



## Benjamin BOEUF

Ph.D., Management Sciences, Marketing

Assistant Professor, Marketing

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### EDUCATION

- 2015** Ph.D., Management Sciences, Marketing, HEC Montreal, 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

### EMPLOYMENT EXPERIENCE

#### ACADEMIC:

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

### INTELLECTUAL CONTRIBUTIONS

#### Papers in refereed journals

##### Published

- 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), 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

## **Forthcoming**

Boeuf B., Darveau J., (2017), An ethical perspective on necro-advertising: the moderating effect of brand equity, *Journal of Business Ethics*, pp. 1-23

## **Papers in non-refereed journals**

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### **Published**

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**

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### **International**

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

## **Chapters in books**

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### **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**

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2014 Merit scholarship for foreign students (FRQSC-DS), Quebec Fund for Research on Society and Culture (FRQSC) (Canada)

2012 Henry Laureys grant, HEC Montreal (Canada)

## **SCIENTIFIC PRIZES AND AWARDS**

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### **Award**

2016 Teaching excellence award, Montpellier Business School, France

## **PROFESSIONAL MEMBERSHIPS**

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2018 - 2019 Academy of Marketing Science

## **PROFESSIONAL SERVICE**

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### **Presentation in a seminar**

- 2018** (Small) Size Matters: Company Size and Ethical Perceptions , France
- 2018** Helping your Marketing and Consumer Research Survive the Review Process?

## **INSTITUTIONAL SERVICE**

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### **Member of a recruitment jury (orals)**

- 2018** Member of a recruitment jury (students), IÉSEG School of Management, France

### **Participation in recruitment of professors**

- 2017 - 2018** Participation in recruitment of professors, IÉSEG School of Management, France