

CINDY G. GRAPPE

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EDUCATION

University of Alberta, Alberta School of Business <i>Ph.D.</i> , Marketing Supervisory Committee: Jennifer J. Argo, Sarah G. Moore, Gerald Häubl	Expected: 2026
Université du Québec à Montréal, ESG UQAM <i>Master of Science (M.Sc.)</i> , Marketing (Excellence Mention) <i>Short graduate program</i> , Corporate Social Responsibility	2020
EDHEC Business School <i>Bachelor of Business Administration (BBA)</i> , Marketing and Retail Management (Dean's List)	2016
Queen's University, Smith School of Business (Exchange Program)	2014

RESEARCH INTERESTS

Consumer Behavior, Morality, Conflicting Motivations, Prejudiced Others (Human and Non-Human Animals), Relationships and Consumption, Imagery, Social and Health Well-Being, Labeling, Deceptiveness, Sustainable Consumption, Public Policy

JOURNAL PUBLICATIONS

- Louis, Didier, Cindy Lombart, **Cindy G. Grappe**, Fabien Durif, Charton-Vachet Florence, and Olga Untilov (2023), "What claims best convey the quality of retailers' standard private label products?," *International Journal of Retail & Distribution Management*, In-Press, 0959-0552.
- Grappe, Cindy G.**, Cindy Lombart, Didier Louis, and Fabien Durif (2022), "Clean Labeling: Is It About the Presence of Benefits or the Absence of Detriments? Consumer Response to Personal Care Claims," *Journal of Retailing and Consumer Services*, 65, 102893.
- Grappe, Cindy G.**, Cindy Lombart, Didier Louis, and Fabien Durif (2021), "'Not Tested on Animals': How Consumers React to Cruelty-Free Cosmetics Proposed by Manufacturers and Retailers," *International Journal of Retail & Distribution Management*, 49 (11), 1532-1553.
- Guèvremont, Amélie, Fabien Durif, and **Cindy G. Grappe** (2021), "Why Does This Brand Speak to Me? Conceptualization, Scale Development, and Validation of Brand Relevance," *Journal of Promotion Management*, 27 (5), 609-629.

SELECTED RESEARCH IN PROGRESS

- Grappe, Cindy G.**, Jennifer J. Argo, and Sarah G. Moore, "Losing Yourself to Others: How Morally- and Identity-Incongruent Everyday Purchases for Others Impact Consumers and their Relationships."
- Grappe, Cindy G.**, "Moral Responsibility and Environment Harm: How Consumers Navigate Discrepant Messages."

Grappe, Cindy G., Jennifer J. Argo, and Sarah G. Moore, “The Effect of Animal Image Realism on Product Perception and Psychological Distance.”

Grappe, Cindy G., and Jeff Schimel, “Mortality, Morality and Aesthetics.”

Grappe, Cindy G., “The Effect of Emotions and Numbers on Charitable Giving.”

Grappe, Cindy G., Cindy Lombart, Didier Louis, and Fabien Durif, “Consumers’ Perceptions of “Free From” Labels in a Mass Retail Context,” manuscript in preparation.

HONORS AND AWARDS

Business PhD Graduate Fellowship, Alberta School of Business (\$165,200)	2021-2026
Supervisor Fellowship, Alberta School of Business (\$40,000)	2021-2025
ALTIF Graduate Award in Entrepreneurship and Innovation (\$2,200)	2023
Excellence Mention in Graduate Research, ESG UQAM	2020
Green Fund Grant, ESG UQAM (\$5,000)	2020
Excellence Scholarship Program, ESG UQAM (\$10,000)	2019-2020
First Prize (presentation), My Thesis in 180 Seconds – 3 Minutes pour Convaincre, ESG UQAM (\$500)	2019
Second Prize, Marketing Research Student Contest of the Marketing Research and Intelligence Association (MRIA)	2018
Excellence in Undergraduate Research, Honorable Mention, EDHEC Business School	2016
Dean’s List, EDHEC Business School	2012-2016

PRESENTATIONS

*denotes presenter

***Grappe, Cindy G.**, Jennifer J. Argo, and Sarah G. Moore, “Losing Yourself to Others: How Morally-Incongruent Everyday Purchases for Others Impact Consumers and their Relationships”

Association for Consumer Research Conference. Seattle, WA: October 2023.

Society for Consumer Psychology Conference. San Juan, Puerto Rico: March 2023.

***Grappe, Cindy G.**, Jennifer J. Argo, and Sarah G. Moore, “So Real I Refuse to Eat It: The Repercussion of Animal Imagery Realism on Psychological Distance,” Poster presented at the *Business PhD Research Conference*, University of Alberta. Edmonton, AB: November 2021.

***Grappe, Cindy G.**, Cindy Lombart, Didier Louis, and Fabien Durif, “Clean Labeling: Is It About Presence of Beneficial or Absence of Detrimental, Health or Environment-Friendly? Consumer Response to Personal Care Claims,” Competitive paper presented at the *AMA Marketing and Public Policy Conference*. Virtual Conference: June 2021.

Guèvremont, Amélie, Fabien Durif, and ***Grappe, Cindy G.**, “Is That Brand Relevant to Me? Concept, Measurement and Antecedents of Brand Relevance,” Working paper and poster presented at the *Association for Consumer Research Conference*. Virtual Conference: October 2020.

- ***Grappe, Cindy G.**, Fabien Durif, Cindy Lombart, and Didier Louis, “The Impact of “Not Tested on Animals” Claim on Consumers’ Attitude and Behavioral Intentions – The Case of Cosmetics,” Paper presented at the *Etienne Thil Commerce and Distribution Conference*. Virtual Conference: October 2020.
- Guèvremont, Amélie, Fabien Durif, and ***Grappe, Cindy G.**, “Créer Une Marque qui Résonne Chez les Consommateurs : Signification, Mesure et Antécédents de la Pertinence de Marque,” Paper presented at the *Etienne Thil Commerce and Distribution Conference*. Virtual Conference: October 2020.
- Guèvremont, Amélie, Fabien Durif, and ***Grappe, Cindy G.**, “Why Does This Brand Speak to Me? Conceptualization, Scale Development, and Validation of Brand Relevance,” Paper presented at the *Academy of Innovation, Entrepreneurship and Knowledge (ACIEK) Conference*. Virtual Conference: June 2020.
- ***Grappe, Cindy G.**, “What is Sustainable Consumption?,” Invited presentation at Polyvalente Marcel-Landry. St-Jean-sur-Richelieu, QC: February 2020.
- ***Grappe, Cindy G.**, “How to Make Holiday Season Sustainable?,” Talk and workshop at *10ème Édition du Baromètre de la Consommation Responsable*, ESG UQAM. Montreal, QC: November 2019.
- ***Grappe, Cindy G.**, “Avenues pour un Etiquetage plus Clair et Compréhensible dans l’Industrie Cosmétique : le Cas des Allégations « Avec » et « Sans »,” Poster presented at *My Thesis in 180 Seconds Contest*, ESG UQAM. Montreal, QC: April 2018.

OTHER PUBLICATIONS AND MEDIA COVERAGE

- Radio Canada, Moteur de Recherche, “Les logos éthiques dans l’industrie cosmétique, peut-on s’y fier ?,” December 10, 2021.
- Durif, Fabien, and Cindy G. Grappe (November 2021), “100 Gestes pour l’Entretien des Appareils Domestiques” (“100 Acts for the Maintenance of Household Appliances”), Protégez-Vous.
- Observatoire de la Consommation Responsable, Livre Blanc, “10 ans du Baromètre de la Consommation Responsable,” 2020.
- Radio Canada, L’Épicerie, “Les nettoyants verts, vraiment écologiques ?,” March 18, 2020.
- Grappe, Cindy G., and Fabien Durif (November 2019), “100 Gestes pour la Planète” (“100 Acts for the Planet”), Protégez-Vous.

RESEARCH EXPERIENCE

Université du Québec à Montréal, ESG UQAM <i>Graduate Research Assistant</i>	2018-2021
<i>Coordinator at the Chaire Fintech AMF – Finance Montreal</i>	2020-2021
Observatoire de la Consommation Responsable and GreenUXlab (ESG UQAM Marketing Lab) <i>Graduate Research Assistant</i>	2018-2021
Montreal University Hospital Center Research Center (CRCHUM) <i>Research Assistant and Analyst</i>	2017-2018

TEACHING EXPERIENCE

University of Alberta, Alberta School of Business 2023
Graduate Teaching Assistant

MARK 320 Consumer Behavior (Undergraduate and MBA) (Winter 2023)

MARK 301 Introduction to Marketing (Undergraduate) (Fall 2023)

Université du Québec à Montréal, ESG UQAM 2018-2021
Graduate Teaching Assistant

MKG8424 Sustainable Consumption (M.Sc.) (Winter 2019, Winter 2020, Fall 2020, Winter 2021)

MKG8401 Methodology in Marketing Research (M.Sc.) (Fall 2020)

MKG8431 Marketing of New Products and Innovation in a Globalized Context (M.Sc.) (Fall 2020, Winter 2021)

MKG5392 Special Events and Sponsorship in Public Relations (undergraduate) (Fall 2018, Fall 2019, Fall 2020, Winter 2021)

EUT3118 Data Interpretation Methods in Urban Planning Research (SPSS lab) (undergraduate) (Fall 2019)

Carré d'As Tutorat 2016-2020
Tutor (Data Analysis, Marketing Research, Statistics)

SERVICE

Business PhD Research Conference, University of Alberta, Conference Chair (2023)

International Journal of Retail & Distribution Management, Ad-hoc Reviewer (2022-2023)

Behavioral Lab Coordinator, ESG UQAM (2018-2021)

Qualitative Data Collection Coordinator, ESG UQAM (2018-2021)

Research Fellow, OCR and GreenUXlab (2018-2021)

Observatory for Responsible Consumption's 10-year anniversary (project funded by the SSHRC Connexion Grant), Event Host (2019)

Association Végé de l'UQAM, Founder of the Department for Laboratory Animals

Collectin' 4 You, Founder and President of an Association Fighting Against Social Exclusion

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Judgement and Decision Making (SJDm)

Society for Consumer Psychology (SCP)

COMPUTER & LANGUAGES

Computer: R, SPSS, SAS, IBM Modeler, Adobe Illustrator
 Languages: French (native), Polish (native), English (fluent), German (intermediate), Spanish (limited proficiency, learning)

SELECTED GRADUATE LEVEL COURSES & WORKSHOPS

Marketing, Behavioral, and Social Psychology Research

Judgment and Decision Making (with John Pracejus)
 Doctoral Seminar in Consumer Behavior (with Gerald Häubl)
 Advanced Social and Cultural Psychology (with Jeff Schimmel)
 Marketing Theory (with Robert Fisher)
 Memory and Cognition (with Peter Dixon)
 Self and Identity (with Jamin Blatter)
 Consumer Behavior (with Amélie Guèvremont)
 Sustainable Consumption (with Fabien Durif)
 Marketing Strategy (with Francine Rodier)

Research Methodology

Mediation, Moderation, and Conditional Process Analysis (with Andrew Hayes)
 Experimental Methods for Behavioral Science (with Gerald Häubl)
 Design and Analysis in Psychological Research I (with Kimberley Campbell)
 Research Frameworks and Qualitative Methodologies (with Bonnie Stelmach)
 Multivariate Data Analysis (with Cataldo Zuccaro)
 Methodology in Marketing Research (with Manon Arcand and Raoul Graf)
 Marketing Intelligence System (with Cataldo Zuccaro)
 Product Life Cycle Analysis (with Cécile Bulle)

REFERENCES

Jennifer J. Argo

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