



MARKETING

HUBERT GATIGNON

Emeritus Professor of Marketing

The Claude Janssen Chaired Professor of Business Administration, Emeritus

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BIOGRAPHY

Hubert Gatignon is the Emeritus Professor of Marketing and the Claude Janssen Chaired Professor of Business Administration, Emeritus, at INSEAD. He joined INSEAD in 1994 after serving as Professor of Marketing at the Wharton School of the University of Pennsylvania. He holds a PhD in Marketing from the University of California, Los Angeles, and the Habilitation à Diriger des Recherches from Université Paul Cézanne-Aix Marseille.

Hubert Gatignon's research interests involve marketing strategy and especially, innovation strategies, as well as international marketing strategy. His publications have appeared in *Communications Research*; *International Journal of Research in Marketing*; *Journal of Business and Industrial Marketing*; *Journal of Business Research*; *Journal of Consumer Research*; *Journal of International Business Studies*; *Journal of Law, Economics and Organization*; *Journal of Marketing*, *Journal of Marketing Behavior*, *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Marketing Science*, *Planning Review*, and *Strategic Management Journal*. He has recently published a two-volume book [Making Innovation Last: Sustainable Strategies for Long Term Growth](#) (Palgrave-Macmillan) and [Statistical Analysis of Management Data](#) (Kluwer Academic Publishing).

He is also a co-author of MARKSTRAT: The Strategic Marketing Simulation, ADSTRAT: An Advertising Decision Support System, and COMPTRACK: A Competitive Tracking Software. He edited *New Products and Services Development* (4 volumes, Sage) and co-edited *The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses*.

Professor Gatignon has been an Editor-in-Chief of the *International Journal of Research in Marketing* (2000-2006), *Recherche et Applications en Marketing* (1998-2000), and an Associate Editor of the *Journal of Marketing Research* (2006-2016). He served on the editorial boards of the *Journal of Business-to-Business Marketing*, *International Journal of Research in Marketing*, *Journal of Marketing*, *Marketing Letters*, *Marketing Science*, *Recherche et Applications en Marketing*, *Journal of International Business Studies*, and *Journal of International Marketing*. He has co-chaired the 1998 Informs Marketing Science Conference and has chaired several tracks of the American Marketing Association Winter Educators Conferences. He has served as an Academic Trustee of both the Marketing Science Institute and the AiMark (Center for Advanced International

Marketing Knowledge).

Professor Gatignon served as INSEAD Dean of Faculty (1995-2001), Dean of the PhD Programme (2001-2006), Chair of the Marketing area (2011-2014), and is a member of the board of Sorbonne Universités.'

RESEARCH AREAS

Modeling the Factors Influencing the Adoption and Diffusion of Innovations

TEACHING AREAS

Marketing Strategy, Multivariate Statistics, New Products

PUBLICATIONS

- [New Product Distribution and Inter-Channel Competition: Market-Making, Market-Taking, and Competitive Effects in Several European Countries](#)
- [New Product Distribution and Inter-Channel Competition: Market-Making, Market-Taking, and Competitive Effects in Several European Countries](#)
- [Using Attraction Models for Competitive Optimization: Pitfalls to avoid and Conditions to Check](#)
- [Stochastic Moderated Regression: An Efficient Methodology for Estimating Parameters in Moderated Regression](#)
- [Firms and the Creation of New Markets](#)
- [Research Issues at the Boundary of Competitive Dynamics and Market Evolution](#)
- [Moderating Effects: The Myth of Mean Centering](#)
- [Markstrat On-Line, The Strategic Marketing Simulation](#)
- [Global Marketing of New Products](#)
- [The Continuing Process of Globalizing](#)
- [Globalization and Its Challenges](#)
- [The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses](#)