

Mariachiara RESTUCCIA

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RESEARCH INTERESTS

New Product Development

Innovation Management

Business-to-Business Marketing

Channel Marketing

Marketing of the Arts

EDUCATION

Ph.D. in Administration (Marketing), HEC Montréal, 2007–[2012]

- Dissertation: *Three Essays on the Role of Distribution Intermediaries in New Product Development*
- Advisor : Jean-François Ouellet (HEC Montréal)
- Committee members : Ulrike de Brentani (Concordia University); François Colbert (HEC Montréal)
- Proposal defended on January 19th, 2011

Master of Science (Marketing), HEC Montréal, 2005- 2007

- Thesis: *The Contribution of Arts Festivals to City Brands: A Comparative Case Study on Small and Medium-sized Cities*
- Advisors : Pierre Balloffet and François Colbert (HEC Montréal)

Bachelor of Economics and Management for Arts, Culture and Communication cum laude, Bocconi University, Milan, 2001- 2004

- International Exchange Program at HEC Montréal, Fall 2003

WORK IN PROGRESS

Restuccia, Mariachiara, Ulrike de Brentani, and Jean-François Ouellet, *External Distribution and Innovation: Is a Dialogue Possible? An Empirical Investigation of Cooperation between Channel Members in the New Product Development Activities*, Manuscript under preparation, Target: *Journal of Product Innovation Management*

Pierre Balloffet, François Colbert and **Mariachiara Restuccia**, *Festivals and Cities: Destinies and Identities at a Crossroad*, Manuscript under preparation, Target: *International Journal of Arts Management*

Ouellet, Jean-François, **Mariachiara Restuccia**, Alexandre Tellier, and Caroline Lacroix, *The Impact of Cigarette Tax Reduction on Consumption Behavior: Short- and Long-Term Empirical Evidence from Canada*, Manuscript under preparation, Target: *Journal of Public Policy & Marketing*

(available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1611822)

Restuccia, Mariachiara, Jean-François Ouellet, and Ulrike de Brentani, *Relationship Life Cycle and Cooperation between Distribution Intermediaries-Producers in the NPD Process*, Questionnaire development, Target: *Journal of Marketing*

Restuccia, Mariachiara, Jean-François Ouellet, and Ulrike de Brentani, *Solve to Keep or Keep to Solve?*, Data analysis, Target: *Journal of Marketing Research*

May 2011

CONFERENCE PUBLICATIONS AND PRESENTATIONS

Restuccia, Mariachiara, Ulrike de Brentani and Jean-François Ouellet (2011), “Larger than Launch? Preliminary Results from an Empirical Investigation of the Role of External Distributors during New Product Launch Activities”, *40th European Marketing Academy Conference* (Ljubjana, Slovenia), Refereed Conference Proceedings

Restuccia, Mariachiara, Renaud Legoux, Sylvain Sénécal and Vincent Liviau (2009), *Trust Trumps Expertise: An Empirical Investigation of Divergent Advice for Movie Recommendations*, **2009 International Conference on Arts and Cultural Management** (Dallas, TX), Refereed Conference Proceedings

Restuccia, Mariachiara and Ulrike de Brentani (2009), “New Product Development Process and Strategic Profiles: Insights from the Artistic Sector”, *28th European Marketing Academy Conference* (Nantes, France), Refereed Conference Proceedings

Restuccia, Mariachiara and Pierre Balloffet (2009), “Festivals et Cités, Destins et Identités Croisées”, *Atelier de travail Marketing non –marchant : Nouvelles perspectives de l’Université Laval* (Québec, Canada), Best Paper Award

Restuccia, Mariachiara and Pierre Balloffet (2007), “The Contribution of Arts Festivals to City Brands: A Comparative Case Study on Small and Medium-sized Cities”, *2007 International Conference on Arts and Cultural Management* (Valencia, Spain), Refereed Conference Proceedings

Ph.D. Conferences

Restuccia Mariachiara (2010), “Interorganizational Relationships and the New Product Development Process: Which Role for Distribution Intermediaries?”, *ISBM 2010 PhD Camp*, 11-12 August 2010, Harvard Business School, Cambridge (MA, USA)

Restuccia Mariachiara (2010), “Interorganizational Relationships and the New Product Development Process: Which Role for Distribution Intermediaries?” *EMAC 2010- 23rd Doctoral Colloquium*, 30 May – 1 June 2010, Copenhagen Business School (Denmark)

Restuccia Mariachiara (2009), “Value Co-Creation Orientation: Conceptualization, Measurement and Impact on Firm Performance”, *2009 Naples Forum on Services: Service-Dominant Logic, Service Science, and Network Theory - Doctoral Workshop*, 16-19 June 2009, University of Naples “Federico II” and University of Cassino (Italy)

CASE STUDIES AND BIBLIOGRAPHIES

Restuccia, Mariachiara and Jean-François Ouellet, “SMC Brazil : Developing Solutions for Difficult Times” (Case and teaching notes), Manuscript completed, Target: Emerald Emerging Markets Case Studies

Ouellet, Jean-François, **Mariachiara Restuccia** and Yannick St-James, “Fast Fashion at Zara” (Case and teaching notes), Manuscript completed, Target: Centre de cas HEC Montréal

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Ouellet, Jean-François and **Mariachiara Restuccia**, “Étendre Rosebeef, Goudron Sauvage, Winchire Wacheur et Sang Frais : le défi de la marque Sloche”, Manuscript completed, Target: *Centre de cas HEC Montréal*

Georgie, Vincent and **Mariachiara Restuccia** (2010), *Marketing des arts et de la culture : Une bibliographie analytique et sélective / Marketing Culture and the Arts: An annotated and selected bibliography*, under the supervision of François Colbert, Carmelle and Remi-Marcoux Chair in Arts Management (available at <http://www.gestiondesarts.com/index.php?id=45>)

REVIEWING ACTIVITY

2009-2011, *International Journal of Arts Management*, Ad hoc reviewer

2010-2011, *European Marketing Academy Conference*, Ad hoc reviewer:

- 2010-2011, Innovation and New Product Development Track
- 2010, Marketing of Public and Non-Profit Organisations Track

TEACHING EXPERIENCE

HEC Montréal (undergraduate courses)

- Winter 2011, 3-105-95 *Gestion dans le contexte des entreprises artistiques* (Management for artistic and cultural organizations, Elective course), Student Evaluation: 3.91/4.00
- Fall 2010, 2-100-00 *Marketing* (Marketing Principles), Student Evaluation: 3.76/4.00
- Winter 2010, 2-100-00 *Marketing* (Marketing Principles), Student Evaluation: 3.76/4.00

PROFESSIONAL EXPERIENCE

2010- [2011], **Marketing Consultant :**

- **Gestion Accès Santé :** Development of innovative trans-osseous device in orthopaedic surgery
- **MB Expert Conseil:** Website development and marketing communication
- **Nelly Van See:** New product commercialization, website development, and marketing communication for SME jewellery company

2009- 2011, **Assistant to the B.B.A. Academic Director**, HEC Montréal

2008- [2011], **Research and Teaching Assistant**, Professor Jean-François Ouellet, HEC Montréal

2005- [2011], **Research Assistant**, Carmelle and Remi Marcoux Chair in Arts Management, HEC Montréal

2006, **Consultant, Maîtrise Conseil**, HEC Montréal

Client : *Les Grands Ballets Canadiens de Montréal* (marketing and strategy)

COMPUTER SKILLS

Operating Systems	Windows, Mac OS X
Microsoft Office	Word, Excel, Power Point, Access
Data Analysis	SPSS, SAS, Lisrel, Atlas TI

May 2011

LANGUAGE SKILLS

French	Fluent
English	Fluent
Italian	Mother tongue
Portuguese	Good conversational skills and reading, basic writing

GRADUATE COURSEWORK

Course	Institution	Instructor
Consumer Behavior	HEC Montréal	Mark-Alexandre Tomiuk
Measurement	HEC Montréal	Mark-Alexandre Tomiuk
Product Innovation and Marketing	Concordia University	Ulrike de Brentani
Teaching and Learning in Higher Education	McGill University	Diane Bateman
Online Consumer Marketing	HEC Montréal	Sylvain Sénécal
Judgment and Decision Making	McGill University	Sema Barlas
Experimental Design and Statistical Methods	HEC Montréal	François Bellavance

AWARDS AND HONORS

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- 2011, NPD-Innovation Doctoral Consortium Fellow, hosted by the Product Development Management Association and the University of Illinois at Chicago
 - 2010, ISBM Ph.D. Camp Participant, Harvard Business School
 - 2010, EMAC Doctoral Consortium Fellow, Copenhagen Business School
 - 2009, Best Paper Award, Atelier de travail Marketing non –marchant : Nouvelles perspectives de l'Université Laval (Québec, Canada)
 - 2008, School runner-up for FQRNT "*Programme de bourse d'excellence pour Étudiants Étrangers*"
 - 2008, Manulife Doctoral Excellence Scholarship
 - 2008, Henry Laureys Doctoral Excellence Scholarship
 - 2007, Admission Scholarship for Ph.D. Program
 - 2006-2007, Mention d'Excellence for Academic Results
 - 2005, Admission Scholarship for M.Sc. Program

May 2011

REFERENCES

Jean-François OUELLET, M.B.A. , Ph.D.

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