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EDUCATION

1999-2004	Ph.D. in Marketing Richard Ivey School of Business University of Western Ontario (UWO)
1995-1997	M.Sc. in Marketing HEC Montréal
1991-1995	Undergraduate Studies in Business Université du Québec à Trois-Rivières (UQTR)

WORK EXPERIENCE

2014-	Chair on Service Marketing and Customer Experience HEC Montréal
2012-2014	Professorship on Customer Experience and Service Failures HEC Montréal
2010-	Associate Professor of Marketing (with Tenure) HEC Montréal
2004-2010	Associate and Assistant Professor of Marketing Promoted as “Associate Professor with Tenure” in February 2010 Washington State University (Pullman)
1997-1999	Project Manager Ipsos/Descarie & Complices (Montreal-based marketing research firm)

INTERESTS

Teaching: service marketing, e-commerce, marketing strategy, international marketing, case-based method and online teaching.

Research topics: 1) customer revenge and betrayal; 2) online public complaining; 3) the effects of a customer relationship on customer responses; 4) other topics, such as salesperson behaviors, joint decision making, and new product development.

PUBLICATIONS

Refereed Publications:

Grégoire Y., A. Salle and T. Tripp (in press) “Managing Social Media Crises with your Customers: The Good, the Bad and the Ugly,” *Business Horizons*.

Gelbrich, K., J. Gäthke, and Y. Grégoire (in press), “How Much Compensation Should a Firm Offer for a Flawed Service? An Examination of the Non-Linear Effects of Compensation on Satisfaction,” *Journal of Service Research*.

Salle, A., T. Dupont, M.C. Lacerte, and Y. Grégoire (in press), “Comment Implanter une Stratégie Omnicanal: Une Illustration avec le Secteur de l’Alimentation au Québec,” *Gestion: Revue Internationale de Gestion*.

Radighieri J., B. John, Y. Grégoire, and J. Johnson (2014) “Ingredient Branding and Feedback Effects: The Impact of Product Outcomes, Initial Parent Brand Strength Asymmetry, and Parent Brand Role,” *Marketing Letters*, 25 (2), 123-138.

Joireman, J., Y. Grégoire, B. Devezer, and T. Tripp (2013) “When do Customers Offer a ‘Second Chance’ Following a Double Deviation? The Impact of Inferred Firm Motives on Customer Revenge and Reconciliation,” *Journal of Retailing*, 89 (3), 315-337.

- Summarized on *Forbes’* website.

Sisodiya, S., J. Johnson, and Y. Grégoire (2013) “Inbound Open Innovation for Enhanced Performance: Enablers and Opportunities,” *Industrial Marketing Management*, 42 (5), 836-849.

Plouffe C, and Y. Grégoire (2011) “Employee Navigation and Socially-Derived Outcomes: Conceptualization, Validation and Effects on Performance,” *Personnel Psychology*, 64 (3), 693-738.

Fisher R., Y. Grégoire, and K. Murray (2011) “The Limited Effects of Power on Satisfaction with Joint Consumption Decisions,” *Journal of Consumer Psychology*, 21 (3), 277-289.

Tripp T. and Y. Grégoire (2011) “When Unhappy Customers Strike Back on the Internet,” *MIT Sloan Management Review*.52 (3), 37-44 (lead article).

- Translated in Spanish in *Havard Deusto Business Review* (January 2012, pp 40-51).

Grégoire Y., T. Tripp, and R. Legoux (2011) “When Your Best Customers Become Your Worst Enemies: Does Time Really Heal all Wounds,” *GfK Marketing Intelligence Review*, 3 (1), 26-35.

Grégoire Y., D. Laufer, and T. Tripp (2010) “A Comprehensive Model of Customer Direct and Indirect Revenge: Understanding the Effects of Perceived Greed and Customer Power,” *Journal of the Academy of Marketing Science*, 38 (December), 738-758.

Grégoire Y., T. Tripp, and R. Legoux (2009) “When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance,” *Journal of Marketing*, 73 (November), 18-32.

Wachner T., C. Plouffe, and Y. Grégoire (2009) "SOCO's Impact on Individual Sales Performance: The Integration of Selling Skills as a Missing Link." *Industrial Marketing Management*, 38 (1), 32-44.

Grégoire, Y. and R. Fisher (2008) "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (June), 247-261.

Grégoire Y. and R. Fisher (2006) "The Effects of Relationship Quality on Customer Retaliation," *Marketing Letters*, 17 (1), 31-46.

Fisher R. and Y. Grégoire (2006) "Gender Differences in Decision Satisfaction within Established Dyads: Effects of Competitive and Cooperative Behaviors," *Psychology and Marketing*, 23 (4), 313-333.

Grégoire Y. (2003) "The Impact of Aging on Consumer Responses: What Do We Know?" in *Advances in Consumer Research*, eds. Punam Anand Keller and Dennis W. Rook, 31, Valdosta, GA, p. 19-26 (complete manuscript).

Grégoire, Y. and J. Nantel (1998) "Une Segmentation de la Clientèle des Centres Commerciaux," *Gestion: Revue Internationale de Gestion*, 23 (2), 45-54.

- Reprinted in *Le Management d'Aujourd'hui: Une Perspective Nord-Américaine*, Eds. Marcel Côté and Taïeb Hafsi, Québec (Canada), Les Presses de l'Université Laval, 1413-1426, 2000.

Gélinas, R., Y. Grégoire, L. Pellerin and A. Halley (1996) "Le Juste-à-Temps et les PME: Une Expérience de Partenariat avec la Division Sea-Doo/Ski-Doo de Bombardier," *Revue Organisations and Territoires*, 5 (2), 77-89.

Under Review/Revision Requests:

Available upon request.

Major Work in Progress:

Grégoire, Y., M. Rohani, R. Legoux, J.C. Chebat, and K. Lemon "The Effects of Time and Measurement on the Evolution of Revenge over Time: When Times does not Heal all Wounds," to be submitted at *Journal of Marketing*.

Grégoire, Y., R. Legoux, and S. Sarker "What Do Online Complainers Want: Comparing the Vigilante vs. Reparation Online Tactics," Three studies collected, to be submitted at *Journal of Marketing*.

Hopkins, L., M. Brady, Y. Grégoire, and K. Main "Revenge, Reconciliation or Cheating: A Rejection-Based Model of Firm-Induced Relationship Termination", a longitudinal field study and one experiment completed, in preparation for *Journal of Marketing*.

Ghadami, F, Y. Grégoire, S. Laporte, D. Larocque, and S. Senecal "Is Revenge Really Sweet? The Effect of Direct vs. Indirect Revenge Behaviors on Consumer Well Being," first draft completed.

Case:

Atkins, L., Y. Grégoire and K. Hardy (2002), "W-Girls, W-Boys," Richard Ivey School of Business Case # 9B02A018.

Refereed Conferences:

Ghadami, F., Y. Grégoire, D. Larocque, S. Laporte, and S. Senecal (2014), "The Boundary Role of the Type of Revenge Behaviors: Longitudinal and Experimental Approaches," *2014 Association for Consumer Research*, October, Baltimore.

Gäthke, J., K. Gelbrich, and Y. Grégoire (2014), "How Much Should Firms Offer to their Best Customers? Understanding the Moderation Effect of Relationship Quality on the Nonlinear Effect of Compensation on Satisfaction," *2014 Summer AMA*, San Francisco, California.

Mulder, M., J. Joireman, and Y. Grégoire (2014), "Growing Nonprofit Giving via Peer-to Peer Connections: Benefits and Potential Backlash" *American Marketing Science World Marketing Congress*, Lima, Peru.

Ghadami, F., Y. Grégoire, D. Larocque, S. Senecal, and S. Laporte (2014), "Is Revenge Sweet? The Differentiated Effects of Direct vs. Indirect Behaviors on Consumers' Desire for Revenge," *2014 Winter Society for Consumer Psychology*, Miami, Florida.

Sarkees, M., Y. Grégoire, and J. Hulland (2014) "The Rise and Fall of Charles Schwab: Explaining the Positive and Negative Effects of Dynamic Capabilities Using the Service-Dominant Logic," *2014 Winter AMA*, Orlando, Florida.

Joireman, J., Grégoire, Y., Devezer, B., and Tripp, T. (2013) "Revenge, Retaliation and Reputation in Business." *2013 Society for Experimental Social Psychology Annual Conference*. San Francisco, CA. September.

Umashankar, Nita et al. (2013) "Consumer Engagement in Service Relationships: The Good, the Bad, and the Ugly," Special Session, *2013 Association for Consumer Research*, October, Chicago.

Haj-Salem, N., Y. Grégoire, JC Chebat and M. Saulnier (2013) "Effects of Perceived Justice and Switching Barriers on Loyalty Behavior: An Empirical Comparaison between B2B and B2C Customers," *2013 Service Frontiers*, Taiwan, Taipei.

Rohani, M., Y. Grégoire, R. Legoux and JC Chebat (2013) "Does Time Heal Wounds or Does it Fuel the Fire : The Effects of Mere-Measurement and Time on Customer Revenge," *32nd Annual Advertising and Consumer Psychology Conference – Society for Consumer Psychology*, June, San Diego.

Rohani, M., Y. Grégoire, R. Legoux and JC Chebat (2013) "Pour Oil on Troubled Water: The Effects of Mere-Measurement and Time on Customer Desire for Revenge," *AMA Winter's Educator Conference*, February, Las Vegas.

Grégoire Y., R. Legoux and S. Sarker (2012) "What Do Online Complainers Want? Understanding and Managing the Vigilante vs. Reparation-Oriented Complainers," *AMA Summer's Educators' Conference*, Chicago (abstracted in the proceedings).

Hopkins, L. M. Brady and Y. Grégoire (2012) "Revenge or Reconciliation? Consumer Responses to Firm-Induced Relationship Termination," *AMA Summer's Educators' Conference*, Chicago (abstracted in the proceedings).

Gelbrich, K., Müller, J., Grégoire, Y., and Roschk, H. (2011) "The More Compensation the Better? The Nonlinear Relationship between Compensation Level and Post-Complaint Satisfaction," *Australian & New Zealand Marketing Academy Conference*, Nov 28th – 30th, Perth, Australia.

Grégoire, Y., R. Legoux and S. Sarker (2011) "What do Online Complainers Want?: Understanding and Managing the Vigilante vs. Reparation-Oriented Complainers" *20th Annual Frontiers in Service Conference*, June, Ohio, USA.

Fisher R., Y. Grégoire, and K. Murray (2011) "The Effects of Power on Satisfaction with Joint Consumption Decisions," *Association for Consumer Research*. June, Beijing, China.

Grégoire Y., J. Hulland, J. Radighieri and S. Sisodiya (2010) "The Role of Dynamic Capabilities in the Service-Dominant Logic of Marketing: An Examination of Charles Schwab, 1987-2004" *Academy of Management Annual Meeting*, August, Montreal.

Devezer, B. Y. Grégoire, J. Joireman and T. Tripp (2010) "Can a Firm Get Away with a Double Deviation? The Role of Firm Motives in Consumer Revenge and Reconciliation," In Anthony Turner's and Sandra Robinson's Special Session, Revenge in (and Toward) Organizations, *Academy of Management Annual Meeting*, August, Montreal.

Devezer, B. Y. Grégoire, J. Joireman and T. Tripp (2010) "Can a Firm Get Away with a Double Deviation? The Role of Firm Motives in Consumer Revenge and Reconciliation," In M. Thomson's Special Session, Stepping Up or Stepping Out: What Impacts Consumers' Willingness to Harm or Forgive Companies, *AMS Annual Meeting*, Portland.

Sisodiya, S., J. Johnson and Y. Grégoire (2010) "Open Innovation and Firm Performance: An Investigation of Enabling Capabilities and Resources," *AMA Winter's Educators' Conference*, Florida (abstracted in the proceedings).

Sisodiya, S., J. Johnson and Y. Grégoire (2009) "Open Innovation and Firm Performance: An Investigation of Enabling Capabilities and Resources," *9th International Conference on Relationship Marketing*, October, Berlin.

Grégoire, Y., T. Tripp and R. Legoux (2009) "Customer Revenge and Avoidance over Time: Insights about a Love-Becomes-Hate Effect" *18th Annual Frontiers in Service Conference*, October, Hawaii.

Grégoire, Y., T. Tripp and R. Legoux (2009) "Customer Retribution and Restoration in Online Public Complaining Contexts: When Time Does Not Heal all Wounds." In Tyler Okimoto's and Elizabeth Mullen's Symposium on Retribution and Restoration. *Academy of Management Annual Meeting*, August, Chicago.

Grégoire, Y., T. Tripp, R. Legoux, and J. Radighieri (2008) "The Effects of time on Consumer Revenge and Avoidance: An Examination in Online Public Complaining Contexts." *Association for Consumer Research Annual Meeting, North America*, October, San Francisco.

Sultan, D. Sprott, J. Joireman, and Y. Grégoire (2008) "The Relationship between Inconsistent New Brand Information Exposure and Future Purchase Intention: The moderating Effect of Brand Implicit Image," *Society for Consumer Psychology*, February, New Orleans.

Grégoire Y., D. Laufer, and T. Tripp (2007) "Why and How Do Consumers Retaliate: Understanding the Effects of Negative Motive and Power," *SMA Research Retailing*, San Antonio.

Fisher R., Y. Grégoire, and K. Murray (2006) "The Intrinsic Value of Cooperation," *European Institute of Retailing and Service Studies (EIRASS) Conference*, Budapest, Hungary, July.

Thompson M., A. Johnson, and Y. Grégoire (2006) "The Dark Sides of Consumer Relationships," *Society for Consumer Psychology*, February, Miami.

Murray K., R. Fisher, and Y. Grégoire (2005) "The Intrinsic Value of Cooperation," *Society for Judgment and Decision Making Annual Meeting*, November, Toronto.

R. Fisher and Y. Grégoire (2004) "Competition and Cooperation in Joint Purchase Decision," Presented at the *Association for Consumer Research Annual Conference*, Portland.

Y. Grégoire and R. Fisher (2004) "The Effect of Prior Relationship on Consumer Retaliation," Presented at the *Association for Consumer Research Annual Conference*, Portland, pp 98-99.

R. Fisher and Y. Grégoire (2003) "Competition and Cooperation in Joint Purchase Decision," Presented at the *American Psychological Association (APA) Annual Convention*, August, Toronto, Canada.

Grégoire, Y. (2002) "The Impact of Aging on Consumer Responses: What Do We Know?" Presented at *Association for Consumer Research Annual Conference*, October, Atlanta, USA.

Hulland, J., K. Antia and Y. Grégoire (2002) "Resource-Based View of the Firm in a Marketing Context: The Next Generation of Conceptual Development," Presented as special session at *AMA Winter's Educators' Conference*, Austin, Texas (abstracted in the proceedings).

Grégoire Y., K. Antia and J. Hulland (2001) "Resource-Based View of the Firm and Marketing: Toward a More Dynamic and Actionable Framework," Presented at the *Midwest Marketing Camp* (hosted by the University of Michigan), Ann Arbor, Michigan.

Grégoire Y., M. Wade, J. Hulland and K. Antia (2001) "The Role of Core and Dynamic Firm Resources in Online Migration Efforts," Presented at *AMA Winter Educators' Conference*, Scottsdale, Arizona (abstracted in the proceedings).

Grégoire, Y. (2000) "Aging and Consumer Responses: Opportunities, Evaluation and a New Research Focus," Presented at the *Association for Consumer Research Conference Poster Session*, Salt Lake City, Utah (abstracted in the proceedings).

TEACHING

- HEC-Montréal: Score for “overall satisfaction” since 2010:
- Overall mean for all 13 courses taught at HEC: 3.81/4.
 - Service Marketing (4) (Master, MSc): 3.88/4.
 - Marketing Introduction (2) (undergraduate): 3.87/4
 - Electronic commerce (4) (Master, MSc): 3.64/4.
 - Managing Relationship through Social Media (3) (Executive): 3.87/4.
- Summary for WSU: Overall mean for “overall score” between 2004 and 2010:
- Overall mean for all 25 courses taught at WSU: 3.60/4.
 - MBA courses: overall means of 3.77/4 for two courses taught.
 - Doctoral seminar: overall means of 3.70/4 for two courses taught.
- Ivey Entrepreneurial Marketing (Ivey undergraduate students)
- 6.6/7 for "Overall effectiveness" (mean for all Ivey Professors: 6.1).

SUPERVISION OF GRADUATE STUDENTS

PhD- HEC Montréal and Kennesaw State:

- 2014 Fateme Ghadami (HEC) – Co-chair (proposal defended)
- 2014 Mariachiara Restuccia (HEC) – Dissertation Committee (March)
- 2014 Mina Rohani (HEC) – Chair (September)
- 2013 Lukas Hopkins (Kennesaw State) – Co-chair (August)
- 2013 Narjesh Haj-Salem (HEC) – Dissertation Committee (June)

PhD-WSU:

- 2012 Mark Mulder (WSU) – Dissertation Committee (defended, April 2012)
- 2009 Jeff Radighieri – Dissertation Committee (defended, April 2010)
- 2008 Abdullah Sultan – Dissertation Committee (defended in November 2008)
- 2008 Trent Wachner – Dissertation Committee (defended in April 2008)
- 2008 Sanjay Sisodiya – Dissertation Committee (defended in April 2008)

MSc-HEC Montréal:

Chair or Co-chair:

- 2014 Corinne Cheab (chair, in process)
- 2014 Sarah Herbault (chair, in process)
- 2014 Marie-Jeanne Sauvé (chair, in process)
- 2014 Élizabeth Brisebois-Lacoste (chair, in process)
- 2014 Élise Marcotte (chair, defended)
- 2014 Laurie Théberge-Des Roberts (chair, defended)
- 2014 Audrey Salle (chair, defended)
- 2014 Steve Vaillancourt (chair, defended)
- 2013 Anthony Hachey (co-chair, defended)
- 2013 Rachel-Elise Chebat (chair, defended)
- 2013 David Huynh Quan Suu (chair, defended)
- *** Best Master Thesis in Marketing***
- 2012 Salim Soweif (chair, defended)
- 2011 Warszawski, François-Xavier (co-chair, defended)

PROFESSIONAL SERVICES

Editorial Board:

- 2012 Editorial board, *Journal of the Academy of Marketing Science*
2012 Associate Editor, *Canadian Journal of Administrative Sciences*
2012 Editorial board, *Journal of Business to Business Marketing*

Ad Hoc Reviewing:

Journal of Consumer Research, Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Service Research, International Journal of Hospitality Management, Sloan Management Review, Decision Sciences, Journal of Business Research, Journal of Advertising, among others.

Internal Services:

HEC Montréal:

- 2014-2015 Promotion and tenure committee
2014 Responsible for organizing the research workshop
2014 Jury for the Esdras-Minville Price (best article of a PhD student)
2013- Research Council
2013 Organizing Committee — EIU Faculty Member of the Year
2012 Responsible of the HEC Student Panel
2004-2012 Organizer of “visiting scholar” activities at both HEC and WSU:
Mike Brady (Florida State (HEC-2013); Kelley Main, Manitoba (HEC-2012); Kay Lemon, Boston College (HEC-2011); Charles Hofaker, Florida State (HEC-2011); Robert Fisher, Alberta (HEC-2010); Baba Shiv, Stanford (WSU-2009); Jeff Inman, Pittsburgh (WSU-2008); Rajesh Chandhy, Minneapolis (WSU-2007); Gavan Fitzsimmons (WSU-2006); Darren Dahl, UBC (WSU-2005).
2010, 2013 Co-organizer of the Christmas party at HEC (marketing)
2010 HEC Recruiting Committee
2010-2013 Guest lecturer in a dozen of courses
1996-1997 Student representative for the HEC M.Sc. Students' Association
1997 Speaker at the 7th edition of the M.Sc. Consortium in Marketing
1998 Student representative for the HEC M.Sc. students' association

WSU and Ivey:

- 2008-2010 WSU Faculty Senate
2007-2009 Discussion panel – PhD Research and Professional Development Seminar
2009 Guest lecturer in “Marketing Research,” “Retail Management” and “E-commerce” and Introduction to Marketing (WSU)
2009 Representative at the “tenure-track” meeting for AACSB
2006-2008 Recruiting Committee at AMA (Chicago, DC, San Diego)
2007 Brown bag seminar for the Department of Management (WSU)
2007 Presenter for prospective undergraduate students (twice) (WSU)
2006 Judge for College of Business Reaching for Success Award Program
2006 Faculty Advisor for the WSU Marketing Club
2005 Panel of second-year Professors-New Faculty Orientation Day (WSU)
2003 Evaluation of business plans for Entrepreneurial Marketing (MBA-Ivey)

2002	Evaluation of business plans (MBA-McMaster University)
2000-2002	Social representative for the Ivey PhD students' association

Other External activities:

2011-2013	Reviewer for the Hong Kong Earmarked Research Grant (5)
2009	Reviewer for the 2010 AMS's Mary Kay Best Dissertation Proposal
2009	Reviewer for the 2010 MSI's Clayton Best Dissertation Proposal
2007	Discussant for the session "Justice Theory in Service" (Summer-AMA)
2005	Faculty Advisor at the Robert Mittelstaedt Symposium (UN-Lincoln)
2001	Volunteer for 2001 ASAC Conference (hosted by Ivey)
1999	Volunteer for the 2000 AMA Sheth Doctoral Consortium (hosted by Ivey)

EXTERNAL AND INTERNAL FUNDINGS

I received approximately \$306,000 from different funding agencies and research institutions:

2014	Foundation HEC—Infrastructure grant for Tech3Lab (\$30,000) (with 16 researchers including PM Léger and S. Sénécal)
2012	Professorship on Customer Experience and Service Failures (\$30,000)
2012	HEC starting research grant (\$10,000)
2011	HEC Strategic Research Workshop (\$12,000)
2011	Foundation HEC—organization of academic seminar (\$7,000)
2010	HEC Strategic Research Workshop (\$12,000)
2010-2013	HEC starting research fund (\$30,000 for the next 3 years)
2005-2007	Summer research support at WSU (US \$30,000)
2007	Ann and Pat Redmond Faculty Fellowship, WSU (US 5,000)
2006	Dean's Excellence Fellow, WSU (US 5,000)
2000-2003	SSHRC ¹ scholarship-PhD (\$48,000)
1999-2003	UWO President scholarships and tuition stipends (\$25,000)
1999-2002	FCAR ² scholarship-PhD (\$40,000)
1995-1997	FCAR scholarship-Master's program (\$22,000)
1995-1997	Desjardins Foundation-Master's program (twice for \$10,000)

¹Social Sciences and Humanities Research Council of Canada (Canada Government).

²Fonds pour la Formation de Chercheurs et l'Aide à la Recherche (Quebec Government).

SCHOLARSHIPS AND AWARDS

2014	Chair on Service Marketing and Customer Experience
2012	Professorship in Marketing (HEC Montréal)
2011	Best paper award 1) in the service track and 2) the whole conference at the "Australian & New Zealand Marketing Academy Conference"
2010	MBA faculty member of the year (as voted by the WSU students)
2010	Granted tenure and promoted "associate professor" at WSU
2009	Faculty Fellow-AMA SERVSIG's Service Doctoral Consortium
2007	Ann and Pat Redmond Faculty Fellowship (WSU College of Business)

2007	Co-chair of the service marketing track for 2007 Summer AMA (DC)
2006	Dean's Excellence Fellow, WSU College of Business
2003	University Students' Council Teaching Honour Roll (UWO)
2003	Dean's Commendation Letter for Teaching Excellence (Ivey)
2002	2002 AMA Sheth Doctoral Consortium Fellow (Emory)
2002	Best special session in the strategy tract (2002 Winter AMA-Austin)
2000-2003	SSHRC scholarship-PhD
1999-2003	UWO President scholarships and tuition stipends
1999-2002	FCAR scholarship-PhD
1995-1997	FCAR scholarship-Master's program
1995-1997	Desjardins Foundation-Master's program (twice)
1996-1997	Dean's Honor List, M.Sc. (HEC)
1996	HEC Alumni scholarship (3 rd best GPA)

SELECTED MEDIA INTERVIEWS

- Grenier aux Nouvelles (Ariane Carpentier), "Envoyer des fleurs avant, pas après », October 2014.
- Northwest Crimson & Gray, « Office Politics », Fall 2014.
- Radio-Canada, La Croisée (Gagnon), "25\$ pour enregistrer ses bagages chez WestJet" September 15, 2014
- La Presse (Fournier), "Vos avis défavorables sont les bienvenus," May 1, 2014
- Les Affaires (Venne), "Quand les données fuient, la confiance suit," March 1, 2014
- Les Affaires (Gosselin), "Un p'tit fond du Québec à Sotchi," February 1, 2014
- La Presse (Grammond), "Ce rabais s'autodétruit d'ici six mois," August 15, 2013
- L'Heure du Monde (Radio Canada), "Une chanson fait perdre 180 millions de dollars à United Airlines," Sept. 4th, 2013
- La Presse (Grammond), "Combien coûte le pardon des consommateurs, " August 15, 2013
- Le Devoir (Bélair-Cirino), "Entrevue HEC : L'amour qui se transforme en haine," Sept 12, 2012 (B1 and B4)
- La Presse (Grammond), "La revanche des consommateurs, " Feb 11, 2012
- La Presse (Grammond), "Votre appel est important pour nous... version 2.0, " Feb 11, 2012
- La Presse (Grammond), "Une question de vengeance, " Feb 11, 2012
- HEC Montréal Mag (Pye), "Shout it from the Mountaintop, " Fall 2011
- Customer Management IQ, "Strategies for Recovering Online Complaining," Spring 2011

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
 American Marketing Association (AMA)
 Academy of Marketing Science (AMS)

REFERENCES

Dr. Robert J. Fisher

Alberta School of Business Professor
University of Alberta
Phone: 780-492-5922
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Dr. Tom Tripp

Professor in Management
College of Business
Washington State University (Vancouver)
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Dr. Jeffrey Joireman

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Department of Marketing
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