ANNE-SOPHIE CHAXEL

HEC Paris - Building W1, Room 307
1 Rue de la Liberation – 78351 Jouy-en-Josas Cedex - France
Email: chaxel@hec.fr – Tel : +33 6 23 44 58 52 – www.aschaxel.com

ACADEMIC EMPLOYMENT

2019 – Present: HEC Paris, France
Associate Professor of Marketing

2015 – 2019: Virginia Tech, Falls Church, VA, USA
Assistant Professor of Marketing

2012 – 2015: McGill University, Montreal, Canada
Assistant Professor of Marketing

EDUCATION

Cornell University, The Johnson School of Management
Ph.D., Management (2012)
Specialization in Judgment and Decision-Making from the Behavioral Economics and Decision Research Center (BEDR)
Dissertation Chair: J. Edward Russo

Paris-Dauphine University
Master in Research Methods (2007)

HEC Paris
Grande Ecole Program - Marketing Major (2005)

HONORS AND GRANTS

Vernimmen Teaching Award Finalist, HEC Paris (2026)
Poets and Quants, 40 under 40 MBA Profs (2021)
Vernimmen Teaching Award Recipient, HEC Paris (2020)
Marketing Science Institute Young Scholar (2019)
Certificate of Teaching Excellence (2018-2019)
Research Grant, Danone Institute of Canada (2013)
AMA-Sheth Foundation Doctoral Consortium Fellow (2011)

RESEARCH INTERESTS

Misinformation & Belief Formation – Trust in Information Ecosystems – Polarization & Public Discourse – AI-Mediated Information Consumption

PUBLICATIONS

1. Kaya, Ayse Aylin, Sandra Laporte, Tom Van Laer and Anne-Sophie Chaxel (conditionally accepted), "The TRUE Story: Testing Narrative Approaches to Fact-Checking," *Journal of Public Policy and Marketing*

2. Russo, J. Edward and A. Sophie Chaxel (forthcoming). "The Predecisional Distortion of Information." In Evan A. Wilhelms and Valerie F. Reyna (eds.), *Neuroeconomics, Judgment, and Decision Making (book chapter).* New York, NY: Psychology Press

3. Van Laer, Tom and Anne-Sophie Chaxel (2026), "From Storytelling to Truth-Telling: Narrative Integrity in Science Communication," *Science Communication (commentary)*

4. Linares, Claire and Anne-Sophie Chaxel (2026), "How Institutional Distrust Breeds One-Sided Leadership: A Consistency-Based Account," *Journal of Personality and Social Psychology*

5. Chaxel, Anne-Sophie (2022), "How Misinformation taints our Belief System: A Focus on Belief Updating and Relational Reasoning," *Journal of Consumer Psychology (research dialogue),* 32 (2)

6. Chaxel, Anne-Sophie and Sandra Laporte (2021), "Distortion of Truth Judgments in the Context of COVID-19," *Journal of the Association for Consumer Research,* 6(1)

7. Chaxel, Anne-Sophie, Vivian Xie and Catherine Wiggins (2018), "The Impact of Future Time Perspective on Confirmatory Information Processing," *Organizational Behavior and Human Decision Processes*, 149

8. Chaxel, Anne-Sophie, and Yegyu Han (2018), "Benefiting From Disagreement: Counterarguing Reduces Prechoice Bias in Information Evaluation," *Journal of Consumer Psychology,* 28(1)

9. Russo, J. Edward and A. Sophie Chaxel (2017). "Cognitive Consistency Theories." In *Oxford Bibliographies in Psychology (book chapter).* Ed. Dana S. Dunn. New York: Oxford University Press

10. Chaxel, A. Sophie (2016), "Why, When, and How Personal Control Impacts Information Processing: A Framework," *Journal of Consumer Research,* 43(1)

11. Chaxel, A. Sophie (2015), "How do Stereotypes Influence Choice?" *Psychological Science,* 26(5)

12. Chaxel, A. Sophie, J. Edward Russo and Catherine Wiggins (2015), "A Goal-Priming Approach to Cognitive Consistency: Applications to Judgment," *Journal of Behavioral Decision Making,* 29(1)

13. Chaxel, A. Sophie (2015), "The Impact of a Relational Mindset on Information Distortion," *Journal of Experimental Social Psychology,* 60.

14. Chaxel, A. Sophie and J. Edward Russo (2014). "Cognitive Consistency: Cognitive and Motivational Perspectives." In Evan A. Wilhelms and Valerie F. Reyna (eds.), p 29-49, *Neuroeconomics, Judgment, and Decision Making (book chapter).* New York, NY: Psychology Press.

15. Chaxel, A. Sophie (2013), "The Impact of Procedural Priming of Selective Accessibility on Self-generated and Experimenter-provided Anchors," *Journal of Experimental Social Psychology*, 50, 45-51.

16. Chaxel, A. Sophie, J. Edward Russo and Neda Kerimi (2013), "Preference-Driven Biases in Consumer Search and Evaluation of Product Information," *Judgment and Decision-Making*, 8 (5)

17. Russo, J. Edward and Anne-Sophie Chaxel (2010), "How Persuasive Messages Can Influence Choice without Awareness," *Journal of Consumer Psychology,* 20, 338-342.

ONGOING PROJECTS

Norotte, Y., Chaxel, A.-S., & Laporte, S. (under review). From Mere plausibility to Truth: The Rabbit Hole of Misinformation. Under second round revision, *Journal of Experimental Psychology: Applied.*

Ding, Y., Chaxel, A.-S., Dew R., Jun Y., Kyung E., Lane G., Martel C., Moorman C., Pei Y., Rao A., Sen A., Simonov A., Song L., Sun J., Zhang E. (ongoing). Restoring Consumer Agency in the Age of Generative AI: The BUFFER Framework for Information Consumption, *Conceptual paper arising from the 13th Triennial Invitational Choice Symposium, Vail, CO.*

Bublitz, A., Chaxel, A.-S., Johar, G., & Laporte, S. (ongoing, alphabetical order). Bridging the Trust Gap: Enhancing Scientific Communication to Build Public Trust.

Algan, Y., Anderson C., & Chaxel, A.-S. (ongoing, alphabetical order). Hope in Political Messages: Consequences for Information Engagement and Public Discourse.

Algan, Y., Chaxel, A.-S., Johar G. & Kaya, A. (ongoing, alphabetical order). Anger and the Democratic Mind: Consequences and Remedies.

VISITS AT ACADEMIC INSTITUTIONS

London Business School, Spring 2027	*Sabbatical visit, host: Jonathan Berman*
INSEAD, Fall 2026	*Sabbatical visit, host: Pierre Chandon*
University of Toronto, Rotman, Fall 2026	*Sabbatical visit, host: Cindy Chan*
Northwestern University, Kellogg, Fall 2026	*Sabbatical visit, host: Rima Toure Tillery*
Columbia University, Fall 2026	*Sabbatical visit, host: Gita Johar*
Rotterdam School of Management, Spring 2022	*Research seminar*
HEC Paris, Fall 2018	*Research seminar*
Cornell University, Fall 2017	*Research seminar*
Northwestern University, Kellogg, Fall 2016	*Research seminar*
Virginia Tech, Fall 2014	*Research seminar*
McGill University, Fall 2011	*Job talk*
Pompeu Fabra, Fall 2011	*Job talk*
IE Business School, Fall 2011	*Job talk*
Bocconi, Fall 2011	*Job talk*
UNSW, Fall 2011	*Job talk*

CONFERENCES

Linares, Claire and Anne-Sophie Chaxel* (September 2026), "Societal Shifts: How Institutional Distrust Influences Leadership Preferences", Association for Consumer Research, Chicago

13th Triennial Invitational Choice Symposium, Vail, CO (August 2026), Research Consortium Working Group on Information Consumption (Ding, Y., Chaxel, A.-S., Dew R., Jun Y., Kyung E., Lane G., Martel C., Moorman C., Pei Y., Rao A., Sen A., Simonov A., Song L., Sun J., Zhang E.)

Yvan Norotte, Chaxel, A. Sophie*, and Sandra Laporte (June 2026) - "Bridging Divides: How Debates Can Help Reduce Belief Dissension", EMAC, Bath

Linares, Claire and Anne-Sophie Chaxel* (June 2026), "Societal Shifts: How Institutional Distrust Influences Leadership Preferences", Association for Psychological Science, Barcelona

Yvan Norotte, Chaxel, A. Sophie, and Sandra Laporte* (October 2025) - "From Mere Plausibility to Truth: The Rabbit Hole of Misinformation", Association for Consumer Research, Washington DC

Yvan Norotte, Chaxel, A. Sophie, and Sandra Laporte* (October 2025) - "Bridging Divides: How Debates Can Help Reduce Belief Dissension", Association for Consumer Research, Washington DC

Yvan Norotte*, Chaxel, A. Sophie, and Sandra Laporte (February 2025) - "From Mere Plausibility to Truth: The Rabbit Hole of Misinformation", Society for Consumer Psychology, Las Vegas, *Awarded the Best Special Session Award of the SCP Conference (session chair: Andrea Bublitz)*

Sumitra Auschaitrakul, Hao Zhang* and A. Sophie Chaxel (February 2024) - "When do Transparent Product Designs increase Willingness to Pay?", Society for Consumer Psychology, Nashville

Zhang, Hao* and A. Sophie Chaxel (February 2024) – "Consumers reactions to AI Exploratory Recommendations", Society for Consumer Psychology, Nashville

Linares, Claire* and A. Sophie Chaxel (February 2022)- "Distrust Towards Institution Increases Self-Control: An Explanation through Reduced Feelings of Conflict", Society for Consumer Psychology, Online

Linares, Claire and A. Sophie Chaxel* (October 2021)- "Distrust Towards Institution Increases Self-Control: An Explanation through Reduced Feelings of Conflict", Association for Consumer Research, Online

Chaxel, A. Sophie* and Sandra Laporte (April 2020), "Distortion of Truth Judgments in the Context of COVID-19", Northwestern Kellogg Online Webinar

Chaxel, A. Sophie, Yegyu Han*, Dahee Han and J. Edward Russo (June 2019), "Distrust Lowers Attitudinal Ambivalence: Why Watching Watching Fox News Triggers More Extreme Attitudes", La Londe Conference, La Londe Les Maures

Chaxel, A. Sophie, Yegyu Han*, Dahee Han and J. Edward Russo (February 2019), "Distrust Lowers Attitudinal Ambivalence: Why Watching Watching Fox News Triggers More Extreme Attitudes", Society for Consumer Psychology, Savannah, GA

Chaxel, A. Sophie* and Yegyu Han (September 2017), "The Silver-Lining of Distrust: The Reduction of Cognitive Consistency," Decision Science Institute Conference, Washington DC

Chaxel, A. Sophie* (October 2015), "Reconciling Facts and Beliefs: The Impact of Personal Control Threats on Product Information Processing, " Association for Consumer Research, New Orleans

Chaxel, A. Sophie* (October 2013), "The Impact of Procedural Priming of Selective Accessibility on Self-generated and Experimenter-provided Anchors," Association for Consumer Research, Chicago

Chaxel, Anne-Sophie*, and Catherine Wiggins (February 2013), "The Influence of Associative Reasoning on Consumer Biases", SCP Conference, San Antonio

Chaxel, Anne-Sophie, J. Edward Russo*, and Catherine Wiggins (Fall 2013), "The Desire for Cognitive Consistency as a Driver of Multiple J/DM Phenomena", NYU Stern

Chaxel, Anne-Sophie, J. Edward Russo*, and Catherine Wiggins (June 2012) "The Desire for Cognitive Consistency as a Driver of Multiple J/DM Phenomena", Behavioral Decision Research in Management Conference, Leeds School of Business, Colorado

Chaxel, Anne-Sophie and J. Edward Russo* (May 2012), "The Desire for Cognitive Consistency as a Driver of Multiple J/DM Phenomena", Decision Research Workshop at the University of Bolton

Chaxel, Anne-Sophie* and J. Edward Russo (January 2011), "The Goal of Consistency as a Cause of Biases in Consumer Decision-making", European Marketing Trends Conference

Chaxel, Anne-Sophie and J. Edward Russo* (November 2010), "Priming Consistency: A Methodology", Society for Judgment and Decision-Making

TEACHING EXPERIENCE (HEC PARIS ONLY)

AT EXECUTIVE EDUCATION LEVEL

Optimizing Managerial Decision-Making, Custom Program, 2021 – ongoing
Building a Customer-Centric Marketing Strategy, Online Short Program, 2024 – 2026
Building Brands People Understand, Love, and Live: The Behavioral Science of Branding, Custom Program, 2025-ongoing

Selected custom programs:

- Colas
- ATOS
- EPL
- Vinci
- First Finance
- FEDESAP
- Club ETI
- ICBS
- BRED
- Schneider Electric
- Pernod Ricard
- Philip Morris International

AT EXECUTIVE MBA LEVEL

Marketing Core Course, 2019- 2021
Digitalization of Half of the Marketing Core Course, 2020-2021
How to write a Marketing Plan, 2019 – 2020, on-demand course

AT MBA LEVEL

Marketing Core Course, 2020-2026
Branding, Spring 2020 – 2021 (elective); Fall 2021 – 2024 (Marketing Specialization)
Advanced Marketing Strategy (elective), Spring 2020
Marketing Backbone Course (Marketing Specialization), Fall 2019

AT PHD LEVEL

Consumer Behavior, 2026-ongoing
Frontiers in Marketing Research, Judgment and Decision-Making session, 2019 - ongoing

AT GRAND ECOLE LEVEL

Marketing Management, forthcoming, from Spring 2028

SERVICE (HEC PARIS ONLY)

ACADEMIC PROGRAM LEADERSHIP

Executive Education Marketing Programs Coordinator (2024–present)
Marketing Track Coordinator, Global Executive Master in Management (GEMM; 2024–present)
Track Coordinator, MBA Marketing Specialization (2022–2025)
Course Coordinator, Marketing Core Course, Executive MBA (2020–2023)

INSTITUTIONAL SERVICE

Tenure and Promotion Committee Member (2020–2022, 2024–2026)
    Tenure Track Faculty Reviews
    Education Track Faculty Reviews
MBA Curriculum Review Committee Member (2023–2025)
IRB Committee Member (2025–2026)
Faculty Representative, MBA Program Audit Roundtable (2025)
Faculty Representative, GREGHEC Audit Roundtable (2025)
Sustainable Campus Committee Member (2022–2024)
Student Disciplinary Hearings, Grande École and MBA Programs (2024, 2026)
MBA Jury Member (2021–2023)

MENTORING AND COMMUNITY BUILDING

Mentor for New Faculty Members (2024–2026)
    Lisa Baudot, Accounting Department
    Charleen Case, Management and Human Resources
Onboarding of New Faculty Members and "Meet 2 Profs" for staff members (2023, 2026)
Creation of Teaching Training Videos for New Faculty Members (2023)

EXTERNAL REPRESENTATION AND OUTREACH

Masterclass at the request of the MBA Program, World Knowledge Forum, Seoul, South Korea (September 2024)
Masterclass at the request of Executive Education Programs, Executive Education Open House, Paris (October 2024)
Online Masterclass on Customer Centricity for Executive Education Programs (2024)
Online Masterclass on Decision Making for HEC Alumni UK (2021)
Board Member, HEC Alumni Marketing & Media Hub (2022–2026)
Organization of Marketing Day on campus, in partnership with HEC Alumni, for students across all programs interested in marketing careers (2023–2025)
Jury Member, HEC Alumni Marketing Hub "Prix de l'Audace" (2023–2025)
Égalité des Chances – Webinars on Marketing Careers (2020–2021)
YouTube Live Webinar on Decision Making and COVID-19 for HEC Alumni (2020)
Zoom Sessions Supporting Student Well-Being During the COVID-19 Lockdown (2020)

STUDENT SUPERVISION

PhD Main Advisor (2020–2025):
Hao Zhang (Postdoctoral Fellow, Texas A&M University, USA)
Yvan Norotte (Postdoctoral Fellow, University of Neuchâtel, Switzerland)
PhD Committee (2020–2026):
Mariia Lobanova
Laura Hoeger
Ayse Aylin Kaya
Supervision of 5+ MBA Projects and 15+ MSc Thesis Students in the Grande École Program (2019–2022)

MARKETING DEPARTMENT SERVICE

Head of the Marketing Recruiting Committee (2024)
Marketing Recruiting Committee Member (2021, 2022)
Tenure Committee Member, Marketing Department (2020)
Coordinator, Marketing Department Seminar Series (2020–2022)
Organization of the Marketing Camp (2020–2022)
Marketing MSc Interviewer (2020–2024)
Jury Member, VLAMM Festival, Marketing Core Course, Grande École Program (2021)

FIELD

Editorial Review Board
The Journal of Consumer Research (JCR, 2025 and onward)
The Journal of Consumer Psychology (JCP, 2026 and onward)

Journal Reviewer (ad hoc)
Journal of Experimental Psychology: General
Organizational Behavior and Human Decision Processes
Psychological Science
Journal of Experimental Social Psychology
Management Science
Judgment and Decision-Making
Journal of Personality and Social Psychology
Journal of Business Research

Association for Consumer Research Conference, 2019 - 2025
Member of the Organizing Committee of the Doctoral Consortium, Paris 2025
Member of the Program Committee (every year)

Society for Consumer Psychology, 2022
Track Chair

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
American Marketing Association (AMA)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision-Making (SJDM)
Association for Psychological Science (APS)