

RESUME
of
ALAIN D'ASTOUS

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PERSONAL DATA

Born in Rimouski, Québec, Canada.
Married, 3 children.

EDUCATION

Ph.D.	University of Florida, 1985. Business Administration with specialization in Marketing (major) and Quantitative Methods (minor). Dissertation supervisor: Joel B. Cohen
M.Sc.	Université de Sherbrooke, 1978. Administration with specialization in Marketing. Thesis supervisor: Alain Cousineau
B.Sp.Adm.	Université du Québec à Rimouski, 1975. Business Administration with specialization in Marketing.

ACADEMIC RECOGNITION AND AWARDS

Master's Fellowships	Government of Québec, 1976-1978.
Doctoral Fellowships	Government of Québec, 1979-1982. Government of Canada, 1979-1982; 1984.
Research Fellowship	Governments of Québec and France, 1996-1997.
Erskine Fellowship	University of Canterbury, New-Zealand, 2005.
Teaching Fellowship	Government of Québec (MELS), 2009-2018.

Honorable mention, American Psychological Association 1986 Dissertation Competition (Consumer Psychology Division).

Best Paper Award, 1991 Conference of the Administrative Sciences Association of Canada (Marketing Division) (with N. Daghfous).

Best Applied Paper Award, 1994 Conference of the Administrative Sciences Association of Canada (Marketing Division) (with M. Fortin and J. Mijal).

Honorable Mention, 1996 Conference of the Administrative Sciences Association of Canada (Marketing Division) (with S.A. Ahmed and S. Zraïda).

Award of excellence for an article published in the *European Journal of Marketing* in 1995 (Vol. 29, No. 3, 35-51; with S.A. Ahmed).

Award of excellence from the Ministry of Education, Government of Québec for a textbook titled *Le projet de recherche en marketing*, 2nd edition, Chenelière/McGraw-Hill, 2000.

Award of excellence from the Ministry of Education, Government of Québec (with P. Balloffet, N. Daghfous, and C. Boulaire) for a textbook titled *Comportement du consommateur*, Chenelière/McGraw-Hill, 2002.

Best paper award, Multicultural Marketing Conference, 2002 (with S.-P. Sigué and M.-A. Tomiuk).

François-Albert Angers Award from HEC Montréal (with P. Balloffet, N. Daghfous, and C. Boulaire) for a textbook titled *Comportement du consommateur*, Chenelière/McGraw-Hill, 2002.

François-Albert Angers Award from HEC Montréal for a textbook titled *Le projet de recherche en marketing*, 3rd edition, Chenelière Éducation, 2005.

Best paper award (in French), 2007 Conference of the Administrative Sciences Association of Canada (International Business Division) (with L. Boujbel).

Best paper award, 2012 ANZMAC Conference (Consumer cross-cultural research track) (with François Carrillat and Victor Davoine).

Outstanding Reviewer for *European Journal of Marketing* as part of the Emerald Literati Network 2015 Awards for Excellence.

Outstanding Reviewer for *International Marketing Review* as part of the Emerald Literati Network 2015 Awards for Excellence.

Recognized as the most prolific author in country image research in the following article: Lu et al. (2016), "An Examination of the Status and Evolution of Country Image Research," *International Marketing Review*, Vol. 33, No. 6, 825-850.

Author or co-author of three of the most cited articles in *Journal of Consumer Policy* since its foundation in 1997. See Mathios et al. (2017), "Celebration of 40 Years of the *Journal of Consumer Policy* and What the Next 40 Might Look Like," *Journal of Consumer Policy*, Vol. 40, No. 3, 235-244.

Member of Editorial Boards – in the past: *Journal of Public Policy & Marketing* (2002-2007); *Canadian Journal of Administrative Sciences* (1997-2005, Marketing area editor 2002-2005); *International Journal of Research in Marketing* (1993-1998); *Recherche et Applications en Marketing* (1995-2002, 2005-2014); *Journal of Global Scholars of Marketing Science* (2009-2017); *Gestion, Revue internationale de gestion* (1996-2001);

Member of Editorial Boards – current: *Journal of Advertising* (since 2015); *International Marketing Review* (since 2008); *Psychology & Marketing* (since 2002); *Journal of Consumer Policy* (since 2005); *Revue Française du Marketing* (since 2012); *Journal of African Business* (since 2010).

Occasional reviewer: *Journal of Consumer Research*, *Journal of International Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Business Research*, *European Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Consumer Affairs*, *International Journal of Arts and Management*, *Journal of Business Ethics*, *Journal of Gambling Studies*, *Journal of Consumer Behaviour*, *Journal of Retailing and Consumer Services*, and many others.

UNIVERSITY AND BUSINESS EXPERIENCE

HEC Montréal	Professor, 1999-now. Chairman, Marketing Department, 2001-2004. Associate Director of HEC Montréal, 2005-2008, Ph.D. Program Director, 2010-2015.
University of Sherbrooke	Instructor, Business Quantitative Methods Department, 1978-1979. Professor, Marketing Department, 1983-1999. Vice-Dean, Research and Graduate Studies, 1987-1990. Chairman, Marketing Department, 1991-1994.
Laval University	Assistant Professor, Marketing Department, 1982-1983.
Québec-Téléphone Company	Market Research Analyst, 1975-1976.
European Institute for Advanced Studies in Management (Brussels)	Visiting Marketing Researcher, 1990-1991.
Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC) (Paris, France)	Visiting Marketing Professor, 1996 Fall Semester.
Università Bocconi (Italy)	Visiting Marketing Professor, 2004 Fall Semester
University of Canterbury (New-Zealand)	Visiting Erskine Fellow, 2005 Winter Semester
University of Technology Sydney (Australia)	Visiting Marketing Professor, 2016 Winter Semester.
Paris-Dauphine (Paris, France)	Visiting Marketing Professor, 2017 Winter Semester

PROFESSIONAL INTERESTS

Research Interests

Consumer behavior, marketing communication, international marketing (country image issues), sponsorship, celebrity endorsement, product placement, marketing of the arts.

Courses Taught

Undergraduate Level

<u>Title</u>	<u>School(s)</u>
Quantitative Methods for Business	Sherbrooke
Statistical Analysis	Sherbrooke
Consumer Behavior	Laval, Sherbrooke, Bocconi (Italy)
Marketing Research	HEC Montréal, Sherbrooke, Ottawa, INSCAE (Madagascar)
Sales Management	Sherbrooke
Introduction to Marketing	Sherbrooke

Graduate Level

<u>Title</u>	<u>School(s)</u>
Marketing Research (DESS, MBA, MMIAM, M.Sc., Ph.D.)	HEC Montréal, Sherbrooke, Laval, Ottawa, Renmin (Beijing), ESIG (Casablanca), los Andes (Bogotá)
Consumer Behavior (M.Sc.)	HEC Montréal, Sherbrooke, ESSEC (France) University of Canterbury (New-Zealand)
Consumer Behavior (MBA)	HEC Montréal, Bucharest
Marketing Theory (M.Sc.)	Sherbrooke
Special Topics in Marketing (Ph.D.)	Laval
Doctoral seminars (DBA)	Sherbrooke/UQTR, HEC Montréal

RESEARCH ACTIVITIES

Supervision of Graduate Students

Since 1982, I have supervised over 100 master's theses and have been a member of more than 40 master's thesis committees. As of July 2018, about 90 percent of these master's theses have been completed. One of my master's students, Jonathan Deschênes, was awarded the HEC Montréal best thesis award for the year 2002-2003 (out of a total of more than 200 theses completed that year). Two M.Sc. students under my supervision, Amélie Guèvremont and Marc Di Gaspero, were awarded the best thesis in marketing award for the years 2004-2005 and 2011-2012 respectively. Two M.Sc. graduates under my co-supervision, Marie-Agnès Parmentier and Marie-Hélène Claveau were awarded the best thesis in marketing award for the years 2003-2004 and 2009-2010 respectively. Amélie Legendre, a M.Sc. student that I supervised, was awarded a scholarship for the best research (based on her master's thesis) on environmental issues. Émilie Morissette-Grégoire, a M.Sc. student that I co-supervised, was awarded the CTVglobal scholarship in 2011 for her research on social media. Haralombos Christianis, a M.Sc. student that I co-supervised won an excellence award for his master's thesis at the 2012 KSMS International Conference.

Involvement in Ph.D. Committees as a supervisor: Iness Hadj Said (HEC Montréal; completed 2008), Lilia Boujbel (HEC Montréal; completed 2009), Veneta Sotiropoulos (HEC Montréal; completed 2011), Benjamin Boeuf (HEC Montréal; co-supervision with François Carrillat; completed 2015).

Involvement in doctoral juries as an examiner: Said Zouiten (HEC Montréal), Serge Carrier (UQAM), Sylvain Sénécal (HEC Montréal), Riadh Ladhari (Laval University), Ravi Pappu (U. of New England, Australia), Nawel Amrouche (HEC Montréal), Miguel Morales (Laval University), John Nadeau (Carleton University), Jane Scott (U. of New South Wales, Australia), Dania Mouakhar-Klouz (Université Paris-Dauphine), Brigitte Prud'homme (UQTR), and Alex Settimi Sohler (Deakin University, Australia).

Grants

As the principal investigator:

Social Sciences and Humanities Research Council of Canada: 5,000\$ (1986-1987); 4,912\$ (1987-1988); 29,900\$ (1987-1989); 13,528\$ (1990-1991); 51,008\$ (1992-1995); 85,070\$ (2011-2014). Canadian International Development Agency: 10,000\$ (1993). Association of Deans of Southeast Asian Graduate Schools of Management: 20,000 \$ (1997-1998).

As a co-researcher:

Fonds québécois de recherche sur la société et la culture: 81,900\$ (2002-2005); 183,744\$ (2006-2010); 210,320\$ (2010-2014). Social Sciences and Humanities Research Council of Canada: 139,213\$ (2003-2006); 142,500\$ (2008-2011); 66,194\$ (2009-2012).

Publications

Note: Articles indicated as 'forthcoming' have been officially accepted for publication by the Journal editors or the Conference chairs.

Google Scholar profile: 7,269 citations (July 27, 2018)

Articles in Refereed Journals

2019

Boeuf, B., F.A. Carrillat, and A. d'Astous (2019), «Interference Effects in Competitive Sponsorship Clutter,» Psychology & Marketing, Vol. 36, No. 1 (forthcoming).

2018

Boujbel, L., A. d'Astous et L. Kachani (2018), "Exploring the Psychological Mechanisms Underlying the Cognitive and Affective Responses to Consumption Desires," Journal of Marketing Trends (forthcoming).

2017

Boujbel, L. and A. d'Astous (2017), "Marketing et bien-être des consommateurs : Une approche intégrant les valeurs de la simplicité volontaire," Revue Française du Marketing, No. 260, 43-58.

2016

Mouakhar-Klouz, D., A. d'Astous, and D. Darpy (2016), "I'm Worth It or I Need It? Self-Gift Giving and Consumers' Self-Regulatory Mindset," Journal of Consumer Marketing, Vol. 33, No. 6, 447-457.

2015

Carrillat, F.A., P. Solomon, and A. d'Astous (2015), "Brand Stereotyping and Image Transfer in Concurrent Sponsorships," Journal of Advertising, Vol. 44, No. 4, 300-314 (lead article).

Ahmed, S.A and A. d'Astous (2015), "Canada-Taiwan Differences in Product-Country Perceptions," International Journal of Commerce and Management, Vol. 25, No. 1, 38-51.

Boujbel, L. and A. d'Astous (2015), "Exploring the Feelings and Thoughts that Accompany the Experience of Consumption Desires," Psychology & Marketing, Vol. 32, No. 2, 219-231.

Carrillat, F.A., A d'Astous, F. Bellavance, and F. Eid (2015), "On 'Being There': A Comparison of the Effectiveness of Sporting Event Sponsorship among Direct and Indirect Audiences", European Journal of Marketing, Vol. 49, No. 3/4, 621-642.

Carrillat, F.A., A. d'Astous, and M.-P. Charette Couture (2015), "How Corporate Sponsors Can Optimize the Impact of their Message Content: Mastering the Message – Improving the Processability and Effectiveness of Sponsorship Activation," Journal of Advertising Research, Vol. 55, No. 3, 255-269.

d'Astous, A. and M. Di Gaspero (2015), "Heuristic and Analytic Processing in Online Sports Betting," Journal of Gambling Studies, Vol. 31, No. 2, 455-470.

2014

Carrillat, F.A. and A. d'Astous (2014), "Power Imbalance Issues in Athlete Sponsorship *versus* Endorsement in the Context of a Scandal," European Journal of Marketing, Vol. 48, No. 5/6, 1070-1091.

Carrillat, F.A., A. d'Astous, and H. Christianis (2014), "Guilty by Association: The Perils of Celebrity Endorsement for Endorsed Brands and their Direct Competitors," Psychology & Marketing, Vol. 31, No. 11, 1024-1039.

Carrillat, F.A., A. d'Astous, and E. Morissette Grégoire (2014), "Leveraging Social Media to Enhance Recruitment Effectiveness: A *Facebook* Experiment," Internet Research, Vol. 24, No. 4, 474-495.

Darveau, J. and A. d'Astous (2014), "Bundle Building in the Arts: An Experimental Investigation," Psychology & Marketing, Vol. 31, No. 8, 591-603 (Esdras-Minville award for best article written by a doctoral student).

2013

Carrillat, F.A. and A. d'Astous (2013), "The Complementary Factor in the Leveraging of Sponsorship," International Journal of Sports Marketing & Sponsorship, Vol. 15, No. 1, 20-37.

Carrillat, F.A., A. d'Astous, and V. Davoine (2013), "The Sponsor-Event Geographical Match as a Dimension of Event-Sponsor Fit: An Investigation in Europe and North America," Australasian Marketing Journal, Vol. 21, No. 4, 261-270.

Carrillat, F.A., A. d'Astous, and J. Lazure (2013), "For Better for Worse? What to Do when Celebrity Endorsements Go Bad?," Journal of Advertising Research, Vol. 53, No. 1, 15-30 (lead article).

d'Astous, A. and Di Gaspero, M. (2013), "Explaining the Performance of Online Sports Bettors", International Gambling Studies, Vol. 13, No. 3, 371-387.

Sotiropoulos, V. and A. d'Astous (2013), "Attitudinal, Self-Efficacy, and Social Norms Determinants of Young Consumers' Propensity to Overspend on Credit Cards," Journal of Consumer Policy, Vol. 36, No. 2, 179-196.

2012

Boujbel, L. and A. d'Astous (2012), "Voluntary Simplicity and Life Satisfaction: Exploring the Mediating Role of Consumption Desires," Journal of Consumer Behaviour, Vol. 11, No. 6, 487-494.

Carrillat, F.A. and A. d'Astous (2012), "The Sponsorship-Advertising Interface: Is Less Better for Sponsors?," European Journal of Marketing, Vol. 46, No. 3/4, 562-574.

Sotiropoulos, V. and A. d'Astous (2012), "Social Networks and Credit Card Overspending among Young Adult Consumers," Journal of Consumer Affairs, Vol. 46, No. 3, 457-484.

2011

Ahmed, S.A., A. d'Astous, and H. Benmiloud Petersen (2011), "Product-Country Fit in the Canadian Context," Journal of Consumer Marketing, Vol. 28, No. 4, 300-309.

d'Astous, A. and C. Berrada (2011), "Communication Strategies to Enhance the Effectiveness of Product Placements in Movies: The Case of Comparative Appeal," International Journal of Arts Management, Vol. 14, No. 1, 45-55.

2010

d'Astous, A. and E. Kamau (2010), "Consumer Product Evaluation Based on Tactile Sensory Information," Journal of Consumer Behaviour, Vol. 9, No. 3, 206-213.

2009

Ahmed, S.A. and A. d'Astous (2009), "Product-Country Perceptions: Similarities and Differences among Moroccans and Taiwanese," Arab Journal of Administrative Sciences, Vol. 16, No. 1, 51-79.

d'Astous, A. and A. Legendre (2009), "Understanding Consumers' Ethical Justifications: A Scale for Appraising Consumers' Reasons for Not Behaving Ethically," Journal of Business Ethics, Vol. 87, No. 2, 255-268.

d'Astous, A. and A. Legendre (2009), "Une étude exploratoire de quelques antécédents de la consommation socialement responsable (CSR)," Revue Française du Marketing, No. 223, 39-51.

d'Astous, A. and D. Li (2009), "Perceptions of Countries Based on Personality Traits: A Study in China," Asia Pacific Journal of Marketing and Logistics, Vol. 21, No. 4, 475-488.

2008

Ahmed, S.A. and A. d'Astous (2008), "Antecedents, Moderators, and Dimensions of Country-of-Origin Evaluations," International Marketing Review, Vol. 25, No. 1, 75-106.

Carrillat, F.A., A. d'Astous, and F. Colbert (2008), "The Effectiveness of Art Venues Sponsorship: An Attribution Perspective," Journal of Sponsorship, Vol. 1, No. 3, 274-285.

d'Astous, A., Z. Giraud Voss, F. Colbert, A. Carù, M. Caldwell, and F. Courvoisier (2008), "Product-Country Images in the Arts: A Multi-Country Study," International Marketing Review, Vol. 25, No. 4, 379-403.

d'Astous, A. and A. Guèvremont (2008), "Effects of Retailer Post-Purchase Guarantee Policies on Consumer Perceptions with the Moderating Influence of Financial Risk and Product Complexity," Journal of Retailing and Consumer Services, Vol. 15, No. 4, 306-314.

d'Astous, A. and I. Hadj Saïd (2008), "La consultation des critiques de films par les cinéphiles : une étude interculturelle," Revue Tunisienne d'Économie et de Gestion, No. 26, 199-221.

d'Astous, A. and S. Mathieu (2008), "Inciting Consumers to Buy Fairly-Traded Products: A Field Experiment," Journal of Consumer Marketing, Vol. 25, No. 3, 149-157.

2007

Ahmed, S.A. and d'Astous (2007), "French Canada and the Philippines: Comparing Product-Country Perceptions," Asia Pacific Management Review, Vol. 12, No. 3, 133-143.

Ahmed, S.A. and A. d'Astous (2007), "Moderating Effect of Nationality on Country-of-Origin Perceptions: English-Speaking Thailand versus French-Speaking Canada," Journal of Business Research, Vol. 60, No. 3, 240-248.

Ahmed, S.A. and A. d'Astous (2007), "Shopping Behavior, Country Attitudes, and Evaluation of Countries of Origin in China," Journal of Korean Academy of Marketing Science, Vol. 16, No. 2, 1-26 (electronic journal).

d'Astous, A. and L. Boujbel (2007), "Positioning Countries on Personality Dimensions: Scale Development and Implications for Country Marketing," Journal of Business Research, Vol. 60, No. 3, 231-239.

d'Astous, A., F. Colbert, and M. Fournier (2007), "An Experimental Investigation of the Use of Brand Extension and Co-Branding Strategies in the Arts," Journal of Services Marketing, Vol. 21, No. 4, 231-240 (lead article).

d'Astous, A., F. Colbert, and V. Nobert (2007), "Country-Movie Genre Congruence Effects on the Evaluation of Upcoming Movies: the Moderating Role of Critical Reviews and Moviegoers' Prior Knowledge," International Journal of Arts Management, Vol. 10, No. 1, 45-51.

d'Astous, A. and K. Gagnon (2007), "An Inquiry into the Factors that Impact on Consumer Appreciation of a Board Game," Journal of Consumer Marketing, Vol. 24, No. 2, 80-89.

2006

d'Astous, A., F. Colbert, and E. d'Astous (2006), "The Personality of Cultural Festivals: Scale Development and Applications," International Journal of Arts Management, Vol. 8, No. 2, 14-23.

d'Astous, A., F. Colbert, and I. Mbarek (2006), "Factors Influencing Readers' Interest in New Book Releases: An Experimental Study," Poetics, Vol. 34, 134-147.

2005

Ahmed, S.A., A. d'Astous, and C. Champagne (2005), "Country Images of Technological Products in Taiwan," Asia Pacific Journal of Marketing and Logistics, Vol. 17, No. 2, 44-70.

Colbert, F., A. d'Astous, and M.-A. Parmentier (2005), "La commandite des arts et de la culture par le secteur privé par opposition au secteur public : Qu'en pensent les consommateurs ?," Gestion, Vol. 30, No. 2, 10-15.

Colbert, F., A. d'Astous, and M.-A. Parmentier (2005), "Consumer Perception of Private vs. Public Sponsorship of the Arts," International Journal of Arts Management, Vol. 8, No. 1, 48-60.

Colbert, F., A. d'Astous, and M.-A. Parmentier (2005), "Consumer Perceptions of Sponsorship in the Arts: A Canadian Perspective," International Journal of Cultural Policy, Vol. 11, No. 2, 215-228.

d'Astous, A., A. Carù, O. Koll, and S.P. Sigué (2005), "Moviegoers' Use of Film Reviews in the Search for Information: A Multi-Country Study," International Journal of Arts Management, Vol. 7, No. 3, 32-45.

d'Astous, A., F. Colbert, and D. Montpetit (2005), "Music Piracy on the Web – How Effective Are Anti-Piracy Arguments?: Evidence from the Theory of Planned Behaviour," Journal of Consumer Policy, Vol. 28, No. 3, 289-310.

d'Astous, A. and J. Deschênes (2005), "Consuming in One's Mind: An Exploration," Psychology & Marketing, Vol. 22, No. 1, 1-30. (lead article)

d'Astous, A., R. Legoux, and F. Colbert (2005), "L'utilisation de la promotion des ventes dans le contexte des arts de la scène," Gestion, Vol. 30, No. 1, 71-77.

d'Astous A. and M. Lepage (2005), "The Relative Impact of Message and Store Self-Image Congruence on Attitude toward the Ad," Marketing Finanza e Produzione, Vol. 23, No. 2, 5-15.

d'Astous, A. and O. Saint-Louis (2005), "National *versus* Store Brand Effects on Consumer Evaluation of a Garment," Journal of Fashion Marketing and Management, Vol. 9, No. 3, 306-317.

2004

Ahmed, S.A. and A. d'Astous (2004), "Perceptions of Countries as Producers of Consumer Goods: A T-Shirt Study in China," Journal of Fashion Marketing and Management, Vol. 8, No. 2, 187-200.

Ahmed, S.A. and A. d'Astous (2004), "Product-Country Images in the Context of NAFTA: A Canada-Mexico Study," Journal of Global Marketing, Vol. 17, No. 1, 23-43.

d'Astous, A., R. Legoux, and F. Colbert (2004), "Consumer Perceptions of Promotional Offers in the Performing Arts: An Experimental Approach," Canadian Journal of Administrative Sciences, Vol. 21, No. 3, 242-254.

2003

Colbert, F. and A. d'Astous (2003), "La consultation de critiques de films et son impact sur la consommation," Gestion, Vol. 28, No. 1, 12-17.

d'Astous, A. and V. Landreville (2003), "An Experimental Investigation of Factors Affecting Consumers' Perceptions of Sales Promotions," European Journal of Marketing, Vol. 37, No. 11/12, 1746-1761.

d'Astous, A. and M. Lévesque (2003), "A Scale for Measuring Store Personality," Psychology & Marketing, Vol. 20, No. 5, 455-469.

2002

Ahmed, S.A. and A. d'Astous (2002), "South East Asian Consumer Perceptions of Countries of Origin: The Case of Automobiles and Videocassette Recorders" Journal of Asia Pacific Marketing, Vol 1, No. 1, 19-41.

Ahmed, S.A., A. d'Astous, and J. Eljabri (2002), "The Impact of Technological Complexity on Consumers' Perceptions of Products Made in Highly and Newly Industrialised Countries," International Marketing Review, Vol. 19, No. 4, 387-407.

d'Astous, A. and K. Chnaoui (2002), "Consumer Perception of Sports Apparel: The Role of Brand Name, Store Name, Price, and Intended Usage Situation," International Journal of Sports Marketing & Sponsorship, Vol. 4, No. 2, 109-126.

d'Astous, A. and F. Colbert (2002), "Moviegoers' Consultation of Critical Reviews: Psychological Antecedents and Consequences," International Journal of Arts Management, Vol. 5, No. 1, 24-35.

d'Astous, A. and I. Jacob (2002), "Understanding Consumer Reactions to Premium-Based Promotional Offers," European Journal of Marketing, Vol. 36, No. 11/12, 1270-1286.

2001

Ahmed, S.A. and A. d'Astous (2001), "Canadian Consumers' Perceptions of Products Made in Newly Industrializing East Asian Countries," International Journal of Commerce and Management, Vol. 11, No. 1, 54-81.

d'Astous, A. and S.A. Ahmed (2001), "Images des pays et des produits des Amériques : Une comparaison Québec-Argentine," Gestion, Vol. 26, No. 2, 68-73.

d'Astous, A. and E. Gargouri (2001), "Consumer Evaluations of Brand Imitations," European Journal of Marketing, Vol. 35, No. 1/2, 153-167.

2000

d'Astous, A. (2000), "Irritating Aspects of the Shopping Environment," Journal of Business Research, Vol. 49, NO. 2, 149-156.

d'Astous, A. and F. Chartier (2000), "A Study of Factors Affecting Consumer Evaluations and Memory of Product Placements in Movies," Journal of Current Issues and Research in Advertising, Vol. 22, No. 2, 31-40.

1999

d'Astous, A. and S.A. Ahmed (1999), "The Importance of Country Images in the Formation of Consumer Product Perceptions," International Marketing Review, Vol. 16, No. 2, 108-125.

Ahmed, S. A. and A. d'Astous (1999), "Product-Country Images in Canada and in the People's Republic of China," Journal of International Consumer Marketing, Vol. 11, No. 1, 5-22.

d'Astous, A. and N. Séguin (1999), "Consumer Reactions to Product Placement Strategies in Television Sponsorship," European Journal of Marketing, Vol. 33, No. 9/10, 896-910.

d'Astous, A. and N. Touil (1999), "Consumer Evaluations of Movies on the Basis of Critics' Judgments," Psychology & Marketing, Vol. 16, No. 8, 677-694.

1998

Ahmed, S. A., M. Barber, and A. d'Astous (1998), "Segmenting the Nordic Winter Sun Seekers Market," Journal of Travel and Tourism Marketing, Vol. 7, No. 1, 39-63.

Ahmed, S. A., A. d'Astous, and S. Lemire (1998), "Country-of-Origin Effects in the U.S. and Canada: Implications for the Marketing of Products Made in Mexico," Journal of International Consumer Marketing, Vol. 10, No. 1/2, 73-92.

1997

Ahmed, S. A., A. d'Astous, and J. I. Rojas Méndez (1997), "Relación entre la cultura, la personalidad y la preferencia por las técnicas de enseñanza : evidencia de los estudiantes chilenos y franco-canadienses," Academia, Vol. 18, 15-37.

d'Astous, A. (1997), "L'adaptation stratégique des vendeurs aux situations de vente," Recherche et Applications en Marketing, Vol. 12, No. 3, 65-76.

1996

Ahmed, S. A. and A. d'Astous (1996), "Country-of-Origin and Brand Effects: A Multi-Dimensional and Multi-Attribute Study," Journal of International Consumer Marketing, Vol. 9, No. 2, 93-115.

d'Astous, A., S. A. Ahmed, and C. d'Almeida (1996), "Conception multidimensionnelle du pays d'origine: Une étude en Afrique," Gestion 2000, Vol. 5, 13-29.

1995

Ahmed, S. A. and A. d'Astous (1995), "Comparison of Country-of-Origin Effects on Household and Organizational Buyers' Product Perceptions," European Journal of Marketing, Vol. 29, No. 3, 35-51. This article won an award of excellence in a competition sponsored by MCB Press in 1997.

Ahmed, S. A., A. d'Astous, and A. Mathieu (1995), "Influences relatives des lieux de conception et d'assemblage sur la perception des produits de consommation," Canadian Journal of Administrative Sciences, Vol. 12, No. 3, 210-223.

Ahmed, S. A., A. d'Astous, and J. Rojas (1995), "Efectos del país de origen en los mercados de exportación ; implicaciones para los exportadores mejicanos," Academia, Vol. 16, 31-49.

d'Astous, A. and S. A. Ahmed (1995), "Multidimensional Country-of-Origin Effects on Product Evaluations: A Study in Morocco," International Journal of Commerce and Management, Vol. 5, No. 3, 32-45.

d'Astous, A. and P. Bitz (1995), "Consumer Evaluations of Sponsorship Programmes," European Journal of Marketing, Vol. 29, No. 12, 6-22.

1994

Ahmed, S. A., A. d'Astous, and M. El Adraoui (1994), "Country-of-Origin Effects on Purchasing Managers' Product Perceptions," Industrial Marketing Management, Vol. 23, 323-332.

1993

Ahmed, S. A. and A. d'Astous (1993), "L'influence du pays d'origine sur l'évaluation de produits suscitant différents niveaux d'implication : Une approche multi-attributs," Canadian Journal of Administrative Sciences, Vol. 10, No. 1, 48-59.

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