



Felipe PANTOJA

Ph.D. in Business Administration, Marketing

Assistant Professor, Marketing

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EDUCATION

2016 Ph.D. in Business Administration, Marketing, Neoma Business School, France

RESEARCH INTERESTS

Marketing and Consumer Behavior

EMPLOYMENT EXPERIENCE

ACADEMIC:

2013 - 2016 Teaching and Research Assistant, Neoma Business School, Reims, France

COURSES TAUGHT

- Introduction to marketing, Grande ecole
- Market research, Grande ecole
- Marketing management, Grande ecole

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Pantoja F., Borges A., Rossi P., Yamim A., (2020), If I Touch It, I will Like It! The Role of Tactile Inputs on Gustatory Perceptions of Food Items, *Journal of Retailing and Consumer Services*, 53(101958), pp. .

Rossi P., Pantoja F., Borges A., Werle C., (2017), What a Delicious Name! Articulatory Movement Effects on Food Perception and Consumption, *Journal of the Association for Consumer Research*, 2(4), pp. 392-401

Pantoja F., Rossi P., Borges A., (2016), How Product-Plot Integration and Cognitive Load Affect Brand Attitude: A Replication, *Journal of Advertising*, 45(1), pp. 113-119

Forthcoming

Pantoja F., Borges A., (2021), Background music tempo effects on food evaluations and purchase intentions, *Journal of Retailing and Consumer Services*, N/A(N/A), pp. N/A

Communications in refereed conferences

International

Pantoja F., (2018), *The role of label-flavor color congruence on consumer judgements of appropriateness and visual appeal* 46th AMS Annual Conference, New Orleans, USA

Rossi P., Pantoja F., Borges A., Yamim A., (2017), *If I Touch I Like It! The Interplay between Tactile Inputs and Gustatory Perceptions* 45th AMS Annual Conference, Coronado, USA

Rossi P., Pantoja F., Yoon S., Kim K., (2017), *The Mind of the Beholder: The Effects of Social Status and Luxury Product Placement in Movies* 45th AMS Annual Conference, Coronado, USA

Rossi P., Pantoja F., Bakpayev M., Yoon S., (2016), *Old, but Gold! How Age Stereotype Affects Evaluation of Second-Hand Products* 2016 AMS Annual Conference, Orlando, USA

Rossi P., Pantoja F., Bakpayev M., Yoon S., (2016), *Old, but Gold! The Role of Aging Stereotypes on Consumers' Purchase Intentions in Second-hand Marketplaces* ACR 2016, Berlin, Germany

Rossi P., Pantoja F., Borges A., Werle C., (2016), *What a Delicious Name!" The Relationship between Embodiment and Food Consumption* 2016 AMS Annual Conference, Orlando, USA

Rossi P., Pantoja F., Borges A., (2015), *What a Delicious Name!" Biasing Food Perceptions through Embodiment* ACR 2015, New Orleans, USA

Rossi P., Pantoja F., Borges A., Yamim A., (2015), *Shining Bright Like a Diamond? It Might Be Rich, but Only in Calories! A Structured Abstract* 2015 AMS Annual Conference, Denver, USA

Rossi P., Pantoja F., Kim K., Yoon S., (2015), *The Mind of the Beholder: How Luxury Associations Moderate Product-Environment Congruence Effects in Product Placement* Global Fashion Management 2015, Florence, Italy

Pantoja F., Nique W., Borges A., Rossi P., (2014), *Towards a new hierarchy of personal values: activating values in biculturals through language* AMS Annual Conference, Indianapolis, USA

Rossi P., Borges A., Pantoja F., (2014), *This cannot be a Private Label: Effects of Private Labels on Consumer Sensory Evaluation* 2014 AMS Annual Conference, Indianapolis, USA

Rossi P., Pantoja F., Borges A., (2014), *Improving the Effectiveness of Nutritional Labeling: The Role of Color* 2014 AMS Annual Conference, Indianapolis, USA

Other conference and seminar presentations

International

Pantoja F., (2020), *I Do Not Say What I Think: The Moderator Role of Age in Shaping Implicit and Explicit Social Cognitions* Academy of Marketing Science, Coral Gables, USA

Pantoja F., Rossi P., (2020), *Conceptual Incongruence and Product Placements' Effectiveness: A Fluency Account* World Marketing Congress (AMS), Brisbane, Australia

Pantoja F., Rossi P., Bakpayev M., Yoon S., (2019), *PSYCHOLOGICAL EFFECTS OF SOCIAL EXCLUSION ON STEREOTYPING AND CONSUMER BEHAVIOR* 47th Academy of Marketing Science, Vancouver, Canada

Refereed proceedings

Published

Rossi P., Pantoja F., Borges A., Yamim A., (2017), *If I Touch I Like It! The Interplay between Tactile Inputs and Gustatory Perceptions*, in: Krey N., Rossi, P.(Eds.) in *Back to the Future: Using Marketing Basics to Provide Customer Value*, Springer, Cham

Rossi P., Pantoja F., Kim K., Yoon S., (2017), *The Mind of the Beholder: Luxury Product Placement and Product-Background Scene Congruency*, in: Krey, N., Rossi, P.(Eds.) in *Back to the Future: Using Marketing Basics to Provide Customer Value*, Springer, Cham, pp. 257-257

Pantoja F., Bakpayev M., Rossi P., Yoon S., (2016), Old, But Gold! the Role of Aging Stereotypes on Consumers' Purchase Intentions in Second-Hand Marketplaces, in: Page Moreau and Stefano Puntoni(Eds.) in *NA - Advances in Consumer Research Volume 44, Association for Consumer Research, Duluth, pp. 580-581*

Rossi P., Pantoja F., Bakpayev M., Sukki Y., (2016), Old, but Gold! How Age Stereotype Affects Evaluation of Second-Hand Products, in: Maximilian Stieler(Eds.) in *Creating Marketing Magic and Innovative Future Marketing Trends, Springer International Publishing AG*

Rossi P., Pantoja F., Borges A., Werle C., (2016), What a Delicious Name! The Relationship between Embodiment and Food Consumption, in: Maximilian Stieler(Eds.) in *Creating Marketing Magic and Innovative Future Marketing Trends, Springer International Publishing AG*

Non-refereed proceedings

Published

Pantoja F., Nique W., Adilson B., Rossi P., (2016), Towards a New Hierarchy of Personal Values: Activating Values in Biculturals Through Language, in: M. W. Obal, N. Krey, C. Bushardt(Eds.) in *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, Springer, Dordrecht, pp. 485*

Rossi P., Borges A., Pantoja F., (2016), This Cannot Be a Private Label: Effects of Private Labels on Consumer Sensory Evaluation, in: Michael W. Obal; Nina Krey; Christian Bushardt(Eds.) in *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, Springer, Dordrecht, pp. 499*

EDITORIAL ACTIVITY

Reviewer in an book / textbook

2020 Proceedings of the Academy of Marketing Science, USA

INSTITUTIONAL SERVICE

Committee Chair

2019 Committe Chair in PCE, IESEG School of Management, France

2018 Committee Chair in Master Thesis, IÉSEG School of Management, France

2017 Committee Chair in PCE, IÉSEG School of Management, France

2017 Committee Chair in Master Thesis, IÉSEG School of Management, France

2017 Committee Chair in Master Thesis, IÉSEG School of Management, France

2017 Committee Chair in Master Thesis, IÉSEG School of Management, France

Committee Member

2018 Committee Member in Master Thesis, IÉSEG School of Management, France

2017 Committee Member in Master Thesis, IÉSEG School of Management, France

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- 2016 Committee Member in Master Thesis, IÉSEG School of Management, France

Head of a school project

- 2018 Behavioral Lab Manager, IÉSEG School of Management, France

Member of a recruitment jury (orals)

- 2018 Member of oral exams jury, IÉSEG School of Management, France
- 2017 Member of oral exams jury, IÉSEG School of Management, France

Participation in a pedagogical cafe

- 2016 Participation in pedagogical cafe, IÉSEG School of Management, France

Participation in recruitment of professors

- 2019 - 2020 Participation in the Recruitment Committee, IÉSEG School of Management, France
- 2019 Participation in recruitment of professors, IÉSEG School of Management, France
- 2019 Participation in recruitment of professors, IÉSEG School of Management, France
- 2019 Participation in recruitment of professors, IÉSEG School of Management, France
- 2018 Participation in recruitment of professors, IÉSEG School of Management, France
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