

JEAN-FRANÇOIS BÉLISLE

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EDUCATION

Ph.D. in Marketing – McGill University Minor: Statistics	Expected for 2012
Ph.D. Student in Marketing – Concordia University	2007 – 2009
Award of Achievement in Web Analytics– University of British Columbia	2008 – 2009
M.Sc. in Marketing – HEC Montréal “With great distinction” mention	2005 – 2007
B.Sc. in Economics – Université de Montréal Public finance & econometrics option (“with great distinction” mention)	2002 – 2005
DSC in Business Administration – Collège de Bois-de-Boulogne 5 mathematics courses	2000 – 2002

HONORS AND AWARDS

Desautels Faculty Scholarship – McGill University	2009-2012
Acceleration Scholarship – HEC Montréal	2008
Fonds Québécois de la recherche sur la société et la culture (FQRSC)	2007-2010
Excellence Scholarship in innovation and creativity from the Fondation Benoit-Duchesne	2007
Social Sciences and Humanities Research Council of Canada (SSHRC)	2006-2007
Excellence Graduate entrance Scholarship - HEC Montréal	2005-2006
Center for Interuniversity Research and Analysis on Organizations (CIRANO)	2005
Excellence Undergraduate entrance Scholarship - Université de Montréal	2002-2003

Other distinctions:

"With great distinction" mention for academic results” – Concordia University	2008-2009
"With great distinction" mention for academic results” – HEC Montréal	2005-2007
Dean’s Honor List (“With great distinction” mention”) – Université de Montréal	2003-2005

RESEARCH INTERESTS

Substantive: Internet Marketing, Word-of-Mouth Marketing, Social Networks, Diffusion Processes, Advertising.

Methodological: Econometric Modeling, Measurement and Factor Analysis, Structural Equation Modeling (SEM), Multiple Cause Multiple Indicators (MIMIC) Modeling.

RESEARCH PAPERS

Manuscripts under review

- (1) Bélisle, Jean-François and H. Onur Bodur. "Avatars as Information: Perception of Consumers Based on Their Avatars in Virtual Worlds." Conditionally accepted in *Psychology & Marketing*.

Book Chapters

- (1) Bélisle, Jean-François (2007). "Perception in Virtual Worlds: Personality Impressions Based on Avatars in Second Life", *M.Sc. Thesis*. HEC Montréal, Montréal, Canada.

Professional Publications

- (1) Bélisle, Jean-François, Germain Belzile, and Robert Gagné (2005), "La Concurrence Entre Les Écoles: Un Bilan Des Expériences Étrangères," *Le Point de l'Institut Économique de Montréal*, October, 36p.

Refereed Proceedings

- (1) Bélisle, Jean-François, Sylvain Sauvé, and Sylvain Sénécal (2009), "Measuring Service Quality of Government Websites: The Development and Validation of the Electronic Governmental Service Quality (E-GovServqual) Scale," in *34th Annual Macromarketing Seminar*, ed. Andreas Falkenberg, and Terrence H. Witkowski, Kristiansand, Norway: Macromarketing Society, 220-221.
- (2) Bélisle, Jean-François, Lionel Bohbot, and Sylvain Sénécal (2009), "Is Corporate Blogging A Good Way to Spread Word-of-Mouth?" in *SCP Winter 2009 Conference*, ed. Alexander Chernev, Michal Herzenstein and Shailendra Pratap Jain, San Diego, CA: Society for Consumer Psychology (APA), 59-60.
- (3) Bélisle, Jean-François, Lionel Bohbot, and Sylvain Sénécal (2008), "Is Corporate Blogging A Good Way to Spread Word-of-Mouth? The Role of the Recommendation Source and Comments of Others on Consumers' Attitudes," in *Trust and Management, Aix-en-Provence, France*, 6.
- (4) Bélisle, Jean-François, H. Onur Bodur, and Jacques Nantel (2008), "Is Your Avatar's Personality Representative of Your Own Personality? An Investigation of the Virtual World Second Life," in *27th Annual Advertising and Consumer Psychology Conference: Virtual Social Identity and Consumer Behavior*, ed. Natalie T. Wood and Michael R. Solomon, Philadelphia, PA: American Psychological Association (APA), 16.

- (5) Bélisle, Jean-François and H. Onur Bodur (2008), "Understanding Website Interactivity in Online Shopping Experience: The Role of Avatars," in *SCP Winter 2008 Conference*, ed. Maria Cronley and Dhananjay Navakankuppam, New Orleans, LA: Society for Consumer Psychology (APA), 29.
- (6) Bélisle, Jean-François, H. Onur Bodur, and Jacques Nantel (2008), "Perception in Virtual Worlds: Personality Impressions Based on Avatars in the Virtual World Second Life," in *SPSP 2008 Annual Meeting*, Albuquerque, NM: Society for Personality and Social Psychology (APA), 339.

Conference Presentations

- (1) Bélisle, Jean-François, Sylvain Sauvé, and Sylvain Sénécal (2009), "Measuring Service Quality of Government Websites: The Development and Validation of the Electronic Governmental Service Quality (E-GovServqual) Scale," in *34th Annual Macromarketing Seminar*, Kristiansand, Norway.
- (2) Bélisle, Jean-François, Lionel Bohbot, and Sylvain Sénécal (2009), "Is Corporate Blogging A Good Way to Spread Word-of-Mouth? The Role of the Information Source and Comments of Others on Consumers' Attitudes" in *SCP Winter 2009 Conference*, San Diego, CA.
- (3) Bélisle, Jean-François, H. Onur Bodur, and Jacques Nantel (2008), "Who Is the User Behind This Avatar? Understanding Personality Impressions' Formation in Virtual Environments Based on Users' Avatars," in *2008 Minds and Societies Conference*, Montreal, Canada.
- (4) Bélisle, Jean-François, Lionel Bohbot, and Sylvain Sénécal (2008), "Is Corporate Blogging A Good Way to Spread Word-of-Mouth? The Role of the Recommendation Source and Comments of Others on Consumers' Attitudes," in *Trust and Management*, Aix-en-Provence, France.
- (5) Bélisle, Jean-François, H. Onur Bodur, and Jacques Nantel (2008), "Is Your Avatar's Personality Representative of Your Own Personality? An Investigation of the Virtual World Second Life," in *27th Annual Advertising and Consumer Psychology Conference: Virtual Social Identity and Consumer Behavior*, Philadelphia, PA.
- (6) Bélisle, Jean-François, Lionel Bohbot, and Sylvain Sénécal (2008), "How the Source of the Blog and Comments of Other Consumers on the Blog Influence Consumers Attitude and Intentions," in *Second Student Conference on Research in Business*, Montreal, Canada.
- (7) Bélisle, Jean-François and H. Onur Bodur (2008), "Understanding Website Interactivity in Online Shopping Experience: The Role of Avatars," in *SCP Winter 2008 Conference*, New Orleans, LA.
- (8) Bélisle, Jean-François, H. Onur Bodur, and Jacques Nantel (2008), "Perception in Virtual Worlds: Personality Impressions Based on Avatars in the Virtual World Second Life," in *SPSP 2008 Annual Meeting*, Albuquerque, NM.
- (9) Bélisle, Jean-François (2007), "The Effects of Mood, Involvement and Avatar Representation on Website Shopping Intentions," in *First Student Conference on Research in Business*, Montreal, Canada.

RESEARCH EXPERIENCE

HEC Montréal, RBC Financial Group Chair in E-Commerce – Research Assistant Under the supervision of Jacques Nantel and Sylvain Sénécal	2006 – ...
Concordia University, Marketing Department – Research Assistant Under the supervision of H. Onur Bodur	2007 – 2009
HEC Montréal, Carmelle and Rémi Marcoux Chair in Arts Management – Research Assistant Under the supervision of Johanne Brunet	2007
HEC Montréal, Institute of Applied Economics (IEA) – Research Assistant Under the supervision of Robert Gagné	2005

TEACHING EXPERIENCE

Instructor and founder, E-Marketing (3-104-09) HEC Montréal, Department of Marketing Class size: 25 undergraduate-level (B.B.A.) students (3 rd year)	2009
Instructor, Market Analysis (2-115-97) HEC Montréal, Department of Marketing Class size: 45 undergraduate-level (B.B.A.) students (2 nd -3 rd year) (Evaluation: 3.6/4)	2008
Instructor (1 class), Marketing Research (MARK402) Concordia University, Department of Marketing Class size: 45 undergraduate-level (B.B.A.) students (3 rd year)	2008
Instructor, Market Analysis (2-115-97) HEC Montréal, Department of Marketing Class size: 50 undergraduate-level (B.B.A.) students (2 nd -3 rd year) (Evaluation: 3.5/4)	2007
Instructor (6 groups), Strategic Internet Marketing HEC Montréal, Étudiants Biens Branchés Program (EBB) Class size: 2 to 30 practioners from Small to medium enterprises (SME)	2007 – 2008
Teaching assistant, Marketing (2-100-00) (3 groups) HEC Montréal, Department of Marketing	2007
Teaching assistant, Consumer Behavior (2-107-97) HEC Montréal, Department of Marketing	2006
Teaching assistant, History of Economic Thought (ECN1600) Université de Montréal, Department of Economics	2006

MASTER-LEVEL COURSEWORK (M.SC.)

Applied Microeconomics	Economics	HEC Montréal	Marie Allard & Justin Leroux
Economic and Corporate Organisations	Management	HEC Montréal	Omar Aktouf & Pierre Hansen
Applied Linear Regression	Management Science	HEC Montréal	Denis Larocque
Experimental Design in Management	Management Science	HEC Montréal	François Bellavance
Multivariate Analysis	Management Science	HEC Montréal	Marc Fredette
Structural Equation Modeling	Management Science	HEC Montréal	Maud Dampérat
Consumer Behavior	Marketing	HEC Montréal	Marc Tomiuk
Demand Analysis	Marketing	HEC Montréal	Sihem Taboubi
Qualitative Research in Marketing	Marketing	HEC Montréal	Robert Desormeaux
Marketing Research	Marketing	HEC Montréal	Alain d'Astous

DOCTORAL-LEVEL COURSEWORK (PH.D.)

Marketing

Advanced Topics in Marketing	Marketing	Concordia U.	H. Onur Bodur
Multilevel Modeling	Marketing	McGill U.	Ulf Bockenholt
Online Consumer Marketing	Marketing	HEC Montréal	Sylvain Sénécal
Seminar on Judgment and Decision-making	Marketing	McGill U.	Sema Barlas
Research in Retailing	Marketing	Concordia U.	Bianca Grohmann

Statistics

Principles in Complex Systems	Mathematics	U of Vermont	Peter S. Dodds
Data Mining	Management Science	HEC Montréal	François Bellavance & Gilles Caporossi
Measurement, Factor Analysis & Structural Equation Modeling	Management Science	Concordia U.	Jamshid Etezadi
Quantitative Models in Consumer Research	Marketing	McGill U.	Demetrios Vakratsas
Experimental Designs	Psychology	McGill U.	Yoshio Takane
Measurement	Marketing	HEC Montréal	Marc Tomiuk
Applied Econometrics	Economics	HEC Montréal	Benoit Dostie

Pedagogy

Teaching and Learning in Higher Education	Education	McGill U.	Diane S. Bateman
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SERVICE

Reviewer

Association for Consumer Research (ACR) 2009 North American Conference (2 reviews)	2009
American Marketing Association (AMA) 2009 Summer Marketing Educators' Conference (5 reviews)	2009
Society for Consumer Psychology (SCP) 2009 Winter Conference (5 reviews)	2008
American Marketing Association (AMA) 2009 Winter Marketing Educators' Conference (2 reviews)	2008
27 th Advertising and Consumer Psychology (ACP) Conference (1 review)	2008
American Marketing Association (AMA) 2008 Summer Marketing Educators' Conference (4 reviews)	2008

Session Chair

Advertising and Consumer Psychology (ACP) Conference – Session Title: Ethnicity and Person Perception in Virtual Worlds	2008
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PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
Association for Consumer Research (ACR)
Institute for Operations Research and the Management Sciences (INFORMS)
Society for Consumer Psychology (SCP)
Society for Personality and Social Psychology (SPSP)
Web Analytics Association (WAA)

OTHER EDUCATION

Relationship Marketing Association (RMA) Certificate (20-hour training)	2009
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OTHER TRAINING

Cognitive Science Institute Second Summer School Participated to a 10-day Summer School on social cognition Psychology department – Université du Québec à Montréal (UQÀM)	2008
GERAD Summer School on Advances in Data Mining Participated to a 4-day Summer School on Data Mining Management Science department – HEC Montréal & GERAD	2008
SCP 2008 Winter Conference Participated to a workshop entitled “Structural Equations Models and Lisrel” Taught by Dawn Iacobucci	2008

Workshop organized by the GRIP (Groupe de Recherche et d'intervention Psychosociale) Participated to a 2-day workshop entitled "Latent Variable Mixture Modeling Using Mplus" Taught by Bengt Muthèn	2006
IMPS 2006, the 71st annual meeting of the Psychometric Society Participated to a workshop on structural equations modeling with applications using EQS Taught by Jamshid Etezadi	2006
2006 Summer School in Advanced Quantitative Methods at the Psychology Participated to a 5-day Summer school Psychology department – Université de Montréal	2006
Workshop on the use of Matlab Participated to a 2-day workshop concerning specific uses of the Matlab software École des sciences de la gestion (ESG) – Université du Québec à Montréal (UQÀM)	2006

PROFESSIONAL EXPERIENCE

Maîtrise Conseil – Vice-President, project manager and consultant	2005 – ...
Maîtrise Conseil – Vice-President, project manager and consultant	2006 – 2008
Centre Hospitalier Universitaire Sainte-Justine (CHUSJ) – Consultant in statistics	2005 – 2006
Minister of Economic Development, Innovation and Export Trade (MDEIE) – Intern in R&D	2004
Quebecor Media – General clerk	2001 – 2004
Purolator Courrier ltée – Freight sorter	2000

CONSULTING EXPERIENCE (REPRESENTATIVE SELECTION)

Large & International Companies: Procter & Gamble, Bell, Astral, Sopexa
Public Sector : Government of Quebec, Solidarity Fund QFL, Centre Hospitalier Universitaire Sainte-Justine (CHUSJ)
Events : Rendez-vous du Cinéma Québécois (RVCCQ), Quebec Games

COMPUTER SOFTWARE

Math & Stats Softwares: SAS, R, PASW (formerly SPSS), HLM, Amos, Lisrel, EQS, Sawtooth CBC, C/C++, Matlab, Stata, Mixor.
Utility Softwares: Office suite (including Access), Lotus Notes, EndNote
Web & Design Softwares: Frontpage, Dreamweaver, Wordpress (blogging), Avid (editing)
Databases in marketing: Business Source Complete, Factiva, Euromonitor, Global Market Information database, Marketline, PMB, StatCan.

OTHER INTERESTS

- **Read frequently:** *La Presse, Marketing, Wired, PCMagazine, Infopresse* (communication and marketing) and many blogs.
- **Sports:** Hockey, badminton, cycling, squash and tracking.