

Sandra LAPORTE, PhD

April 2023

Full Professor of Marketing
Toulouse School of Management
University Toulouse Capitole
2, rue du Doyen Gabriel Marty
31042 Toulouse

ACADEMIC EMPLOYMENT

<i>2022-2027</i>	Membre Junior IUF (Institut Universitaire de France)
<i>2020 -2023</i>	TSM Research co-director (UMR CNRS 5303)
<i>Sept 2019 -</i>	Full Professor, TSM University Toulouse Capitole Coordinator for the Marketing Track, TSM Doctoral Programme
<i>2016 - 2019</i>	Associate Professor, HEC Montréal
<i>2010-16</i>	Assistant Professor, HEC Montréal

EDUCATION

<i>2005-2010</i>	PhD in Marketing HEC PARIS Advisor: Professor Gilles Laurent Dissertation: Essays on Consumer Judgment and Decision Making under Uncertainty (Defended in July 2010)
<i>Spring 2009</i>	Columbia University, Graduate School of Business, New-York Visiting Scholar, Marketing Department.
<i>2004-2005</i>	M.Sc. in Marketing and Strategy Paris-Dauphine University Thesis: "Antecedents and consequences of consumer creativity" (with honors)
<i>2000-2004</i>	M.Sc. in Management HEC PARIS

PUBLICATIONS

Wilcox, Keith, Sandra Laporte, & Gabriel Ward (2023), "How Traditional Production Shapes Perceptions of Product Quality." *Journal of Consumer Research*, in press.

Borau, S., Otterbring, T., Laporte, S., & Fosso Wamba, S. (2021) "The most human bot: Female gendering increases humanness perceptions of bots and acceptance of AI" *Psychology & Marketing*, 38(7), 1052-1068.

Anne-Sophie Chaxel & Sandra Laporte (2020), Truth Distortion: A Process to Explain Polarization Over Unsubstantiated Claims Related to COVID-19, *Journal of the Association for Consumer Research*, 6(1), 196-203.

Sandra Laporte & Barbara Briers (2019), “Similarity as a Double-Edged Sword: The Positive and Negative Effects of Showcasing Similar Previous Winners on Perceived Likelihood of Winning in Sweepstakes” *Journal of Consumer Research*, 45 (6), 1331-1349.

Yany Grégoire, Fateme Ghadami, **Sandra Laporte**, Denis Larocque and Sylvain Sénécal (2018), “**How can firms stop customer revenge? The effects of direct and indirect revenge on post-complaint responses**” *Journal of the Academy of Marketing Science*, 46 (6), pp. 1052-1071.

Renaud Legoux, Denis Larocque, **Sandra Laporte**, Soraya Belmati and Thomas Boquet (2016), “**The effect of critical reviews on exhibitors' decisions: Do reviews affect the survival of a movie on screens?**” *International Journal of Research in Marketing*, 33 (2), pp. 357-374.

Sandra Laporte & Gilles Laurent (2015), “More Prizes are not always more Attractive: Factors Increasing Prospective Sweepstakes Participants’ Sensitivity to the Number of Prizes”, *Journal of the Academy of Marketing Science*, 43 (3), pp. 395-410.

Barbara Briers & **Sandra Laporte** (2013), “**A Wallet Full of Calories: The Effect of Financial Dissatisfaction on the Desire for Food Energy**”, *Journal of Marketing Research*, 50 (6), pp. 767-781.

HONORS AND AWARDS

Best Paper Award at Lalonde International Conference in Marketing Communications and Consumer Behavior 2013

Placed in the top 20 papers submitted for the EMAC 2010 Best Paper Award Based on a Doctoral Dissertation

ACR Best Working Paper (2008)

HEC Fellowship (2005-2010)

EMAC Doctoral Colloquium (2007)

HEC Specialization Certificate with High Honors (2007)

RESEARCH INTERESTS

Judgment and Decision Under Uncertainty
Perception of AI and algorithms
Misinformation

Food behaviors
Consumer Privacy Concerns
Incentives and Prosocial Behavior

TEACHING EXPERIENCE

TSM (2019 -)

Hot Topics in Marketing Research, Research Process and Design, Advanced Experimental Design, Reviewing and Responding to Reviewers (Doctoral Programme)
Consumer Psychology, Consumers and New Technologies, International Marketing (Master level)

HEC Montréal (2010-2019)

Consumer Psychology (MSc program)
Consumer Behavior, Marketing Communications, Marketing Management (Bachelor)

Ph.D. Supervision – ongoing (2):**Malaurie Fauré** (Self-quantification and motivation)**Carolina Cuervo-Robert** (Consumer Privacy and FinTech, co-supervision with Matthieu Bouvard)**Ph.D. Supervision - completed (2):****Bo Huang** (2021, Essays on consumer interactions with artificial intelligence, co-supervision with Sylvain Sénécal)**Fateme Ghadami** (2017, The differentiated effects of Direct versus Indirect Revenge Behaviors on Consumers' Subsequent Desire for Revenge, Co-supervision with Yany Grégoire and Sylvain Sénécal)**Ph.D. Committee (1):**

Jonathan D'Hondt, Vlerick Business School, ongoing

RESEARCH GRANTS

2020-2023:	Research Foundation Flanders (FWO) Senior research projects fundamental research, "the development of children's beliefs about the trade-off between health and taste in food and the long-term consequences for body weight and related health problems" (294,000 euros) Co-applicant (principal investigator: Barbara Briers)
2016-2018	Conseil de Recherches en Sciences Humaines du Canada (CRSH) Insight Development Grant, "Advertising and perceived personal risk: the impact of similarity to featured victims of negative events" (CA\$74,980)
2015-2018	Fonds de Recherche du Québec - Société et Culture (FRQSC), New Faculty Researcher Grant, "Understanding interactions between alternative types of motivations to donate to charities" (CA\$39,512)
2014-2018	Fonds de Recherche du Québec - Société et Culture (FRQSC), Soutien aux Equipes de Recherche, (CA\$294,568) Co-applicant (Principal Investigator: Pierre-Majorique Léger)
2014-2015	Starting Research Fund, HEC Montréal, "Understanding interactions between alternative types of motivations to donate to charities" (CA\$5,000)
2011-2014	Starting Research Fund, HEC Montréal, Creation and administration of the Subject Pool (renewed two times. Total: CA\$15,000)

BUSINESS CASES

Audrey Przybysz et Sandra Laporte (2016), "Rise Kombucha: La recette marketing," *Revue Internationale des Cas en Gestion*, vol 14 (2)Danilo Dantas, Sandra Laporte, Marc-André Laporte, Adrien Tombari (2016), "Pretty Lights et les bundles sur BitTorrent," *Revue Internationale des Cas en Gestion*, vol 14 (2).

BOOKS

Brunet, Johanne, Colbert, François, Laporte, Sandra, Legoux, Renaud, Lussier, Bruno, Taboubi, Sihem; *Marketing Management*, Chenelière Éducation, 2018.

Brunet, Johanne, Colbert, François, Laporte, Sandra, Legoux, Renaud, Lussier, Bruno, Taboubi, Sihem; *Gestion du Marketing*, Chenelière Éducation, 2017.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Keith Wilcox, Sandra Laporte & Gabriel Ward (2022), *How traditional production shapes perceptions of artisanal product quality*, in NA - Advances in Consumer Research Volume 50, eds. Haipeng (Allan) Chen, Giana Eckhardt & Rebecca Hamilton, Duluth, MN : Association for Consumer Research, Page: 351.

Malaurie Fauré & Sandra Laporte, "The effect of different types of self-tracking on motivation in health" in European Marketing Association Conference (EMAC), 22-24 may 2022, Budapest, Hungary

Sandra Laporte & Barbara Briers, The link between the Beliefs in a Just world and the Unhealthy = tasty lay belief in food consumption, Society for Consumer Psychology, 5-7 mars 2020, Huntington Beach, peer-reviewed.

Sandra Laporte & Barbara Briers, The link between the Beliefs in a Just world and the Unhealthy = tasty intuition in food consumption, European Marketing Association Conference (EMAC), initially scheduled May 27-29, 2020, accepted for oral presentation.

Sandra Laporte & Sylvie Borau, The Ethical Dilemma of Gendering AI, Society for Consumer Psychology Boutique Conference on Consumers and Technology, 19-20 juin 2019, HEC Montreal, peer-reviewed.

Denis Larocque, Fateme Ghadami, Sandra Laporte, Sylvain Sénécal, and Yany Grégoire (2014) ,"The Boundary Role of the Type of Revenge Behaviors: Longitudinal and Experimental Approaches", in NA - Advances in Consumer Research Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN : Association for Consumer Research, Pages: 490-491.

Fateme Ghadami, Yany Grégoire, Denis Larocque, Sylvain Sénécal & Sandra Laporte (2014), "Is Revenge Sweet? The Differentiated Effects of Direct and Indirect Revenge Behavior on Desire for Revenge", Society for Consumer Psychology Winter Conference (Miami).

Gita V. Johar and Sandra Laporte (2013) ,"Sunny Side Up: How Regret Leads to Defensive Optimism", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

"Similarity as a Double-Edged Sword: The Interpersonal Hot Hand and Gambler's Fallacy in Sweepstakes," with Gilles Laurent and Barbara Briers, 40th International Research Conference in Marketing Communications and Consumer Behavior, Lalonde (France), Mai 2013.
Best Paper Award.

"Sunny Side Up: How Regret Leads to Defensive Optimism," with Gita V. Johar, Society for Consumer Psychology 1st International Conference, Florence (Italy), June-July 2012.

Sandra Laporte & Gilles Laurent (2011), "The Interpersonal Hot Hand and Gamblers' fallacies: How similarity with the previous winners affects the attractiveness of a promotional lottery," Proceedings of

Society for Consumer Psychology Winter Conference (Atlanta), eds. Naomi Mandel and David Silvera, Pages: 384.

« Consumer Entry Decision in Promotional Games Based on Chance: Do the Perceived Odds of Winning Matter? » with Gilles Laurent, EMAC Conference, Copenhagen (2010). Placed in the top 20 papers submitted for the EMAC 2010 Best Paper Award Based on a Doctoral Dissertation.

Barbara Briers and Sandra Laporte (2009), « Empty pockets, full stomachs: How Monetary Scarcity and Monetary Primes Lead to Caloric Desire», in *Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, pp. 570-571.

Sandra Laporte and Gilles Laurent (2009), "The Interpersonal Hot Hand Fallacy: How Similarity with the previous winners increases subjective probability of Winning", in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, pp. 628-629.

« Empty pockets, full stomachs: How Monetary Scarcity and Monetary Primes Lead to Caloric Desire», with Barbara Briers, International Research Conference in Marketing Communications and Consumer Behavior, Lalonde (2009).

Barbara Briers and Sandra Laporte (2008) ,"Empty Pockets, Full Stomachs: How Desire For Money Affects Caloric Intake", in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 837-838. Best Working Paper Award

Sandra Laporte (2008) ,"The Interpersonal Hot Hand Fallacy: Endorsement of Promotional Games By Previous Winners", in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 1031-1032.

Sandra Laporte (2008),"Consumer Entry Decision in Promotional Games Based on Chance: Do the Perceived Odds of Winning Matter?", in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 1030-1030.

« Endorsement of Promotional Games by the Previous Winners and the Inter-Personal Hot Hand Fallacy », Competitive Paper Session, European Marketing Academy (EMAC), Brighton (2008)

Sandra Laporte (2008) « Endorsement of Promotional Games by the Previous Winners and the Inter-Personal Hot Hand Fallacy, » Society for Consumer Psychology Winter Conference, New Orleans, eds. Maria L. Cronley and Dhananjay Nayakankuppam, pages: 46-47.

“Managing Customers vs. Managing Brands: Striking the Balance” (2007), with Benedikt Berlemann, Summary of the proceedings of the Marketing Science Institute Conference held May 3-4 2007 at INSEAD, France.

« Consumer Information Processing of Sweepstakes, Contests and Games: Heuristics and Biases in Evaluating the Probability to Win », Doctoral Colloquium, European Marketing Academy (EMAC), Reykjavik (2007)

“Managing Customers vs. Managing Brands: Striking the Balance” (2007), with Benedikt Berlemann, Summary of the proceedings of the Marketing Science Institute Conference held May 3-4 2007 at INSEAD, France.

INVITED PRESENTATIONS

EM Lyon (April 2023)
 HEC Montreal (October 2019)
 Toulouse Business School (November 2017)
 IAE Université Toulouse 1 Capitole (Dec. 2012, Dec. 2014, Mai 2016)
 Skema Business School & Université Lille 2 (Dec. 2015)
 HEC Montréal, Sept. 2009.
 McGill University, Sept 2009.
 Concordia University, Oct 2009.

PROFESSIONAL AFFILIATIONS

Society for Consumer Psychology
 Association for Consumer Research

PROFESSIONAL SERVICES

Associate Editor

Recherche et Applications en Marketing (RAM) (from September 2021).

Editorial Review Boards

International Journal of Research in Marketing (IJRM) (from 2022)
 Journal of Business Research (JBR) (from September 2016).

Reviewer

JCR (Journal of Consumer Research)
 IJAM (International Journal of Arts Management)
 CJAS (Canadian Journal of Administrative Science)
 EACR Conference (2013)
 Lalonde International Research Conference in Marketing Communications and Consumer Behavior (2013, 2015)
 Society for Consumer Psychology Conference
 Association for Consumer Research Conference
 EMAC conferences.

Co-Organizer, 7th HEC-INSEAD doctoral forum (June 2007)
 Co-chair SCP Boutique Consumers and Technology, June 2019, HEC Montreal
 Senior Program Committee, Technology, Mind and Society conference, hosted by American Psychological Association (November 2021)
 Program committee, Association for Consumer Research annual conference (October 2021)
 Social Co-Chair, Society for Consumer Psychology (Puerto-Rico, February 2023)
 Program committee, European Association for Consumer Research (Amsterdam, Juillet 2023)
 Invited mentor, Doctoral Colloquium Association for Consumer Research North-American Conference (Seattle, oct. 2023)

HDR Advisor (Professeur référent Habilitation à Diriger des Recherches)

Sylvie Borau (2020, University Toulouse Capitole)
 Leila Elgaaied-Gambier (2020, University Toulouse Capitole)
 Laurent Maubisson (2021, University Toulouse Capitole)
 Fabien Pécot (2022, University Toulouse Capitole)