

# **Hubert GATIGNON**

**The Claude Janssen Chaired Professor of Business Administration Emeritus and  
Emeritus Professor of Marketing, INSEAD**

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## **I. Former Positions**

- The Claude Janssen Chaired Professor of Business Administration Emeritus and Emeritus Professor of Marketing (2016-)
- The Claude Janssen Chaired Professor of Business Administration and Professor of Marketing (1996-2016)
- Professor, INSEAD (1994-2016)
- Professor, The Wharton School, University of Pennsylvania (1994-1995)
- Associate Professor, The Wharton School, University of Pennsylvania (July 1988-June 1994)
- Assistant Professor, The Wharton School, University of Pennsylvania (July 1981-June 1988)
- Visiting Professor, European Institute for Advanced Studies in Management and FUCAM, Belgium (September 1988-June 1989)

## **II. Education**

- Habilitation à Diriger des Recherches, Université Paul Cézanne-Aix Marseille III, Institut d'Administration des Entreprises, 2006
- Doctor of Philosophy in Management, Graduate School of Management, University of California, Los Angeles, 1981
- Dissertation: "Measuring Advertising Copy Effects: A Bayesian Model", 1981

- Master of Business Administration, Graduate School of Management, University of California, Los Angeles, 1975
- Diplôme d'Etudes Supérieures Commerciales, Administratives et Financières, ESCAE, Poitiers, France, 1973
- Baccalauréat, Série C, Lycée Pierre et Marie Curie, Châteauroux, France, 1969

### III. Teaching and Research Areas

#### My research interests involve

- **the marketing of innovations (e.g., modeling the factors influencing the adoption and diffusion of innovations),**
- **marketing strategy (e.g., explaining and econometrically measuring how the effects of marketing mix variables change over conditions and over time) and**
- **statistical analysis of management data.**

#### Courses Taught

##### Undergraduate courses

- Advertising Management
- Marketing Strategy
- Product Policy

##### Graduate courses

- Advertising Management
- Marketing Management
- Marketing Strategy
- Marketing Models (PhD)
- Research for Strategic Decisions in Marketing (PhD)
- Econometrics (PhD)
- Marketing Proseminar (PhD)
- Analysis of Marketing Data (PhD)
- Multivariate Analysis (PhD)
- Marketing Strategy Models (PhD)
- Econometric Models in Marketing (PhD)

## **Publications**

### Articles in refereed journals

Yi, Xiang, David Soberman and Hubert Gatignon (2022), "The Effect of Marketing Breadth and Competitive Spread on Category Growth," *Production and Operations Management*, forthcoming.

Gatignon, Hubert (2019), "Ethical Behaviours versus Behaviours that Contravene Deontological Research Principles in the Publishing Process," *Recherche et Applications en Marketing (English Edition)*, 34(2), 63-74 (<https://doi.org/10.1177/2051570718815973>).

Robertson, Thomas, Hubert Gatignon and Ludovica Cesareo (2018), "Pop-Ups, Ephemerality and Consumer Experience: The Centrality of Buzz," *Journal of the Association for Consumer Research*, 3(3), 425-439.

Pekovic, Sanja, Sylvie Roland and Hubert Gatignon (2016), "Customer Orientation and Organizational Innovation: The Case of Environmental Management Practices," *Journal of Business and Industrial Marketing*, 31(7), 835-848.

Gatignon, Hubert and Emmanuelle Le Nagard (2016), "Manipulating Consumers is Not Marketing: A Commentary on Cass R. Sunstein's 'Fifty Shades of Manipulation'," *Journal of Marketing Behavior*, 1(3-4), 296-306.

Gatignon, Aline and Hubert Gatignon (2010), "Erin Anderson and the Path Breaking Work of TCE in New Areas of Business Research," *Journal of Retailing*, 86(3), 232-247.

Gatignon, Hubert (2010), "Commentary on Jacob Goldenberg, Barak Libai and Eitan Muller's 'The Chilling Effects of Network Externalities'," *International Journal of Research in Marketing*, 27(1), 16-17.

Bowman, Douglas and Hubert Gatignon (2009) "Market Response and Marketing Mix Models: Trends and Research Opportunities", *Foundations and Trends® in Marketing*, 4(3), 129-207.

Soberman, David and Hubert Gatignon (2005). "Research Issues at the Boundary of Competitive Dynamics and Market Evolution," *Marketing Science*, 24(1), 165-174.

Gatignon, Hubert, Michael L. Tushman, Wendy Smith, and Philip Anderson (2002) "A Structural Approach to Assessing Innovation: Construct Development of Innovation Locus, Type, and Characteristics," *Management Science*, 48(9), 1103-1122 (lead article).

- Gatignon, Hubert (2000), "Commentary on Peter Leeflang and Dick Wittink's "Building Models for Marketing Decisions: Past, Present and Future", *International Journal of Research in Marketing*, 17(2-3), 209-214.
- Robertson, Thomas and Hubert Gatignon (1998), "Technology Development Mode: A Transaction Cost Conceptualization," *Strategic Management Journal*, 19(6), 515-532 (lead article).
- Gatignon, Hubert, Thomas S. Robertson and Adam Fein (1997), "Incumbent Defense Strategies Against Innovative Entry," *International Journal of Research in Marketing*, 14(2), 163-176.
- Gatignon, Hubert and Jean-Marc Xuereb (1997), "Strategic Orientation of the Firm and New Product Performance", *Journal of Marketing Research*, 34(1), 77-90.  
Translated into Portuguese (Orientação estratégica da empresa e desempenho dos novos productos) and Reprinted in: *Comportamento Organizacional e Gestão*, 1999, 5(1), 71-103.
- Bowman, Douglas and Hubert Gatignon (1996), "Order of Entry as a Moderator of the Effect of the Marketing Mix on Market Share", *Marketing Science*, 15(3), 222-242.
- Parker, Philip M. and Hubert Gatignon (1996), "Order of Entry, Trial Diffusion, and Elasticity Dynamics: An Empirical Case," *Marketing Letters*, 7(1), 95-109.
- Bowman, Douglas and Hubert Gatignon (1995), "Determinants of Competitor Response Time to a New Product Introduction", *Journal of Marketing Research*, 32(1), 42-53.
- Deshpande, Rohit and Hubert Gatignon (1994), "Competitive Analysis", *Marketing Letters*, 5(3), 271-288.
- Ramaswamy, Venkatram, Hubert Gatignon and David Reibstein (1994), "Competitive Marketing Behavior in Industrial Markets", *Journal of Marketing*, 58(2), 45-55.
- Parker, Philip M. and Hubert Gatignon (1994), "Specifying Competitive Effects in Diffusion Models: An Empirical Analysis", *International Journal of Research in Marketing*, 11(1), 17-40.
- Gatignon, Hubert and Thomas S. Robertson (1993), "The Impact of Risk and Competition on Choice of Innovations", *Marketing Letters*, 4(3), 191-204 (lead article).
- Robertson, Thomas S. and Hubert Gatignon (1991), "How Innovators Thwart New Entrants into their Markets", *Planning Review*, 19(5), 4-11 (lead article).
- Gatignon, Hubert, Barton A. Weitz, and Pradeep Bansal (1990), "Brand Introduction Strategies and Competitive Environments", *Journal of Marketing*

*Research*, 27(4), 390-401. This article was among the five finalists for the 1995 William F. O'Dell Award for the most significant contribution appearing in volume XXVII.

Gatignon, Hubert, Jehoshua Eliashberg, and Thomas S. Robertson (1989), "Modeling Multinational Diffusion Patterns: An Efficient Methodology", *Marketing Science*, 8(3), 231-247.

Robertson, Thomas S., Scott Ward, Hubert Gatignon and Donna Klees (1989), "Advertising and Children: A Cross-Cultural Study", *Communication Research*, 16(4), 459-486.

Gatignon, Hubert, Erin Anderson, and Kristiaan Helsen (1989), "Competitive Reactions to Market Entry: Explaining Interfirm Differences", *Journal of Marketing Research*, 26(1), 44-55.

Gatignon, Hubert and Thomas S. Robertson (1989), "Technology Diffusion: An Empirical Test of Competitive Effects", *Journal of Marketing*, 53(1), 35-49.

Gatignon, Hubert and Erin Anderson (1988), "The Multinational Corporation's Degree of Control Over Foreign Subsidiaries: An Empirical Test of a Transaction Cost Explanation", *Journal of Law, Economics, and Organization*, 4(2), 89-120.

Chatterjee, Rabikar, Jehoshua Eliashberg, Hubert Gatignon, and Leonard Lodish (1988), "A Practical Bayesian Approach to Selection of Optimal Marketing Testing Strategies", *Journal of Marketing Research*, 25(4), 363-375.

Gatignon, Hubert (1987), "Strategic Studies in MARKSTRAT", *Journal of Business Research*, 15(6), 469-480 (lead article).

Gatignon, Hubert and Dominique M. Hanssens (1987), "Modeling Marketing Interaction with Application to Salesforce Effectiveness", *Journal of Marketing Research*, 24(3), 247-257 (lead article). This article was among the five finalists for the 1992 William F. O'Dell Award for the most significant contribution appearing in volume XXIV.

Anderson, Erin and Hubert Gatignon (1986), "Modes of Foreign Entry: A Transaction Cost Analysis and Propositions", *Journal of International Business Studies*, 17(3), 1-26 (lead article).

Translated and Reprinted in Paul W. Beamish and Xiaoyue Chen, eds., *An Anthology from Journal of International Business Studies*, (Chinese Translation), Beijing, China: China Machine Press/ Huazhang Graphics Company.

Gatignon, Hubert and David J. Reibstein (1986), "Pooling Logit Models", *Journal of Marketing Research*, 23(3), 281-285.

Robertson, Thomas S. and Hubert Gatignon (1986), "Competitive Effects on Technology Diffusion", *Journal of Marketing*, 50(3), 1-12 (lead article). This article won the Harold H. Maynard Award for the Journal of Marketing article that

has made the most significant contribution to marketing theory and/or marketing thought in 1986.

Reprinted in Victor Cook, Jean-Claude Larréché and Edward Strong, eds. (1989), *Readings in Marketing Strategy*, Redwood City, CA: The Scientific Press, 157-166.

Gatignon, Hubert and Thomas S. Robertson (1985), "A Propositional Inventory for New Diffusion Research", *Journal of Consumer Research*, 11(4), 859-867 (lead article).

Reprinted in Harold H. Kassarijian and Thomas S. Robertson (1991), *Perspectives in Consumer Behavior*, fourth edition, Englewood Cliffs, N.J.: Prentice Hall.

Gatignon, Hubert (1984), "Toward a Methodology for Measuring Advertising Copy Effects", *Marketing Science*, 3(4), 308-326.

Gatignon, Hubert (1984), "Competition as a Moderator of the Effect of Advertising on Sales", *Journal of Marketing Research*, 21(4), 387-398. This article was among the five finalists for the 1989 William F. O'Dell Award for the most significant contribution appearing in volume XXI.

Reibstein, David, and Hubert Gatignon (1984), "Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities", *Journal of Marketing Research*, 21(3), 259-267. This article was among the five finalists for the 1989 William F. O'Dell Award for the most significant contribution appearing in volume XXI.

### Editorials

Gatignon, Hubert, Xavier Lecocq, Koen Pauwels and Alina Sorescu (2017), «A Marketing Perspective on Business Models», *AMS Review*, 7(3-4), 85-89.

Gatignon, Hubert, David Gotteland and Christophe Haon (2016), «Editorial pour le Numéro Spécial sur les Stratégies d'Innovation et Marketing», *Recherche et Applications en Marketing*, 31(3), 2-5.

Gatignon, Hubert (2004), «Editorial», *International Journal of Research in Marketing*, 21(1), 1.

Gatignon, Hubert (2001), "Editorial," *International Journal of Research in Marketing*, 18(3), 187-189.

Gatignon, Hubert (1996), "Editorial pour le Numéro Spécial sur les Produits Nouveaux," *Recherche et Applications en Marketing*, 11(3), 3-5.

### Other Articles

Gatignon, Hubert (2010), "Why Should Investors Care About Brands?," *Business and Marketing*, June 4-17, 28.

## Books and Monographs

Gatignon, Hubert, David Gotteland, and Christophe Haon (2016), *Making Innovation Last: Strategies for Sustained Growth - Volume 1*, Palgrave-macmillan Publishers.

Gatignon, Hubert, David Gotteland, and Christophe Haon (2016), *Making Innovation Last: Strategies for Sustained Growth - Volume 2*, Palgrave-macmillan Publishers.

Gatignon, Hubert, (2014), *Statistical Analysis of Management Data*, Third Edition, New York, NY: Springer Science+Business Media, LLC.

Gatignon, Hubert (Ed.) (2011), *New Products and Services Development, Volume I-Innovating New Products and Services: The Dimensions of Innovations*, Sage.

Gatignon, Hubert (Ed.) (2011), *New Products and Services Development, Volume II-Orienting the Firm for Promoting Innovations: Establishing a Culture of Innovations*, Sage.

Gatignon, Hubert (Ed.) (2011), *New Products and Services Development, Volume III-Organizing to Innovate: Adapting the Firm to Innovate*, Sage.

Gatignon, Hubert (Ed.) (2011), *New Products and Services Development, Volume IV-Launching New Products and Services: Marketing Innovations Effectively*, Sage.

Larréché, Jean-Claude, Hubert Gatignon and Rémi Triolet (2010), *MARKSTRAT Handbook: The Strategic Marketing Simulation*, StratX International: Paris, ISBN # 0-9743063-7-1 (print version) and ISBN# 0-9743063-6-3 (digital version).

Gatignon, Hubert, (2010), *Statistical Analysis of Management Data*, Second Edition, New York, NY: Springer Science+Business Media, LLC.

Gatignon, Hubert and John Kimberly, eds., (2004), *The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses*, Cambridge University Press.

Gatignon, Hubert (2003), *Statistical Analysis of Management Data*, Kluwer Academic Publishers.

Larréché, Jean-Claude and Hubert Gatignon (2000), *MARKSTRAT 3: Simulación Estratégica de Mercadotecnia*, (Spanish Translation), International Thomson Editores, 210 pages.

Larréché, Jean-Claude and Hubert Gatignon (1997), *MARKSTRAT 3: The Strategic Marketing Simulation*, Cincinnati, OH: South-Western College Publishing, 208 pages.

Gatignon, Hubert and Piet Vanden Abeele (1993), *COMPTRACK: A Competitive Tracking Software*, South San Francisco, CA: The Scientific Press, 47 pages.

Gatignon, Hubert and Raymond R. Burke (1991), *ADSTRAT: An Advertising Decision Support System*, South San Francisco, CA: The Scientific Press, 163 pages.

Childers, Terry L., Thomas Leigh, Steven Skinner, John G. Lynch, Susan E. Heckler, Hubert Gatignon, Ray P. Fisk, and John Graham (1991), *AMA Winter Educators Conference: Marketing Theory and Applications*, Chicago: American Marketing Association.

Larréché, Jean-Claude and Hubert Gatignon (1990), *MARKSTRAT 2: A Marketing Strategy Simulation*, South San Francisco, CA: The Scientific Press, 185 pages.

Larréché, Jean-Claude and Hubert Gatignon (1977), *MARKSTRAT: A Marketing Strategy Game*, Palo Alto, CA: The Scientific Press, 60 pages.

#### Chapters in Books

Gatignon, Hubert, David Gotteland and Christophe Haon (2015), “Thomas S. (Tom) Robertson : Articuler Théorie et Pratique,” in Alain Jolibert (ed.), *Les Grands Auteurs en Marketing, Editions Management & Société*.

Raman, Kalyan and Hubert Gatignon (2012), “Profiting from Uncertainty,” in Adamantios Diamantopoulos, Wolfgang Fritz and Lutz Hildebrandt, *Quantitative Marketing and Marketing Management: Festschrift in honor of Udo Wagner*, Springer Gabler, Wiesbaden, Germany.

Gatignon, Hubert and Douglas Bowman (2009), “Long-Term Order of Entry Effects,” in Dominique Hanssens, ed. *Empirical Generalizations about Marketing Impact*, Cambridge, MA: Marketing Science Institute.

Anderson, Erin and Hubert Gatignon (2005), “Firms and the Creation of New Markets,” in Claude Menard and Mary M. Shirley, eds. *Handbook for New Institutional Economics*, Springer, Chapter 16.

Christen, Markus and Hubert Gatignon (2004), “PIMS and the Market Share Effect: Biased Evidence versus Fuzzy Evidence,” in Paul W. Farris and Michael J. Moore, eds., *PIMS in Retrospect and Prospect*, Cambridge University Press, Chapter 10.

Gatignon, Hubert and Christophe Van den Bulte (2004), “Global Marketing of New Products,” in: *The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses*, Cambridge University Press. Chapter 9.



Gatignon, Hubert and John Kimberly (2004), "The Continuing Process of Globalizing," in: *The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses*, Cambridge University Press. Chapter 18.

Gatignon, Hubert and John Kimberly (2004), "Globalization and its Challenges," in: *The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses*, Cambridge University Press. Chapter 1.

Gatignon, Hubert and David Soberman (2002). "Competitive Response and Market Evolution" in Barton A. Weitz & Robin Wensley, eds., *Handbook of Marketing*, London: Sage Publications, pp. 126-147.

Anderson, Erin, and Hubert Gatignon (2002). "Modes of Foreign Entry: A Transaction Cost Analysis and Propositions" in Paul W. Beamish and Xiaoyue Chen, eds., *An Anthology from Journal of International Business Studies*, (Chinese Translation), Beijing, China: China Machine Press/ Huazhang Graphics Company.

Kuester, Sabine, Hubert Gatignon and Thomas S. Robertson (2000) "Firm Strategy and Speed of Diffusion" in Vijay Mahajan and Jerry Wind, eds., *New-Product Diffusion Models*, Norwell, MA : Kluwer Academic Publishers, 27-48.

Gatignon, Hubert and David Reibstein (1997), "Creative Strategies for responding to Competitive Actions", in George Day and David J. Reibstein, eds., *Wharton on Dynamic Competitive Strategy*, New York, NY: John Wiley & Sons, Inc., 237-255.

Gatignon, Hubert (1997), "Marketing Perspectives and International Business: Discussion Paper", in Brian Toyne and Douglas Nigh, eds., *International Business: Theory, An Emerging Vision*, Columbia, SC: U.S.C. Press, 567-570.

Gatignon, Hubert (1993), "Marketing Mix Models", in Jehoshua Eliashberg and Gary L. Lilien, eds., *Marketing Models, Handbooks in Operations Research and Management Science*, Amsterdam, The Netherlands: Elsevier Science Publishers B.V., 697-732.

Translated into Japanese, Elsevier Science B.V., Elsevier Science-NL, Amsterdam, through Tuttle-Mori Agency, Inc., Tokyo.

Gatignon, Hubert and Thomas S. Robertson (1991), "Innovative Decision Processes", in Harold Kassarian and Thomas S. Robertson, eds., *Handbook of Consumer Behavior Theory and Research*, Englewood Cliffs, N.J.: Prentice Hall, 316-348.

Gatignon, Hubert and Pradeep Bansal (1990), "Market Entry and Defensive Strategies", in George Day, Barton Weitz and Robin Wensley, eds., *The Interface of Marketing and Strategy*, JAI Press, 305-330.

Robertson, Thomas S. and Hubert Gatignon (1987), "The Diffusion of High Technology Innovations: A Marketing Perspective", in J. Penning and A. Buitendam, eds., *New Technology as Organizational Innovation*, Ballinger Publishing Company, 179-196.

Gatignon, Hubert and Thomas S. Robertson (1986), "Integration of Consumer Diffusion Theory and Diffusion Models: New Research Directions", in Mahajan, Vijay and Yoram Wind, eds., *Innovation Diffusion Models of New Product Acceptance*, Ballinger Publishing Company, 37-60.

Larréché, Jean-Claude and Hubert Gatignon (1978), "Les Modèles Normatifs de Comportement de Marché", *Encyclopédie du Marketing*, Paris: Editions Techniques, 1-73A.

#### Articles in Conference Proceedings

Gatignon, Hubert, Thomas S. Robertson and Adam Fein (1995), "Incumbent Defense Strategies Against Innovative Entry", Proceedings of the 24th EMAC Conference, Paris, Vol. 1, 329-349.

Rothschild, Michael L., Keith Adler, Raymond R. Burke and Hubert Gatignon (1986), "Teaching the Promotion Course", in Daly Achabal and Joe Guittinan, eds., Proceedings of the 1986 Winter Marketing Educators' Conference, Chicago: American Marketing Association.

Gatignon, Hubert and Thomas S. Robertson (1986), "An Exchange Theory Model of Interpersonal Communications", in Richard J. Lutz, ed., *Advances in Consumer Research*, Vol. 13, 629-632.

Ward, Scott, Thomas S. Robertson, Hubert Gatignon, and Donna Klees (1986), "Children's Purchase Requests and Parental Yielding: A Cross-National Study", in Richard J. Lutz, ed., *Advances in Consumer Research*, Vol. 13, 534-538.

Reibstein, David and Hubert Gatignon (1983), "The Impact of Price Levels on Product Line Demand", in W. Darden, ed., Proceedings, AMA Winter Educators' Conference, Chicago: American Marketing Association, 201-205.

Gatignon, Hubert and Dominique M. Hanssens (1980), "Modeling Seasonality in Sales Response to the Marketing Variables", in Robert P. Leone, ed., Proceedings, Market Measurement and Analysis, The Second ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, 200-217.

Jones, J. Morgan, Barton A. Weitz and Hubert Gatignon (1980), "Terminating a Salesperson: An Application of Bayesian Discriminant Analysis", in Robert P. Leone, ed., Proceedings, Market Measurement and Analysis, The Second ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, 223-230.

## Working Papers

Dai, Yao, Haiyang Zhang and Hubert Gatignon, “Why Customers Upgrade their Reserved Options: The Impact of the Reservation Gap,” (INSEAD Working Paper 2014/56/MKT)

Larson, Jeff, Scott Smith and Hubert Gatignon, “Segment Dynamics over New Product Growth: A Gaussian Mixture Model with Latent Growth,” (INSEAD Working Paper 2012/115/MKT).

Ngobo, Paul Valentin and Hubert Gatignon, “Explaining Cross-country Differences in the Effects of R&D Expenditures on Risk and Stock Returns,” (INSEAD Working Paper 2012/98/MKT).

Fleck, Nathalie, Géraldine Michel and Hubert Gatignon, “The Dual Process of Co-branding: Why Fit Is Not All That Matters,” (INSEAD Working Paper 2012/75/MKT).

## Presentations

### Conferences

Gatignon, Hubert, “L’Ethique dans le Processus de Publication,” CEFAG (Fondation Nationale pour l’Enseignement de la Gestion-FNEGE) Florence, Italy, Sept 15, 2017.

Thomas Robertson, Gatignon, Hubert, “A Conceptual Framework to Explain Consumer Reaction to Popups in the Evolving Retailing Landscape,” Consumer Response to the Evolving Retailing Landscape Conference, Jay H. Baker Retailing Center, the Wharton School, University of Pennsylvania, June 22-23, 2017.

Gatignon, Hubert, “L’Ethique dans le Processus de Publication,” CEFAG (Fondation Nationale pour l’Enseignement de la Gestion-FNEGE) Florence, Italy, Sept 11-16, 2016.

Gatignon, Hubert and Thomas S. Robertson, “Luxury Pop-Ups: A Conceptual Framework,” Monaco Symposium on Luxury, Monaco, April 7-8, 2016.

Making Innovation Last: Sustainable Strategies for Long Term Growth, INSEAD Alumni, New York City, February 2016.

Making Innovation Last: Sustainable Strategies for Long Term Growth, INSEAD Alumni and Prospective MBA Students, Philadelphia, February 2016.

Gatignon, Hubert, “A Repositioning Strategy for the Field of Marketing,” EMAC Conference, Leuven, Belgium, May 26-29, 2015.

Gatignon, Hubert, "Innovation Strategies for Sustained Growth: an Assessment of the State-of-the-Art and Research Directions," EMAC Conference, Leuven, Belgium, May 26-29, 2015

Gatignon, Hubert, "Innovation Strategies for Sustained Growth: An Assessment of the State-of-the Art and Research Directions," Université de Lille 2 and SKEMA Business School, October 9, 2014.

Dai, Yao, Haiyang Zhang and Hubert Gatignon, "Why Customers Upgrade Their Reserved Options: The Impact of The Reservation Gap," 11th Marketing Dynamics Conference, Las Vegas, Nevada, August 21-23, 2014.

Gatignon, Hubert, AMA Doctoral Consortium: "Research with Impact," Northwestern University, Chicago, IL, June 26-29, 2014.

Dai, Yao, Haiyang Zhang and Hubert Gatignon, "Why Customers Upgrade Their Reserved Options: The Impact of The Reservation Gap," Marketing Science Conference, Emory University, Georgia, June 12-14, 2014.

Gatignon, Hubert, "The Future of Marketing Strategy Research," EMAC Conference, Valencia, Spain, June 3-7, 2014.

Gatignon, Hubert (Session Chair), "Innovation Strategies: from R&D Investments to Branding," Bi-annual AMA/EMAC Symposium, Erasmus University, Rotterdam, May 28-30, 2014.

Dai, Yao, Haiyang Zhang and Hubert Gatignon, "Why Customers Upgrade Their Reserved Options: The Impact of The Reservation Gap," Wharton Customer Analytics Initiative, Philadelphia, PA, April 11, 2014.

Ngobo, Paul Valentin and Hubert Gatignon, "Explaining Cross-country Differences in the Effects of R&D Expenditures on Risk and Stock Returns," Marketing Science Conference, Istanbul, July 11-13, 2013.

Gatignon, Hubert, "Thirty Something: Reflections on Career Path and Contributions", Keynote Speech to EMAC's Climber Community, EMAC Conference, Istanbul, June 4-7, 2013.

Ngobo, Paul Valentin and Hubert Gatignon, "Explaining Cross-country Differences in the Effects of R&D Expenditures on Risk and Stock Returns," EMAC Conference, Istanbul, June 4-7, 2013.

Raman, Kalyan and Hubert Gatignon, "Profit from Uncertainty," Symposium, University of Vienna, October 19, 2012.

Gatignon, Hubert, David Soberman and Yi Xiang, "How Competitive Marketing Expenditures Influence the Growth of a Market?," EMAC Conference, Nantes, France, May 26-29, 2009.

Gatignon, Hubert, Erin Anderson and Joseph Lajos, "New Product Distribution and Inter-channel Competition: Market Making, Market Taking, and Competitive Effects in Several European Countries," The Erin Anderson Invitational B2B Research Conference, The Wharton School, University of Pennsylvania, October 16-19, 2008.

Vosgerau, Joachim and Hubert Gatignon, "Mean-Centering and the Interpretation of Moderated Regression and ANOVA," ACR Conference, September, 2006.

Vosgerau, Joachim, Hubert Gatignon and Ed Diener, "A New Method for Comparing Subjective Wellbeing Across Countries," ACR Conference, September, 2006

Vosgerau, Joachim and Hubert Gatignon, "Interpretation of Moderated Regression and ANOVA," Marketing Science Conference, June, 2006, Pittsburg, PA.

Hubert Gatignon and Joachim Vosgerau, "Estimating Moderating Effects: The Myth of Mean Centering," Marketing Science Conference, June 16-19, 2005, Atlanta, GA.

Hubert Gatignon and Joachim Vosgerau, "Estimating Moderating Effects: The Myth of Mean Centering," EMAC, May 24-27, 2005, Milan, Italy.

Gatignon, Hubert, "INSEAD Marketing Education Model," EMAC conference, May 17, 2004, Murcia, Spain.

Gatignon, Hubert, AMA Doctoral Consortium: "Career Path and Contributions over a quarter century: reflections of 1979 Consortium Fellows," June 18-20, 2004.

Gatignon, Hubert, 2004 INFORMS SMS Doctoral Consortium: "Research on Innovations: An Overview and Directions of Future Research," June 23-26, 2004.

Gatignon, Hubert, David A. Soberman and Piet Van den Abeele, "Multinational Marketing Competition, Control and Resource Allocation," 32<sup>nd</sup> EMAC Conference, May 2003, Glasgow, UK.

Gatignon, Hubert, "Inter-Channel Competition and New Product Diffusion: Market Making, Market Taking and Competitive Effects in Several European Countries," 31<sup>st</sup> EMAC Conference, May 2002, Braga, Portugal.

Gatignon, Hubert, "Inter-Channel Competition and New Product Diffusion: Market Making, Market Taking and Competitive Effects in Several European Countries," IV International Forum on the Sciences, Techniques and Art Applied to Marketing, November, 2001, Madrid, Spain.

Gatignon, Hubert, Michael L. Tushman and Philip Anderson, "Competence Destroying and Competence Enhancing Innovations: Construct Measurement and its Effects on the Organization", Marketing Science Conference, June 22-25, 2000, Los Angeles, CA.

Christen, Markus, Ulkü Sezer and Hubert Gatignon, "Estimation Bias With Cross-sectional Data", Marketing Science Conference, May 20-23, 1999, Syracuse, NY.

Bowman, Douglas and Hubert Gatignon, "The Impact of Feature/Innovation Evolution on Category Diffusion," Marketing Science Conference, May 20-23, 1999, Syracuse, NY.

Bowman, Douglas and Hubert Gatignon, "The Impact of Feature/Innovation Evolution on Category Diffusion," INFORMS Conference, October 25-28, 1998, Seattle, WA.

Anderson, Philip C., Hubert Gatignon and Michael Tushman, "Competence Enhancing vs. Competence Destroying Innovation: The Measurement and Validation of the Construct," Marketing Science Conference, July 10-13, 1998, Fontainebleau, France.

Bowman, Douglas and Hubert Gatignon, "The Impact of Competitive Context on the Allocation of Marketing Mix Resources," INFORMS Conference, October 26-29, 1997, Dallas, TX.

Gatignon, Hubert and Erin Anderson, "A Simultaneous Consumer-Retailer Model of the Diffusion of Consumer Durables," Marketing Science Conference, March 22-23, 1997, Berkeley, CA.

Gatignon, Hubert and Jean Marc Xuereb, "Strategic Orientation of the Firm and New Product Performance," Marketing Science Conference, March 7-10, 1996, Gainesville, FL.

Gatignon, Hubert and Piet Vanden Abeele, "Explaining Cross-Country Differences in Marketing Program Effectiveness," Marketing Science Institute Conference, October 26-27, 1995, Berlin, Germany.

Gatignon, Hubert and Jean Marc Xuereb, "Strategic Orientation of the Firm and New Product Performance," Innovation in New Product Development: Best Practice in Research, Modeling and Applications, May 25-26, 1995, Philadelphia, PA.

Gatignon, Hubert and Thomas S. Robertson, "Incumbent Defense Strategies Against New Product Entry", EMAC Conference, May 1995, Cergy, France.

Gatignon, Hubert "Statistical Analysis of Marketing Data: Areas of Opportunity", XXVIIe Journées de Statistique, Association pour la Statistique et ses Utilisations, May 1995, Jouy-en-Josas, France.

Bowman, Douglas and Hubert Gatignon, "The Impact of Competitive Context on the Allocation of Marketing Mix Resources", ORSA/TIMS 1994 Marketing Science Conference, March 1994, Tuscon, AZ.

Deshpandé, Rohit and Hubert Gatignon, "Competitive Analysis", Understanding Competitive Decision Making Conference, May 1993, Charleston, SC.

Robertson, Thomas and Hubert Gatignon, "Modes of Technology Development: Internal R&D vs. Alliances", ORSA/TIMS 1993 Marketing Science Conference, March 1993, St. Louis, MO.

Bowman, Douglas and Hubert Gatignon, "Order of Entry as a Moderator of the Effect of the Marketing Mix on Market Share", ORSA/TIMS 1992 Marketing Science Conference, July 1992, London, England.

Bowman, Douglas and Hubert Gatignon, "Determinants of Competitor Response Time to a New Product Introduction", ORSA/TIMS 1992 Marketing Science Conference, July 1992, London, England.

Gatignon, Hubert, "Marketing Perspectives and International Business: A Discussion Paper", Perspectives on International Business Conference, May 20-24, 1992, Columbia, South Carolina.

Gatignon, Hubert and Erin Anderson, "Interorganization Relations in Marketing: A Transaction Cost Approach", 1992 Winter Educators' Conference, AMA, February 1992, San Antonio, TX.

Gatignon, Hubert, "Product Diffusion Across Countries", 1991 AMA Summer Marketing Educators' Conference, August 1991, San Diego, CA.

Ross William and Hubert Gatignon, "Competitive Environment and the Performance of Strategic Marketing Resource Allocation", ORSA/TIMS 1991 Marketing Science Conference, March 1991, Wilmington, DE.

Gatignon, Hubert, "Competition and Technological Innovations: A Global Assessment", Conference on Business Marketing: The State of Theory and Practice, December 1990, Fort Lauderdale, FL.

Burke, Raymond and Hubert Gatignon, "Competitive Advertising and Consumer Price Elasticity", ORSA/TIMS 1990 Marketing Science Conference, March 1990, Urbana-Champaign, IL.

Parker, Philip and Hubert Gatignon, "Competitive Effects in Diffusion Models: An Empirical Analysis", ORSA/TIMS 1990 Marketing Science Conference, March 1990, Urbana-Champaign, IL.

Burke, Raymond and Hubert Gatignon, "Uncertainty and Bayesian Inference in Expert Systems", TIMS-EURO, July 1988, Paris, France.

Gatignon, Hubert and David Schmittlein, "A Heterogenous Logistic Model for Examining Brand Choices in Consumer Panels", ORSA/TIMS Marketing Science Conference, March 1988, Seattle.

Gatignon, Hubert, Venkatram Ramaswamy, and David Reibstein, "An Empirical Analysis of the Determinants of Competitive Rivalry", ORSA/TIMS Marketing Science Conference, March 1988, Seattle.

Gatignon, Hubert and Raymond Burke, "Advertising and Consumer Uncertainty in Brand Evaluation", ORSA/TIMS Joint National Meeting, October, 1987, St. Louis.

Gatignon, Hubert and Erin Anderson, "The Multinational Corporation's Degree of Control over Foreign Subsidiaries: An Empirical Test of a Transaction Cost Explanation", ORSA/TIMS Marketing Science Conference, July 1987, Paris, France.

Gatignon, Hubert and Thomas S. Robertson, "The Role of Uncertainty in the Diffusion of High Technology Innovations: An Experimental Study", International Symposium on Forecasting, May 1987, Boston, MA.

Gatignon, Hubert and Erin Anderson, "Modes of Foreign Entry: An Empirical Investigation of Some Transaction Cost Propositions", Marketing Science Institute Conference, October 1986, Brussels, Belgium.

Gatignon, Hubert and Pradeep Bansal, "The Effect of Competition on the Sales Response Function Over the Product Life Cycle", ORSA/TIMS Joint National Meeting, October 1986, Miami, FL.

Robertson, Thomas S. and Hubert Gatignon, "Technology Diffusion: An Empirical Test of Competitive Effects", Association for Consumer Research Conference, October 1986, Toronto, Canada.

Gatignon, Hubert, "Competitive Reactions and Advertising Effects on Price Elasticities", Eastern Economic Association Conference April 1986, Philadelphia, PA.

Burke, Raymond and Hubert Gatignon, "Teaching the Promotion Course", 1986 Winter Marketing Educators' Conference, American Marketing Association, February 1986, St. Petersburg Beach, FL.

Devinney, Timothy and Hubert Gatignon, "Competition Advertising and Price Elasticity: A Model of Dominant Firm Markets", ORSA/TIMS Marketing Science Conference, March 1986, Dallas, TX.

Chatterjee, Rabikar, Jehoshua Eliashberg, Hubert Gatignon, and Leonard Lodish, "Optimal Test Market Strategies: A Bayesian Approach", ORSA/TIMS Marketing Science Conference, March 1986, Dallas, TX.



Robertson, Thomas S. and Hubert Gatignon, "An Theory Model of Interpersonal Communications", Association for Consumer Research Conference, 1985, las Vegas, NV.

Ward, Scott, Thomas S. Robertson, Hubert Gatignon, and Donna Klees, "Children's Purchase Requests and Parental Yielding: A Cross-National Study", Association for Consumer Research Conference, 1985, Las Vegas, NV.

Schmittlein, David, Hubert Gatignon, and Barton Weitz, "Measuring Preferences When Individuals Choose a Set of Brands", ORSA/TIMS Joint National Meeting, November 1985, Atlanta, GA.

Weitz, Barton and Hubert Gatignon, "Competitive Environment and Market Entry Strategies", ORSA/TIMS National Meeting, November 1985, Atlanta, GA.

Schmittlein, David, Barton A. Weitz, and Hubert Gatignon, "Product Line Decisions by Retailers: Factors Affecting Preferences of Brands and Synergies Between Brands", ORSA/TIMS Marketing Science Conference, March 1985, Nashville, TN.

Gatignon, Hubert and Dominique M. Hanssens, "Modeling Marketing Interaction with Application to Salesforce Effectiveness", ORSA/TIMS Marketing Science Conference, March 1985, Nashville, TN.

Gatignon, Hubert, "Environmental Change and Competitive Reaction", AMA Winter Conference, February 1985, Phoenix, AZ.

Eliashberg, Jehoshua, Hubert Gatignon, and Rabikar Chatterjee, "Estimating Diffusion Models: A Bayesian Approach", ORSA/TIMS Joint National Meeting, November 1984, Dallas, TX.

Gatignon, Hubert and Barton A. Weitz, "Modeling the Effect of Sequential Entries on Sales", ORSA/TIMS Marketing Science Conference, March 1984, Chicago, IL.

Gatignon, Hubert and David Reibstein, "The Advertising Frequency Response Function: Testing Differences Across Brands", ORSA/TIMS Joint National Meeting, October 1983, Orlando, FL.

Reibstein, David and Hubert Gatignon, "The Impact of Price Levels on Product Line Demand", AMA Winter Educators' Conference, March 1983, Sarasota, FL.

Gatignon, Hubert, "Toward a Methodology for Measuring Advertising Copy Effects", Special Topics ORSA/TIMS Conference on Market Measurement and Analysis, March 1982, Philadelphia, PA.

Jones, J. Morgan, Barton A. Weitz, and Hubert Gatignon, "Terminating a Salesperson: An Application of Bayesian Discriminant Analysis", Special Topics ORSA/TIMS Conference on Market Measurement and Analysis, March 13-15, 1980.

Gatignon, Hubert and Dominique M. Hanssens, "Modeling Seasonality in Sales Response to the Marketing Variables", Special Topic ORSA/TIMS Conference on Market Measurement and Analysis, March 13-15, 1980.

Guest Lectures at Faculty Research Seminars

Tilburg University, 2013  
ESSEC, 2012  
HEC, 2011  
Grenoble Ecole de Management, 2009  
Sabanci University, Turkey, 2008  
New York University, 2008  
Harvard Business School, 2004  
National University of Singapore, 2004  
IESE, 2002  
INSEAD, 1994  
London Business School, 1993  
University of Maryland, 1993  
University of Western Ontario, 1992  
University of Florida, 1991  
Pennsylvania State University, 1990  
Ecole Supérieure des Sciences Economiques et Commerciales, 1989  
Katholieke Universiteit Leuven, 1988  
Faculté Universitaire Catholique de Mons, 1988  
Northwestern University, 1987  
Ohio State University, 1986  
University of Florida, 1986  
University of Chicago, 1985  
Cornell University, 1985  
Pennsylvania State University, 1985  
University of Rochester, 1984

## IV. Other Activities

### **Professional**

#### Editorial Activities

##### *Editor in Chief*

International Journal of Research Marketing (2001-2006)

Recherche et Applications en Marketing (1998-2000)

##### *Associate Editor*

Journal of Marketing Research (2006-2017)

##### *Senior Editor*

Business Education Review (1999-present)

Business Education Sharenet (1999-present)

##### *Policy and Scientific Board Member*

Policy Board of International Journal of Research Marketing (2006-2019)

Scientific Committee of Recherche et Applications en Marketing (2001-2017)

Advisory Board of Academy of Marketing Science Review (2013-2019)

Senior Advisory Board of Journal of Personal Selling & Sales Management (2016-2018)

##### *Advisory Board*

The Marketing Research Network (MKTG) (2002-2019)

The Quantitative Marketing Network of the Social Sciences Research Network (2002-2019)

European Journal of Innovation Management (2013-2019)

##### *Editorial Review Boards*

International Journal of Research in Marketing (European Marketing Academy) (1987-2006)

Journal of Business-to Business Marketing (1990-2016)

Journal of High Technology Management and Marketing Research (1990-1994)

Journal of International Business Studies (1991-1993; 1994-1998)

Journal of International Marketing (1992-2007)

Journal of Marketing (1986-1991, 1996-2002, 2008-2016)

Journal of Marketing Research (1991-1994; 1997-2016)

Journal of the Academy of Marketing Science (2009-2016)

Marketing Letters (1994-2016)

Marketing Science (1990-2016)

Oxford Research Reviews: Business and Management (2012-2016)

Recherche et Applications en Marketing (Association Française du Marketing) (1986-2018)

Review of Marketing Science (2006-2016)

### *Reviewing*

Production and Operations Management

Journal of Consumer Research

Management Science

National Science Foundation - occasional reviewer of applications for research grants

Chair-Portuguese Foundation for Science and technology (FCT) panel for Evaluation of Proposals in the field of Management (2007)

### Conference Chairs

Co-Chair, Customer Strategies for Sustained Growth, Fontainebleau, June 28-29, 2012

Co-Chair, New Interdisciplinary Innovation Research Conference, Fontainebleau, May 11-12, 2012

Co-Chair of Marketing Strategy Track, European Marketing Academy Conference, Murcia, Spain, May 2004.

Co-Chair Marketing Science Conference, July 10-13, 1998, Fontainebleau.

Chairman of Marketing Strategy and Implementation Track of the Winter 1995 American Marketing Association Conference, February 11-14, La Jolla, CA.

Chairman of Research Methodology Track of the Winter 1991 American Marketing Association Conference, February 23-26, Orlando, FL.

### Affiliations and Memberships

American Marketing Association

Association for Consumer Research (1980-2010)

The Institute of Management Sciences

European Marketing Academy, (Vice-President Publications 2008-2011)

Association Française du Marketing, (Member of the Board 2012-2016)

The Academy of International Business

Marketing Science Institute Marketing Strategies Steering Group, Associate Member (1991-present)

Marketing Science Institute International/Global Marketing Steering Group, Full Member (1991-present)

Marketing Science Institute Academic Trustee (1998-2004)

AiMark Academic Trustee (2009-present)

### Institutional

#### *Administrative Positions:*

Dean of Ph.D. Program, INSEAD (2001-2006)

Dean of Faculty, INSEAD (1995-2001)

INSEAD Foundation, Board Member (2001-2006)

INSEAD Foundation, Secretary (2011-present)  
The INSEAD-Wharton Alliance, Research Director (2001-2007)  
Alliance Center for Global Research and Development, Director (2001-2007)  
Sorbonne University, INSEAD Representative (2010-2018)  
Sorbonne University, Member of the Board of Associate Members (2010-2012)  
Sorbonne University Foundation, Member of the Board (2010-present)  
Sorbonne University, Member of the Academic Senate (2010-2017)  
Alliance Sorbonne Université, Committee of Members, INSEAD representative (2018-present)  
Alliance Sorbonne Université, Academic Council, INSEAD representative (2018-present)  
SATT LUTECHE, Member of the Board (2012-2015)  
INSEAD Marketing Area, Chair (2011-2014)

*Doctoral Dissertation and “Habilitation à Diriger des Recherches” Committees:*

Aiqing Ling (Marketing, INSEAD), Michael Smurfit School of Business,  
University College Dublin  
Virginie Pez, Président du Jury (Habilitation à Diriger des Recherches, Université  
Paris 2-Panthéon Asssas)  
Thomas Leclerc (Université Catholique de Louvain)  
Sylvie Roland (Habilitation à Diriger des Recherches, Université Paris Dauphine)  
Grégory Mugnier, Président du Jury (Aix-Marseille Université)  
Mbaye Fall Diallo (Habilitation à Diriger des Recherches, Université de Lille 2)  
Yolande Piris, Président du Jury (Habilitation à Diriger des Recherches,  
Université Panthéon-Assas)  
Julien Pierre Besnard (Université Paris 2-Panthéon-Assas)  
Philippe Taupin (Université Paris 6-Pierre et Marie Curie)  
Dai Yao, co-chair (Marketing, INSEAD), National University of Singapore  
Elodie Rivier Jouny (Université d’Orléans)  
Nathalie Fleck (Habilitation à Diriger des Recherches, Université Paris 1-  
Panthéon-Sorbonne)  
Florence Jeannot (Grenoble Universités)  
Niki Hynes (Habilitation à Diriger des Recherches, Université d’Auvergne)  
Christophe Haon (Habilitation à Diriger des Recherches, Université Pierre  
Mendes-France Grenoble 2)  
Marianela Fornerino (Habilitation à Diriger des Recherches, Université Pierre  
Mendes-France Grenoble 2)  
Isabel Verniers (University of Ghent, Belgium)  
Noël Albert (Université Pierre Mendes-France Grenoble 2)  
Jonas Hoffmann (Université Pierre Mendes-France Grenoble 2)  
Nadia Ben Lakhrech (Université Pierre Mendes-France Grenoble 2)  
Boris Bartikowski (Habilitation à Diriger des Recherches, Université d’Aix-  
Marseille)  
Cendrine Fons (Université d’Aix-Marseille)  
Rupinder Jindal (Marketing, INSEAD), University of Houston  
David Gotteland, (Habilitation à Diriger des Recherches, Université Pierre  
Mendes-France Grenoble 2)

Maria Galli (Marketing, INSEAD), Hong-Kong University of Science and  
 Technology  
 Sumitro Banerjee, Chair (Marketing, INSEAD), Syracuse University  
 David Gotteland, Président du Jury (Université Pierre Mendès-France Grenoble 2)  
 Frédéric Dalsace (Marketing, INSEAD), HEC  
 Anne-Laure Sellier (Marketing, INSEAD), London Business School  
 Emmanelle Le Nagard-Assayag, Président du Jury (Habilitation à Diriger des  
 Recherches, Université Paris Dauphine)  
 Vincent Onyemah (Marketing, INSEAD), Boston University  
 Jean Sylvie (Université Montpellier II)  
 Alberto Sa Vinhas (Marketing, INSEAD), Emory University  
 Sylvie Hollander-Chabi (U.F.R. de Sciences Economiques et de Gestion,  
 Université Louis Pasteur Strasbourg I)  
 Pamela Morrison (University of New South Wales, External Examiner)  
 Miklos Sarvary (Marketing, INSEAD), Stanford University  
 Douglas Bowman (Marketing, Wharton), Purdue University  
 Sea Jin Chang (Management, Wharton), N.Y.U.  
 Donna Green (Marketing, The University of Western Ontario, External Examiner)  
 Brian Becker (Decision Sciences, Wharton)  
 Gi-Taig Jung (Health Care, Wharton), Korea Institute of Health Services  
 Management  
 Steven Nako (Economics, Wharton)  
 Bente Lowendahl (Management, Wharton)  
 Jill Diplensky (Management, Wharton), Case Western University  
 Jin-Ho Kim (Marketing, Wharton)  
 Kristiaan Helsen (Marketing, Wharton), U. of Chicago  
 Pradeep Bansal (Marketing, Wharton), Bell Labs  
 Oliver Heil (Marketing, Wharton), Indiana University  
 Rabikar Chatterjee (Marketing, Wharton), U. of Michigan  
 Philip Parker, Advisor (Business Economics, Wharton), INSEAD  
 Steven Garrett (Operations Research, Wharton)  
 Marcia Flicker (Marketing, Wharton)

*Institutional Committees :*

*INSEAD Committees:*

Academic Committee/Committee of Deans, 1995-2006  
 Doctoral Committee (Chair), 2001-2006  
 Doctoral Committee (Member), 1994-1995  
 Area Coordinators Committee (Chair), 1995-2001  
 INSEAD-Wharton Alliance Executive Committee (Director), 2001-2007  
 Executive Committee, 1995-2003  
 Committee of Area Chairs, 2011-2014

*Wharton School Committees:*

Marketing Dept. Colloquium Committee (Coordinator), 1981-1983, 1991-1994  
 Marketing Dept. Doctoral Committee, 1983-1984, 1985-1987, 1989-1994  
 Marketing Dept. Computer Committee, 1984-1987  
 Marketing Dept. International Liaison, 1984-1986  
 Marketing Dept. Course Head BA 750 1982-1984

Marketing Dept. Curriculum Committee, 1985-1987  
Marketing Dept. MBA Student Liaison, 1985-1987  
Marketing Dept. Recruiting Committee, 1986-1987, 1991-1993, (chair 1989-1990)  
Marketing Dept. PR/Newsletter/Awards Committee (chair), 1993-1994  
Marketing Dept. Doctoral Program Coordinator, 1993-1994  
Wharton School International Committee, 1982-1983  
Wharton School Research Programs Policy Committee, 1991-1993  
Joint SAS-Wharton Degree Program Committee, 1992-1993  
Doctoral Executive Committee, 1993-1994

*External Advisory and Scientific Committees:*

Evaluation Committee, Rouen Business School (2010-2013)  
Scientific Committee, Rouen Business School (2010-2013)  
International Advisory Board, CERGAM Research Laboratory, Aix-Marseille Université (2012-present)  
Conseil de Perfectionnement, Master Management de l'Innovation, Université Pierre et Marie Curie, Sorbonne Universités (2012-2017)  
Evaluation panel member for SH1 Consolidator Grant, European Research Council (2013, 2015, 2017)  
President, Plagiarism Committee, Fondation Nationale pour l'Enseignement de la Gestion (FNEGE) (2013-present)

**External Consulting**

Dr. Gatignon has consulted and taught in executive programs for companies such as Bain & Co., Elf Atochem, General Electric, J. Walter Thompson, Philips Lighting, United Engineers and the World Bank.

**V. Awards, Honors and Grants**

**Awards**

2020 *INSEAD Award for Continued Outstanding Contribution to the PhD Program.*

2014 *EMAC Distinguished Marketing Scholar Award.*

1996 *Award for the best article in the 1986 volume of the Journal of International Business Studies ten years after its publication:* Anderson, Erin and Hubert Gatignon (1986), "Modes of Foreign Entry: a Transaction Cost Analysis and Propositions", *Journal of International Business Studies*, 17, 3 (Fall), 1-26.

*"Best Paper" Award* for EMAC 1995: Incumbent Defense Strategies Against New product Entry.

***Harold H. Maynard Award*** for the Journal of Marketing article that has made the most significant contribution to marketing theory and/or marketing thought in 1986.

Winner of the ***Marketing Science Institute Research Competition on International Marketing Strategy*** (1989) for research proposal "Can You Transfer Marketing Programs Internationally: Cross-Country Determinants of Marketing Mix Effectiveness" (with Piet Vanden Abeele).

### **Grants**

Huntsman Centre for Global Competition and Leadership, Wharton School, 1991-1994.

Marketing Science Institute Research Grant, 1989-1994.

Sabbatical Research Grant, The Wharton School, 1988-1989.

William H. Wurster Centre for International Business Studies, The Wharton School, 1985.

Center for Marketing Strategy Research, The Wharton School, 1981-1985.

Faculty Research Fund Grant, The Wharton School, 1984-1987.

### **Honors**

Highly Cited Researcher in Economics and Business Category by ISI Web of Knowledge, 2001 (<https://hcr.clarivate.com/resources/archived-lists/>)

European Marketing Academy Fellow

Biography included in the 25<sup>th</sup> Anniversary Edition of Who's Who in the World

Biography included in the Who's Who in France

## **VI. Personal Information**

Nationality/Citizenship: French

Language Fluencies: French, English - fluent

Date of Birth: September 26, 1950

Residence: 8 rue Emile Gilbert, 75012 Paris, France

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## **VII Contact Details**

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