

ANNE-SOPHIE CHAXEL

HEC Paris
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1 Rue de la Liberation – 78351 Jouy-en-Josas Cedex - France
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ACADEMIC POSITIONS

HEC Paris

Associate Professor of Marketing (2019 & onwards)

Pamplin College of Business, Virginia Tech

Assistant Professor of Marketing (2015 - 2019)

Desautels Faculty of Management, McGill University

Assistant Professor of Marketing, McGill University (2012 – 2015)

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

HEC Vernimmen Teaching Award (2019-2020), awarded to the best professor of the year across disciplines and across programs (student vote)

Marketing Science Young Institute Scholar (2019), awarded every two years to the 20 most promising young scholars worldwide

Departmental Recipient of the Pamplin Certificate of Teaching Excellence (2018-2019), awarded to best professor of Marketing

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

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* (Special Issue on COVID)

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.

CONFERENCES

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

INVITED TALKS

HEC Paris – 2018	Virginia Tech – 2014
INSEAD- 2018	McGill University, Pompeu Fabra, IE
Cornell University – 2017	Business School, Bocconi, ESCP, UNSW
Northwestern University, Kellogg – 2016	– 2012

TEACHING EXPERIENCE

AT MBA LEVEL

Branding (elective), HEC Paris (Spring 2020)
Rating: 4.44/5

Advanced Marketing Strategy (elective), HEC Paris (Spring 2020)
Rating: 4.45/ 5

Marketing Capstone Course (Marketing Specialization), HEC Paris (Fall 2019)
Rating: 4.65/5

Marketing Management (Core Marketing Course), Virginia Tech (Fall 2017 & Fall 2018)
Rating: 5.6/6 (both semesters)

AT EXECUTIVE MBA LEVEL

How to write a Marketing Plan, HEC Paris (2019 - 2020) – Independent Extra Full Day, repeated twice (on-demand course)
Rating: 4.61/5

Marketing and Digital Transformation, HEC Paris (2019-2020), Day 1 of 6 Days in the Marketing Module, repeated 3 times (out of 5 scheduled, 2 delayed because of COVID)
Average Rating: 4.24 /5

AT MASTER LEVEL

Marketing Management, Cornell University (Spring 2012)

Rating: 4.6/5

AT UNDERGRADUATE LEVEL

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

Average Rating: 4.4/5

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

Average Rating: 5.4/6

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

Marketing Course Coordinator (2020-2021)
Executive MBA

Tenure Committee Member (Spring 2020)
Daniel Halbheer

PhD Supervisor
Olivia Huang (2019-2020)
Hao Zhang (2020-2021)
Paloma Sendagorta (2020-2021)

Supervision of 13 Master Theses (2019-2020)
Six students in Strategy Specialization
Seven students in Marketing Specialization

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

Website Design Committee (2015-2016)

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)