



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

- Boeuf B., Flipo C., (2024), BYD's Road to Global Leadership: Factors and Challenges in Establishing a Chinese World-Class Brand in Electric Vehicles, *Journal of International Business Education*, 19(1), pp. 343-356
- 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

Forthcoming

Boeuf B., Flipo C., (2024), Carbon emissions tangibility and air travel preferences, *Current Issues in Tourism*, NA(NA), pp. NA

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., (2025), *Anchoring the Gap: Fairness Perceptions in Tourism Dual Pricing* AFMAT, Saint Denis La Reunion, France

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