MARIE LOUISE RADANIELINA HITA, PhD.
Lecturer and Associate Researcher
Chair Omer DeSerres
HEC Montréal
3000 Chemin de la Côte-Sainte-Catherine,
Montréal, QC, H3T 2A7

EDUCATION

2008-2012	Ph.D. in Communication Area of Specialization: Health Communication Edward R. Murrow College of Communication Washington State University (WSU) *Dissertation: The effects of alcohol advertising on college students' behaviors: Using family communication as a protective factor against heavy drinking and risky sexual behaviors*
2006-2008	M.A. in Speech Communication Area of Specialization: Relational and Intercultural Communications Department of Speech Communication University of Georgia (UGA)
2002-2004	Diplôme d'Études Approfondies (DEA) in Sociolinguistics
1999-2001	Maîtrise ès Lettres in Sociolinguistics
1996-1998	Licence ès Lettres in Anglophone Studies Department of Anglophone Studies University of Antananarivo Madagascar

INTERESTS

Research Topics: 1) Public policy, 2) Transformative consumer research, 3) Diversity, Equity and Inclusion in the marketplace, 4) Health inequities, 5) Prevention of anti-Black racism, 6) Critical thinking/media literacy, 7) Ethical communication.

Teaching Interests: 1) Integrated marketing communications (IMC), 2) Brand management, 3) Research method, 4) Public relations, 5) Health promotions, 6) Intercultural communication.

COMMITTEES

2024-	Vice president elect of the Canadian Network of Black Professors and Researchers (CANBLAP).
2016-2022	Member of the board of the *Ethics Council of the Alcoholic Beverage Industry in Québec*.

WORK EXPERIENCE

Academic Positions:

2016- Associate Researcher and Lecturer
Chair Omer DeSerres
HEC Montréal, Canada
Courses taught:

- Propaedeutics in Marketing (Graduate Course; English and French)
- Brand Management (Certificate in Marketing)
- Marketing Communications (Certificate in Marketing)
- Maternity Leave in 2019-2020 (12 months)

2014-2016 Lecturer in Marketing
University of Québec in Montréal (UQAM), Canada

2012-2013 Postdoctoral Researcher
McGill University, Montréal, Canada
Desautels Faculty of Management
Projects:

2009- 2012 Research Assistant and Graduate Instructor
Murrow Center for Media and Health Promotion
Edward R. Murrow College of Communication
Washington State University, USA

2007-2008 Graduate Instructor in Communication
University of Georgia, USA

Non-Academic Work Experience:

2005-2006 Advertising Assistant
Courts Madagascar, a retailer company (Antananarivo, Madagascar)

2002-2004 Press Attaché to the Minister of Tourism (Antananarivo, Madagascar).

PUBLICATIONS

Refereed Publications (Ranking at HEC Montréal):

Montani, F., Radanielina Hita, M.L., Vandenberghe, C., & Lussier, B. (2025). Job Insecurity and Psychological Distress during the COVID-19 Pandemic: The Role of Mindfulness and Psychological Capital. *International Journal of Stress Management*. 32 (2), 2025, 123-137.

Tóth-Király, István, Morin Alexandre J.S., Vandenberghe, C., & Radanielina Hita, M.L (2023). Nature, Stability and Determinants of Multi-Target Commitment Profiles: A Longitudinal Person-Centered Approach. *European Journal of Work and Organizational Psychology*, 32 (6), 777-797. (B+).

Hita, M. L.R, Grégoire, Y., Lussier, B., Boissonneault, S., Vandenberghe, C., & Sénécal, S. (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. (A+)

- This article is indexed in the World Health Organization (WHO) COVID-19 Research Database.

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

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

Radanielina Hita, M.L., Kareklas I., & Pinkleton B. (2018). Parental Mediation in the Digital Era: Increasing Children's Critical Thinking May Help Decrease Positive Attitudes toward Alcohol. *Journal of Health Communication*, 23 *(1)*, 98-108. (B+)

Austin, E., Pinkleton, B., Radanielina Hita, M.L., & Ran, W. (2015). The Role of Parents' Critical Thinking About Media in Shaping Expectancies, Efficacy and Nutrition Behaviors for Families. *Health Communication,* 30 *(12),* 1256-1268. (B)

Radanielina Hita, M.L. (2015). Parental Mediation of Media Messages Does Matter: More Interaction about Objectionable Content Is Associated with Emerging Adults' Sexual Attitudes and Behaviors. *Health Communication,* 30 *(8),* 784-798. (B)

Radanielina Hita, M.L. (2010). Let's Make Peace! A Cross-Cultural Analysis of the Effects of Serial Arguing Behaviors in Romantic Relationships: The case of Malagasy Romantic Partners. *Journal of Intercultural Communication Research,* 39 *(2), 81-103*.

Book chapter (Refereed):
Radanielina Hita, M.L., Grégoire, Y., & Sénécal, S. Understanding Consumers' Polarized Responses Toward Anti-Racism Movements: Marketing and Public Policy Implications to Reduce Extremist Responses (In Press). *Handbook on Marketing and Public Policy*.

Special Issues (Co-Editing):
Radanielina Hita, M.L., & Grégoire, Y. (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

Non-Refereed Managerial Publications
Emmanuelle Gril, Radanielina Hita, M.L., & Grégoire, Y. (2025). Gérer sa Marque à l'Ère de la Polarisation et de la Désinformation. *Gestion*.

Radanielina Hita, M.L., Grégoire, Y., & Lussier, B. (2023). L'Esprit Critique Mis à Rude Épreuve par la Pandémie. *Gestion*, 1 (*48*), 78-81.

Grégoire, Y., Radanielina Hita, M.L., & Lord, S. (2019). Reconnaîttre et Gérer les Conciliateurs et Justiciers du Web. *Gestion*, 43 *(4)*, 100-104.

Articles or Manuscripts Under Review:
Radanielina Hita, ML., Béal, M., Grégoire, Y., & Sénécal, S. "Angels and Demons": The Contrasting Roles of Critical Thinking and Conspiratorial Thinking in the Adoption of Health Policies. *Journal of the Academy of Marketing Science*, Second Revise and Resubmit.

Radanielina Hita, M.L., Grégoire, Y., Grobert, J., & Sénécal, S. Speaking to the Heart and Mind to Pitch their Cause: Framing of Message Appeals in Pro-Jihadi Content. *Journal of Public Policy & Marketing*, Revise and Resubmit.

Work in Progress:
Nguyen Nguyen, T.K., Wang, H., Luca, R., Grégoire, Y., Radanielina Hita, M.L., & Sénécal, S. Understanding the Adoption of AI-Based Mental Health Applications: A Longitudinal Field Study. To be submitted at the *Journal of Public Policy & Marketing*.

Refereed Conferences:
Radanielina Hita, M.L., Grégoire, Y., & Sénécal, S. (2025). Understanding Consumers' Polarized Responses toward Anti-Racism Movements: Marketing and Public Policy Implications to Reduce Extremist Response. *American Marketing Association – Marketing & Public Policy*, Washington D.C., USA.

Radanielina-Hita, M.L., & Grégoire, Y. (2025). Understanding Consumers' Polarized Responses toward Anti-Racism Movements. *2025 AMA Winter Academic Conference*, Phoenix AZ., USA.

Radanielina Hita, M.L., Béal, M., Grégire, Y., & Sénécal, S. (2023). "Angels and Demons": The Opposite Effects of Critical Thinking and Conspiration Thinking in Health Communication. *American Marketing Association Conference*, San Francisco, CA, USA.

Nguyen N., Radanielina Hita, M.L., Grégoire, Y., & Sénécal, S. (2023). Understanding the Impact of AI-Based Technologies on Consumer's Adoption: A study in the Context of Mental Health. *American Marketing Association Conference*, San Francisco, CA, USA.

Nguyen N., Labonté-Lemoyne, E., Grégoire, Y., Radanielina Hita, M.L., & Sénécal, S. (2022). Understanding the Patients' Adoption and Usage of AI Solution in Mental Health: A Scoping Review. *HCI International. Thematic*. The Six Grand Challenges for Human-Centered AI: A Deep Dive.

Radanielina Hita, M. L., & Grégoire, Y. (2022). Presentation of JPP&M Special Issue on Marketing and the Prevention of Radicalization. *Research Day on Diversity and Inclusion in Marketing*, HEC Montréal, Montréal, Québec.
Radanielina Hita, M. L., Grobert, J., & Sénécal, S. (2021). Speaking to the Heart and Mind to Pitch their Cause: Framing of Message Appeals in Radical Groups' Online Content. Special session on Marketing-Based Initiatives to Prevent Radicalization. *AMA Marketing and Public Policy Conference*, Online conference.

Boissonneault, S., Radanielina Hita, M.L., Lussier, B., & Grégoire, Y. (2021). The Longitudinal Effect of Media Exposure on Fear During the COVID-19 Pandemic: An Examination of the Complex Effect of Critical Thinking. *American Marketing Association Conference*, Online conference.

Radanielina Hita, M.L., Grobert, J., Grégoire, Y., & Sénécal, S. (2020). Using Social Marketing to Prevent Violent Radicalization. *American Marketing Association Conference*, San Diego, California, USA.

Radanielina Hita, M.L., Grobert, J., Chamsine, C., Nafis, H., Grégoire, Y., & Sénécal, S. (2019). Using Critical Thinking to Prevent Jihadi Radicalization. *Consumer Transformative Research Association Conference*, Tallahassee, Florida, USA.

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

Radanielina Hita, M.L., Kareklas, I., & Pinkleton, B. (2017). Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors. *AMA Marketing and Public Policy Conference*, Washington DC, USA.

Radanielina Hita, M.L. (2016). Negotiating Temptation: Possible Protective and Risk Factors Associated with the Effects of Sexual Media Content. *Association for Education in Journalism and Mass Communication,* Minneapolis, USA.

Tan, A., James, L., Dalisay, F., Yiyi, Z., Eun-Jeong, H., Merchant, M., & Radanielina Hita, M.L. (2015). Credibility of Black and White Journalists and their News Reports on a Race-Coded Issue. *Association for Education in Journalism and Mass Communication*, San Francisco, CA, USA.

Austin, E., Pinkleton, B., Radanielina Hita, M.L., & Weina, R. (2012). The Role of Parental Skepticism toward Media for Family Dietary Behaviors. *International Communication Association Conference*, Phoenix, AZ, USA.

Radanielina-Hita, M.L. (2009). Let's Make Peace! A Cross-Cultural Analysis of the Effects of Serial Arguing Behaviors in Romantic Relationships. *National Communication Association Convention*, Chicago, IL, USA.

- Top Student Paper Award

RESEARCH GRANTS (Total = 670,124 $)

Grants awarded:

Inclusive Digital Media Literacy as a Tool to Mitigate AI-Driven Disinformation and Support Environmental Equity Policies: Insights for Policy-Makers.

- Organization: Social Sciences and Humanities Research Council (SSHRC) – Insight Grant
- Amount awarded: $ 199.500 for four years (2026-2030).
- Team: Marie Louise Radanielina Hita (PI), Yany Grégoire (co-PI), and Sylvain Sénécal (co-PI)

Examining the Effectiveness of AI-Powered Health Technology to Improve Self-Management of Mental Health and Reduce Inequities in Mental Health Care.

- Organization: Social Sciences and Humanities Research Council (SSHRC) – Development Grant

- Amount: $ 63,796 for two years (2023-2025)
- Team: Yany Grégoire (PI), Marie Louise Radanielina Hita (co-PI), and Sylvain Sénécal (co-PI)

Understanding Consumers' Differential Responses Toward Anti-Racism Movements: Marketing and Public Policy Implications to Reduce Extremist Responses.

- Organization: Social Sciences and Humanities Research Council (SSHRC) – Insight Grant
- Amount: $ 206,184 for four years (2023-2027)
- Team: Yany Grégoire (PI), Marie Louise Radanielina Hita (co-PI), and Sylvain Sénécal (co-PI)

The Effects of Media-Induced Fear on the Health Belief Model and COVID Safety Measures: Understanding the Effects of Time and Critical Thinking

- Organization: Social Sciences and Humanities Research Council (SSHRC) – Development Grant
- Amount: $55,744 for two years (2021-2023)
- Team: Marie Louise Radanielina Hita (collaborator), Yany Grégoire (PI), Bruno Lussier (co-PI), and Sylvain Sénécal (co-PI)

The Use of Social Marketing to Prevent Youth's Online Radicalization

- Organization: SSHRC – Insight Grant
- Amount: $144,900 for four years (2017-2021)
- Team: Marie Louise Radanielina Hita (collaborator), Yany Grégoire (PI), and Sylvain Sénécal (co-PI), etc.

Visiting Academic

March 3rd – March 6th 2026: School of Business, University of St Andrews, Scotland. (Centre for Evidence and Values in Healthcare: https://www.st-andrews.ac.uk/development/centre-for-evidence-and-values/).

AWARDS AND HONORS

2023 SSHRC grant (insight) was ranked second (2) out of twenty-six (26).

2021 SSHRC grant (development) was ranked second (2) out of nineteen (19).

2021 Member of the editorial board of *Journal of Public Policy and Marketing,* JPP&M.

2020 Guest editorship for a special issue on radicalization in *Journal of Public Policy and Marketing* (JPP&M).

2015 My Integrated Marketing Communication class (MKG 5327) was cited as an example in an online publication (http://isarta.com/infos/?p=22613). The communication plan we developed for a non-profit organization in Québec was implemented at the national level.

2012 Top 4 students in Excellence in Research - Graduate Student Awards, Edward Murrow College of Communication, Washington State University.

2012 Nominated for the Harriet B. Rigas award for outstanding women in Ph.D. programs, Washington State University.

2011 Travel grant for the 2011 annual AEJMC convention, Communicating Science, Health, Environment, and Risk Division Division/Interest Group, St. Louis, MO.

2011 Finalist in the Excellence in Research - Graduate Student Awards, Edward Murrow College of Communication, Washington State University.

2009 Top Student Paper Award - Intercultural and International Division, National Communication Association, Chicago, IL.

2005 Travel grant for the International Student Festival in Trondheim**,** *ISFIT*. Trondheim, Norway.

2004 Travel grant for the first world conference in communications in the field of tourism, Madrid, Spain.

SERVICE TO THE FIELD

Feb 2026 Member of the Réseau Inter-Universitaire Québecois en Équité Diversité Inclusion.

Dec 2024 Canadian Network of Black Professors and Researchers (CANBLAP).

Feb 2023 Member of the committee for Black Month history (employees) at HEC Montréal

Fall 2023 Creation of a bursary to be awarded from Fall 2023 to a Black female student at HEC Montréal (*Bourse de resilience Radanielina-Grégoire*).

Participation In Specialized Panels

July 2025 Served as a panel discussant for an all-female event organized by the EY Black Professionals Network in Montréal, focusing on communication dynamics in corporate settings. Provided analysis on the intersection of communication, identity, and the lived experience of Black professionals in organizational contexts.

March 2025 Panelist “Diversity, Power and Inclusive Practices,” Université de Montréal Contributed to a multidisciplinary discussion exploring neurodivergence, inclusive writing, intersectionality, diversity and inclusion, and systemic racism within institutional and organizational contexts.

Feb. 2025 Panelist, "Black Women in the Sciences" (Black History Month), Université du Québec à Montréal. Joined policymakers and researchers in a multidisciplinary panel discussion on the lived experiences and representation of Black women scholars in the sciences.

Collaborations with Non-profit Organizations and Government Bodies

Spring 2016 Developing an Integrated Marketing Communications (IMC) plan for the Québec Health Region Montréal South (CIUSS).

Fall 2014 Developing an Integrated Marketing Communications (IMC) plan for the Centre d' Action Bénévole de Montréal (Volunteer Bureau of Montréal).

Editorial Board:
Journal of Public Policy and Marketing (since 2021)

Ad Hoc Reviewing:
Human Communication Research
Journal of Services Marketing
Journal of Public Policy & Marketing

PROFESSIONAL ASSOCIATIONS

American Academy of Advertising (AAA)
American Marketing Association (AMA)

REFERENCES

Dr. Kelly Martin
Professor of Marketing
Tinberg «Business for a Better World»
Director Center for Marketing & Social Impact
Colorado State University
Office: 970.491.7269
Email: kelly.martin@colostate.edu.

Dr. Bruce Pinkleton
Dean and Professor
Edward R. Murrow College of Communication
Washington State University
Office: 509-335-2795
Email: pink@wsu.edu

Dr. Sylvain Sénécal
Full professor
RBC Financial Group Chair of Ecommerce
HEC-Montréal
Québec – Canada
Email : sylvain.senecal@hec.ca

Dr. Maura Scott
Edward M. Carson Chair in Services Marketing
Marketing Department
College of Business –Arizona State University
Tempe, Arizona, USA
Email: maura.scott@asu.edu