

Chloé Vanasse

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EDUCATION

- HEC Montreal**, Montreal, Canada 2021–2025
Ph.D. in Marketing, GPA 4.13/4.30
Dissertation proposal accepted, expected completion – Fall 2025
- Southern Methodist University**, Dallas, the United States | **HEC Montreal**, Montreal, Canada 2019–2020
Master in International Arts Management, *Double diploma with the participation of SDA Bocconi, Milan, Italy*
- University of Sherbrooke**, Sherbrooke, Canada 2016- 2019
Bachelor in Accounting, COOP Program
- Bishop's University**, Sherbrooke, Canada 2015–2016
Art Administration, COOP Program

PUBLICATIONS

Peer-reviewed publications:

1. Carrillat, F., Plewa, C., Pupovac, L., **Vanasse, C.**, Wilmott, T., Legoux, R., and Napolova, E., (2024), “Can Consumers’ Altruistic Inferences Solve the CSR Initiative Puzzle? A Meta-analytic Investigation”, *Journal of Business Ethics*, doi: 10.1007/s10551-024-05704-0

Work under review:

1. **Vanasse, C.**, Legoux, R., and Carrillat, F., *[Title Redacted]*, currently under 2st—round revise and resubmit at the *Journal of the Academy of Marketing Science*

Selected works in progress:

1. **Vanasse, C.**, Carrillat, F., Legoux, R., and Hadida, A., “The Where and How of Quality Signals: A Meta-Analysis of the Effect of Star Power on Movie Performance in International Markets”, *Ready for submission*
2. **Vanasse, C.**, Carrillat, F., Legoux, R., “Beyond recognition: the full value of awards on sales to consumers and intermediaries”, *ready for submission pending final edits*
3. **Vanasse, C.**, Grégoire, Y., Legoux, R., and Carrillat, F., “Crashing the tread: An investigation of public sentiment & stock response toward corporate apologies”, *data analysis completed*
4. **Vanasse, C.**, Legoux, R., “Mapping the economic impact of trade fairs: a dynamic perspective on event-based phenomena”, *data analysis completed*

Refereed conference presentations:

1. *(Coming up)* **Vanasse, C.**, Grégoire, Y., Carrillat, F., “Crashing the Thread: An Investigation of Public Sentiment & Stock Response toward Corporate Apologies”, *2025 Service in Frontiers Annual Conference*
2. **Vanasse, C.**, Grégoire, Y., Carrillat, F., (2025), “Crashing the Thread: An Investigation of Public Sentiment & Stock Response toward Corporate Apologies”, *2025 AMS Annual Conference*
3. **Vanasse, C.**, Carrillat, F., Hadida, A., Legoux, R., (2024), “The Where and How of Quality Signals: A Meta-Analysis of the Effect of Star Power on Movie Performance in International Markets”, *17th international conference on Arts and Cultural Management AIMAC Conference*
4. **Vanasse, C.**, Carrillat, F., Legoux, R., (2024), “The Effect of Symbolic Special-Day Promotions on Product Sales: The Case of Books in Quebec”, *2024 AMA Winter Academic Conference*

AWARDS AND RECOGNITIONS

Awards & Scholarships:

- 2023- Leadership scholarship, *HEC Montreal*, \$2,000: awarded to students who have distinguished themselves through significant community involvement
- 2022- Excellence scholarship, *Fondation J. Armand Bombardier*, \$6,000: awarded to two doctoral students each year for academic excellence
- 2021- In-program scholarship, *HEC Montreal*, \$20,000 per year (2021-2025), exemption of tuition fees and \$5,000 CAD in research funding
- 2019- In-program scholarship, *Southern Methodist University*, \$15,000 US
- 2015- Excellence scholarship, *Bishop's University*, \$3,500

National Research Fellowships:

- 2023-2026 Canada Graduate Scholarship (CGS D), *Social Science and Humanities Research Council of Canada (SSHRC)*, \$113,333 (ranked 14 out of 146 in my category)
- 2022–2025 Doctoral Fellowships, *Fonds de Recherche du Québec (FRQ)*, \$84,000 (2023-2025 : \$63,000 declined)

Research Grants:

- 2024–2025 Mitacs Accelerate Fellowship, *Mitacs*, \$15,000: granted funding to support my research project conducted in collaboration with industry partners
- 2023–2024 Mitacs Accelerate Fellowship, *Mitacs*, \$30,000: granted funding to support my research project conducted in collaboration with industry partners

RESEARCH EXPERIENCE

AQSL, Research Consultant, Montreal 2025-2025

- Independent research contract with industry partner to examine the effect of book fairs on sales for eight geographical clusters.

HEC Montréal, Research assistant, Montreal 2021-2025

- Ongoing presentation for the Marketing Research Participation Program (MRPP) to undergraduate students
- Ongoing management of the research platform and assistance to participants and researchers

Mitacs Accélération, Research Intern, Montreal 2022-2025

- Industry collaboration with “*La Société de gestion de la Banque de titres de langue française*” (BTLF), *Synapse C*, and “*L’association québécoise des salons du livre*” (AQSL), funded by Mitacs Accélération

Chaire des commerces Omer Deserres, Research Assistant, Montreal 2022-2024

- Assisted in the preparation of several expert reports for consumer protection attorneys
- Analyzed sales promotions, advertising campaigns and marketing practices to assess compliance with consumer protection laws

Group for Research in Decision Analysis (GERAD), Research Assistant, Montreal 2023-2023

- Data collection for a literature review on operations research in marketing

TEACHING & MENTORING EXPERIENCE

HEC Montréal, Lecturer (*full course*), Montreal

- *Introduction au marketing* (BBA) Fall 2025
- *Introduction au marketing* (BBA) Winter 2025
- *Introduction au marketing* (BBA) Fall 2024

HEC Montréal (Qc), School Ambassador, Montreal	2022-2024
<ul style="list-style-type: none"> • Mentor for fellow Ph.D. students applying for grants from funding agencies • Ambassador for prospective Ph.D. students, promotes the research program and addresses inquiries to facilitate informed decision-making 	
HEC Montréal, Teaching assistant, Montreal	2021-2025
<ul style="list-style-type: none"> • <i>Analyse des bases de données en marketing</i> (MSc) • <i>Deployment of tactics in marketing</i> (MBA) / <i>Déploiement de tactiques en marketing</i> (MBA) • <i>Strategic Marketing</i> (MBA) / <i>Marketing stratégique</i> (MBA) • <i>Marketing des arts et de la culture</i> (BBA) • <i>Le marketing des organismes culturels</i> (Graduate diplomas) 	
PricewaterhouseCoopers, Experience Senior Associate, Montreal	2020-2021
<ul style="list-style-type: none"> • Acting manager on several audits where I supervised, trained, and mentored junior associates and interns • Led onboarding workshops for new hires 	
Université de Sherbrooke, Academic Coach, Sherbrooke	2019-2019
<ul style="list-style-type: none"> • Supervision of teams for strategic case studies in undergraduate competitions 	

PROFESSIONAL EXPERIENCE

PricewaterhouseCoopers, Assurance Associate (external Auditor), Montreal	
<i>Experience Senior Associate</i>	2020–2021
<i>Experience Associate</i>	2018–2019
<i>Associate</i>	2017–2018
Parks Canada, Summer Marketing Intern, Montreal	2016–2016

MEDIA MENTIONS

La Presse, Prix littéraires- Un avant et un après	2024-11-23
ActuaLitté, Les prix littéraires, un véritable levier pour les ventes	2024-10-19
Les libraires, L'influence d'un prix	2024-10-21
Le Devoir, Les prix littéraires dopent bel et bien les ventes	2024-10-23
Éditions Actu, Les prix littéraires, un levier puissant pour dynamiser les ventes	2024-10-23

SERVICE

Ad Hoc Reviewer :

- Journal of International Business Studies

VOLUNTEERING & OTHER DEVELOPMENTS

Fondation Mères avec Pouvoir (Qc), member of Cercle de Jeunes Philanthropes	2021-
<ul style="list-style-type: none"> • Role: Customer experience and relation management (donors, sponsors, event partners) • Other tasks: Event planning and event coordinator, fundraising activities and ambassador • Raised up to \$70,000 in net revenue at the last event, and up to \$24,813 in personal fundraising activities 	
Deep Vellum (TX), Consulting project for a small cultural organisation	2019-2019

SKILLS

- **Software proficiency:** Python3, R, SPSS, SAS, MySQL, MS Office, Tableau, Oracle, Alteryx, Bloomberg, Acomba
- **Accounting knowledge:** US GAAP principles, Audit reporting, SAP expertise, trend analysis

LANGUAGES AND CITIZENSHIPS

- **Languages:**
 - French- first
 - English- fluent
 - Italian- elementary
- **Citizenships:** Canadian, Belgian (EU)