

ANNE-SOPHIE CHAXEL

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

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)

Paris-Dauphine University

Master in Research Methods (2007)

HEC Paris

Grande Ecole Program - Master in Management, Marketing Major (2005)

HONORS AND GRANTS

Poets and Quants, 40 under 40 (2021) – Awarded to the best MBA professors
worldwide

Vernimmen Teaching Award, HEC Paris (2020) – Awarded to the best professor
across departments and across BUs

Marketing Science Young Institute Scholar (2019) – Awarded every two years to the
30 most promising young scholars worldwide

Departmental Recipient of the Pamplin Certificate of Teaching Excellence (2018-
2019)

Research Grant (\$20,000 for 2 years), Danone Institute of Canada, “Highlighting,
Bridging and Leapfrogging Conflicting Beliefs: New Strategies to Promote
Nutritious Food”, Co-PI with Yu Ma and Laurette Dubé (2014)

AMA-Sheth Foundation Doctoral Consortium Fellow (2011)

RESEARCH INTERESTS

Consumer Choice Processes
Biases in Judgment and Decision-Making
Distortion of Information
Truth Judgments

PUBLICATIONS

Chaxel, Anne-Sophie and Sandra Laporte (2020), "Distortion of Truth Judgments in the Context of COVID-19" – *Journal of the Association for Consumer Research*, 6(1).

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, 35-46.

Chaxel, Anne-Sophie, and Yegyu Han (2018), "Benefiting From Disagreement: Counterarguing Reduces Prechoice Bias in Information Evaluation" - *Journal of Consumer Psychology*, 28(1), 115-129.

Chaxel, A. Sophie (2016), "Why, When, and How Personal Control Impacts Information Processing: A Framework" - *Journal of Consumer Research*, 43(1), 179-197.

Chaxel, A. Sophie (2015), "How do Stereotypes Influence Choice?" - *Psychological Science*, 26(5), 641-645.

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), 37-51.

Chaxel, A. Sophie (2015), "The Impact of a Relational Mindset on Information Distortion," *Journal of Experimental Social Psychology*, 60, 1-7.

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.

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), 561-576.

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

BOOK CHAPTERS

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

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*. New York, NY: Psychology Press.

RESEARCH IN PROGRESS

With Dahee Han, Yegyu Han, and Claire Linares – Distrust Towards Institutions Reduces Attitudinal Ambivalence

With Paloma Sendagorta and Sandra Laporte – The Impact of Uncertainty on Truth Distortion

With Yvan Norotte and Sandra Laporte – The Impact of CEO Social Activism on Corporate Brand Judgments

With Sumitra Auschaitrakul – Transparency and Morality Transfer: the Role of Agency

With Hao Zhang – Self-other discrepancies in algorithm aversion

With Eugenia Wu – Religiosity and consumer information processing

CONFERENCES

Chaxel, A. Sophie* and Sandra Laporte, “Distortion of Truth Judgments in the Context of COVID-19”, Kellogg Webinar on COVID, December 2020

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

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

Chaxel, A. Sophie* and Yegyu Han, “The Silver-Lining of Distrust: The Reduction of Cognitive Consistency,” Decision Science Institute Conference, Washington DC, August 2017

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

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

Chaxel, Anne-Sophie*, and Catherine Wiggins, “The Influence of Associative Reasoning on Consumer Biases”, SCP Conference, San Antonio, March 2013.

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

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

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

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

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

Russo, J. Edward and Anne-Sophie Chaxel*, “How Persuasive Messages Can Influence Choice without Awareness”, European Marketing Trends Conference, January 2009

Russo, J. Edward and Anne-Sophie Chaxel*, “How Persuasive Messages Can Influence Choice without Awareness”, Association for Consumer Research (working paper session), October 2008

Bour, Stephanie, Pierre Volle and Anne-Sophie Chaxel*, “Understanding the Consequences of the Feeling of Betrayal on Consumer Behavior”, French Marketing Association Conference, May 2007

TEACHING EXPERIENCE

AT EXECUTIVE EDUCATION LEVEL

Managerial Judgment and Decision Making, HEC Paris (2021)

AT EXECUTIVE MBA LEVEL

Marketing Core Course, HEC Paris (2019-2022)

Digitalization of Half of the Marketing Core Course, HEC Paris (2020-2021)

How to write a Marketing Plan, HEC Paris (2019 - 2020) – On-demand 1-day course

AT MBA LEVEL

Marketing Core Course, HEC Paris (2020-2022)

Branding (elective), HEC Paris (Spring 2020, 2021, Fall 2021)

Advanced Marketing Strategy (elective), HEC Paris (Spring 2020)

Marketing Backbone Course (Marketing Specialization), HEC Paris (Fall 2019)

Marketing Core Course, Virginia Tech (Fall 2017 & Fall 2018)

AT MASTER LEVEL

Marketing Management, Cornell University (Spring 2012)

AT UNDERGRADUATE LEVEL

Marketing Management, McGill University (Fall 2012 & Fall 2013)

Marketing Communication, Virginia Tech (Spring 2016 & Spring 2017)

PROFESSIONAL SERVICE

FIELD

Association for Consumer Research Conference, 2019, 2020
Member of the Program Committee

Editorial Review Board
Recherche et Applications en Marketing (RAM France)

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

Conference Reviewer
The Association for Consumer Research
The Society for Consumer Psychology
Lalonde Conference

HEC PARIS

Course Leader (2020 -)
Marketing Core Course, Executive MBA

Tenure and Promotion Committee (2020-)
Tenure Track Faculty
Education Track Faculty

Tenure Committee Member (Spring 2020)
Daniel Halbbeer

PhD Supervisor (2020-)
Hao Zhang, Paloma Sendagorta, Yvan Norotte

VIRGINIA TECH

Diversity and Inclusion Committee Member (2016 -2019)

Member of Shark Tank Jury for prospective minority students (2017)

PhD Committee Member (2016 -2020)

Daniel Villanova, Yegyu Han, Vivian Xie, Dwayne McGraw, Stephen Juma

Undergraduate Assurance of Learning Reviewer for written (2016) and oral (2017) presentations

Undergraduate Awards Committee (2015-2016)

Technology Committee (2015-2016)

MCGILL UNIVERSITY

PhD Committee Member

Zachary Mendenhall, Sumitra Auschaitrakul, and Hajar Fatemi

Course Coordinator

Marketing Management, McGill U. (Fall 2013 & 2014)

Undergraduate Program Committee Member (2012-2014)

Valedictorian Selection Committee Member (2013)

Marketing Concentration & Major Redesign Team Member (2012-2014)

Scholarship Files Reviewer (2012-2014)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision-Making (SJDMM)

Association for Psychological Science (APS)