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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-	Full Professor of Marketing
2010-2019	Associate Professor of Marketing HEC Montréal
2018-	Chair Omer DeSerres in Retailing
2014-2018	Chair on Service Marketing and Customer Experience
2012-2014	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

Articles in Refereed Journals (at https://chaireomerdesserres.hec.ca/):
Google citations on November 6th (2025): 8706 citations in total and 5417 citations since 2020.

Tran, H.A., H. Evanschitzky, Y. Grégoire, B. Nguyen, A. Gustafsson and S. Ludwing (in press) "The Role of Empathy in Providers' Online Customer Complaint Management," *Journal of the Academy of Marketing Science*.

A. De Keyser, P. Antonetti, M. Rouziou, M. Béal, Z.H. Wang, Y. Grégoire and B. Lussier (2025) "Understanding the B2B Customer Experience and Journey: A Convergence-Based Lens," *Journal of Business Research*, 198 (September).

Grégoire, Y., K. Gelbrich, C. Orsingher, and Y. Van Vaerenbergh (2025) "Breaking the Mold: Redefining Service Failure and Recovery," *Journal of Service Research*, 28 (3), 375-381.
- Editorial for the special issue "Smart Service Failure and Recovery."
- The authors equally share the lead on this editorial.

Mirza, J., Y. Grégoire, C. Ranaweera, and C. Minh Nguyen (2025) "Challenging the Boundaries of Service Failure & Recovery," *Journal of Service Management*, 36 (1), 100-132.

Grégoire, Y. and D. Laufer (2025) "Advancing towards the Development of a Discipline of Negative Events in Marketing: A Managerial Perspective," *Business Horizons*, 68 (2), 129-137.
- Editorial for the special issue "Negative Events in Marketing."
- The authors equally share the lead on this editorial.

Grégoire, Y., M. Khamitov, F. A. Carrillat, and M. Rohani (2025) "The Attenuation Effect of Time and 'Sensemaking Surveys' on Customer Revenge," *Journal of the Academy of Marketing Science*, 53 (1), 172-196.
- The first three authors equally share the lead on this article.

Nguyen, C., M. Nepomuceno, Y. Grégoire, and R. Legoux (2024) "Striking the Right Notes: Long- and Short-Term Financial Impacts of Musicians' Charity Advocacy versus Other Signaling Types," *Journal of Business Ethics*, 193 (1), 217-233.

Rasoulian, S., Y. Grégoire, R. Legoux, and S. Sénécal (2023) "The Effects of Service Crises and Recovery Resources on Market Reactions: An Event Study Analysis on Data Breach Announcements," *Journal of Service Research*, 26 (1), 44-63.

Béal, M., Y. Grégoire, and F. Carrillat (2023) "Let's Laugh About It: Using Humor to Address Complainers' Online Incivility," *Journal of Interactive Marketing*, 58 (1), 34-51.
- Finalist for the 2022 Syntec Research Award – Management Research" (FNEGE)

Radanielina-Hita, M.L., Y. Grégoire, B. Lussier, S. Boissonneault, C. Vandenberghe, and S. Sénécal (2023) "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*, 51 (1), 132-152.
- This article is indexed in the World Health Organization (WHO) COVID-19 Research Database.

Radanielina Hita, M.L. and Y. Grégoire (2023) "Marketing to Prevent Radicalization: A First Attempt at Delimiting the Field," *Journal of Public Policy & Marketing*, 42 (1), 1-11.

- Editorial for the Special Issue on "Marketing and Radicalization".

Béal, M., A. Suri, K. Nguyen, Y. Grégoire, and S. Sénécal (2022) "Is Service Recovery of Equal Importance for Private vs. Public Complainers?" *Journal of Business Research*, 153 (December), 392-400.

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.

- Invited editorial.

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 2021-2024.

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.

Rasoulian, 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 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 2018-2024.
- 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. 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.

Special Issues (Co-Editing):

Grégoire, Y., K. Gelbrich, C. Orsingher, and Y. Van Vaerenbergh (2025) "Smart Service Failure and Recovery," *Journal of Service Research*, 28 (3).

Grégoire Y. and D. Laufer (2025), "Negative Events in Marketing," *Business Horizons*, 68 (2).

Radanielina Hita, M.L., and Y. Grégoire (2023), "Marketing to Prevent Radicalization: Developing Insights for Policies," *Journal of Public Policy & Marketing*, 42 (1).

- See summary at: Journal of Public Policy & Marketing Special Issue: Marketing to Prevent Radicalization: Developing Insights for Policies (ama.org)
- See video 1 and video 2

Book Chapters, Articles in Proceedings or Invited Articles:

Radanielina Hita, M. L., Y. Grégoire, and S. Sénécal (in press), "Understanding Consumers' Polarized Responses toward Anti-Racism Movements: Marketing and Public Implications to Reduce Extremist Responses," in *Handbook of Marketing and Public Policy*, edited by K. Martin, M. Scott and M. Mende, Edward Elgar Publishing.

Nguyen, C.M., M. V. Nepomuceno, A. Aboelenien, and Y. Grégoire (in press), "Consumer Resistance and Revenge in the Marketplace," in *Elga Encyclopedia of Reailing*, edited by C. Gallouj and F. Gallouj, Edward Elgar Publishing. pp. 612-614.

Aboelenien, A., C. M. Nguyen, M. V. Nepomuceno, and Y. Grégoire (in press), "Consumer Alternative Consumption," in *Elga Encyclopedia of Reailing*, edited by C. Gallouj and F. Gallouj, Edward Elgar Publishing. pp. 622-624.

Grégoire, Y. and E. Gril (2025), "Le Surprenant Désir de Vengeance des Consommateurs," *Gestion*, 50 (3), 71-75.

Kurt, A. L., S. Sénécal, P.M. Léger, J. Boasen, R. M. Luca, Y. Grégoire, M. Aljukhadar, C. Coursaris, and M. Fredette (2024), "Human-led vs. AI-led Teams: Trust, Compliance and Neuroscientific Measures in Financial Investment," *NeuroIS Retreat 2024 Proceedings* (Springer).

Béal, M., Y. Grégoire, and E. Gril (2024), "Comment l'Humour Peut-Il Désamorcer l'Incivilité sur les Réseaux Sociaux," *Gestion*, 49 (2), 98-99.

Radanielina Hita, M. L., Y. Grégoire, B. Lussier and E. Gril (2023), "L'Esprit Critique Mis à Rude Épreuve par la Pandémie," *Gestion*, 48 (1), 72-76.

Nguyen, N., E. L. Labonte-Lemoyne, Y. Grégoire, M. L. Radanielina-Hita, and S. Sénécal (2022), "Understanding the Patients' Adoption and Usage of AI Solution in Mental Health: A Scoping Review," *International Conference on Human-Computer Interaction*, Springer, 671-675.

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.

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

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.

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.
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).

Cases:
N. Turgeon, and Y. Grégoire (2024) "The Modern Ticketing Industry: Ticketmaster's Past, Present, and Beyond," *International Journal of Case Studies in Management – Revue Internationale de Cas en Gestion,* 22 (5), 1-8.

Rasoulian, 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:
Meire, M., A. Zadeh, Y. Grégoire, and M. Vinhal Nepomuceno "Identifying and Recovering Online Complainers: A Combination of Machine Leaning and Experimental Evidence," Invited for resubmission, *Journal of the Academy of Marketing Science*.

Radanielina Hita, M.L., M. Béal, Y. Grégoire, and S. Sénécal "Angels and Demons: The Contrasting Roles of Critical Thinking vs. Conspiratorial Thinking in the Adoption of Health Policies", Revision request, *Journal of the Academy of Marketing Science*.

Boissonneault, S., B. Lussier, and Y. Grégoire "The effects of creativity on sales performances through value-based selling: Understanding the roles of employees and manager predispositions," Second revise and resubmit, *Journal of Service Research*.

Nguyen, N., Y. Grégoire, M.L. Radanielina-Hita, and S. Sénécal "Understanding the Adoption of AI-Based Mental Health Applications: A Longitudinal Field Study," Revision request, *Journal of Service Research*.

Radanielina-Hita, M.L., J. Grobert, Y. Grégoire, and S. Sénécal "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*.

Luca, R. M., Y. Grégoire, S. Sénécal, and S. Amoros "Dark and Darker Patterns: Deception, Distraction, and Danger for Consumers and Firms," Revision request, *Internal Journal of Electronic Commerce*.

Snyder, H., L. Witell, A. Gustafsson, and Y. Grégoire "Lying at the Organizational Frontlines: Sales Gains and Loyalty Losses," Under second round, *Journal of Service Research*.

Y. Grégoire, M. Mende, N. Nguyen, H. Feng, L. Hopkins, M. Brady, and K. Main "When Indirect Customer Termination Backfires: Understanding the Effect of Termination Strategies for Customers and Investors," Revise and resubmit, *Journal of Service Research*.

Sarafian, H., K. Mansur, S. Sénécal, and Y. Grégoire "When Virtual Influencers Can Replace Human Influencers: A Meta-Analysis on their Conditional Effectiveness," Under review, *Journal of Consumer Research*.

Tran, H.A., A. Iveson, N. Back, B. Lussier, Y. Grégoire "My Job Is a Pressure Cooker": How and Why Stress Directs Frontline Employees to Act Unethically," To be submitted.

Biu-Nguyen, T., Y. Grégoire, M. V. Nepomuceno, and J.M. Decaudin "The Most Ethical Revenge Behavior: Understanding Revenge for Primary and Secondary Others", To be submitted.

Antonetti, P., I. Baghi, and Y. Grégoire "Product Failure and Recovery in the Supply Chain: Discounting and Transference Effects in a Multi-Agent Context," To be submitted.

Suri, A., S. Sénécal, Y. Grégoire, and M. Khamitov "AI Can Err but Not Cheat: A Betrayal-Based Model to Explain the Different Responses to Anthropomorphized AI," To be submitted.

Refereed Conferences (last 10 years):
De Keyser, A., et al. (2025) "B2B Customer Experience and Journey: A Convergence-Based Approach," *2025 Frontiers in Service Conference*, Montréal, July 16-20.

Vanasse, C., Y. Grégoire, R. Legoux, and F. Carrillat (2025) "Crashing the Thread: An Investigation of Public Sentiment & Stock Response toward Corporate Apologies," *2025 Frontiers in Service Conference*, Montréal, July 16-20.

Kurt, A. G. et al. (2025) "The Impact of Human and Artificial Intelligence Service Providers: Contrasting Effects Depending on the Relational Norms," *2025 Frontiers in Service Conference*, Montréal, July 16-20.

Nguyen, K., M. L. Radanielina Hita, Y. Grégoire, S. Sénécal (2025) "Understanding the Adoption of AI-Based Mental Health Applications: A Longitudinal Field Study," *2025 Frontiers in Service Conference*, Montréal, July 16-20.

Mirza, J., Y. Grégoire, C. Ranaweera, C. M. Nguyen (2025) "Breaking Boundaries in Service Failure and Recovery: Rethinking Assumptions and Exploring Future Directions," *2025 Frontiers in Service Conference*, Montréal, July 16-20.

Gagné, V., Y. Grégoire, S. Promtep, S. Sénécal (2025) "Customer Experience and Satisfaction: The Role of Participation in Financial Services," *2025 Frontiers in Service Conference*, Montréal, July 16-20.

Luca, R. M., Y. Grégoire, S. Sénécal, and S. Amoros (2025) "Service Failure by Design: How Dark Patterns Affect Consumers," *2025 Frontiers in Service Conference*, Montréal, July 16-20.

Radanielina-Hita, M.L. and Y. Grégoire (2025)" Understanding Consumers' Polarized Responses toward Anti-Racism Movements," *2025 AMA Winter Academic Conference*, Pheonix.

Vanasse, C. et al. (2025) "Crashing the Thread: An Investigation of Public Sentiment & Stock Response toward Corporate Apologies," *Academy of Marketing Science Conference*, Montréal.

Suri, A., B. Huang, S. Sénécal, Y. Grégoire, and M. Khamitov (2024) "AI Can Err but Not Cheat: A Betrayal-Based Model to Explain the Different Responses to Anthropomorphized AI," *Association for Consumer Research*, Paris.

Kurt, A. L. et al. (2024) "Human-led vs. AI-led Teams: Trust, Compliance and Neuroscientific Measures in Financial Investment," *NeuroIS Retreat 2024* Proceedings (Springer)

Antonetti, P., I. Barghi, and Y. Grégoire (2024) "Managing Attributions of Responsibility for Product Failures in a Multi-Agent Context," *2024 Frontiers in Service Conference*, Florida, June 27-30.

Meire, M., Y. Grégoire, C. Minh Nguyen, and M. V. Nepomuceno (2024) "Identifying and Recovering Online Complainers: A Combination of Machine Learning and Experimental Evidence," *AMA Servsig 2024 Conference*, Bordeaux.

Antonetti, P., I. Barghi, and Y. Grégoire (2024), "Managing Attributions of Responsibility for Product Failures in a Multi-Agent Context," *AMA Servsig 2024 Conference*, Bordeaux.

Snyder, H., L. Witell, A. Gustafsson, and Y. Grégoire (2024), "Is Honestly Always the Best Policy? The Effects of Lying to Customers," *2024 AMA Winter Academic Conference*.

Mirza, J., Y. Grégoire, C. Ranaweera, and C. M. Nguyen (2024), "Service Failure & Recovery: A Review of Recent Research Trends & Future Directions," *2024 AMA Winter Academic Conference*.

Grégoire, Y., M. Mende, N. Nguyen, H. Feng, L. Hopkins, M. Brady, and K. Main (2023), "When Indirect Customer Termination Backfires: Understanding the Effect of Termination Strategies for Customers and Investors," *Frontiers in Service*, Maastricht.

Nguyen, T. K. Nguyen, M. L. Radanielina Hita, Y. Grégoire, and S. Sénécal (2023), "Understanding the Impact of AI-Based Technologies on Consumer's Adoption: A Study in the Context of Mental Health," *AMA Summer Academic Conference*, San Francisco, USA.

Li, Zhuping (Zoe) et al. (2023), "Customer Data Privacy, Security, and Vulnerability", *AMA Summer Academic Conference*, San Francisco, USA.

Grégoire, Y. et al. (six co-authors) (2023), "Customer Experience in B2B", *JBR's Conference for the Special Issue on Service and B2B*, Cambridge, UK.

Boissonneault, S., B. Lussier, and Y. Grégoire (2023), "The Role of Supervisor's Empathy and Enthusiasm on Employee's Creativity and Sales Performance" *National Conference in Sales Management (NCSM)*, Norfolk (Virginia), US.

Boissonneault, S., B. Lussier, and Y. Grégoire (2023), "The Role of Supervisor's Empathy and Enthusiasm on Employee's Creativity and Sales Performance" *Academy of Marketing Science 24th World Marketing Conference*, Canterbury, UK, July.

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*, Mauritus Island, France.

Rasoulian, 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.

Notes: My co-authors and I presented our work to 35 additional conferences (such as ACR, AMA, AOM and Service Frontiers) between 2003 and 2014.

TEACHING

HEC Montréal:

Average score for "overall satisfaction" since 2010:

- Overall mean for 31 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
- The whole UX program was a finalist for the 2022 edX Prize for Exceptional Contributions in Online Teaching and Learning

Traditional courses taught at HEC Montréal:

- Advanced UX Research (4) (Master)
- Quantitative Methods in Marketing (4) (Master)
- Service Marketing and Relationship Marketing (4) (PhD)
- Service Marketing and Customer Experience (11) (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".

SUPERVION OF GRADUATE STUDENTS

PhD students:

In progress	Asli Gul Kurt (HEC) — Committee (proposal)
In progress	Chloé Vanasse (HEC) — Committee (proposal)
In progress	Zih-Hsiang Wang (HEC) — Co-chair
2024	Chau Minh Nguyen (HEC) — Co-chair
	Best Dissertation Award – Social Science – HEC Montréal
2024	Simon Boissonneault (HEC) — Co-chair
	Best Doctoral Paper – National Conference in Sales Management (NCSM)
2024	Nguyen (Katie) Nguyen (HEC) — Co-chair
2023	Christelle Aubert Hassouni (ESCP Business School) — External examiner
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 Rasoulian (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

PROFESIONNAL SERVICES

Editorial Board:

2025-	Editorial Board, *Journal of Service Management*
2022-	Associate Editor, *Journal of the Academy of Marketing Science*
2021-	Associate Editor, *Journal of Service Research*
2017-	Editorial Board, *Journal of Business Research* (service marketing)
2012-	Editorial Board, *Journal of Business-to-Business Marketing*
2021-2024	Associate Editor, *Décisions Marketing*
2020-2024	Associate Editor, *Journal of Public Policy & Marketing*
2012-2022	Editorial Board, *Journal of the Academy of Marketing Science*
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
2018-2023	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:

2025	Co-Chair of the Conference "Frontiers in Service 2025 - Powered by HEC Montréal" – July 16-20.
2025	Guest speaker at Seeburg Castle University (Austria)
2025	Guest speaker at University of Namur, Cercle NADI (Belgium)
2025	Guest speaker at Cornell University, Department of Service Management
2024-2025	Co-Chair of the Mary Kay Best Proposal and Dissertation Award – the Academy of Marketing Science
2024	Guest speaker at St Andrews University (Scotland)
2024	External examiner for Scott Connors – Associate Professor (Western)
2023	Co-organizer, Workshop on "Smart Service Failure & Recovery" at Frontiers in Service (Maastricht - Summer-2023)
2023	External examiner for Kalyani Menon–Full Professor (Laurier)
2022	External examiner for Paul Messinger—Full Professor (Alberta)
2022	Inviting Professor at IAE Toulouse
2021	External examiner for Ronn Smith – Full Professor (Wyoming)
2021	External examiner for the tenure case of Mike Giebelhaussen (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 Giebelhaussen (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:

2023	SSHRC[1] Insight Grant (with ML Radanielina Hita and S. Sénécal) ($206,184)
2022-	SSHRC 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)

[1]Social Sciences and Humanities Research Council of Canada (Canada Government).
[2] Fonds de recherche du Québec – société et culture (Quebec Government).

SCHOLARSHIPS AND AWARDS

2026	Invited Faculty at AMA-Sheth Doctoral Consortium – Fordham University.
2025	Outstanding Area Editor Award – *Journal of the Academy of Marketing Science*
2024-2025	Stanford/Elsevier Top 2% Scientists List (for 2023 and 2024) – based on index of academic influence and citations.
2024	A bibliometric analysis on Service Failure and Recovery[1] ranked me 4th for the number of articles and 1st for the average citations per publication.
2023	A systematic review about the "dark side of customer behavior" finds that I am the most cited researchers in this area (Lages et al. 2023)[2]
2022	The UX program—developed with seven other colleagues—was a finalist for the 2022 edX Prize for Exceptional Contributions in Online Teaching and Learning
2021	"UX Research" on the platform Edx (Master) was ranked in the 2021's Top 100 Free University Courses – Class Central
2020	Best reviewer award – *Journal of the Academy of Marketing Science*
2018	Prix for excellence in research *Chenelière Éducation/Gaëtan Morin* • The highest research award for an Associate Professor at HEC
2018	Best reviewer award – *Journal of Service Research*
2017	Best reviewer award – *Journal of the Academy of Marketing Science*
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 "*Australian & New Zealand Marketing Academy Conference"*
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)

[1] Safah, T.B. and A.I. Fazili (2024), "Service Failure and Service Recovery: A Hybrid Review and Research Agenda," *International Journal of Consumer Studies*, 48 (1).
[2] Lages C. R. et al. (2023), "A Systematic Review and Bibliometric Analysis of the Dark Side of Customer Behavior: An Integrative Customer Incivility Framework," *Journal of Business Research*, 161.

1996 HEC Alumni scholarship (3rd best GPA)

MEDIA INTERVIEWS & BUSINESS PRESS (last 6 years)

- Radio Canada (McSween), "Sauve qui peut – la vengeance des consommateurs," September 2025.
- Gestion (Grill), "Gérer sa marque à l'ère de la polarisation," September 2025.
- Gestion (Grill), "Bonifier l'expérience client grâce à l'intelligence émotionnelle," October 2024.
- La Facture (Pelletier), "Faussement déclarée morte par Desjardins," September 2024.
- Radio Canada – La Croisée (Michaud), "L'humour pour aider les entreprises à faire face aux critiques en ligne," March 22, 2024.
- Radio Canada – Dans la Mosaïque (Ménard), "Entreprise et usage de l'humour dans les réseaux sociaux," March 21, 2024.
- La Presse (Lorange), "Une salle comble qui fait le bonheur des revendeurs," March 21, 2024.
- Morning show "Puisqu'il faut se lever – 98.5 FM" (Labelle), "Humour et incivilité sur les réseaux sociaux," March 20th, 2024.
- Gestion (Venne), "Disséquer les mécanismes de la polarisation," Fall 2023.
- La Presse (Lafrenière-Prémont), "Tout le monde veut faire une piastre sur le dos des fans," July 7th, 2023.
- MarketingNews (Sarah Steimer), "Can marketing prevent radicalization?," Winter 2023, 19-20.
- TVA Nouvelles (Jasmin Dumas), "Winners déménage au Carrefour de l'Estrie et Décathlon s'amène à Sherbrooke," January 19, 2023.
- La Presse (Groguhé), "Une machine qui s'emballe," October 31.2022.
- La Presse (Groguhé), "Pourquoi les billets de spectacles sont-ils si chers," October 29, 2022.
- 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 consequences 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.

REFERENCES

Available upon request.