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EDUCATION

1999-2004	Ph.D. in Marketing Richard Ivey School of Business University of Western Ontario (UWO)
1995-1997	M.Sc. in Marketing HEC Montréal
1991-1995	Undergraduate Studies in Business Université du Québec à Trois-Rivières (UQTR)

WORK EXPERIENCE

2019- 2010-2019	Professor of Marketing Associate Professor of Marketing HEC Montréal
2018- 2014-2018 2012-2014	Chair Omer DeSerres in Retailing Chair on Service Marketing and Customer Experience Professorship on Customer Experience and Service Failures HEC Montréal
2004-2010	Assistant Professor of Marketing Promoted as “Associate Professor with Tenure” in February 2010 Washington State University (WSU) in Pullman
1997-1999	Project Manager Descarie & Complices/Ipsos (Montreal-based marketing research firm)

INTERESTS

Teaching: service marketing, e-commerce, relationship marketing, and marketing strategy.

Research topics: 1) customer revenge and betrayal; 2) online public complaining; 3) customer relationship; 4) service failure-recovery; 5) frontline employees and sales; and 6) radicalization and marketing.

PUBLICATIONS

Refereed Articles in English (at <https://chaireomerdesserres.hec.ca/>):

Google citations on August 3 (2022): 5440 citations in total and 3851 citations since 2017.

Radanielina-Hita, M.L., Y. Grégoire, B. Lussier, S. Boissonneault, C. Vandenberghe, and S. Sénécal (in press) “An Extended Health Belief Model for COVID-19: Understanding the Media-Based Processes Leading to Social Distancing and Panic Buying,” *Journal of the Academy of Marketing Science*.

Rasoulilian, S., Y. Grégoire, R. Legoux, and S. Sénécal (in press) “The Effects of Service Crises and Recovery Resources on Market Reactions: An Event Study Analysis on Data Breach Announcements,” *Journal of Service Research*.

Shaker, H., S. Sénécal, Y. Grégoire, and S. Taboubi (2022) “The Effect of Incidental Prices in Online Display Ads on Consumer Internal Reference Price,” *International Journal of Electronic Commerce*, 26 (3), 279-310.

Béal, M., and Y. Grégoire (2022) “How do Observers React to Companies’ Humorous Responses to Online Public Complaints,” *Journal of Service Research*, 25 (2), 242-259.

- Finalist for the 2022 Syntec Research Award – Category “Transformer le marketing et la relation-client” (FNEGE)

Shahrasbi, N., M. Rohani, and Y. Grégoire (2021) “Dynamic Capabilities and Firm Performance: The Rise and Fall of Charles Schwab,” *Journal of Financial Services Marketing*, 26 (2), 144-159.

Grégoire, Y. and A. Mattila (2021) “Service Failure and Recovery at the Crossroads: Recommendations to Actualize the Field and its Influence,” *Journal of Service Research*, 24 (3), 323-328.

Nazifi, A., K. Gelbrich, Y. Grégoire, S. Koch, J. Wirtz, and D. El-Manstrly (2021) “Proactive Handling of Flight Overbooking: How to Reduce Negative eWOM and the Costs of Bumping Customers,” *Journal of Service Research*, 24 (2), 206-225.

Khamitov, M., Y. Grégoire, and A. Suri (2020) “A Systematic Review of Brand Transgression, Service Failure Recovery and Product Harm Crisis: Integration and Guiding Insights,” *Journal of the Academy of Marketing Science*, 48 (3), 519-542.

- The first two authors equally share the lead on this article.
- Finalist for the 2020 JAMS Best Paper Award.
- Top 1% of best cited articles (Web of Science, Clarivate)—from 2021-2022.

Joireman, J., M. Mulder, Y. Grégoire, D.E. Sprott, and P. Munaganti (2020) “You Did What with my Donation?! Betrayal of Moral Mandates Increases Negative Responses to Redirected Donations to Donor-to-Recipient Charities,” *Journal of the Association for Consumer Research*, 5 (1), 83-94.

Béal, M., W. Sabadie, and Y. Grégoire (2019) “The Effects of Relationship Length on Customer Profitability after Service Recovery,” *Marketing Letters*, 30 (3-4), 293-305.

Grégoire, Y., R. Legoux, T. Tripp, M. Radanielina-Hita, J. Joireman, and J. Rotman (2019) “What Do Online Complainers Want? An Examination of the Justice Motivations and the Post-Complaint Benefits of Vigilante and Reparation Schemas,” *Journal of Business Ethics*, 160 (1), 167-188.

Grégoire Y., F. Ghadami, S. Laporte, S. Sénécal, and D. Larocque (2018) “How Can Firms Stop Customer Revenge? The Effects of Direct vs. Indirect Revenge on Post-Complaint Responses,” *Journal of the Academy of Marketing Science*, 46 (November), 1052-1071.

Rasoulilian, S., Y. Grégoire, R. Legoux, and S. Sénécal (2017) “Service Crisis Recovery and Firm Performance: Insights from Information Breach Announcements,” *Journal of the Academy of Marketing Science*, 45 (November), 789-806. (Lead article).

Voorhees, C., P. Fombelle, Y. Grégoire, S. Bone, A. Gustafsson, R. Sousa, and T. Walkowiak (2017) “Service Encounters, Experiences and the Customer Journey: Defining the Field and a call to Expand our Lens Beyond the Core Service Encounter,” *Journal of Business Research*, 79 (October), 269-280.

- Top 1% of best cited articles (Web of Science, Clarivate)—from 2018-2022.
- Top 20 most cited articles in Shugan’s meta journal in marketing (June-July 2021)
- Top 25 most downloaded articles in JBR for the period 2018-2020.
- Top 25 most cited articles in JBR in 2020.

Lussier, B., Y. Grégoire, and M. A. Vachon (2017) “The Role of Humor Usage on Creativity, Trust and Performance in Business Relationships: An Analysis of the Salesperson-Customer Dyad,” *Industrial Marketing Management*, 65 (August), 168-181.

- Summarized in the *Keller Center Research Report*, March 2019, 12 (1).

Gelbrich, K., J. Gäthke, and Y. Grégoire (2016) “How a Firm's Best versus Normal Customers React to Compensation after a Service Failure,” *Journal of Business Research*, 69, 4331-4339.

Joireman, J., Y. Grégoire, and T. Tripp (2016) “Customer Forgiveness following Service Failures,” *Current Opinion in Psychology*, 10, 76-82.

Gelbrich, K., J. Gäthke, and Y. Grégoire (2015) “How Much Compensation Should a Firm Offer for a Flawed Service? An Examination of the Non-Linear Effects of Compensation on Satisfaction,” *Journal of Service Research*, 18 (1), 107-123.

Grégoire Y., A. Salle, and T. Tripp (2015) “Managing Social Media Crises with your Customers: The Good, the Bad and the Ugly,” *Business Horizons*, 58 (2), 173-182.

- A shorter French version was translated in *Gestion* (Winter 2016, p 37).
- Top 25 most cited articles in *Business Horizons* between 2013-2018.

Salle, A., T. Dupont, M.C. Lacerte, and Y. Grégoire (2015) “Comment Implanter une Stratégie Omnicanal: Une Illustration avec le Secteur de l’Alimentation au Québec,” *Gestion*, 39 (4), 39-49.

Radighieri J., B. John, Y. Grégoire, and J. Johnson (2014) “Ingredient Branding and Feedback Effects: The Impact of Product Outcomes, Initial Parent Brand Strength Asymmetry, and Parent Brand Role,” *Marketing Letters*, 25 (2), 123-138.

Joireman, J., Y. Grégoire, B. Devezer, and T. Tripp (2013) “When do Customers Offer a Second Chance Following a Double Deviation? The Impact of Inferred Firm Motives on Customer Revenge and Reconciliation,” *Journal of Retailing*, 89 (3), 315-337.

- Elsevier’s Certificate for Highly Cited Research (received in December 2016).
- Top 25 most cited articles in *Journal of Retailing* between 2013-2018.

Sisodiya, S., J. Johnson, and Y. Grégoire (2013) “Inbound Open Innovation for Enhanced Performance: Enablers and Opportunities,” *Industrial Marketing Management*, 42 (5), 836-849.

- Top 25 most cited articles in *IMM* between 2013-2018.

Plouffe C. and Y. Grégoire (2011) “Employee Navigation and Socially-Derived Outcomes: Conceptualization, Validation and Effects on Performance,” *Personnel Psychology*, 64 (3), 693-738.

Fisher R., Y. Grégoire, and K. Murray (2011) “The Limited Effects of Power on Satisfaction with Joint Consumption Decisions,” *Journal of Consumer Psychology*, 21 (3), 277-289.

Tripp T. and Y. Grégoire (2011) “When Unhappy Customers Strike Back on the Internet,” *MIT Sloan Management Review*.52 (3), 37-44.

- Translated in Spanish in *Havard Deusto Business Review* (January 2012, pp 40-51).

Grégoire Y., D. Laufer, and T. Tripp (2010) “A Comprehensive Model of Customer Direct and Indirect Revenge: Understanding the Effects of Perceived Greed and Customer Power,” *Journal of the Academy of Marketing Science*, 38 (December), 738-758.

Grégoire Y., T. Tripp, and R. Legoux (2009) “When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance,” *Journal of Marketing*, 73 (November), 18-32.

Wachner T., C. Plouffe, and Y. Grégoire (2009) “SOCO’s Impact on Individual Sales Performance: The Integration of Selling Skills as a Missing Link,” *Industrial Marketing Management*, 38 (1), 32-44.

Grégoire, Y. and R. Fisher (2008) “Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies,” *Journal of the Academy of Marketing Science*, 36 (June), 247-261.

Grégoire Y. and R. Fisher (2006) “The Effects of Relationship Quality on Customer Retaliation,” *Marketing Letters*, 17 (1), 31-46.

Fisher R. and Grégoire Y. (2006) “Gender Differences in Decision Satisfaction within Established Dyads: Effects of Competitive and Cooperative Behaviors,” *Psychology and Marketing*, 23 (4), 313-333.

Grégoire Y. (2003) "The Impact of Aging on Consumer Responses: What Do We Know?" in *Advances in Consumer Research*, eds. Punam Anand Keller and Dennis W. Rook, 31, Valdosta, GA, p. 19-26 (complete manuscript).

Grégoire, Y. and J. Nantel (1998) "Une Segmentation de la Clientèle des Centres Commerciaux," *Gestion*, 23 (2), 45-54.

- Reprinted in *Le Management d'Aujourd'hui: Une Perspective Nord-Américaine*, Eds. Marcel Côté and Taïeb Hafsi, Québec (Canada), Les Presses de l'Université Laval, 1413-1426, 2000.

Gélinas, R., Grégoire Y., Pellerin L. and Halley A. (1996) "Le Juste-à-Temps et les PME: Une Expérience de Partenariat avec la Division Sea-Doo/Ski-Doo de Bombardier," *Revue Organisations and Territoires*, 5 (2), 77-89.

Book Chapters and Invited Articles:

Grégoire, Y., M. L Radanielina-Hita, and S. Lord (2019), "Comment Reconnaître et Gérer les Conciliateurs et les Justiciers du Web," *Gestion*, 43 (4), 100-104. (Magazine).

Grégoire, Y. (2018), "United Airlines: Y a-t-il un Service à la Clientèle dans l'Avion?" *Gestion*, 43 (1), 114. (Magazine).

Nepomuceno, M. V., Rohani M., and Grégoire Y. (2017), "Consumer Resistance: From Anti-Consumption to Revenge," in *Consumer Perception of Product Risks and Benefits*, edited by G. Emilien, R. Weitkunat, and F. Luedicke, Springer International Publishing, pp 354-364.

Grégoire, Y. and R. Legoux (2016) "Le Coût de la Mauvaise Foi Corporative," *Gestion*, 40 (2), 32-36. (Magazine).

Fabien, L. and Grégoire Y. (2015), "Chapitre 11 : L'Après-Service : La Gestion des Échecs de Service," in *Marketing des Services (Deuxième Édition)*, Edited by Louis Fabien.

Bui, P.T., Décaudin J. M. and Grégoire Y. (2015), "Gestionnaire de Crise: Attention au Ressenti de Vos Clients," *Gestion* (December 3rd), Website.

Grégoire Y., T. Tripp, and R. Legoux (2011) "When Your Best Customers Become Your Worst Enemies: Does Time Really Heal all Wounds," *GfK Marketing Intelligence Review*, 3 (1), 26-35.

Cases:

Rasoulilian, S., Y. Grégoire, and N. Turgeon (2018), "Twitter and Marketing Research : How High is United Airlines Flying?" Case (9102018003; 12 pages), Technical Note (7102018001; 5 pages) and Pedagogical Notes (510201803; 8 pages), *Centrale de Cas*, HEC Montréal.

Przybysz, A., S. Laporte, J.L. Geha, and Y. Grégoire (2016), "L'AMBAQ : Le Réseautage entre Diplômés à l'Ère du Digital," Case (9102016001; 14 pages) and Pedagogical Notes (5102016001; 15 pages), *Centrale de Cas*, HEC Montréal.

Work in Progress:

Béal, M., Y. Grégoire, and F. Carrillat "Let's Laugh About It: Using Humor to Address Complainers' Online Incivility," Under third round of review, *Journal of Interactive Marketing*.

Radanielina-Hita, M.L., J. Grobert, Y. Grégoire, and S. Senecal “Speaking to the Heart and Mind to Pitch Their Cause: An Analysis of Islamic State’s Online Communication Strategy and Implications for Public Policy,” Revise and resubmit, *Journal of Public Policy and Marketing*.

Grégoire, Y., M. Khamitov, F. A. Carrillat, and M. Rohani “Time Is Not the Big Healer After Service Failures: The Attenuation Effect of Answering Multiple Surveys on Customer Revenge and Forgiveness,” Revise and resubmit, *Journal of the Academy of Marketing Science*.

Béal, M., A. Suri, N. Nguyen, Y. Grégoire, and S. Sénécal “Is Service Recovery of Equal Importance for Private vs. Public Complainers,” Conditional accept, *Journal of Business Research*.

Meire, M., A. Zadeh, Y. Grégoire, M. Vinhal Nepomuceno, W. Blais “Identifying and Recovering Online Complainers: A Combination of Machine Learning and Experimental Evidence,” Under review, *Journal of the Academy of Marketing Science*.

Nguyen, C., M. Nepomuceno, R. Legoux, and Y. Grégoire “Striking the Right Notes: Financial Impacts of Musicians’ Continuous versus Circumstantial Charity Advocacy,” Under review, *Journal of Business Ethics*.

Hopkins, L., Y. Grégoire, M. Mende, M. Brady, and K. Main “Revenge, Reconciliation or Cheating: A Rejection-Based Model of Firm-Induced Relationship Termination.” To be submitted.

Refereed Conferences:

Nguyen, N., E. Labonté-Lemoyne, Y. Grégoire, M.L., Radanielina Hita, S. Sénécal (2022), “Understanding the Patients’ Adoption and Usage of AI Solution in Mental Health: A Scoping Review”, *Human-Computer Interaction (HCI) Conference*, June, (virtual).

Grégoire, Y. and A. Mattila (2022), « The Field of Service Failure and Recovery at the Crossroads: Recommendations to Revitalize the Domain and to Prevent its Decline,” *17th International Research Conference (Lalonde) in Service Management*, Porquerolles, France, June 7-10.

Grégoire, Y. et al. (2022), « When Indirect Customer Termination Backfires: Understanding The Effects of Termination Strategies for Customers and Investors,” *Theory and Practice in Marketing 2022*, USA, Emory, May.

Rotman, J. et al. (2021), “Exploring and Responding to Consumer Outrage, Failure, and Incivility,” *2021 Association for Consumer Research Conference*, October, (virtual).

Radanielina Hita, S. Boissoneault, Y. Grégoire, and B. Lussier (2021), “The Longitudinal Effect of Media Exposure on Fear During the COVID-19 Pandemic: An Examination of the Complex Effect of Critical Thinking,” *2021 AMA Summer Academic Conference*, August, (virtual).

Radanielina Hita, M.L. et al. (2021), “Marketing-Based Initiatives to Prevent Radicalization: Proposing Guidelines for Public Policy,” Special Session, *2021 Marketing and Public Policy Conference Winter Academic Conference*, (virtual).

Radanielina Hita, M. L. et al. (2021), "Marketing-Based Initiatives to Prevent Radicalization: Proposing Guidelines for Public Policy," Special Session, *2021 AMA Winter Academic Conference* (virtual).

Peterson et al. (2020), "How Service Research Helps Better Understand the World We Live In," Special Session, *2020 AMA Winter Academic Conference*, USA, San Diego, February.

Zadeh, A. and Y. Grégoire (2020), "How Do Online Complainers with Different Complaining Schema Respond to Recovery Initiative?" *2020 AMA Winter Academic Conference*, USA, San Diego, February.

Blais, W., Y. Grégoire, and M. Nepomuceno (2020), "A Textual Analysis of Online Complaining Schemas: A Comparison among Reparation, Vigilante and Disillusioned Complainers," *2020 AMA Winter Academic Conference*, USA, San Diego, February.

Khamitov, M., Y. Grégoire, and A. Suri (2019), "A Systematic Review of Brand Transgression and Service Failure-Recovery: Integration and Future Direction," *Association for Consumer Research Conference*, Atlanta, October, USA.

Béal, M., W. Sabadie, and Y. Grégoire (2019) "The Effects of Relationship Length on Customer Profitability after a Service Recovery," *28th Frontiers in Service annual conference*, July 18-21, Singapore.

Shaker, H., Y. Grégoire, S. Sénécal, and S. Taboudi (2019) "Price Anchoring Effects in Online Display Ads: An Eye-Tracking Study," *2019 AMA Winter Academic Conference*, USA, February.

Radanielina Hita, M. L., C. Chamsine, J. Grobert, and S. Sénécal (2019) "Preventing Youth's Online Violent Radicalization" *2019 Transformative Consumer Research Conference*, Florida State, USA.

Khamitov, Mansur, Yany Grégoire, and Anshu Suri (2019) "Toward a Science of Negative Critical Incidents: Bridging Brand Transgression Research and Service Failure-Recovery," *Association for Consumer Research Asia-Pacific Conference*, Ahmedabad, India, January.

Huang, B., M. Philp, and Y. Grégoire (2018) "Recover the Unrecoverable: How Co-Recovery Shifts Consumers' Attribution Following a Failed Recovery," *Association for Consumer Research Conference*, Duluth, Minnesota, October.

Beal, M., W. Sabadie, and Y. Grégoire (2018) "The Influence of Customers' Ownership on Engagement Behaviors," *2018 Service Frontiers Conference*, Austin, Texas.

Radanielina Hita, M. L., S. Tanguay, S. Sénécal and Y. Grégoire (2018) "Need for Social Interaction: Conceptualization, Measurement, and Influence on Self-Service Technology Adoption," *2018 Service Frontiers Conference*, Austin, Texas.

Radanielina Hita, M. L., J. Grobert, Y. Grégoire and S. Sénécal (2018) "Using Social Marketing to Prevent Young Westerners' Vulnerability toward Violent Radicalization," *AMA Marketing and Public Policy Conference*, Columbus, Ohio.

Shaker, H., Y. Grégoire, S. Senecal, and S. Taboubi (2018) “The Effect of the Magnitude of Incidental Price Anchors on the Relationships between Ad-Repetition and Willingness-to-Pay”, *47th EMAC Annual Conference*, Glasgow, UK.

Shaker, H., Y. Grégoire, Y., S. Senecal, and S. Taboubi (2018) “Investigating the Moderating Role of Advertising Repetition in the Effect of Price Stimuli on Reference Price”, *AMS Annual (46th) Conference*, New Orleans, IL.

Shaker, H., Y. Grégoire, S. Senecal, and S. Taboubi (2018) “Can Ad-Repetition Reduce Consumers’ Willingness-To-Pay in Online Environments?” *AMA Winter Academic Conference*, New Orleans, IL, USA.

Mandl, L., J. Hogreve, and Y. Gregoire (2017) “When Measuring Customer Satisfaction Is Not Enough: Challenging Post-Recovery Satisfaction against Conflict Styles in Service Recovery,” *2017 Service Frontiers Conference*, Fordham, NYC.

Beal, M., W. Sabadie, and Y. Gregoire (2017) “How to Respond to Ideas from Complainers,” *2017 Service Frontiers Conference*, Fordham, NYC.

Lussier B., Y. Grégoire, and M. A. Vachon (2017) “How Salesperson Humor Contributes to Sales Performance in B2B Relationships - Mediating Role of Creativity and Trust,” *Global Sales Science Institute (GSSI) Conference*, Mauritius Island, France.

Rasoulilian, S., R. Legoux, S. Sénécal, and Y. Grégoire (2017) “Is Information Breach Always Costly? An Event Study Analysis”, *AMA Winter Marketing Educators Conference*, 17-19 February 2017, Orlando, Florida, USA.

Béal, M., Y. Grégoire, and W. Sabadie (2016) “Improvement Complaining: When Complainers Have the Solution to the Problem,” *2016 Service Frontiers Conference*, Bergen, Norway.

Rohani, M., Y. Grégoire, R. Legoux, and K. Lemon (2015) “From Revenge to Reconciliation: The Effects of Form and Content of Questionnaires on Customer Desires for Revenge and Reconciliation,” *2015 Summer AMA*, August, Chicago.

Gäthke, J., Gelbrich, K., and Grégoire, Y. (2015) "The Power of Multinational Service Firms' Return Policies in Different National ContextsThe Power of Multinational Service Firms' Return Policies in Different National Contexts,” *2015 Service Frontiers Conference*, California.

Rohani, M., Y. Grégoire, R. Legoux, and K. Lemon (2015) “Does The Form and Content of Questionnaire Matter? The Effects of Pre-formatted Survey vs. Expressive Writing on Customer Revenge Responses,” *2015 Service Frontiers Conference*, California.

Ghadami, F., Y. Grégoire, D. Larocque, S. Laporte, and S. Senecal (2014) “The Boundary Role of the Type of Revenge Behaviors: Longitudinal and Experimental Approaches,” *2014 Association for Consumer Research*, October, Baltimore.

Gäthke, J., K. Gelbrich, and Y. Grégoire (2014) “How Much Should Firms Offer to their Best Customers? Understanding the Moderation Effect of Relationship Quality on the Nonlinear Effect of Compensation on Satisfaction,” *2014 Summer AMA*, San Francisco, California.

Mulder, M., J. Joireman, and Y. Grégoire (2014) “Growing Nonprofit Giving via Peer-to Peer Connections: Benefits and Potential Backlash,” *American Marketing Science World Marketing Congress*, Lima, Peru.

Ghadami, F., Y. Grégoire, D. Larocque, S. Senecal, and S. Laporte (2014) “Is Revenge Sweet? The Differentiated Effects of Direct vs. Indirect Behaviors on Consumers’ Desire for Revenge,” *2014 Winter Society for Consumer Psychology*, Miami, Florida.

Sarkees, M., Y. Grégoire, and J. Hulland (2014) “The Rise and Fall of Charles Schwab: Explaining the Positive and Negative Effects of Dynamic Capabilities Using the Service-Dominant Logic,” *2014 Winter AMA*, Orlando, Florida.

Joireman, J., Grégoire, Y., Devezer, B., and Tripp, T. (2013) “Revenge, Retaliation and Reputation in Business.” *2013 Society for Experimental Social Psychology Annual Conference*. San Francisco, CA.

Umashankar, Nita et al. (2013) “Consumer Engagement in Service Relationships: The Good, the Bad, and the Ugly,” Special Session, *2013 Association for Consumer Research*, Chicago.

Haj-Salem, N., Y. Grégoire, J.C. Chebat, and M. Saulnier (2013) “Effects of Perceived Justice and Switching Barriers on Loyalty Behavior: An Empirical Comparison between B2B and B2C Customers,” *2013 Service Frontiers*, Taiwan, Taipei.

Rohani, M., Y. Grégoire, R. Legoux, and J.C. Chebat (2013) “Does Time Heal Wounds or Does it Fuel the Fire: The Effects of Mere-Measurement and Time on Customer Revenge,” *32nd Annual Advertising and Consumer Psychology Conference – Society for Consumer Psychology*, June, San Diego.

Rohani, M., Y. Grégoire, R. Legoux, and J.C. Chebat (2013) “Pour Oil on Troubled Water: The Effects of Mere-Measurement and Time on Customer Desire for Revenge,” *AMA Winter’s Educator Conference*, February, Las Vegas.

Grégoire Y., R. Legoux, and S. Sarker (2012) “What Do Online Complainers Want? Understanding and Managing the Vigilante vs. Reparation-Oriented Complainers,” *AMA Summer’s Educators’ Conference*, Chicago.

Hopkins, L, M. Brady, and Y. Grégoire (2012) “Revenge or Reconciliation? Consumer Responses to Firm-Induced Relationship Termination,” *AMA Summer’s Educators’ Conference*, Chicago.

Notes: My co-authors and I presented our work to 23 additional conferences (such as ACR, AMA, AOM and Service Frontiers) between 2003 and 2011.

TEACHING

HEC Montréal: Average score for “overall satisfaction” since 2010:

- Overall mean for 26 regular courses taught at HEC: 3.8/4
- Overall mean for 13 executive seminars: 3.7/4

Free online courses taught at HEC Montréal:

- “UX Research” on the platform Edx (Master)
- Ranked in the 2021’s Top 100 Free University Courses – Class Central

Traditional courses taught at HEC Montréal:

- Advanced UX Research (2) (Master)
- Quantitative Methods in Marketing (4) (Master)
- Service Marketing and Relationship Marketing (3) (PhD)
- Service Marketing and Customer Experience (10) (Master)
- Marketing Introduction (3) (undergraduate)
- Electronic Commerce (4) (Master)
- Relationship Management in an Online Context (6) (Executives)
- Customer Service (7) (Executives)

Summary for WSU: Overall mean for “overall score” between 2004 and 2010:

- Overall mean for all 25 courses taught at WSU: 3.60/4.
- Taught International Marketing and Marketing Strategy
- MBA courses: overall means of 3.77/4 for two courses taught
- Doctoral seminar: overall means of 3.70/4 for two courses taught.

Ivey

Entrepreneurial Marketing (Ivey undergraduate students)

- 6.6/7 for "Overall effectiveness".

SUPERVISION OF GRADUATE STUDENTS

PhD students:

In progress	Simon Boissonneault (HEC) — Co-chair
In progress	Chau Minh Nguyen (HEC) — co-chair
In progress	Nguyen Nguyen (HEC) — Co-chair
2021	Anshu Suri (HEC) — Co-chair
2020	Iris Siret (IAE Lyon) — External examiner
2019	Hameed Shaaker (HEC) — Committee
2018	Mathieu Béal (IAE Lyon) — Co-chair ***Prix de thèse FNEGE Baromètre des préoccupations managériales***
2017	Fateme Ghadami (HEC) — Co-chair
2017	Shahin Rasoulilian (HEC) — Committee
2017	Arash Hosseinzadeh (U. of Texas – Grande Vallee) — Committee
2016	Mostafa Purmedhi (HEC) — Committee (May)
2015	Phuong Thao Buy (IAE Toulouse) — External advisor
2014	Mina Rohani (HEC) — Chair ***Finalist for best dissertation SERVSIG***
2014	Mariachiara Restuccia (HEC) — Dissertation Committee
2013	Lukas Hopkins (Kennesaw State) — Co-chair
2013	Narjesh Haj-Salem (HEC) — Dissertation Committee
2012	Mark Mulder (WSU) — Dissertation Committee
2009	Jeff Radighieri (WSU) — Dissertation Committee
2008	Abdullah Sultan (WSU) — Dissertation Committee

2008 Trent Wachner (WSU) — Dissertation Committee
2008 Sanjay Sisodiya (WSU) — Dissertation Committee

PROFESSIONAL SERVICES

Editorial Board:

2022- Associate Editor, *Journal of the Academy of Marketing Science*
2021- Associate Editor, *Journal of Service Research*
2021- Associate Editor, *Décisions Marketing*
2020- Associate Editor, *Journal of Public Policy & Marketing*
2017- Editorial Board, *Journal of Business Research* (service marketing)
2012-2022 Editorial Board, *Journal of the Academy of Marketing Science*
2012- Editorial Board, *Journal of Business-to-Business Marketing*
2015-2021 Editorial Board, *Journal of Service Research*
2012-2016 Associate Editor, *Canadian Journal of Administrative Sciences*

Ad Hoc Reviewing:

Academy of Marketing Science Review, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Service Research, International Journal of Hospitality Management, Sloan Management Review, Decision Sciences, Journal of Business Research, Journal of Advertising, Marketing Letters, International Transactions in Operational Research, Information and Management, Revue Internationale de Cas en Gestion, Journal of Business Ethics.

Internal Services:

HEC Montréal:

2022 Guest Speaker at the Sales Consortium
2021- Member of the Chair and Professorship Committee (HEC)
2020 HEC Recruiting Committee
2018- Board of the Cercle Omer DeSerres
2018- Board of the Global Experience Panel
2017- Scientific Board of the Sales Institute (HEC)
2018 Speaker at the “Midi de la Recherche” about the Panel Global Experience
2018 Jury for the best dissertation award at HEC
2014-2018 HEC promotion and tenure committee (for all departments)
2017 Committee to revise the PhD program in marketing
2013-2016 Research Council HEC Montréal
2015 Committee to revise the undergraduate program in marketing
2014 Responsible for organizing the research workshop
2014 Jury for the Esdras-Minville Price (best article of a PhD student)
2013 Organizing Committee — EIU Faculty Member of the Year
2012-2013 Responsible of the HEC Student Panel
2004-2017 Organizer of “visiting scholar” activities at both HEC and WSU:
2010 HEC Recruiting Committee
1996-1997 Student representative for the HEC M.Sc. Students' Association
1997 Speaker at the 7th edition of the M.Sc. Consortium in Marketing

1998 Student representative for the HEC M.Sc. students' association

WSU and Ivey:

2008-2010 WSU Faculty Senate
2007-2009 Discussion panel – PhD Research and Professional Development Seminar
2009 Guest lecturer in “Marketing Research,” “Retail Management” and “E-commerce” and Introduction to Marketing (WSU)
2009 Representative at the “tenure-track” meeting for AACSB
2006-2008 Recruiting Committee at AMA (Chicago, DC, San Diego)
2007 Brown bag seminar for the Department of Management (WSU)
2007 Presenter for prospective undergraduate students (twice) (WSU)
2006 Judge for College of Business Reaching for Success Award Program
2006 Faculty Advisor for the WSU Marketing Club
2005 Panel of second-year Professors-New Faculty Orientation Day (WSU)
2003 Evaluation of business plans for Entrepreneurial Marketing (MBA-Ivey)
2002 Evaluation of business plans (MBA-McMaster University)
2000-2002 Social representative for the Ivey PhD students' association

Other External Activities:

2022 Inviting Professor at IAE Toulouse
2021 External examiner for Ronn Smith – full professor (Wyoming)
2021 External examiner for the tenure case of Mike Giebelhausen (Clemson)
2021 Guest Speaker at Washington State University-Doctoral Seminar
2021 Guest Speaker at Deakin University (Australia)
2021 External examiner for the tenure case of Sidney Anderson (Texas State)
2020 External examiner for Willy Bolander – full professors (Florida State)
2019 Guest Speaker at University of Massachusetts (Isenberg)
2019 External examiner for Chatura Ranaweera – full professorship (Laurier)
2019 External examiner for the tenure case of Stacy Robinson (Alabama)
2019-2021 Participants, SERVSIG Doctoral Consortium (multiple times and places)
2018 Co-chair, SERVSIG Doctoral Consortium, Texas State, Austin
2017 Co-chair, SERVSIG Doctoral Consortium, Fordham, NYC
2016 Guest speaker at Florida State University
2016 Guest speaker at Arizona State University
2015 Guest speaker at IAE de Toulouse
2015 Guest speaker at IAE de Lyon
2016 External examiner for the tenure case of Mike Giebelhausen (Cornell)
2016 External examiner for the tenure case of Peter Voyer (Windsor)
2016 Jury for the best dissertation award—service interest group
2015 Reviewer for the ACR dissertation proposal
2011-2013 Reviewer for the Hong Kong Earmarked Research Grant (5)
2009 Reviewer for the 2010 AMS’s Mary Kay Best Dissertation Proposal
2009 Reviewer for the 2010 MSI’s Clayton Best Dissertation Proposal
2007 Discussant for the session “Justice Theory in Service” (Summer-AMA)
2005 Faculty Advisor at the Robert Mittelstaedt Symposium (UN-Lincoln)
2001 Volunteer for 2001 ASAC Conference (hosted by Ivey)

1999 Volunteer for the 2000 AMA Sheth Doctoral Consortium (hosted by Ivey)

EXTERNAL AND INTERNAL FUNDINGS

I received about \$4,500,000 in grants and scholarships in the last 20 years:

2022-	SSHRC ¹ Development Grant (with B. Lussier, N. Hartman, and N. Chaker) (\$59,490).
2022-	FRQSC Grant for research team—project “User Experience: A Multimethod Approach” (with 17 researchers from Tech3lab) (\$423,822).
2021-	SSHRC Development Grant (with B. Lussier, S. Sénécal, and ML Radanielina-Hita) (\$55,744).
2021-	SSHRC Insight Grant (with S. Sénécal and two other co-applicants) (\$160,000).
2018-2022	FRQSC Grant for research team — project “Customer experience: a multimethod approach” (with 14 researchers from Tech3lab) (\$344,248).
2017-2022	Canadian Foundation for Innovation – Infrastructure Operating Fund (\$2,000,000) (with C. Vandenberghe)
2017-2021	SSHRC Insight Grant (\$144,900) (with S. Sénécal, ML Radanielina-Hita and two other co-applicants)
2014-2017	Foundation HEC—Infrastructure grant for Tech3Lab (\$30,000) (with 16 researchers including PM Léger and S. Sénécal)
2010-2013	HEC starting research fund (\$40,000)
2011, 2013, 2015	HEC Strategic Research Workshop (\$36,000)
2011	Foundation HEC—organization of academic seminars (\$7,000)
2005-2007	Summer research support at WSU (US \$30,000)
2007	Ann and Pat Redmond Faculty Fellowship, WSU (US 5,000)
2006	Dean’s Excellence Fellow, WSU (US 5,000)
2000-2003	SSHRC scholarship-PhD (\$48,000)
1999-2003	UWO President scholarships and tuition stipends (\$25,000)
1999-2002	FRQSC ² scholarship-PhD (\$40,000)
1995-1997	FRQSC scholarship-Master’s program (\$22,000)
1995-1997	Desjardins Foundation-Master's program (twice for \$10,000)

¹Social Sciences and Humanities Research Council of Canada (Canada Government).

²Fonds de recherche du Québec – société et culture (Quebec Government).

SCHOLARSHIPS AND AWARDS

2020	Best reviewer award – <i>Journal of the Academy of Marketing Science</i>
2018	Prix for excellence in research <i>Chenelière Éducation/Gaëtan Morin</i> <ul style="list-style-type: none">• The highest research award for an Associate Professor at HEC
2018	Best reviewer award – <i>Journal of Service Research</i>
2017	Best reviewer award – <i>Journal of the Academy of Marketing Science</i>
2016-	Global Faculty Fellow – Center of Service Leadership – Arizona State
2016	Faculty Fellow — Service Frontiers Doctoral Consortium (Bergen)
2015	Faculty Fellow — Service Frontiers Doctoral Consortium (San Jose)
2014	Chair on Service Marketing and Customer Experience
2012	Professorship in Marketing (HEC Montréal)

2011	Best paper award 1) in the service track and 2) the whole conference at the “ <i>Australian & New Zealand Marketing Academy Conference</i> ”
2010	MBA faculty member of the year (as voted by the WSU students)
2010	Granted tenure and promoted “associate professor” at WSU
2009	Faculty Fellow - Service Frontiers Doctoral Consortium (Hawaii)
2007	Ann and Pat Redmond Faculty Fellowship (WSU College of Business)
2007	Co-chair of the service marketing track for 2007 Summer AMA (DC)
2006	Dean’s Excellence Fellow, WSU College of Business
2003	University Students’ Council Teaching Honor Roll (UWO)
2003	Dean's Commendation Letter for Teaching Excellence (Ivey)
2002	2002 AMA Sheth Doctoral Consortium Fellow (Emory)
2002	Best special session in the strategy tract (2002 Winter AMA-Austin)
2000-2003	SSHRC scholarship-PhD
1999-2003	UWO President scholarships and tuition stipends
1999-2002	FCAR scholarship-PhD
1995-1997	FCAR scholarship-Master’s program
1995-1997	Desjardins Foundation-Master's program (twice)
1996-1997	Dean’s Honor List, M.Sc. (HEC)
1996	HEC Alumni scholarship (3 rd best GPA)

MEDIA INTERVIEWS & BUSINESS PRESS (last 5 years)

- La Presse (Dubé), “Même Enseigne, Prix Différents,” July 2022.
- La Facture (Chabot), “Acheter et réparer des électros, un casee-tête pendant la pandémie,” April 2022.
- La Facture (Bouchard), “Frustrés par le service après-vente de Brault & Martineau,” October 2021.
- HEC website, “Comment la couverture médiatique de la COVID-19 influence-t-elle les comportements,” November 2020.
- ProtégezVous (Perron), “Transformer Table: Le côté sombre du sociofinancement,” October 2020.
- Le Devoir (Lepage), “Quel avenir pour le vendredi fou,” Novembre 2019.
- Le Devoir (Desjardins), “Quelles conséquences aura la hausse du nombre de victims chez Desjardins,” Novembre 2019.
- Les Affaires (Deniau), “Palmarès Wow : Les marques centrées sur le plaisir en haut du classement,” Novembre 2019.
- Les Affaires (Deniau), “L’expérience client en ligne sous la loupe,” Novembre 2019.
- Les Affaires “La vengeance du consommateur : l’identifier et la prévenir,” October 2019.
- ProtégezVous (Perron and Lamarche), “Petit fournisseur, grande satisfaction,” Fall 2019.
- AMA SERVSIG, "Three Acid Tests to Evaluate your Research," February 2019.
- Les Affaires (Deniau), “Veillez à soigner tous les volets de votre marque,” March 23, 2019.
- InfoPresse (Poiré), "Les millénariaux et la baisse de la loyauté envers les marques," 28 February, 2019.
- Les Affaires (École des dirigeants), "Quatre tendances marketing à l’horizon," 14 February, 2019.
- Le Devoir (Desjardins), "Quel est l’impact d’un appel au boycottage," 16 November 2018.
- La Presse (Lévy), "Le client est-il toujours roi?," 6 April 2018.

- La Route des 20 (Côté), "La détresse invisible des travailleurs de centres d'appels," 19 January 2018.
- La Facture (Pelletier et Sanche), "Les problèmes persistants de facturation de Bell," 7 November 2017.
- Métro (Marchal), "L'art de la file d'attente," 24 November 2017.
- ProtégezVous (Montpetit), "Sunwing sort le champagne mais vous sert du mousseux," 22 March 2017.

REFERENCES

Available upon request.