

## PIERRE CHANDON

### INSEAD

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### Employment

*INSEAD*, Fontainebleau, France.

- 2012— L'Oréal Chaired Professor in Marketing - Innovation and Creativity.  
2010— Professor of Marketing.  
2010— Director, Centre Multidisciplinaire des Sciences Comportementales Sorbonne  
Universités INSEAD (INSEAD Sorbonne University Behavioural Lab)  
[www.inseadsorbonnelab.com](http://www.inseadsorbonnelab.com).  
2007-2010 Associate Professor of Marketing (with tenure).  
1999-2007 Assistant Professor of Marketing.

*Harvard Business School*, Boston, MA.

- 2011-2012 Visiting Scholar, Marketing department.

*Wharton School*, University of Pennsylvania, Philadelphia, PA.

- 2005-2006 Visiting Assistant Professor of Marketing (INSEAD-Wharton Alliance).

*Kellogg Graduate School of Management*, Northwestern University, Evanston, IL.

- 2004-2005 Visiting Assistant Professor of Marketing (leave of absence from INSEAD).

*London Business School*, London, UK.

- 1998-1999 Assistant Professor of Marketing.

*Kenan-Flagler School*, University of North Carolina, Chapel Hill, NC.

- 1997-1998 Instructor (Sept-Dec 1997) and assistant Professor (Jan-June 1998).

### Education

*HEC School of Management*, Jouy-en-Josas, France.

- 1993-1998 Ph.D. in Marketing with highest honors (June 1998).  
1995-1997 Visiting Scholar and lecturer, Wharton, University of Pennsylvania.

*Université Paris IX Dauphine*, Paris, France.

- 1992-1993 Ms. in Marketing (DEA) with honors.

*ESSEC Graduate School of Management*, Cergy-Pontoise, France.

- 1989-1992 Degree in business administration (Diplôme Grande Ecole).

### Awards and honors

- 2019 - EFMD Case Writing Competition: Winner Entrepreneurship category for “The Carrot Rewards Wellness App: Innovating in the Behavior Change Market”.

- 2018
- Winner, best MBA elective course teacher (July 2018, Fontainebleau).
  - Outstanding reviewer award, *Journal of Consumer Psychology*.
  - Winner, Outstanding Case Teacher Competition organized by the CaseCentre.
  - Nominated to the Policy Board of the *Journal of the Association for Consumer Research*.
  - Winner, Best Marketing Case award, AFM-CCMP for “Who’s #1? INSEAD, Harvard, Wharton, LBS”.
  - Third prize, Oikos Corporate Sustainability case for “Candy Crush? Aligning Health, Business, and Pleasure in the Chocolate Industry”.
- 2017
- Dominique Héau Award for Inspiring Education Excellence at INSEAD.
  - #10 bestselling case author (out of 8,000) in 2016/2017 by the CaseCentre.
  - MBA Elective Outstanding Teacher Award (finalist).
  - Casecentre global Outstanding Case Teacher Competition (nominated)
  - Nominated to the Editorial Board of *Appetite*.
- 2016
- Winner Outstanding Contribution to the Case Method, awarded by the CaseCentre.
  - Global CaseCentre case award: Overall winner for “L’Oréal in China: Marketing Strategies for Turning Around Chinese Luxury Cosmetic Brand Yue Sai” (with Haiyang Yang). See on [YouTube](#), [Financial Times](#), [CaseConnect](#).
  - Outstanding reviewer award, *Journal of Consumer Psychology*.
  - MBA Elective Outstanding Teacher Award (finalist, July 2016).
  - 6<sup>th</sup> best-selling case author in the world, according to the CaseCentre.
- 2015
- Best Paper Award, La Londe Conference in Marketing Communications and Consumer Behavior for “Pleasure as a Substitute for Size: How Multisensory Imagery Can Make People Happier with Smaller Food Portions,” (with Yann Cornil).
  - Certificate of Outstanding Contribution in Reviewing, *Appetite*.
  - Deans’ Commendation Award for MBA Teaching Excellence.
- 2014
- *Journal of Consumer Research* best article award, for “Getting Ahead of the Joneses: When Equality Increases Conspicuous Consumption among Bottom-Tier Consumers”, which appeared in the June 2011 issue (co-authored with Nailya Ordabayeva).
  - Prix projet de recherche Institut Benjamin Delessert for « Le plaisir des sens, allié ou ennemi d’une meilleure alimentation ? » .
  - Winner, AFM-CCMP best marketing case in 2014 for “L’Oréal in China”.
  - Yann Cornil’s dissertation won the 2014 ACR/Sheth Foundation Dissertation Grants in the areas of Cross-Cultural or Public Purpose Consumer Research.
  - Listed among the best-selling case authors of the past 40 years by the Case Center. 4 cases listed in the 15 best-selling marketing cases.
  - Deans’ Commendation Award for MBA Teaching Excellence.
- 2013
- *Journal of Marketing* Outstanding Reviewer Award.
  - MBA Elective Outstanding Teacher Award (finalist, July and December 2013).
  - “Unilever in Brazil” case honored as the 8<sup>th</sup> best-selling case of the past 40 years by the Case Center. See [here](#).
  - Deans’ Commendation Award for MBA Teaching Excellence.
- 2012
- O’Dell award for the *Journal of Marketing Research* article published in 2007 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice. The award was for the article “Is Obesity Caused

- by Calorie Underestimation? A Psychophysical Model of Fast-Food Meal Size Estimation” (with Brian Wansink).
- Global ecch case award: Overall winner for “Renova Toilet Paper: Avant-Garde Marketing in a Commoditized Category” (with Yakov Bart, Steven Sweldens and Raquel Seabra de Sousa). See on [YouTube](#), [Financial Times](#), [The Economist](#).
- 2011
- Joined the editorial review boards of *Journal of Marketing*, *Journal of Consumer Research* (from the AE position), and *Journal of Consumer Psychology*.
  - Two articles selected among the three finalists for the Syntec prize for the best article published in marketing and decision science. The finalists are selected by a jury of management scholars and the winner is determined by representatives of the French consulting industry.
  - Emerald Citation of Excellence Award, for the 2007 “health halos” *Journal of Consumer Research* article (chosen as one of the top 50 articles from the top 300 management publications worldwide that have had proven impact since 2007).
  - MBA Elective Outstanding Teacher Award (finalist).
  - Deans’ Commendation Award for MBA Teaching Excellence.
- 2010
- *Journal of Consumer Research* best article award for “The Biasing Health Halos of Fast Food Restaurant Health Claims: Lower Calorie Estimates and Higher Side-Dish Consumption Intentions” which appeared in 2007 (with Brian Wansink).
  - Finalist: Marketing Science Institute/H. Paul Root Award for the best paper published in the *Journal of Marketing* in 2009. The article was “Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase” (with Wes Hutchinson, Eric Bradlow, and Scott Young).
  - Deans’ Commendation Award for MBA Teaching Excellence.
  - MBA Elective Outstanding Teacher Award (finalist).
- 2009
- Deans’ Commendation Award for Teaching Excellence.
  - Nominated Associate Editor for the *Journal of Consumer Research*.
  - MBA Elective Outstanding Teacher Award (finalist).
- 2008
- Doctoral Consortium Faculty: ACR Conference 2008.
  - ecch European Case Award: Overall winner for “Unilever in Brazil: Marketing Strategies for Low-Income Consumers”.
  - INSEAD’s highest-selling case writer.
  - MBA Elective Outstanding Teacher Award (finalist).
- 2007
- ecch Case Award: Overall winner for “Diesel for Successful Living: Branding Strategies for an Up-market Line Extension in the Fashion Industry”.
  - ecch Case Award: Winner, Marketing Category, for “Unilever in Brazil: Marketing Strategies for Low-Income Consumers”.
- 2006
- Runner-up: Marketing Science Institute/H. Paul Root Award for the best paper published in the *Journal of Marketing* in 2005. The article was “Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research” (with Vicki Morwitz and Werner Reinartz).
  - ecch 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.
- DEA thesis awarded second prize in the 7th Sales Promotion Challenge organized by the French Association of Advertising and Promotion Agencies, Paris.
- Scholarship from the Fondation Nationale pour l'Enseignement de la Gestion des Entreprises (FNEGE).

### Research interests

- Effects of marketing actions on food choices, energy intake, and obesity.
- Packaging design, package and portion size perception and preferences.
- Attention and choice at the point of purchase, merchandising.

### Publications: Peer-reviewed journals

1. Cadario, Romain and Pierre Chandon (2019), "Which Healthy Eating Nudges Work Best? A Meta-Analysis of Behavioral Interventions in Field Experiments," *Marketing Science*, forthcoming. Download [here](#).
2. Cadario, Romain and Pierre Chandon (2019), "Effectiveness or Consumer Acceptance? Tradeoffs in Selecting Healthy Eating Nudges," *Food Policy*, 85 (May), 1-6. Download [here](#).
3. André, Quentin, Pierre Chandon, and Kelly L. Haws (2019), "Healthy through Presence or Absence, Nature or Science? A Framework for Understanding Front-of-Package Food Claims," *Journal of Public Policy and Marketing*, 38, 172-191. Download [here](#).
4. Cornil, Yann, Pierre Chandon, and Nouha Touati (2018), "Plaisir épicurien, plaisir viscéral et préférence de tailles de portions alimentaires," *Cahiers de Nutrition et de Diététique*, 53 (2), 77-85. Download [here](#).
5. Cornil, Yann, Pierre Chandon, and Aradhna Krishna (2017), "Does Red Bull Give Wings to Vodka? Placebo Effects of Marketing Labels on Perceived Intoxication and Risky Attitudes and Behaviors," *Journal of Consumer Psychology*, 27 (4), 456-65. Download [here](#).
6. Chandon, Pierre and Nailya Ordabayeva (2017), "The Accuracy of Less: Natural Bounds Explain Why Quantity Decreases Are Estimated More Accurately than Quantity Increases." *Journal of Experimental Psychology: General*, 146 (2), 250-68. Download full paper and supplements [here](#).
7. Cornil, Yann and Pierre Chandon (2016), "Pleasure as a Substitute for Size: How Multisensory Imagery Can Make People Happier with Smaller Food Portions." *Journal of Marketing Research*, 53 (5), 847-64. Download [here](#). Supplementary material [here](#).  
Winner, best paper award, 2015 La Londe Conference in Marketing Communications and Consumer Behavior.
8. Cornil, Yann and Pierre Chandon (2016), "Pleasure as an Ally of Healthy Eating? Contrasting Visceral and Epicurean Eating Pleasure and Their Association with Portion Size Preferences and Wellbeing," *Appetite*, 104, 52-59. Download [here](#).
9. Ordabayeva, Nailya and Pierre Chandon (2016) "In the Eye of the Beholder: Visual Biases in Package and Portion Size Perceptions," *Appetite* 103 450-57. Download [here](#).

10. Chandon, Pierre and André Quentin (2015), “Les effets du marketing sur les comportements alimentaires,” *Cahiers de Nutrition et de Diététique*, 50 (6, Supplement 1), 6S69-6S74. Download [here](#).
11. Mohan, Bhavya, Pierre Chandon, and Jason Riis (2015), “Percentage Cost Discounts Always Beat Percentage Benefit Bonuses: Helping Consumers Evaluate Nominally Equivalent Percentage Changes,” *Journal of Marketing Behavior*, 1 (1). Download [here](#).
12. Wansink, Brian and Pierre Chandon (2014), “Slim by Design: Redirecting the Accidental Drivers of Mindless Overeating,” *Journal of Consumer Psychology*, 24 (3), 413-31. Download [here](#).
13. Wansink, Brian and Pierre Chandon (2014), “Slim by Design or by Willpower? Replies to Herman and Polivy and to Roberto, Pomeranz, and Fisher,” *Journal of Consumer Psychology*, 24 (3), 446–51. Download [here](#).
14. Askegaard, Søren, Nailya Ordabayeva, Pierre Chandon, Tracy Cheung, Zuzana Chytkova, Yann Cornil, Canan Corus, Julie A. Edell Britton, Daniele Mathras, Astrid Franziska Junghans, Dorthe Brogaard Kristensen, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, and Carolina Werle (2014), "Moralities in Food and Health Research." *Journal of Marketing Management*, 1-33. Download [here](#).
15. Cornil, Yann, Nailya Ordabayeva, Ulrike Kaiser, Bernd Weber, and Pierre Chandon (2014), “The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes.” *Journal of Consumer Psychology*, 24 (2), 177-87. Download [here](#)
16. Vadiveloo, Maya, Vicki Morwitz, and Pierre Chandon (2013), “The Interplay of Health Claims and Taste Importance on Food Consumption and Self-Reported Satiety.” *Appetite*, 71 (1), 349-56. Download [here](#).
17. Ordabayeva, Nailya and Pierre Chandon (2013) “Predicting and Managing Consumers’ Package Size Impressions.” *Journal of Marketing*, 77 (5), 123-37. Download paper [here](#). Download the Excel Macro to compute optimal package dimensions [here](#).
18. Cornil, Yann and Pierre Chandon (2013) “From Fan to Fat? Vicarious Losing Increases Unhealthy Eating but Self-Affirmation is an Effective Remedy.” *Psychological Science*, 24 (10), 1936-46. Download [here](#).
19. Chandon, Pierre (2013) “How Package Design and Packaged-based Marketing Claims Lead to Overeating,” *Applied Economic Perspectives and Policy*, 35 (1), 7-31. Download [here](#). Lead article. Reproduced in a free virtual issue on Nutrition, Health, and Economics published by Oxford journals. Translated into French in Chandon, Pierre (2017), "Comment la conception des emballages et les allégations marketing mènent à l'hyperphagie," in *Agir sur les comportements nutritionnels. Règlements, marketing et influence des communications de santé*, ed. Expertise Collective, Paris: INSERM, 95-128.
20. Chandon, Pierre and Brian Wansink (2012) “Does Food Marketing Need to Make us Fat? A Review and Solutions,” *Nutrition Reviews*, 70 (10), 571-593. Download from publisher [here](#). Download full version with links [here](#). Lead article.
21. Chandon, Pierre and Brian Wansink (2011) “Is Food Marketing Making us Fat? A Multidisciplinary Review,” *Foundations and Trends in Marketing*, 5 (3), 113-196. Download [here](#). Summary available [here](#).
22. Chandon, Pierre, Ronn J. Smith, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2011) “When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms,” *Journal of Consumer Research*, 38 (3), 420-430. Download [here](#). Featured on [INSEAD Knowledge](#), summary available [here](#).

23. Ordabayeva, Nailya and Pierre Chandon (2011) "Getting Ahead of the Joneses: When Equality Increases Conspicuous Consumption among Bottom-Tier Consumers," *Journal of Consumer Research*, 38 (1), 27-41. Download [here](#).  
Winner, 2014 JCR Best Paper Award, for the best article that appeared in the *Journal of Consumer Research* in 2011. Included in the Journal of Consumer Research Curation on Social Influence ([here](#)).
24. Chandon, Pierre (2010) "Calories perçues: l'impact du marketing," *Cahiers de Nutrition et de Diététique*, 45 (4), 174-79. Download [here](#).
25. 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*, 46 (6), 739-53. Download [here](#).  
Finalist, 2011 Syntec prize for best article published in marketing and decision science.  
Finalist, Best Paper Award at the 2008 London Business School Transatlantic Doctoral Conference.
26. 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](#). Download [here](#). Lead article.  
Finalist, 2009 MSI/H. Paul Root Award. Finalist, 2011 Syntec prize for best article published in marketing and decision science. Summary available [here](#) and video interview available [here](#).
27. 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. Download [here](#).
28. 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. Download [here](#).  
Winner, 2010 JCR Best Paper Award, for the best article that appeared in the *Journal of Consumer Research* in 2007. Second most cited JCR 2007 article. Winner, 2011 Emerald Citation of Excellence Award. Reprinted in *Marketing Ethics* (2012), N. Craig Smith and Patrick E. Murphy (eds). Sage Publications.
29. 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. Download [here](#).  
Winner, 2012 O'Dell award for the *Journal of Marketing Research* article published in 2007 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.
30. Wansink, Brian and Pierre Chandon (2006), "Can 'Low Fat' Nutrition Labels Lead to Obesity?," *Journal of Marketing Research*, 43 (4), 605-17. Download [here](#).
31. Chandon, Pierre and Brian Wansink (2006) "How Biased Household Inventory Estimates Distort Shopping and Storage Decisions," *Journal of Marketing*, 70 (4), 118-35. Download [here](#).
32. 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. Download [here](#).  
Lead article. Runner-up, 2005 MSI/H. Paul Root Award; cover story in *Marketing News*.

33. 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. Download [here](#).
34. 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. Download [here](#).
35. Chandon, Pierre, Brian Wansink, and Gilles Laurent (2000) “A Benefit Congruency Framework of Sales Promotion Effectiveness,” *Journal of Marketing*, 64 (October), 65-81. Download [here](#).

Among the top ten most cited JM articles published between 2000 and 2005; Reprinted in the *Journal of Marketing and Marketing Research in Russia*.

36. Chandon, Pierre (1995) “Consumer Research on Sales Promotions: A State-of-the-art Literature Review,” *Journal of Marketing Management*, 11 (5), 419-441. Download [here](#).
37. Chandon, Pierre (1995) “Dix ans de recherches sur la mesure des effets des promotions,” *Recherche et Applications en Marketing*, 9:4, 81-100.
38. 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**

39. Dubois\*, Pierre, Paulo Albuquerque\*, Olivier Allais\*, Céline Bonnet\*, Patrice Bertail, Pierre Combris, Saadi Lahlou, Natalie Rigal, Bernard Ruffieux, Pierre Chandon\* (2019) “Effects of graphical front-of-pack labels on the nutritional quality of supermarket food purchases: Evidence from a large-scale randomized controlled trial”. \* Contributed equally.
40. Schwartz, Camille, Christine Lange, Célia Hacheffa, Yann Cornil, Sophie Nicklaus, and Pierre Chandon (2019), “Effects of Snack Portion Size on Anticipated and Experienced Hunger, Eating Enjoyment, and Perceived Healthiness Among Children.”
41. Lange, Christine, Camille Schwartz, Célia Hacheffa, Yann Cornil, Sophie Nicklaus, and Pierre Chandon (2019), “Effect of Sensory Imagery on Portion Size Choice in Children for Snacks Varying in Energy Density.”
42. Schmidt, Liane, Pierre Chandon, Mathias Pessiglione, and Hilke Plassmann (2018), “How Energy Drinks and their Branding Influence Cognitive Performance.”
43. Cornil, Yann and Pierre Chandon (2018), “More value from Less Food? Aligning Business, Health, and Pleasure in the Restaurant Industry with Sensory Menu Labeling”.

### **Work in progress**

44. “Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions,” (with Karine Clément, Judith Aron-Wisnewsy, Hilke Plassmann, and Yann Cornil).
45. “Effect of Bariatric Surgery on Delay Discounting,” (with Viswanadham, Ratnalekha, Yann Cornil, Liane Schmidt, Christine Poitou, Michèle Chabert, Judith Aron-Wisnewsy, Karine Clément, and Hilke Plassmann).
46. “How information about healthfulness influences taste perception: Brain mediators of perceived pleasantness and intensity,” (with Lauren Atlas, Bernd Weber, Nicolas Lindner, Monica Wadhwa, and Hilke Plassmann).

## **Publications: Book chapters**

47. Chandon, Pierre (2018), "What is the best strategy to employ when conducting healthy food marketing?," in *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, ed. Jennifer Swartz, Catherine Mary Lamberton and Ronald Paul Hill.
48. Chandon, Pierre and Nailya Ordabayeva (2017), "Judging the Size of Food Portions and Packages: Errors and Remedies," in *Reference Module in Food Science*: Elsevier. Download [here](#).
49. Ordabayeva, Nailya and Pierre Chandon (2017), "Drivers, Consequences, and Remedies of Biased Size Perceptions in Marketing," in *The Routledge Companion to Consumer Behavior*, Michael Solomon and Tina M. Lowrey, Eds. London: Routledge. Download [here](#).
50. Chandon, Pierre (2017), "Comment la conception des emballages et les allégations marketing mènent à l'hyperphagie," in *Agir sur les comportements nutritionnels. Règlements, marketing et influence des communications de santé*, ed. Expertise Collective, Paris: INSERM, 95-128.
51. Chandon, Pierre (2011) "Effects of Nutrition Information and Health Claims on Consumption," in *Consumer Insights: Findings from Behavioral Research*, ed. Joseph W. Alba: Marketing Science Institute. Abstract available [here](#).
52. Chandon, Pierre (2011) "Effects of Portion/Package Size and Shape on Consumption," in *Consumer Insights: Findings from Behavioral Research*, ed. Joseph W. Alba: Marketing Science Institute. Abstract available [here](#).
53. Chandon, Pierre (2011) "Calories réelles, calories perçues," in *Médecine et chirurgie de l'obésité*, ed. Arnaud Basdevant, Paris: Lavoisier.
54. Chandon, Pierre and Fabrice Etilé (2010) "Analyse des comportements de consommation alimentaire : l'apport du marketing et des sciences économiques," in *Les comportements alimentaires. Quels en sont les déterminants ? Quelles actions, pour quels effets ?*, ed. Patrick Etiévant, France Bellisle, Jean Dallongeville, Fabrice Etilé, Elisabeth Guichard, Martine Padilla and Monique Romon-Rousseaux, Paris: Expertise scientifique collective, INRA, 115-26. Download [here](#).
55. Chandon, Pierre and Fabrice Etilé (2010) "Comportements alimentaires et politiques de santé nutritionnelle," in *Les comportements alimentaires. Quels en sont les déterminants ? Quelles actions, pour quels effets ?*, ed. Patrick Etiévant, France Bellisle, Jean Dallongeville, Fabrice Etilé, Elisabeth Guichard, Martine Padilla and Monique Romon-Rousseaux, Paris: Expertise scientifique collective, INRA, 187-200. Download [here](#).
56. 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 Victor J. Strecher, Eds. Armonk, N.Y.: M.E.Sharpe. Download [here](#). Featured [here](#).
57. 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. Download [here](#).
58. 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. Download [here](#).

## **Publications: Applied journals**



59. Chandon, Pierre and Roland Jouvent (2017), "Plaisirs sensoriels et pleine conscience, les alliés d'une alimentation plus saine," So What? Policy Brief, Unesco Chair in World Food Systems, n°6 (Novembre), 1-4. English translation "Sensory pleasure and mindfulness, allies of a healthier diet".
60. Chandon, Pierre, Nailya Ordabayeva, and Nouha Touati (2017), "Les biais de perception des tailles de portion," *Pratiques en Nutrition*, Download [here](#).
61. Chandon, Pierre (2017) "Marketing : Les consommateurs ne voient pas les portions telles qu'elles sont", *Harvard Business Review France*, Juin-Juillet, p.16.
62. Chandon, Pierre (2014) "Marketing of Foods: Opportunities for Fruits & Vegetables," *The IFAVA Scientific Newsletter*, 92 (September), 1.
63. Chandon, Pierre (2013) "Les nouvelles formes de l'enseignement du marketing," *Grandes Ecoles Magazine*.
64. Chandon, Pierre (2013) " Les Profs 2 : La vérité sur le métier d'enseignant-chercheur dans une Business School," *Grandes Ecoles Magazine*.
65. Chandon, Pierre (2013), "Les biais de perception de la taille des portions ; effets du packaging et du halo santé," *Nutripratique*, 27 (Mars), 65-70.
66. Ordabayeva, Nailya and Pierre Chandon (2012) "When Spending Hurts," *European Business Review*, July, 41-43. Download [here](#).
67. Ronn J., Pierre Chandon, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2012), "How to Help People Change Their Habits: Ask Them about Their Plans," *Yale Economic Review*, 8 (1), 15-18.
68. Chandon, Pierre (2012) "INSEAD : les mystères du comportement humain étudiés en plein cœur de Paris," *Journal des Grandes Ecoles*, Mars.
69. Chandon, Pierre (2011) "Calorie perçues, calories réelles : l'impact du marketing," *Symbiose*, 2 (Octobre), 22-23.
70. Chandon, Pierre, J. Wesley Hutchinson, Eric T. Bradlow, and Scott H. Young (2009) "In-Store Marketing Works: Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation," *Journal of Retail Analytics*, 5 (4), 40-42.
71. Chandon, Pierre, Vicki G. Morwitz, and Werner Reinartz (2005) "Intentions Don't Always Predict Buying Behavior," *Marketing News*, 39 (6), 34-33.
72. 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. Download [here](#). Reprinted with commentaries in the *Journal of Generic Medicines*, 1 (4), 353-361.
73. Chandon, Pierre (1998) "Comment créer des promotions efficaces et rentables: le point de vue des experts", *Décisions Marketing*, vol. 12, 23-30.
74. 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.
75. Chandon, Pierre, Brian Wansink and Gilles Laurent (1999) "Hedonic and Utilitarian Consumer Benefits of Sales Promotions", *Marketing Science Institute Report No.* 99-109.
76. Chandon, Pierre and Gilles Laurent (1997) "Les effets de la promotion des ventes", *Hommes et Commerce*, n° 259, mai 1997, pp. 22-24.

77. 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.
78. Chandon, Pierre and Gilles Laurent (1998) “Promotion des Ventes: Effets, Stratégies, Comportements,” PhD dissertation, in *Les Etudes du Groupe HEC*, 90 pages. Download [here](#).

### **Case studies and pedagogical material**

79. “Can 3G Capital Make Burger King Cool Again? Brand Building Under Zero-Based Budgeting,” multimedia case study with video interviews and teaching note written in collaboration with Laura Heely and Fernando Machado, © INSEAD 2018. Case web site: <https://cases.insead.edu/burger-king>.
80. “Candy Crush? Aligning Health, Business, and Pleasure in the Chocolate Industry,” multimedia case study with teaching note, written in collaboration with Laura Heely, © INSEAD 2018. Case web site: <https://cases.insead.edu/candy-crush>  
Third prize, Oikos Corporate Sustainability competition.
81. “The Carrot Rewards Wellness App: Innovating in the Behavior Change Market,” multimedia case study with video interviews and teaching note, written in collaboration with Shilaan Alzahawi, © INSEAD 2018. Case web site: <https://cases.insead.edu/carrot-rewards>.  
Winner, EFMD case competition, Entrepreneurship category.
82. “Who’s #1: INSEAD, Harvard, Wharton, LBS?” (A & B). Brand and marketing metrics case including data and code written in collaboration with Joerg Niessing, © INSEAD 2018. Case web site: <https://cases.insead.edu/who-is-number-one>.  
Winner, best marketing case of 2018, AFM-CCMP.
83. “L’Oréal in China: Marketing Strategies for Turning Around Chinese Luxury Cosmetic Brand Yue Sai,” multimedia case study with video interviews and teaching note, written in collaboration with Haiyang Yang, © INSEAD 2013. Case web site: <http://cases.insead.edu/loreal-china>  
Global CaseCentre case award: Overall winner 2016. Winner, best marketing case of 2014 AFM-CCMP.
84. “Renova Toilet Paper: Avant-Garde Marketing in a Commoditized Category,” multimedia case study and teaching note, written in collaboration with Raquel Seabra de Sousa, Yakov Bart, and Steven Sweldens, © INSEAD 2010, 2012. Also available in Spanish, Portuguese, French, and Russian. Case web site: <http://cases.insead.edu/renova/home>  
Overall winner, ecch global award (2012).
85. “Unilever in Brazil (1997-2007): Marketing Strategies for Low-Income Consumers,” multimedia case study with teaching note and video interviews, written in collaboration with Pedro Pacheco Guimaraes, © INSEAD 2007. Case website: <http://cases.insead.edu/unilever>. Adapted in Portuguese and Spanish.  
Overall winner, ecch award (2008). Winner, ecch award in the marketing category (2007). Winner, EFMD Case Writing Competition 2005. Best-selling ecch case.
86. “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. Translated in Japanese. Case website:  
<http://cases.insead.edu/diesel>.

Overall winner, ecch award (2007). Winner, ecch award in the marketing category (2006).

87. “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.
88. “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.
89. “Parfums Cacharel de L’Oréal 1997-2007: Revitalizing a Classic Brand,” multimedia case with teaching note, and video interviews, written with Klaus Wertenbroch, © INSEAD 2007. Adapted in Portuguese and Chinese. Case website: <http://cases.insead.edu/cacharel/>
90. “Note on Brand Audit: How to Measure Brand Awareness, Brand Image, Brand Equity and Brand Value,” Pedagogical Note, © INSEAD 2004. Download [here](#).

### **Selected Media Coverage**

2019

Men’s Health, Fast Company, M6, France5 TV, Manila Times, Pulse, MSN.

2018

BBC Capital, USA Today, France Inter, Fortune, M6 TV, The Standard (Hong Kong), European Supermarket Magazine.

2017

France2, Breitbart News, CBC, Daily Mail, The Independent, Que Choisir, The Sun, Sud Ouest, Sud Radio, Television Suisse Romande.

2016

NPR, CNN, Fortune, Washington Post, Financial Times, New York Magazine, Metronews, France 2, France 5, Daily Mail.

2015

Harvard Business Review, France 2 TV news, France 5, M6 TV, Strategies, Elle, Vancouver24.

2014

Le Monde, M6 100%Mag, RTBF (National Belgian TV), Atlantic Monthly, Television Suisse Romande, El Pais, Seattle Times, ABC News, Men’s Fitness.

2013

NPR News, The New York Times, Chicago Tribune, Huffington Post, Boston Globe, WSJ, USA Today, Daily Mail, Financial Times, Telegraph, The Scientist, La Stampa, La Vanguardia, TF1, BBC News, Radio4, L’Equipe, Fox News, CBC, Libération, Milliyet, Independent, the Sun, New York Daily News, Corriere della Sera, Wall Street Journal (live TV interview), Reuters, France 2 TV, Forbes, Zeitungsverlag Waiblingen.

2012

New York Times: Interactive quiz: [Well: The Well Quiz: Supersize Soft Drinks](#) and article: [Well: How Can a Big Gulp Look So Small?](#) BBC documentary “The Men who Made us Fat” [here](#), Boston Public radio, [H2O talk radio](#). Research mentioned in [BBCNews](#), [Reuters](#), [Huffington Post](#), France2; [Huffington Post](#), [Forbes](#), [The Atlantic](#), [Forbes](#) (India), [Marketing Magazine](#) (Singapore).

2011

[Star Global Tribune](#), [Self Magazine](#), [Science Daily](#), [Medical News Today](#), [News Medical](#), [Psypost](#), [Health24](#).

2010

[Wall Street Journal](#), [Science Daily](#), [The Hindustan Times](#), [International Business Times](#), [Medical News Today](#), [GlobeAsia](#), [El Heraldo](#), [Physorg.com](#), [Five Minute Economist’s Blog](#), [Medicalnewsr.com](#), [Research Design Connections](#), [e! Science news](#), [MedIndia](#), [National Affairs](#), [ScienceNewline](#), [New Kerala](#), [L’Express](#), [La Croix](#), 50<sup>th</sup> Journée Annuelle de Nutrition et de Diététique, [Terra Economica](#).

2009

[Column](#) and [online study](#) in the New York Times. Featured on INSEAD Knowledge, (summary and interview available [here](#)), [Wall Street Journal](#), [The Economist](#), [USAToday](#), [Lanutrition.fr](#), [rue89](#), France2 television ([Télématin](#)), and M6 TV ([100% Mag](#)).

2008

[Le Figaro](#), [MSNBC](#), [Stanford Magazine](#), [UPI NewsTrack Health and Science News](#). New York Times articles ([here](#)) and in a New York Times online [column](#) and [study](#)

2007

Featured on [The Rush Limbaugh Show](#), [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](#), [Gawker](#), [Top Santé Magazine](#), [L’Expansion](#), France2 TV ([Télématin](#)), [RTL TV](#) (Belgium) and M6 TV ([Capital](#)).

2006

Over 200 newspaper articles and television segments, including [CNN](#), [Washington Post](#), [Scientific American](#), [Forbes](#), [USA Today](#), [Globe and Mail](#), [ABC News](#), [Fox News](#), [MSNBC](#), [The New York Sun](#), etc. Featured in [Economist.com](#), [USA Today](#), [ABC News](#), [Medical News Today](#), [Cosmopolitan Magazine](#), and [lanutrition.fr](#) and M6 TV ([100% Mag](#)).

### **Invited presentations (excluding academic conferences)**

[Consumer Goods Forum](#), [Sustainable Retail Summit](#), Lisbon, October 2018.

[EDHEC Business School](#), Lille, France, October 2018.

[Menus of Change University Research Collaborative Meeting](#), Princeton NJ, October 2018.

[Congrès de la Société Française d’Endocrinologie](#), keynote address, Nancy, Septembre 2018.

[TEDxINSEAD](#), Fontainebleau, France, June 2018.

[Institut Danone France](#), June 2018.

[Inauguration INSEAD Sorbonne University Visiting Chair in Behavioral Sciences](#), January 2018.

[PRS Invivo](#), London, November 2017.

[London School of Economics](#), London, November 2017.

[Food Values](#), Florence, October 2017.

[The Behavioral Science & Policy Association Annual Conference](#), New York, September 2017.

The Behavioural Insights Team (UK Government “Nudge” Unit), London, August 2017.  
University of Bristol, School of Experimental Psychology, July 2017.  
Hôpital Pitié Salpêtrière, Journée du CLAN, June 2017.  
Harvard Business School, Boston, March 2017.  
University of British Columbia, Vancouver, March 2017.  
PRS InVivo, New York, March 2017.  
Journée Annuelle AFDN des Diététiciens, Paris, March 2017.  
Chaire UNESCO Alimentations du Monde, Montpellier, France, February 2017.  
Université de Grenoble, GAEL, Grenoble, Janvier 2017.  
INSEAD Corporate Affiliate Program, Paris, November 2016.  
Food Live Matters, London, November 2016.  
Perception Research Inc, November 2016.  
Consumer Goods Forum, Paris, November 2016.  
Institut Benjamin Delessert, Paris, June 2016.  
Chocovision, Davos, Switzerland, June 2016.  
Centre des Cordeliers (Université Pierre et Marie Curie, Université Paris Descartes and Université Denis Diderot), Paris, June 2016.  
Hôpital Pitié Salpêtrière, endocrinologie-diabete-nutrition, May 2016.  
INSEAD Alumni reunion, Fontainebleau, May 2016.  
INSEAD marketing seminar, Fontainebleau, February 2016.  
Tilburg Winter camp, Tilburg NL, December 2015.  
Shopper Insight Conference, Paris, November 2015.  
Nestlé Research Center, Lausanne November 2015.  
Université de Louvain La Neuve, BE, November 2015.  
Competence Research Training Conference, Fontainebleau, October 2015.  
NYU School of Medicine, Dpt of Population Health, NYC, September 2015  
Journée Cinquantenaire des Cahiers de Nutrition, Assemblée Nationale, Paris, September 2015  
INSERM, Recommandations nutritionnelles sur les publicités, Paris, September 2015  
CNRS, Colloque Mutations alimentaires, Paris, September 2015  
HKUST, Hong-Kong, February 2015.  
CEIBS, Shanghai, February 2015.  
Baruch College, CUNY, New York, January 2015.  
Institut Benjamin Dellesert, Octobre 2014.  
Université d’été GS1, Paris Août 2014.  
Institut Paul Bocuse, Lyon, March 2014.  
ESSEC HEC INSEAD Conference, Fontainebleau, March 2014.  
Behavioral Science of Eating, Carnegie-Mellon University, January 2014.  
L’Oréal, Professor Master class, Paris. June 2013.  
Warwick University, Behavioral Science Group, UK, May 2013.  
Dietecom, March 2013, Paris. Download slides [here](#).  
Concordia University, February 2013, Montréal, Canada.  
Best in Pack, February 2013, Paris.  
Fonds Français Alimentation Santé, December 2012, Paris, France.  
Tuft Medical School. Joint symposium by the Agricultural & Applied Economics Association (AAEA) and the European Association of Agricultural Economists (EAAE). Boston,  
Tuck school at Dartmouth College, Hanover NH, April 2012.  
Harvard School of Public Health, nutrition seminar, Boston MA, March 2012. Click [here](#) for video and slides.  
Boston University, Kellogg School of Management, Evanston, IL, February 2012.  
Northwestern University, Kellogg School of Management, Evanston, IL, February 2012.  
University of Maryland, Smith School of Business, College Park, MD, January 2012.

Boston College, Ray Keyes Distinguished Speaker Series, Boston MA, January 2012.  
 Université Pierre et Marie Curie, IHU ICAN, Hôpital de la Pitié, Paris, Décembre 2011.  
 Harvard Business School, marketing research seminar, Boston MA, October 2011.  
 Séminaire de recherche du plan national obésité, Paris, March 2011. Click [here](#) for video podcast and slides.  
 Université Paris IX Dauphine, January 2011.  
 Institut Français pour la Nutrition, Paris, January 2011.  
 Yale School of Management, New Haven CT, October 2010.  
 Colloque “Alimentation et société,” Conseil Général du Val d’Oise, Cergy, October 2010.  
 Forum Science, Recherche & Société, Collège de France, Paris, June 2010.  
 Université Paul Cézanne, IAE Aix Graduate School of Management, May 2010.  
 50<sup>e</sup> Journée Annuelle de Nutrition et de Diététique, CNIT Paris La Défense, January, 2010.  
 Tilburg University, Tilburg, NL, December, 2009  
 INRA Expertise Collective Comportement Alimentaire, Paris, November 2009.  
 London Business School, London, UK, November 6, 2009  
 Hôpital de la Pitié Salpêtrière, Staff Nutrition, Paris, April 2009.  
 Institut National de la Recherche Agronomique (INRA), Paris, December 2008.  
 Sensory Marketing Conference, University of Michigan, Ann Arbor, MI, June 2008.  
 Institut National Agronome, Paris, December 2007.  
 Ecole des Hautes Etudes en Sciences Sociales (EHESS), Centre d’Etudes Transdisciplinaires. Sociologie, Anthropologie, Histoire Paris, France, June 2007.  
 Erasmus University, Rotterdam NL, February 2007.  
 Université de Toulouse, Agriculture and Food Industrial Organization, October 2006.  
 University of Pennsylvania Institute for Diabetes, Obesity and Metabolism, Philadelphia, 2006.  
 Monell Chemical Senses Center, Philadelphia, PA, January 2006:  
 Children’s Hospital of Philadelphia, Nutrition Seminar Series, Philadelphia, December 2005:  
 Berkeley, University of California, CA, December 2005:  
 Wharton, University of Pennsylvania, PA, December 2005:  
 New-York University, New-York, April 2005:  
 Fuqua, Duke University, Durham, NC, March 2005:  
 Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC, March 2005:  
 Kellogg School, Northwestern University, Evanston, IL, December 2005:  
 University of Illinois at Urbana-Champaign, Stellner Distinguished Speaker Series, Feb 2003.  
 K.U. Leuven, Leuven Belgium, December 2000:  
 Les Conférences de la Fondation HEC, Paris, Décembre 1998:  
 Institut pour la Recherche sur l’Efficacité de la publicité, Paris, April 1998:

### **Conference presentations**

ACR conference, Dallas, October 2018.  
 British Feeding and Drinking Group, Lyon, April 2018.  
 Journée francophone de nutrition, Nantes, December 2017.  
 ACR conference, Berlin, November 2016.  
 Eurosense Conference, Dijon, France, September 2016 (keynote address).  
 ACR conference, New Orleans, October 2015.  
 La Londe Conference, La Londe les Maures, June 2015.  
 Eat Forum, Stockholm, June 2015.  
 ACR conference, Baltimore, October 2014.  
 Behavioral Decision Research in Management Conference, London 2014.  
 ACR conference, Chicago, October 2013.  
 Obesity Week, Atlanta November 2013.

Society for Consumer Psychology Conference, San Antonio, USA, March 2013.  
 Journée Francophone de Nutrition, December 2012, Lyon France.  
 Marketing Science conference, Boston MA June 2012  
 ACR conference, St Louis, MO, October 2011.  
 La Londe Conference, La Londe les Maures, France, June 2011.  
 ACR conference, Jacksonville, FL, October 2010.  
 ACR conference, Pittsburgh, PA, October 2009.  
 ACR conference, San Francisco, CA, October 2008.  
 ACR conference, Orlando FL, October 2006.  
 SCP Conference, Miami FL, February 2006.  
 SCP Conference, St Petersburg FL, February 2005.  
 ACR Conference, Portland OR, October 2004.  
 ACR Conference, Toronto, Canada, October 2003.  
 Marketing Science Conference, Washington, DC, June 2003.  
 ACR Conference, Atlanta, GA, October 2002.  
 ACR Conference, Austin, TX, October 2001.  
 Marketing Science Conference, Wiesbaden, July 2001.  
 ACR Europe Conference, Berlin, June 2000.  
 ACR Conference, Salt Lake City, Utah, October 2000.  
 EMAC conference, Rotterdam, May 2000.  
 Advanced Research Technique Forum, AMA, Monterey, CA, June 2000.  
 INFORMS annual conference, Philadelphia PA, November 1999.  
 Marketing Science Conference, Syracuse, May 1999.  
 ACR Conference, October 1998, Montréal, Québec.  
 Marketing Science Conference, INSEAD, July 1998, Fontainebleau, France.  
 SCP Conference, Austin TX, February 1998.  
 ACR Conference, Denver, CO. October 1997.  
 Marketing Science Conference, March 1996, Berkeley, CA.  
 ACR Conference, Tucson, AZ, October 1996.  
 Marketing Science Conference, March 1996, Gainesville, FL.

## **Teaching experience**

### **INSEAD**

- Brand Management (MBA elective course).
- The Body Business: Understanding Food and Well-being (MBA elective course).
- Marketing Management (Executive MBA core course).
- Marketing Management (MBA core course).
- Executive Education (multiple programs).

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

- Marketing Strategy.

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

- Marketing Management (MBA core course).
- Executive Education: Kellogg on Branding, Cheil Communications.

### **London Business School (1998):**

- Marketing Management, MBA core course (4 sections).

### **University of North Carolina at Chapel Hill (1998):**

- Brand Strategy, MBA elective course.
- Consumer Behavior, MBA elective course.
- Retailing, BA elective course.

### **Editorial responsibilities**

- Elected International Perspectives Director, Association for Consumer Research (2012-2015). Led the creation and chaired the committee for the first need-based PhD travel stipend, awarded to allow meriting PhD students to attend the North American conference of the Association for Consumer Research.
- Associate Editor, *Journal of Consumer Research* (2008-2011). Member of the policy board of the Journal of the Association for Consumer Research (2018-present), and *Recherche et Applications en Marketing* (2008-2010).
- Member of the editorial review boards of *Journal of Marketing Research* (2014-present), *Journal of Consumer Research* (2007-present), *Journal of Marketing* (2005-2009 and 2011-present), *Journal of Consumer Psychology* (2012-present), *Appetite* (2017-present), *International Journal of Research in Marketing* (2006-2009 and 2015-present), *Journal of the Association for Consumer Research* (2014-present), *Cahiers de Nutrition et de Diététique* (2016-present), and *Recherche et Applications en Marketing* (2001-2014).
- Expert reviewer for the Research Grant Council (RGC) of Hong Kong, the French National Research Agency (ANR), and the Israel Science Foundation.
- Ad-hoc reviewer (in alphabetical order): *Appetite*, *BMC Public Health*, *Décisions Marketing*, *Foundation and Trends in Marketing*, *International Journal of Forecasting*, *International Journal of Research in Marketing*, *International Journal of Research in Marketing*, *Journal of Economic Psychology*, *Journal of Experimental Psychology: Applied*, *Journal of the Association for Consumer Research*, *Journal of Marketing Management*, *Journal of Public Policy and Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Management Science*, *Marketing Science*, *Nutrition Reviews*, *Obesity*, *OBHDP*, *PLOS One*, *Psychological Bulletin*, *Psychological Science*, *Recherche et Applications en Marketing*.
- *Conferences*: Perspective sessions committee member, ACR Berlin 2016. Program committee member, Society for Consumer Psychology conference (2012 Florence and 2015 Phoenix), Associate Editor, Association for Consumer Research North American Conference (Pittsburgh 2009). Program committee member, Association for Consumer Research North American Conference (2003 and 2006) and EMAC conference (2008).

### **External grants**

- Toward a motivational theory of placebo effects: How the brain mediates placebo effects of energy drinks on motivation, with Liane Schmidt, Hilke Plassmann, Mathias Pessiiglione, €50,564 (2017).
- PUNCH: Promoting and Understanding Children's Healthy Food Choices, ANR grant "Sécurité alimentaire et défi démographique" (principal investigator: Sophie Nicklaus), €57,800, total project: €606,440 (2015).
- Le plaisir des sens, allié ou ennemi d'une meilleure alimentation ? Institut Benjamin Dellesert (with Yann Cornil), €12,300 (2015).
- The Bidirectional Effects of Biology and the Environment. Sorbonne Universités Convergence, €42,800 (2014).



- Neuro-psychological Drivers of Food Intake among Obese and Normal-weight People (with Hilke Plassmann). Institute for Cardio-metabolism and Nutrition. €180,000 (2012).
- Understanding the Interplay between Environmental and Biological Drivers of Obesity. Institute for Cardio-metabolism and Nutrition. €20,000 (2011).
- Mere Belief Effects: The Effect of Health Labels on Consumers' Perceived and Experienced Satiety. Marketing Science Institute (with Maya Vadiveloo and Vicki Morwitz), \$10,000.

## PhD Tutoring

Chair of PhD dissertation committee

- |      |   |
|------|---|
| 2018 | Quentin André, Assistant Prof of Marketing, Rotterdam School of Management, Erasmus University (2018-present).  |
| 2015 | Yann Cornil, Assistant Professor of Marketing, University of British Columbia (2015-present).   |
| 2010 | Nailya Ordabayeva, Assistant Professor of Marketing at Rotterdam School of Management (2010-2014), Assistant Professor of Marketing at Boston College (2015-present). |

Member of PhD dissertation committee:

Christine Kim (2016), Kuangjie Zhang (2014), Olivia Petit (2014, Université d'Aix Marseille) Haiyang Yang (2013), Beth Pavlicek (2013, Ecole Normale Supérieure), Dilney Gonçalves (2010), Béatrice Parguel (Paris IX Dauphine, 2009) Joseph Lajos (2009), Xianchi Dai (2009), and Mauricio Mittelman (2007).

## Service

- Member of the scientific committee of the evaluation of graphical nutrition information systems organized by the French Health Minister (2016).
- Member of the External Scientific Advisory Council on Health and Wellness of the Consumer Goods Forum (pro bono, 2014-2017).
- Director (2009-present), founding member, and member of the advisory committee (2000-present) of the INSEAD Social Science Research Center in Paris: [www.inseadsorbonnelab.com](http://www.inseadsorbonnelab.com).
- Member of the Faculty Evaluation Committee (2013-2015), INSEAD EMBA Academic Committee (2003-2005) and R&D committee (2007-2008), Task Force on Academic Governance (2007-2008), case publishing (2012-present), INSEAD Knowledge editorial board (2013-present). INSEAD Marketing Research Seminar Series organizer (2007-2008).
- Chair of the ad-hoc task force for INSEAD's 50<sup>th</sup> anniversary institutional advertising campaign (created the tagline, copy and visual). The print ad was voted "best creative" by Singapore Press Holdings in 2009 and increased brand awareness and image by 16%.