



Benjamin BOEUF

Ph.D., Management Sciences, Marketing

Full Professor, Marketing

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EDUCATION

- 2016** Ph.D., Management Sciences, Marketing, HEC Montréal, Canada
- 2010** Master, Management Sciences, Marketing, ESCP Europe, France
- 2007** Agregation, History and Geography, Geography, University of Paris-Nanterre La Défense, France

RESEARCH INTERESTS

Consumer Behavior

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2019 - Present** Associate Professor, IÉSEG School of Management, France
- 2017 - 2019** Assistant Professor, IÉSEG School of Management, France
- 2015 - 2017** Assistant Professor, Montpellier Business School, Montpellier, France
- 2012 - 2015** Lecturer, HEC Montréal, Montreal, Canada

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Aljukhadar M., Boeuf B., Sénécal S., (2021), Does consumer ethnocentrism impact international shopping? A theory of social class divide, *Psychology and Marketing*, 38(5), pp. 735-744
- Boeuf B., (2020), Boys do not cry: The negative effects of brand masculinity on brand emotions, *Marketing Letters*, 31(2), pp. 247-264
- Boeuf B., (2019), Political ideology and health risk perceptions of food, *Social Science & Medicine*, 236(1), pp. 1-7
- Boeuf B., (2019), The impact of mortality anxiety on attitude toward product innovation, *Journal of Business Research*, 104(1), pp. 44-60

Boeuf B., Carrillat F., d'Astous A., (2018), Interference effects in competitive sponsorship clutter, *Psychology and Marketing*, 35, pp. 968-979

Boeuf B., (2017), The impact of death on consumer responses to celebrity endorser misbehavior, *Psychology and Marketing*, 34(10), pp. 917-930

Boeuf B., Darveau J., (2017), An ethical perspective on necro-advertising: the moderating effect of brand equity, *Journal of Business Ethics*, 155(4), pp. 1077-1099

Boeuf B., Darveau J., (2017), Posting from beyond the grave: an autopsy of consumer attitudes toward promotional communication in a posthumous context, *International Journal of Research in Marketing*

Andreani J.-C., Moulins J.-L., Conchon F., Pons C., Boeuf B., (2014), A protean approach of trust: the case of drugs, *Décisions Marketing*, 75(3), pp. 79-94

Boeuf B., Darveau J., Legoux R., (2014), Financing creativity: the crowdfunding as a new approach for theater projects, *International Journal of Arts Management*, 16(3), pp. 33-48

Boeuf B., Sénécal S., (2013), Online international outshopping experience: proposition of a research model, *Recherche et Applications en Marketing*, 28(3), pp. 114-124

Andreani J.-C., Conchon F., Moulins J.-L., Bascoul G., Boeuf B., Fouquet I., (2010), Brand architecture: of relationship between product brand and corporate brand, *Journal of Marketing Trends*, 1(4), pp. 17-37

Communications in refereed conferences

International

Boeuf B., Durivage F., (2022), *Obesity and Ethicality Perceptions: Obese Employees Are Stigmatized as Unethical* European Marketing Academy Conference (EMAC), Budapest, Hungary

Boeuf B., (2020), *Social Density and Health Risk Perceptions* Academy of Marketing Science (World Congress), Brisbane, Australia

Boeuf B., (2019), *Political Ideology and Health Risk Perceptions of Food* Academy of Marketing Science (World Congress), Edinburgh, United Kingdom

Boeuf B., (2018), *The impact of existential anxiety on attitude toward product innovation* AMS Annual Conference, New Orleans, USA

Boeuf B., Darveau J., (2016), *Death becomes them: examining advertising effects in post-mortem social media* 2016 AMS 19th World Marketing Congress, Paris, France

Boeuf B., Darveau J., (2016), *Don't disturb the dead: consumers' attitude toward promotional messages on post-mortem Facebook pages* International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia

Boeuf B., Sénécal S., (2016), *Online international outshopping experience* European Marketing Academy Conference (EMAC), Oslo, Norway

Boeuf B., (2014), *Building brand equity through combined communicational efforts* 2014 AMS Annual Conference, Indianapolis, USA

Boeuf B., (2014), *Increasing brand equity through competition* Association for Consumer Research Conference (ACR), Baltimore, USA

Legoux R., Carrillat F., Boeuf B., Darveau J., (2014), *A meta-analysis of price and income elasticity in the performing arts* 18th International Conference on Cultural Economics, Montreal, Canada

National

Boeuf B., Durivage F., (2022), *Package size and over-the-counter drug consumption* Association Française de Marketing (AFM), Tunis, Tunisia

Other conference and seminar presentations

International

Boeuf B., (2019), *Boys don't cry: Brand gender and the stereotyping of emotions* International Marketing Trends Conference, Venice, Italy

Chapters in books

Published

Boeuf B., Darveau J., (2017), Don't disturb the dead: consumers' attitude toward promotional messages on post-mortem facebook pages, in: Zabkar V. and Eisend M. (Eds.), *Advances in Advertising Research VIII*, 978-3-658-18731-6, Springer Gabler, Wiesbaden, chapter 6, pp. 71-83

Grants

- 2019** Research Excellence Grant, IÉSEG School of Management (France)
- 2014** Merit scholarship for foreign students (FRQSC-DS), Quebec Fund for Research on Society and Culture (FRQSC) (Canada)
- 2012** Henry Laureys grant, HEC Montréal (Canada)

GRANTS AND HONORS

Award

- 2016 Teaching excellence award, Montpellier Business School, France

EDITORIAL ACTIVITY

Associate Editor in an academic journal

- 2019** European Journal of Marketing

Member of the editorial board of an academic journal

- 2021** Journal of International Marketing