

Quentin André, Ph.D.

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Education

2018	Ph.D. Marketing (cum laude) , INSEAD Europe Campus Essays in consumer financial decision-making and numerical cognition
2012	M.Sc. Managerial and Financial Economics (Certificate in Social Business) , HEC Paris, France Masters' Thesis: "Are Lotteries a Tax on Low-Income Consumers? An Empirical Investigation".
2009	B.A. History of Arts , Sorbonne University, France
2008	B.A. Management , HEC Paris, France

Research Interests

Consumer Financial Decision Making
Dynamics of Low-Income Consumption
Judgement and Decision Making
Economic Psychology and Sociology

Academic Publications

André, Quentin, Pierre Chandon, and Kelly H. Haws (2019), "Removing This (or not), Adding That (or not): A Taxonomy of 'Healthy' Food Claims". *Journal of Public Policy and Marketing*

André, Quentin, Ziv Carmon, Klaus Wertenbroch, Alia Crum, Douglas Frank, William Goldstein, Joel Huber, Leaf van Boven, Bernd Weber and Haiyang Yang (2018), "Consumer Choice and Autonomy in the Age of Artificial Intelligence and Big Data". *Customer Needs and Solutions*

Working Papers and Research Projects

André, Quentin, Nicholas Reinhardt, and John G. Lynch Jr., "Restricted-Use Funds and Budgeting Decisions" (preparing first round of revisions at the Journal of Consumer Research)

André, Quentin, Nicholas Reinhardt, and Bart de Langhe, "The Formation of Distributional Knowledge in Complex Environments" (preparing first round of revisions at the Journal of Consumer Research)

André, Quentin and Bart de Langhe, "Sloppy learning: When market trends generate illusory correlations"

André, Quentin, Ziv Carmon, and Klaus Wertenbroch, "The Value of Meaning: How Job Satisfaction Affects Consumers' Perception and Use of their Earnings"

Kable, Joseph W., **Quentin André** and Hilke Plassmann, "Multi-attribute choices in a sensory-rich environment: Evidence from eye-tracking data"

Conferences and Invited Presentations

Boulder Summer Conference on Consumer Financial Decision Making, Boulder, Colorado, USA, May 2018

- "Restricted-Use Funds and Budgeting Decisions" (Paper)

Rotterdam School of Management, Rotterdam, The Netherlands, February 2018

- "Restricted-Use Funds and Budgeting Decisions" (Invited Presentation)

ESADE, Barcelona, Spain, February 2018

- “Restricted-Use Funds and Budgeting Decisions” (Invited Presentation)

Society for Judgement and Decision-Making Annual Meeting, Vancouver, Canada, November 2017

- “Can Food Stamps Reduce Food Consumption? The Unintended Consequences of Restricted-Use Funds on Budgeting Decisions” (Paper)
- “Variance spillover: Consumers Underestimate Differences in Price Dispersion” (Paper)

Association for Consumer Research Conference, San Diego, California, USA, October 2017

- “Can Food Stamps Reduce Food Consumption? The Unintended Consequences of Restricted-Use Funds on Budgeting Decisions” (Session Chair)
- “Variance spillover: Consumers Underestimate Differences in Price Dispersion” (Session Chair)

Symposium on Meaning and Alienation in Consumption, Munich, Germany, January 2017

- “The Value of Meaning: How Job Satisfaction Affects Consumers’ Perception and Use of their Earnings” (Invited Presentation)

Association for Consumer Research Conference, Berlin, Germany, October 2016

- “The Value of Meaning: How Job Satisfaction Affects Consumers’ Perception and Use of their Earnings” (Session Chair)
- “Removing This (or not), Adding That (or not): A Taxonomy of ‘Healthy’ Food Claims” (Session Paper)

Choice Symposium, Lake Louise, Alberta, Canada, May 2016

- “When to Choose” (Discussant)

European Marketing Academy Conference, Oslo, Norway, May 2016

- “The Value of Meaning: How Job Satisfaction Affects Consumers’ Perception and Use of their Earnings” (Invited Presentation)

Society for Consumer Psychology Conference, St. Pete Beach, Florida, USA, February 2016

- “Removing This (or not), Adding That (or not): A Taxonomy of ‘Healthy’ Food Claims” (Session Paper)

Open Course Initiative at INSEAD, Fontainebleau, France, March 2015

- “Happiness in a Consumerist World: What Marketing Research Can Teach Us About Well-Being” (Invited Presentation)

Transformative Consumer Research Conference (ACR), Lille, France, May 2013

- “Low-Income Consumers” (Discussant)

Libraries and Software

distBuilder: A Javascript library to add distribution builders to online and offline experiments

- Open-source implementation of the distribution builder method described in Goldstein and Rothschild (2014)
- Documentation available at <http://quentinandre.github.io/distributionbuilder> (includes a ready-to-use Qualtrics implementation)

pyprocessmacro: A Python library to estimate moderation, mediation, and conditional processes

- Open-source rewrite of Andrew F. Hayes’ “Process Macro” in Python
- Documentation available at <http://quentinandre.github.io/pyprocessmacro>

pysprite: A Python 3 re-implementation of 'Sample Parameter Reconstruction via Iterative TEchniques (SPRITE)' (Heathers et al. 2018)

- Documentation available at <https://github.com/QuentinAndre/pysprite>

wordSearchJS: A Javascript library to add word search tasks to online and offline experiments

- Documentation available at <https://github.com/QuentinAndre/WordSearchJS>

Honors and Grants

- Fellow, **AMA-Sheth Doctoral Consortium**, Mendoza College of Business, University of Notre Dame, Indiana
- Visiting Scholar, **Leeds School of Business**, University of Colorado Boulder, Colorado
- Winner of the **ADL Partner PhD Award** (€ 11,250)
- Full tuition scholarship, **INSEAD**, 2013-2018

Teaching

Undergraduate and Graduate Level

- Brand Development, 2019-

Ph.D. Seminars

- Experimental Methods, 2019-

Teaching Assistant Positions

- Brand Management (MBA elective course), Pr. Pierre Chandon, 2015-2017

Adjunct Lecturer Positions

- *Preparation to Business School Interviews*, Prepa-Sciences IPECOM Paris, 2008-2013
- *History of Economic Theory*, Prepa-Sciences IPECOM Paris, 2008-2010

Academic Service

Reviewer Service

- Journal of Consumer Research
- Journal of Consumer Psychology
- Management Science

Service to the School

- Ph.D. Students Representative for the Marketing Department, INSEAD
- Ph.D. Alumni Reunion Organization Committee, INSEAD

Relevant Coursework and Skills

Consumer Behavior and Psychology

- *Game Theory* (Instructor: Itzhak Gilboa, Grade: A)
- *Introduction to Social Psychology* (Instructor: Zoe Kinias, Grade: A+)
- *Social Psychological Foundations of Management Disciplines* (Instructor: Steven Sweldens, Grade: A+)
- *Consumer Decision Making* (Instructor: Ziv Carmon, Grade: A+)
- *Consumer Behavior A* (Instructor: Amitava Chattopadhyay, Grade: A)
- *Consumer Behavior B* (Instructor: Monica Wadhwa, Grade: A+)
- *Behavioral Decision Theory* (Instructor: Neil Bearden, Grade: A)
- Supervised Readings on *Prices, Money and Valuation Processes* (Instructor: Ziv Carmon, Grade: A+)
- Supervised Readings on *Consumer Financial Decision Making* (Instructor: Ziv Carmon, Grade: Audit)

Quantitative Methods

- *Econometrics A and B* (Instructor: Amine Ouazad, Grade: A)
- *Multivariate Analysis A and B* (Instructor: Hubert Gatignon, Grade: A)
- *Marketing Models* (Instructor: Hubert Gatignon, Grade: A)
- *Research Design and Experimental Methods* (Instructor: Steven Sweldens, Grade: A+)
- *Quantitative Models in Marketing* (Instructor: Paulo Albuquerque, Grade: A)
- *Neural Networks for Machine Learning* (Self-taught: Geoffrey Hinton's Coursera class)
- *Bayesian Data Analysis* (Self-taught: John Krushke's "Doing Bayesian Data Analysis" and Andrew Gelman's "Bayesian Data Analysis")

Programming and Computer Software

- *Python* (Web scraping, data-mining, natural language processing, statistical analysis and data visualization)
- *Statistical packages (STATA, R)*
- *Front-end Web Development* (React, Redux, TypeScript)
- *Back-end Web Development* (Flask, SQLAlchemy)
- *Git and GitHub* (GitHub profile: <https://github.com/QuentinAndre>)