon, Pierre (2002), "Do We Know What We Look At? An Eye-Tracking Study of Visual Attention and Memory for Brands at the Point of Purchase." *INSEAD working paper* 2002/60/MKT.

Articles in practitioner journals

22. Wansink, Brian and Pierre Chandon (2008), "Meal Size, Not Body Size, Explains Food Intake Estimation Errors," *Practical Diabetology*, 27 (4), 6-8. (lead article).
23. Chandon, Pierre, Vicki G. Morwitz, and Werner Reinartz (2005), "Intentions Don't Always Predict Buying Behavior." *Marketing News*, 39 (6), 34-33.
24. Chandon, Pierre (2004), "Innovative Marketing Strategies after Patent Expiry: The Case of GSK's Antibiotic Clamoxyl in France." *International Journal of Medical Marketing*, 4 (1), 65-77.
 - Published with three commentaries and reprinted in the *Journal of Generic Medicines*, 1 (4), 353-361.

25. Chandon, Pierre (1998) "Comment créer des promotions efficaces et rentables: le point de vue des experts", *Décisions Marketing*, vol. 12, 23-30.
26. Bernadet, Jean-Pierre, Pierre Chandon, Pierre Desmet, Florence Fargette, Francis Guilbert, Gilles Laurent, Claude Oustlan, Michel Toporkoff et Pierre Volle (1998) "La promotion des ventes en France: évolution et révolutions", *Décisions Marketing*, vol. 12, 9-22.
27. Chandon, Pierre, Brian Wansink and Gilles Laurent (1999) "Hedonic and Utilitarian Consumer Benefits of Sales Promotions", *Marketing Science Institute Report No. 99-109*.
28. Chandon, Pierre and Gilles Laurent (1997) "Les effets de la promotion des ventes", *Hommes et Commerce*, n° 259, mai 1997, pp. 22-24.
29. Gilles Laurent and Pierre Chandon (1999) "La promotion des ventes: un outil puissant et diversifié", *Les Echos*, 21-22/05/1999, supplément "L'Art du Marketing", pp. VI-VII. Reprinted in *L'Art du Marketing*, Editions Village Mondial and *Financial Times Limited*, 1999.
30. Chandon, Pierre and Gilles Laurent (1998) Promotion des Ventes: Effets, Stratégies, Comportements. PhD dissertation published, in part, by the HEC Foundation in "Les Etudes du Groupe HEC," 90 pages.

Case studies and pedagogical material (available at: www.ecch.com)

1. "Unilever in Brazil (1997-2007): Marketing Strategies for Low-Income Consumers," Case study with teaching note and instructor's CD-Rom, written in collaboration with Pedro Pacheco Guimaraes, © INSEAD 2007. Adapted in Portuguese: "A Unilever no Brasil 1997-2007: Estratégias de Marketing para Consumidores de Baixa Renda" © INSEAD 2009. See abstract in INSEAD Knowledge and commentary in ECCHO.
 - Winner, ECCH prize for the case with the faster adoption rate by business schools for the marketing category (2007) and overall winner (2008). Winner, EFMD Case Writing Competition 2005. Best-selling ECCH case. Case used in MBA and Executive Education programs at INSEAD, Wharton, Kellogg, Duke, London Business School, HEC, ISB, etc.
2. "Note on Brand Audit: How to Measure Brand Awareness, Brand Image, Brand Equity and Brand Value," Pedagogical Note, © INSEAD 2004.
3. "Diesel For Successful Living: Strategies for Upward Brand Extension in the Fashion Industry." Case, teaching note, and instructor's CD-Rom written in collaboration with Vadim Grigorian, © INSEAD 2006. See abstract in INSEAD Knowledge.
 - Winner, ECCH prize for the business case with the faster adoption rate by business schools (2007). Winner, ECCH prize for the marketing case with the faster adoption rate by business schools (2006). Case reviewed in ECCHO, (December 2006). Case used in MBA and Executive Education programs at INSEAD, Wharton, Kellogg, Harvard Business School, London Business School, Boston University, Ivey Business School, McKinsey, etc.
4. "Marketing Strategies in the Competition Between Branded and Generic Antibiotics (A): Clamoxyl in 1996," and "(B): Augmentin in 2002." Case and teaching note written in collaboration with Olivier Kovarski, Jacques Lendrevie, Sarah Spargo, and Marc Vanhuele © INSEAD 2007. See abstract in INSEAD Knowledge.
 - Case used in MBA and Executive Education programs at INSEAD, Kellogg, Wharton, Yale, UCLA, HEC, ISB, etc.

5. “Russian Standard: Growing a Global Megabrand Across Cultures and Product Categories.” Case and teaching note written with Vadim Grigorian, © INSEAD 2002. Teaching note © INSEAD 2007. See abstract in INSEAD Knowledge.
 - Case used in MBA and Executive Education programs at INSEAD, Kellogg, Wharton, HEC, Georgetown University, University of Utah, ...etc.
6. “Parfums Cacharel de L’Oréal 1997-2007: Revitalizing a Classic Brand A & B.” Case, teaching note, student CD-Rom, and instructor’s CD-Rom written with Klaus Wertenbroch, © INSEAD 2007. Adapted in Portuguese: “Perfumes Cacharel da L’Oreal 1997-2007 - Decodificando e Revitalizando uma Marca Clássica ” © INSEAD 2009.
 - Best-selling ECCH case used in MBA and Executive Education programs at INSEAD (MOCA, Heineken, Diageo) and elsewhere (Kellogg, Wharton, London Business School, ESSEC, Alba, Copenhagen, etc.).
7. “Adidas’ Human Rights Policy and Euro 2000,” Teaching note (with Michael Brimm, Randal Heeb, Jill Klein, Andrew John, and Timothy Van Zandt). © INSEAD 2002.
8. I have adapted these short cases to be used for exams at INSEAD: “*Schwarzkopf & Henkel Shampoos*,” “*Reversing the Decline in Milk Consumption: Milk Mustache Vs. Got Milk?*” and “*Perrier: The Benzene Crisis*”.

Conference presentations

ACR conference, Pittsburgh, PA, October 2009:

- *Nudging Consumers towards Healthier Food Choices (session chair).*
- *Linearize This! Why Consumers Underestimate Food Portion Changes and How to Help Them (paper presenter)..*
- *The Influence of Lay Beliefs on Consumers’ Food Consumption Decisions (discussant).*

ACR conference, San Francisco, CA, October 2008:

- *Attentional and Inferential Effects of Point-of-Purchase Marketing” (session chair).*
- *Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Attention, Consideration, and Choice at the Point of Purchase”(paper presenter).*
- *Can Healthy Eating and Fun Exercising Make Us Fat? Post-Intake and Expenditure Calorie Compensation (paper presenter).*
- *Effects of Supersizing and Downsizing Packages on Consumption: Marketing and Policy Implications (session chair).*
- *Downsize in 3D, Supersize in 1D: Effects of Dimensionality Resizing on Size Estimation, Choice, and Willingness to Pay for Supersized and Downsized Packages and Portions (paper presented by Nailya Ordabayeva).*
- *Effects of the Equality of Status Distribution on Conspicuous and Inconspicuous Consumption by Less Well-off Consumers (paper presented by Nailya Ordabayeva).*
- *Managing Your Theoretical Domain: Pragmatic and Theoretical Issues in Perception and Persuasion (paper presenter).*

ACR conference, Orlando FL, October 2006:

- *Low-Fat Foods and High-Fat People: The Role of Anticipated and Experienced Consumption Pleasure and Guilt (Session chair and paper presenter).*
- *Fighting Obesity in Away-from Home Consumption: Healthier Food, Better Nutritional Labels, or Menu Assortment? (Session chair and paper presenter).*

SCP Conference, Miami FL, February 2006:

- *Confirmation Biases, Calorie Estimation, and Calorie Consumption for Vice and Virtue Fast-Food Meals.*

SCP Conference, St Petersburg FL, February 2005:

- *Visual Attention, Brand Familiarity, And Competitive Interference At The Point of Purchase.*

ACR Conference, Portland OR, October 2004:

- *The Self-Generated Validity of Measured Purchase Intentions.*

- ACR Conference, Toronto, Canada, October 2003:
- *Quantity and Salience Biases in Consumer Inventory Estimations.*
- Marketing Science Conference, Washington, DC, June 2003:
- *Does Measuring Purchase Intentions Increase their Predictive Power? An Empirical Analysis of the Self-generated Validity Effect.*
 - *Consumer Pantry Knowledge: An Empirical Generalization of Quantity and Salience Biases.*
- ACR Conference, Atlanta, GA, October 2002:
- *When Are Stockpiled Products Consumed Faster? A Convenience-Salience Framework of Post-Purchase Consumption.*
- ACR Conference, Austin, TX, October 2001:
- *Attention and Memory for Brands at the Point of Purchase.*
- Marketing Science Conference, Wiesbaden, July 2001:
- *Measuring the Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data.*
- ACR Europe Conference, Berlin, June 2000:
- *The attentional effects of sales promotions at the point of purchase and at the point of consumption.*
- ACR Conference, Salt Lake City, Utah, October 2000:
- *A Benefit Congruency Framework of the Effectiveness of Hedonic and Utilitarian Incentives.*
- EMAC conference, Rotterdam, May 2000:
- *Measuring the Value of Point-of-Sales Marketing with Eye-Tracking Data.*
- Advanced Research Technique Forum, American Marketing Association, Monterey, CA, June 2000.
- *Measuring the Value of Point-of-Purchase Marketing with Eye-Tracking Data.*
- INFORMS annual conference, Philadelphia PA, November 1999:
- *Why are Stockpiled Products Consumed Faster? The Role of Product Salience and Consumption Convenience.*
- Marketing Science Conference, Syracuse, May 1999:
- *Improving Brand Image With Non-Monetary Sales Promotions.*
 - *Modeling visual attention and brand consideration using eye-fixation data.*
- ACR Conference, October 1998, Montréal, Québec:
- *A New Look at Visual Attention (Roundtable Chair).*
- Marketing Science Conference, INSEAD, July 1998, Fontainebleau, France:
- *An Eye-Movement Analysis of Visual Attention and Brand Consideration at the Point of Purchase.*
 - *Household Stockpiling and Consumption Acceleration.*
- SCP Conference, Austin TX, February 1998:
- *Utilitarian and Hedonic Consumer Functions of Sales Promotions.*
 - *When and Why Promotions Accelerate Consumption.*
- ACR Conference, Denver, CO. October 1997:
- *The Utilitarian and Hedonic Functions of Sales Promotions: Concepts, Measures and Effects.*
 - *When and Why Promotional Stockpiling Accelerates Consumption.*
- Marketing Science Conference, March 7-10 1996, Berkeley, CA:
- *Beyond Savings: Utilitarian and Hedonic Functions of Sales Promotions.*
- ACR Conference, Tucson, AZ. October 1996:
- *Beyond Price Reduction: The Utilitarian and Hedonic Functions of Sales Promotions.*
- Marketing Science Conference, March 7-10 1996, Gainesville, FL:
- *Can Promotional Packs Increase Category Consumption?*
- European Association for Education and Research in Commercial Distribution, Paris, July 4-5, 1996:
- *Sales Promotion Strategy in the Direct-Mail Industry: The case of La Redoute.*

Invited presentations

- Hôpital de la Pitié Salpêtrière, Staff Nutrition, Paris, April 2009.
- *Estimation des quantités : Biases et solutions*
- Institut National de la Recherche Agronomique (INRA), Paris, December 2008.
- *Estimating Food Quantity: Biases and Remedies*

- Sensory Marketing Conference, University of Michigan, Ann Arbor, MI, June 2008.
- *Quantity Estimation Biases: Sources, Effects on Purchase and Consumption, and Remedies*
- Institut National Agronome, Paris, December 2007.
- *Can Nutrition Claims Explain the American Obesity Paradox? Two US Studies*
- Ecole des Hautes Etudes en Sciences Sociales (EHESS), Centre d'Etudes Transdisciplinaires. Sociologie, Anthropologie, Histoire Paris, France, June 2007.
- *Deux études pour expliquer le paradoxe de l'obésité aux Etats-Unis : des produits qui s'allègent et une population qui grossit*
- Erasmus University, Rotterdam NL, February 2007.
- *Two Studies on The American Obesity Paradox: Low-Fat Food, High-Fat People*
- Université de Toulouse, IDEI-INRA-CNRS, Agriculture and Food Industrial Organization, Oct 2006.
- *Two Studies on The American Obesity Paradox: Low-Fat Food, High-Fat People*
- Université de Toulouse, IDEI-INRA-CNRS, Agriculture and Food Industrial Organization, Oct 2006.
- *Two Studies on The American Obesity Paradox: Low-Fat Food, High-Fat People*
- University of Pennsylvania Institute for Diabetes, Obesity and Metabolism, Philadelphia, PA, 5/8/06:
- *Meal Size, not Body Size, Explains Calorie Underestimation.*
- Monell Chemical Senses Center, Philadelphia, PA, January 2006:
- *Body Size, Meal Size, and Calorie Estimation Biases.*
- Children's Hospital of Philadelphia, Nutrition Seminar Series, Philadelphia, PA, December 2005:
- *Body Size, Meal Size, and Calorie Estimation Biases.*
- Berkeley, University of California, CA, December 2005:
- *Body Size, Meal Size, and Calorie Estimation Biases.*
- Wharton, University of Pennsylvania, PA, December 2005:
- *Psychophysical and Confirmation Biases in Meal Size Estimation.*
- New-York University, New-York, April 2005:
- *Psychophysical and Confirmation Biases in Meal Size Estimation.*
- Fuqua, Duke University, Durham, NC, March 2005:
- *Obesity and the Consumption Underestimation Bias..*
- Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC, March 2005:
- *Obesity and the Consumption Underestimation Bias..*
- Kellogg School, Northwestern University, Evanston, IL, December 2005:
- *Linking Obesity, Meal Size, and the Consumption Underestimation Bias.*
- University of Illinois at Urbana-Champaign, Stellner Distinguished Speaker Series, Feb 2003.
- *Quantity and Salience Biases in Inventory Estimation.*
- K.U. Leuven, Leuven Belgium, December 2000:
- *Measuring the Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data.*
- Les Conférences de la Fondation HEC, Paris, Décembre 1998:
- *Le nouveau rôle stratégique de la promotion des ventes.*
- Institut pour la Recherche sur l'Efficacité de la publicité, Paris, April 1998:
- *Promotion utilitaires et promotions hédoniques: pour quoi, pour quand?*

Teaching experience

INSEAD

Marketing Management (Executive MBA core course):

Taught in 2008, 2007, 2006, 2005, 2004, and 2003 in Fontainebleau and Singapore.

Marketing Management (MBA core course):

Taught in 2002 (2 sections), 2001 (4 sections), and 2000 (2 sections).

Brand Management (MBA elective course):

Taught in 2009 (six sections), 2008 (4 sections) 2007 (4 sections), 2006 (2 sections), 2004 (4 sections), 2003 (2 sections), 2002 (2 sections), 2001 (1 section), and 2000 (1 section).

Executive Education:

Metro, Samsung, Volkswagen Financial Services, Diageo, IBM, International Marketing Program (open-enrollment), Marketing Telecom (open-enrollment), Telenor.

Wharton School (in the context of the Wharton-INSEAD Alliance: 2005-2006)

Marketing Strategy:

Taught in 2006 to MBAs and Undergraduates.

Kellogg Graduate School of Management (during leave of absence: 2004-2005)

Marketing Management (MBA core course):

Taught in 2005 in Evanston and Chicago.

Executive Education:

Kellogg on Branding (OEP) and Cheil Communications (CSP).

London Business School (1998):

Marketing Management, MBA core course (4 sections).

University of North Carolina at Chapel Hill (1998):

Brand Strategy, MBA elective course (1 section).

Consumer Behavior, MBA elective course (1 section).

Retailing, BA elective course (1 section).

Service

- Associate Editor, Journal of Consumer Research (since 2009).
- Member of the editorial review boards of Journal of Consumer Research (since 2007), Journal of Marketing (since 2005), International Journal of Research in Marketing (2006-2009), and Recherche et Applications en Marketing (since 2001).
- Member of the policy board of Recherche et Applications en Marketing (since 2008).
- Guest Area Editor, Journal of Marketing Research (2007). Ad-hoc reviewer: Journal of Marketing Research, Marketing Science, Journal of Experimental Psychology: Applied, International Journal of Research in Marketing, International Journal of Forecasting, Journal of Economic Psychology, Journal of Marketing Management, and Décisions Marketing.
- Association for Consumer Research Conference: Area editor (2009), program committee member (2003 and 2006). EMAC conference program Committee member (2008).
- Member of Phd Dissertation committee: Nailya Ordabayeva (INSEAD, chair), Dilney Goncalves (INSEAD), Béatrice Parguel (Paris IX Dauphine, 2009) Joe Lajos (INSEAD, 2009), Xianchi Dai (INSEAD, 2009) and Mauricio Mittelman (INSEAD, 2007).
- Member of the INSEAD EMBA Academic Committee (2003-2005) and R&D committee (2007-2008), and Task Force on Academic Governance (2007-2008).
- INSEAD Marketing Research Seminar Series organizer (2007-2008).
- Member of the INSEAD team which founded the INSEAD Social Science Research Center in Paris, 2000-2001. Member of the advisory committee.