

Adilson BORGES

Professor
Marketing Department
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Education

- 2003, Doctorat, Sciences de gestion, Université de Rennes I, France

L'assortiment promotionnel dans le commerce de détail : prise en compte des associations d'achat et impact sur l'utilité promotionnelle, sous la direction de FADY André, CLIQUET Gérard

- 1997, Master Science, Marketing, University UFRGS (Universidade Federal do Rio Grande do Sul), Brazil

- 1995, Bachelor, Quantitative marketing, University UFRGS (Universidade Federal do Rio Grande do Sul), Brazil

Honors and Awards

- 2006, Steering committee Retailing Chair, Montreal, Canada

- 2005, Steering committee Omer DeSerres Chair HEC, Montreal, Canada

- 2003, Finalist for the 'Price In Vivo of Research in Marketing' for the best thesis in Marketing, Paris, France

- 2003, Dissertation Award by Institut de Gestion de Rennes, Rennes, France

- 2000, Best Paper Award - ECIS 2000, Vienna, Austria

Teaching Areas at RMS

- Marketing

- Research Methodology

- Market Studies

Teaching Languages

- English

- French

Main courses taught at RMS

- Social marketing, TEMA 3

- Etudes et analyses des marchés, Sup de Co Cycle Bachelor

- Marketing research, Sup de Co Cycle Bachelor

- Méthode expérimentale en science de gestion, Sup de Co Cycle Master

- Retail marketing, International MBA

Course Coordination at RMS

- Marketing research, Sup de Co Cycle Bachelor

- Retail marketing, International MBA

A. RESEARCH ACTIVITY**Areas of research**

- Consumer Behaviour, Persuasion

- Retail Marketing

Membership of Scientific Organizations

- Since 2007, Member of ACR (Association for Consumer Research)
- Since 2007, Member of AFM (Association Française du Marketing)
- Since 2005, Member of the AMS (Academy of Marketing Science)
- 2009, Member of the AMA (American Marketing Association)
- 2006, Member of the SMA (Society for Marketing Advances)

Conference organization / Track chair / Workshop coordination

- BORGES Adilson, 2011, *Session chair for 'Using Qualtrics to Gain Quality Responses'*, 2011 AMS World Marketing Congress, Reims Management School, Reims, France.
- BORGES Adilson, 2011, *Session chair for 'Software Innovations to Simplify Statistical Analysis'*, 2011 AMS World Marketing Congress, Reims Management School, Reims, France.
- BORGES Adilson, 2011, *Conference Co-chair*, 2011 AMS World Marketing Congress 'The Customer is not always right? Marketing Orientations in a Dynamic Business World', Reims Management School, Reims, France.

- BORGES Adilson, BABIN Barry, 2011, *Workshop organization 'Do we really need a theory'*, Coffee & Theory, Reims Management School, Reims, France.
- BORGES Adilson, 2010, *The effects of Digitally Enhanced Photos on Product Evaluation and Young Girls Self Esteem*, Talk given at the Value & Persuasion Research Center, Reims Management School, Reims, France.
- BORGES Adilson, 2010, *Low Price Guarantees: Effects of Refund Size and Burden of Proof*, Talk given at Louisiana Tech University, Louisiana Tech University, Ruston, USA.
- BORGES Adilson, 2010, *Conference organization, La crise, et après ?*, Reims Management School, Reims, France.
- BORGES Adilson, GELIANAS-CHEBAT Claire, 2010, *Organization of the workshop, Using SATO for content analysis*, Reims Management School, Reims, France.
- BORGES Adilson, THOMPSON Debora, 2009, *Organization of the seminar 'How to find cool ideas for outstanding research'*, International Retailing Center, Reims Management School, Reims, France.
- BORGES Adilson, BABIN Barry, 2009, *Conference Organization 'Structural Equation Modeling Seminar'*, International Retailing Center, Reims Management School, Reims, France.
- BORGES Adilson, 2006, *Track-chair*, Conference of the Society of Marketing Advances (SMA), Nashville, USA.
- BORGES Adilson, CHEBAT Jean-Charles, 2005, *Understanding shopping behavior to develop effective retail strategies*, International Retailing Conference, Reims Management School, Reims, France.
- BORGES Adilson, 2005, *Conference Co-chair*, International Retailing Conference, Reims Management School, Reims, France.

Research Programs Participation

- Since 2010, Director of RMS 'Value and Persuasion' research centre
- Since 2009, Anti-smoking message and social marketing
- Since 2009, Price, image and value
- Since 2008, Price matching guarantee and price image
- 2008, Crafting anti-smoking ads for smokers
- 2007, Anti-smoking ads efficiency
- 2005-2007, Price matching guarantees and its effects on consumer behaviour
- 2005-2006, Retail marketing strategy and performance
- 2004-2006, Anti-smoking efficiency and social marketing
- 2003, Price matching guarantees and its effects on consumer behaviour
- 2003, Retail marketing strategy and performance

Research Laboratories Participation

- Since 2010, Director of RMS Behavioral Lab, Reims Management School
- Since 2008, Member of a research center - University of California Irvine
- Since 2006, Member of the International Retailing Center (IRC) - Reims Management School - France

Editorial Participation and Scientific Reviewing

- Since 2010, Ad-hoc reviewer for 'Journal of the Academy of Marketing Science'
- Since 2010, Ad-hoc reviewer for 'Recherche et Applications en Marketing'
- Since 2008, Member of the editorial review board of 'ESIC Market'
- Since 2006, Ad hoc reviewer for 'International Journal of Retail and Distribution Management'
- Since 2006, Member of the editorial board and scientific reviewer for 'Journal of Marketing Theory and Practice'
- Since 2005, Member of the editorial board and scientific reviewer for 'Journal of Business Research'
- 2009, Member of the editorial board and reviewer for Association for Consumer Research conference
- 2009, Member of the editorial board and reviewer for the AFM (Association Française de Marketing)
- 2006, Member of the editorial board and reviewer for the E. Thil French Retailing Conference
- 2006, Member of the editorial board and reviewer for the French Marketing Association
- 2006, Member of the editorial board and reviewer for the Society of Marketing Advances conference

PhD Supervision / Phd Assessment

- Started in 2011, PhD supervision 'What Convey in Anti-Smoking Ads' by Marcia Herter, Reims Management School, Reims, France
- Started in 2011, PhD supervision 'When Values Drive Performance' by Patricia Rossi, Reims Management School, Reims, France

- Started in 2010, Co-Chair PhD supervision 'Valuing Value: Value in Use and Marketing Performance' by Kevin James, Louisiana Tech University, Ruston, USA
- Started in 2010, PhD supervision 'Consumer values and its impact on social responsible consumption' by Diego Costa, Reims Management School, Reims, France
- Started in 2010, PhD supervision 'Resale price guarantee' by Byungkuk Noh., Reims Management School, Reims France
- 2008-2010, Co-Chair PhD supervision and assessment: "Balancing customer and marketing inputs to maximize the value experience" from Weiling Zhuang, Louisiana Tech University
- 2008-2010, PhD supervision: consumer adoption of new retail concepts: the role of loyalty and socialization

B. PUBLICATIONS / COMMUNICATIONS

Peer-Reviewed Articles

- BORGES Adilson, CHEBAT Jean-Charles, DAVIDOW Moshe, 2011, *More on the role of switching costs in service markets: A research note*, Journal of Business Research, (n° 64) : pp.823-829.
- BORGES Adilson, CHEBAT Jean-Charles, MASSICOTTE Marie-Claude, MICHON Richard, SIRGY M. Joseph, 2011, *Effects of mall atmosphere on mall evolution: teenage versus adult shoppers*, Journal of Retailing and Consumer Services, (Vol 18, Issue 1) : pp.74-80.
- BORGES Adilson, BABIN Barry, CHEBAT Jean-Charles, 2010, *Does a companion always enhance the shopping experience ?*, Journal of Retailing and Consumer Services, (Vol 17, issue 4) : pp.294-299.
- BORGES Adilson, 2009, *La garantie du meilleur prix : les effets du montant du remboursement et le rôle modérateur de la stratégie-prix du distributeur*, Recherche et Application en Marketing, (Vol 24, n° 1) : pp.29-41.
- BORGES Adilson, CLIQUET Gérard, FADY André, 2005, *Buying association and its impact on promotional utility*, International Journal of Retail and Distribution Management, (Vol 33, n° 5) : pp. 343-352.
- BORGES Adilson, CLIQUET Gérard, LERAY Frédéric, TAM Nguyen Phuong, 2003, *L'opposition entre taille du marché et degré d'homogénéité des segments : une approche par la logique floue*, Décisions Marketing, (n° 32).
- BORGES Adilson, FONSECA Marcelo, 2002, *O Uso das Pesquisas de Satisfação do Consumidor como Instrumento de Política Pública : o potencial de uso no caso do transporte coletivo de Porte Alegre*, RiMAR - Revista Interdisciplinar de Marketing, (Vol 1, n° 3) : pp. 38-50.
- BORGES Adilson, 2000, *Estratégias Emergentes e Deliberadas, um estudo de caso dos Top of Mind*, ADVB, RAE-FGV, (n° 3).
- BORGES Adilson, NIQUE Walter, 1998, *A formação de cestas de produtos por associações de compra geradas pelo consumidor: uma abordagem inicial*, RAUSP - Revista de Administração da USP, (Vol 33, n° 4).
- BORGES Adilson, 1997, *A relação preço e qualidade no contexto da evolução do pensamento em marketing*, Revista de Administração da UFRGS, (Vol 7, n° 3) : pp. 1-16.

Chapters in Books

- BORGES Adilson, BABIN Barry, 2010, *Kdd: Applying in marketing practise using point of sale information*, Marketing intelligent systems using soft computing: managerial and research applications, Berlin : Jorge Casillas and Francisco Martinez-Lopez.
- BORGES Adilson, BABIN Barry, 2009, *Oh yeah, I remember that store! Memory, experience and value*, Memorable customer experiences - A research anthology, Padstow : Editions Gower, pp.161-175.
- BORGES Adilson, 2007, *Assortiment promotionnel dans la distribution : concept, enjeux et perspective pour la gestion des promotions des ventes*, in SALERNO Francis, COLAS Hervé (eds), Marketing - Analyses et perspectives, Paris : Vuibert, Collection Entreprendre, pp.221-240.

Study Reports (publicly available)

- BORGES Adilson, 2004, *La mesure des attitudes et attentes des seniors vis-à-vis de la grande distribution alimentaire*.
- BORGES Adilson, BOULBRY Gaëlle, 2003, *L'image du secteur de la distribution auprès du public étudiant*.

Published Case Studies

- BORGES Adilson, April 2011, *Total Marketing Strategy: you won't come back by chance.*
- BORGES Adilson, JARA Magali, June 2010, *Auchan - Nice La Trinité : une étude géomarketing.*
- BORGES Adilson, OUELLET Raymond, June 2010, *HH: New Product Development and the Importance of Channel Management .*
- BORGES Adilson, OUELLET Raymond, June 2010, *RP: Going Beyond Price to Build Price Image - Bringing Back the Discount to Hypermarket.*
- BORGES Adilson, September 2004, *VIVA : politique de fidélisation clients (Loyalty programs in retailing).*

Non-Refereed Articles

- BORGES Adilson, 2009, *A crise em 2009 : oportunidades para construir um ano feliz ?*, Rm-Revismarket.
- BORGES Adilson, 2007, *Evoluções comerciais na Europa em 2007*, Rm-Revismarket, (n° 1) : p.18.
- BORGES Adilson, 2006, *Novas tendências no comportamento do consumidor europeu*, Rm-Revismarket, (n° 10) : pp.15.

Peer-Reviewed Proceedings

- BORGES Adilson, GOMEZ Pierrick, *Does a Product Category Have a Motivational Orientation? Effects on Health Message Efficacy*, 2011 ACR (Association for Consumer Research) conference, Saint-Louis, USA, October 13 - October 16 2011.
- BORGES Adilson, COSTA PINTO Diego, HERTER Marcia, *Doing Non-Transcendent Go Green: the Moderating Role of Identity on Value-Behavior Relationship*, 2011 ACR (Association for Consumer Research) conference, Saint-Louis, USA, October 13 - October 16 2011.
- BORGES Adilson, COSTA PINTO Diego, HERTER Marcia, NIQUE Walter, *Going Green for Friends, Family or Community: How Different Levels of Subject Norms and Identity Influence Green Behavior*, 2011 ACR (Association for Consumer Research) conference, Saint-Louis, USA, October 13 - October 16 2011.
- BORGES Adilson, *Value is in the Eye of the Beholder: Men, Women and Value*, 2011 AMS (Academy of Marketing Science) World Marketing Congress, Reims Management School, Reims, France, July 19 - July 23 2011.
- BORGES Adilson, COSTA PINTO Diego, NIQUE Walter, DALMORO Marlon, *Global x local brands: how values and global consumer culture influence self-brand connection in Brazil*, 40th EMAC (European Marketing Academy) Conference, Ljubljana, Slovenia, May 24 - May 27 2011.
- BORGES Adilson, COSTA PINTO Diego, DALMORO Marlon, NIQUE Walter, *When local Brand are Better? The Moderator Role of Self-Constraint on Identification with Global or Local Brands*, 2011 Academy of Marketing Science conference, Coral Gables, USA, May 24 - May 28 2011.
- BORGES Adilson, GOMEZ Pierrick, *Avoiding poor health or approaching good health: Does it matter? Conceptualization, measurement and consequences of health regulatory focus*, Association for Consumer Research Conference, Jacksonville, USA, October 07 - October 10 2010.
- BORGES Adilson, PECHMANN Connie, PEZZUTI Todd, PIROUZ Dante, *Sunglasses, Hierarchy, and Negotiations: Gender Differences in Eye Gaze During Interpersonal Communication*, The Association for Consumer Research Annual North American Conference, Jacksonville, USA, October 07 - October 09 2010.
- BORGES Adilson, *The effect of referent age on interpersonal influence in domains related to factual information, values and style*, ACR 2009 (Association for Consumer Research), Pittsburgh, USA, October 21 - October 26 2009.
- BORGES Adilson, BABIN Barry, *The low price guarantee in a general merchandise setting: the moderating role of the burden of proof*, AMS (Academy of Marketing Science) 14th Biennial World Marketing Congress, Oslo School of Management, Oslo, Norway, July 21 - July 25 2009.
- BORGES Adilson, BABIN Barry, CHEBAT Jean-Charles, *Family, Friends or me: A Closer Look at the Effect of Shopping Pals*, Retailing Conference, Ontario, Canada, July 2009.
- BORGES Adilson, BABIN Barry, SPIELMANN Nathalie, *To perceive is to purchase: how consumers transfer value from store atmospheres based on their gender orientation*, AFM (Association Française de Marketing) 2009, London, United Kingdom, May 14 - May 15 2009.
- BORGES Adilson, *Cigarette placement in movies: priming tobacco risk-related, warning and its social effects on youths*, Academy of Marketing Science Annual Conference, Hyatt Regency, San Antonio, Texas, USA, May 24 - May 27 2006.
- BORGES Adilson, *L'utilisation des mesures de fiabilité et de validité des associations d'achat : une application dans la distribution*, 21e Congrès de l'Association Française de Marketing, Nancy, France, May 19 - May 20 2005.
- BORGES Adilson, BABIN J.Barry, *Product category and promotional theme congruency: its effect on preference and retail store image*, 2005 AMS Conference, St Pittsburgh, USA, May 01 2005.
- BORGES Adilson, SORE-LARREGAIN Renaud, *Local marketing decisions: an exploratory study in a retailing context*, 2004 SMA Retail Symposium, St Pittsburgh, USA, November 2004.

- BORGES Adilson, ROBERT Isabelle, *La composition de l'image d'un secteur d'activité : le cas de la distribution*, 20e Congrès de l'AFM (Association Française de Marketing), Saint Malo, France, May 06 - May 07 2004.
- BORGES Adilson, BOULBRY Gaëlle, *Measuring french nostalgia: the validation of the holbrook's nostalgia proneness scale in France*, Ninth Cross-Cultural Research Conference, Montego Bay, Jamaica, December 10 - December 14 2003.
- BORGES Adilson, CLIQUET Gérard, FADY André, *Promotional Assortment: introducing buying association and assessing its impact on promotional utility*, 7th Triennial AMS (Academy of Management Science)/ACRA Retailing Conference, Columbus - Ohio, USA, November 07 - November 09 2003.
- BORGES Adilson, *Toward a new supermarket layout: from industrial categories to one stop shopping organization through a data mining approach*, 6th Annual Retail Strategy and Consumer Decision Research Seminar of the Society for Marketing Advances (SMA), New Orleans, USA, November 03 - November 05 2003.
- BORGES Adilson, *Availação da aplicabilidade da escala Consumption Emotions Set para a mensuração das emoções em experiências de consumo na cidade de Porte Alegre*, 27e Congrès de l'ANPAD (ASSOCIAÇÃO NACIONAL DE PÓS-GRADUAÇÃO E PESQUISA EM ADMINISTRAÇÃO), Sao Paulo, Brazil, September 2003.
- BORGES Adilson, *Assortiment promotionnel : concept, mesure et implication pour le commerce de détail*, 19e Congrès de l'AFM (Association Française de Marketing), Tunis, Tunisia, May 09 - May 10 2003.
- BORGES Adilson, BOULBRY Gaëlle, *Evaluation d'une échelle anglo-saxonne de mesure du tempérament nostalgique dans le contexte culturel français*, 20e Congrès de l'AFM (Association Française de Marketing), Tunis, Tunisia, May 09 - May 10 2003.
- BORGES Adilson, *L'assortiment promotionnel : concept, mesures et impact sur l'utilité des opérations promotionnelles dans le commerce de détail*, 19e Congrès de l'AFM (Association Française de Marketing), Tunis, Tunisia, May 2003.
- BORGES Adilson, ROBERT-DEMONTROND Philippe, THIEL Daniel, *Implantation d'offres interdépendantes : construction mathématique du problème et résolution par heuristiques*, 18e Congrès de l'Association Française de Marketing, Lille, France, May 02 2002.
- BORGES Adilson, TAM Nguyen Phuong, CLIQUET Gérard, LERAY Frédéric, *L'opposition entre taille du marché et degré d'homogénéité des segments : une approche par la logique floue*, 18e Congrès de l'Association Française de Marketing, Lille, France, May 02 2002.
- BORGES Adilson, *Associação de compra : conceito, medida e implicações para o marketing de varejo*, 25e Congrès de l'ANPAD (ANPAD - ASSOCIAÇÃO NACIONAL DE PÓS-GRADUAÇÃO E PESQUISA EM ADMINISTRAÇÃO), Campinas, Brazil, September 01 2001.
- BORGES Adilson, *L'association de produits dans les assortiments de supermarché : critiques conceptuelles et nouvelle approche*, 17e AFM Conference (Association Française de Marketing), Deauville, France, May 01 2001.
- BORGES Adilson, TERRA Egidio, *A Strategy for Mining Associations Rules in POS Scanner Data*, Proceedings of ECIS-2000 conference, European conference on Informations systems, Vienna, Austria, July 2000.

Non-Refereed Communications

- BORGES Adilson, *Les innovations commerciales dans la distribution mondiale*, Conférence de l'Institut Français du Libre-Service, Paris, France, June 2006.
- BORGES Adilson, CLIQUET Gérard, FADY André, *The French Retail Market: an overview*, 6th Annual Retail Strategy and Consumer Decision Research Seminar of the Society for Marketing Advances (SMA), New Orleans, USA, November 03 - November 05 2003.

C. PROFESSIONAL EXPERIENCE

Teaching

- 03/2002 - To date, Professor, Reims Management School, Reims, France
- 06/2010 - 06/2010, Visiting professor, Louisiana Tech University, Ruston, USA
- 07/2007 - 01/2008, Visiting professor, University of California Irvine, California, USA
- 03/2005 - 04/2005, Visiting professor, University of Southern Mississippi, Mississippi, USA
- 11/2004 - 11/2004, Lecturer, University Tongji, Shanghai, China
- 05/2002 - 05/2002, Lecturer, Ecole Supérieure de Gestion (ESG), Casablanca, Morocco
- 01/1998 - 12/1998, Associate professor, UNISINOS, São Leopoldo, Brazil
- 09/1997 - 06/1999, Associate professor, PUC-RS, Porto Alegre, Brazil
- 01/1997 - 12/1997, Associate professor, UFRGS, Porto Alegre, Brazil

Executive Education

- 03/2007 - 03/2007, Seminar organizer 'New trends and commercial innovation', Auchan, Lille, France, Reims Management School
- 01/2007 - 12/2007, Seminar organizer 'Market knowledge', Conforama, Paris, France, Reims Management School
- 10/2006 - 10/2006, Lecturer in retail innovation and consumer behavior trends , Auchan, Lille, France, Reims Management School
- 10/2005 - 10/2005, Lecturer in retail innovation and consumer behavior trends, Auchan, Lille, France, Reims Management School
- 01/2005 - 12/2006, Lecturer in retail marketing, Pinault, Printemps, Redoute, Strat X, Paris, France, Independant Consultant
- 01/2003 - 12/2003, Lecturer in retail marketing, Auchan, Paris, France, Reims Management School
- 01/2002 - 12/2002, Lecturer in retail marketing and internet, Unisinos, San Leopoldo, Brazil, Independant Consultant
- 11/2010 - 11/2010, Study Tour with emphasis on Marketing, Executive managers, Cap Town, South Africa, Paris Executive Campus
- 04/2009 - 04/2009, Lecturer in retailing in Europe, IBM, Paris, France, Reims Management School
- 10/2008 - 10/2008, Lecturer in retail innovation and consumer behavior trends , Auchan, Lille, France, Reims Management School
- 09/2008 - 09/2008, Lecturer in retail marketing, Chinese retailing companies, Beijing, China, University of International Business and Economics
- 06/2008 - 06/2008, Lecturer in 'Customer centric workshop', SAS, Paris, France, Reims Management School
- 06/2008 - 06/2008, Lecturer in sales promotion trends, Institut Français de Libre-service IFLS, Paris, France, Reims Management School
- 01/2008 - 10/2008, Lecturer for executives, Conforama, Milan, Italy, Reims Management School
- 10/2007 - 10/2007, Lecturer in retail innovation and consumer behavior trends , Auchan, Lille, France, Reims Management School
- 09/2007 - 05/2008, Creation and management of the managers executive Training Program, Conforama, Paris, France, Reims Management School

Consulting

- 11/2010 - 06/2011, Consultant in 'Movie Placement: Building a New Offer', Mis-Sas, Paris, France, Reims Management School
- 01/2006 - 06/2006, Consultant in best practices identification and sharing, Conforama, Paris, France, Reims Management School
- 12/2005 - 12/2005, Consultant in 'The new challenges of pricing policy', Marketing board of Pinault, Printemps, Redoute Group, Paris, France, Reims Management School
- 11/2005 - 11/2005, Consultant in development of a model for pricing and price image, Auchan, France, Reims Management School
- 01/2004 - 01/2004, Consultant in market test and analysis for a new discount hypermarket store format, Auchan, France, Reims Management School
- 10/2003 - 10/2003, Consultant in market test on coupons directly issued by the stores, Auchan, Catalina, France, Reims Management School
- 01/1998 - 12/1998, Consultant in mobile phone market potential demand forecasting, Company Rio Grandense de Telecomunicações, Porto Alegre, Brazil, Company Rio Grandense de Telecomunicações

Company Experience

- 01/1994 - 12/1997, Key account manager, Gessy Lever (Unilever Company), Porto Alegre, Brazil
- 01/1991 - 12/1993, Administrative assistant, Bojunga Dias, Porto Alegre, Brazil

Other activities : Board of Directors, Association Leadership, Guest speaker in professional meetings,...

- 06/2010 - To date, Vice president, International membership, Academy of Marketing Science, USA

D. PROFESSIONAL AND PERSONAL DEVELOPMENT

Other Accomplishments (not reported elsewhere)

- 06/2008 - 06/2008, Chair for the professional workshop for leading retailers, International Retailing Center and SAS, Paris, France