Pierre-Yann Dolbec

John Molson School of Business, Concordia University
pierre-yann.dolbec@concordia.ca ♦ pydolbec.com

Academic employment

Associate professor John Molson School of Business, Concordia University	2022 – present
Concordia University Research Chair in Complexity and Markets John Molson School of Business, Concordia University	2019 – 2024
Assistant professor John Molson School of Business, Concordia University	2015 – 2022
Visiting positions	
SKEMA, Lille, France	2022
University of Melbourne	2023, 2025, 2026

Education

Ph.D. (Marketing) Schulich School of Business, York University	2010 – 2016
M.Sc. (Marketing) HEC Montreal, Université de Montréal	2008 – 2010
B.B.A. (Marketing and International Business) FSA, Université Laval	2003 – 2006

Peer-reviewed publications

1. Dolbec, Pierre-Yann Eileen Fischer, and Andrew Smith, "The Fallacy of Facility: Concerns Regarding the (Mis)Use of GGT," *Journal of Consumer Psychology*, forthcoming.
2. Darmody, Aron, Pierre-Yann Dolbec, Mujde Yuksel, Meera Venkatraman, "Between Sharing and Hiding: How Consumers Shade Knowledge," *International Journal of Research in Marketing*, In Press, https://doi.org/10.1016/j.ijresmar.2025.08.001.
3. Bitektine, Alex, Pierre-Yann Dolbec, Michele Martins, and Stijn Kruidener (2025), "Temporary Regulations and Institutional Change: Insights from the Brazilian World Cup Experience," *Academy of Management Journal*, 68(6). 1168-1206.
4. Dolbec, Pierre-Yann, and Andrew Smith (2025), "From Fame and Followers to Fortune: How Person-Brands Capture Value in the Creator Economy," *International Journal of Research in Marketing*, 42(4), 1264-1283.
5. Dolbec, Pierre-Yann (2025), "From Streetwear to High Fashion: How Nonelite Producers Use Hybridization to Enter an Elite Category," *Journal of Marketing Research*, 62(3), 543-564.
6. Gorman, Nicole, and Pierre-Yann Dolbec (2025). "Entering a Complex Market: How Hybrid Branding Helps New Brands Create Distinctive and Resonant Identities," *Journal of the Academy of Marketing Science*, 53, 1208-1229.

7. De Kerviler, Gwarlann, Catherine Demangeot, and Pierre-Yann Dolbec, "Why and How Consumers Perform Online Reviewing Differently," *Journal of Consumer Research*, 51(6), 1209-1228.
8. Pierre-Yann Dolbec, Zeynep Arsel, and Aya Aboelenien (2022). "A Practice Perspective on Market Evolution: How Craft and Commercial Coffee Firms Expand Practices and Develop Markets," *Journal of Marketing*, 86 (6), 50-69.
9. Dolbec, Pierre-Yann, Rodrigo Castilhos, Marcelo J. Fonseca, and Guilherme Trez (2022). "How Established Organizations Combine Logics to Reconfigure Resources and Adapt to Marketization: A Case Study of Brazilian Religious Schools," *Journal of Marketing Research*, 59 (1), 118-135.
10. Dolbec, Pierre-Yann, Eileen Fischer, and Robin Canniford (2021). "Something Old, Something New: Enabled Theory Building in Qualitative Marketing Research," *Marketing Theory*, 21 (4), 443-461.
11. Castilhos, Rodrigo and Pierre-Yann Dolbec (2018), "Conceptualizing Spatial Types: Characteristics, Transitions, and Research Avenues," *Marketing Theory*, 18 (2), 154-168.
12. Castilhos, Rodrigo, Pierre-Yann Dolbec and Ela Veresiu (2017), "Introducing a Spatial Perspective to Analyze Market Dynamics," *Marketing Theory*, 17 (1), 9-29.
13. Dolbec, Pierre-Yann and Eileen Fischer (2015), "Re-fashioning a Field? Connected Consumers and Institutional Dynamics in Aestheticized Markets," *Journal of Consumer Research*, 41 (6), 1447-1468.
14. Dolbec, Pierre-Yann and Jean-Charles Chebat (2013). "The Impact of a Flagship vs. a Brand Store on Brand Attitude, Brand Attachment and Brand Equity," *Journal of Retailing*, 89 (4), 460-466.

Work under review

1. Dolbec, Pierre-Yann, Eileen Fischer, and Ghalia Shamayleh, "Practice Disruption," 4th round at the *Journal of Consumer Research.*
2. Dolbec, Pierre-Yann, and Joel Bothello, "How Responsible Practices Contain Risks," at the *Journal of Consumer Research*, 2nd round.
3. Castilhos, Rodrigo and Pierre-Yann Dolbec, "How Firms Transform Resources to Adopt a Market Orientation," *Marketing Letters,* 1st round.
4. Dolbec, Pierre-Yann, Robert Nason, and Jack Sadek, "How Necessity Entrepreneurs Construct their Entrepreneurial Identity," *Organization Science*, 2nd round.

Book chapters

1. Dolbec, Pierre-Yann and Eileen Fischer (2024). "Reflections on Template Creep and Replicability Concerns in Contemporary Qualitative Research," *Handbook of Qualitative Research Methods in Marketing, 2nd edition,* edited by Russell Belk and Cele Otnes. Edward Elgar Publishing, 69-78.
2. Dolbec, Pierre-Yann and Andre F. Maciel (2018), "The Micro-Dynamics of Taste," *Taste, Consumption, and Markets*, edited by Zeynep Arsel and Jonathan Bean, Routledge, 95-112.
3. Kozinets, Robert V., Pierre-Yann Dolbec and Amanda Earley (2014), "Netnographic Analysis: Capturing and Interpreting Culture through Websites, Blogs, Tweets, Facebook

Posts, Virtual Worlds and Other Social Media Data," in Uwe Flick, Ed., *The Sage Handbook of Qualitative Data Analysis*. Sage: London.

Pedagogical material

1. Dolbec, Pierre-Yann (2024). *Artificial Intelligence and Marketing.* Open textbook. https://pressbooks.pub/aiandmarketing/.
2. Dolbec, Pierre-Yann (2021). *Digital Marketing Strategy.* Open textbook. https://opentextbooks.concordia.ca/digitalmarketing/.
3. Chattopadhyay, Amitava, Pierre-Yann Dolbec, Rajesh Nanarpuzha, and Jean Wee (2020). "The AAK Kolo Nafaso Programme—Securing an Alternative Shea Supply Chain," *INSEAD Case Studies.*

Courses taught

Undergraduate level

1. MARK452 'Digital Marketing'
2. MARK491 'AI and Marketing'

Graduate level

1. MBA644 'Marketing Management'
2. MSCA668 'Innovation and Marketing'
3. ADMI8301 'Consumer Research Methods'
4. ADMI8302 'Fundamentals of Behavioural Marketing'
5. ADMI8304 'Research Methods in Marketing: Qualitative and Quantitative Approaches'

Presentations

Refereed conference presentations

1. Pierre-Yann Dolbec and Marie-Agnes Parmentier, "Enrichment Journeys," Consumer Culture Theory Conference, July 3rd.
2. Lucie Wiart, Nil Toulouse, and Pierre-Yann Dolbec, "Empty Categories," Consumer Culture Theory Conference, July 3rd.
3. Amitava Chattopadhyay, Pierre-Yann Dolbec, and Rajesh Nanarphuza (2026), "Scaling a CSR Program," Consumer Culture Theory Conference, July 1st.
4. Dolbec, Pierre-Yann, and Marcus Phipps (2025), "The Agency of Events," Association for Consumer Research Conference, October 11th.
5. Heuillard, Antoine, and Pierre-Yann Dolbec (2025), "Breaking the Game," Association for Consumer Research Conference, October 11th.
6. Saraf, Kapil, and Pierre-Yann Dolbec (2025), "How Students Use AI," Consumer Culture Theory Conference, June 26th.
7. Heuillard, Antoine, and Pierre-Yann Dolbec (2025), "Breaking the Game," Consumer Culture Theory Conference, June 26th.
8. Dolbec, Pierre-Yann, and Marcus Phipps (2025), "The Agency of Events," Consumer Culture Theory Conference, June 27th.

9. Dolbec, Pierre-Yann, and Marcus Phipps (2024), “On Hosting,” Association for Consumer Research, September 21st.
10. Aeon, Brad, Joel Bothello and Pierre-Yann Dolbec (2024), “Responsibilizing Drug Taking, or Why CEOs and Moms Started to Take LSD,” Association for Consumer Research, September 22nd.
11. Dolbec, Pierre-Yann, Robert Nason, and Jack Sadek (2024), “Identity Construction In Conditions of Poverty: How Necessity Entrepreneurs Shape Who They Are,” 84th Annual Meeting of the Academy of Management, August 12th.
12. Dolbec, Pierre-Yann, and Marcus Phipps (2024), “On Hosting: How Consumers Create Socio-Affective Experiences at Home,” 2024 Consumer Culture Theory Conference, July 12th.
13. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2024), “Failure to Consume,” ACR Asia-Pacific, July 10th.
14. Dolbec, Pierre-Yann, Eileen Fischer, and Ghalia Shamayleh (2023), “Failing to Reconfigure,” Association for Consumer Research, October 27th.
15. Aeon, Brad, Joel Bothello and Pierre-Yann Dolbec (2023), “Practice Reversal,” Consumer Culture Theory Conference, June 28th.
16. Dolbec, Pierre-Yann, Rob Nason, and Jack Sadek (2023), “Identity Construction in Conditions of Poverty: How Necessity Entrepreneurs Escape the Market to Shape Who They Are,” McGill-Cornell Institutions and Entrepreneurship Conference, June 8th.
17. Gorman, Nicole, and Pierre-Yann Dolbec (2022), “Cultural Bridging as a Strategic Branding Response to a Cultural Innovator: How Savage X Fenty Created a Unique Brand Positioning in the Lingerie Market,” Consumer Culture Theory Conference, July 10th.
18. Dolbec, Pierre-Yann, Andrew Smith, and Trang Hoang (2022),” How do Online Influencers Monetize their Audiences?,” Consumer Culture Theory Conference, July 8th.
19. Assoé, Steve, and Pierre-Yann Dolbec (2022), “How is the Future of Nascent Technology Created? The Case of Non-Fungible Tokens (NFTs),” American Marketing Association Conference Winter, February 19th.
20. Dolbec, Pierre-Yann, Andrew Smith, and Trang Hoang (2021),” How do Online Influencers Monetize their Audiences?,” Association for Consumer Research, October 30th.
21. Dolbec, Pierre-Yann, Zeynep Arsel, and Aya Aboelenien (2021), “How do Taste Practices Become Complex?,” Association for Consumer Research, October 29th.
22. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2021), “Entrepreneurial Consumption: The Case of Sneaker Resellers,” London College of Fashion Think In, September 14th.
23. Dolbec, Pierre-Yann and Eileen Fischer (2021), “Charismatic CEOs: How Powerful People with Charismatic Professional Brands Can Drive Markets,” American Marketing Association Conference Summer, August 6th.
24. Nguyen, Thanh, and Pierre-Yann Dolbec (2020). “Influencers’ Struggles,” Association for Consumer Research Conference, October 1st to 4th.
25. Bothello, Joel, Pierre-Yann Dolbec, and Thomas Roulet (2020). “Situated Institutions: Exploring Place and Space in Institutional Dynamics,” Academy of Management Annual Meeting, August 9th.

26. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2020), "Entrepreneurial Consumption and the Hype Economy," American Marketing Association Conference Winter, February 16th.
27. Kruidener, Stijn, Alex Bitektine, and Pierre-Yann Dolbec (2019), "Temporary Institutions: The Evolution of Beer Regulations in Brazil Before, During, and After the 2014 FIFA World Cup," European International Business Academy Conference, December 14th.
28. Dolbec, Pierre-Yann, Zeynep Arsel, and Aya Aboelenien (2019), "Market Aestheticization: How Markets Grow through Value Chain Complexification," Association for Consumer Research, Atlanta, October 18th.
29. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2019), "Believe the Hype: How Resale Monetizes Desire," Association for Consumer Research, Atlanta, October 18th.
30. Dolbec, Pierre-Yann, Zeynep Arsel, and Aya Aboelenien (2019), "Market Aestheticization," Consumer Culture Theory Conference, Montreal, July 19th.
31. Dolbec, Pierre-Yann, Rodrigo Castilhos, Marcelo J. Fonseca, and Guilherme Trez (2019), "Adapting to Market Transformations: How Traditional Religious Schools Remain Competitive in a Marketizing Field," Bringing Institutional Theory to Marketing Conference, May 4th.
32. Dolbec, Pierre-Yann, and Eileen Fischer (2019), "Changing Markets by Triggering Socio-Cognitive Transformations: How Tesla Boosted the Electric Car Market," American Marketing Association Conference, Austin, February 23rd.
33. Dolbec, Pierre-Yann, Rodrigo Castilhos, Marcelo J. Fonseca, and Guilherme Trez (2019), "Adopting a Market Orientation as a Strategic Response to Market Neo-liberalization," American Marketing Association Conference, Austin, February 22nd.
34. Dolbec, Pierre-Yann, Rodrigo Castilhos, Marcelo J. Fonseca, and Guilherme Trez (2019), "Adapting to Market Transformations: How Traditional Religious Schools Remain Competitive in a Marketizing Field," Journal of Marketing Research Special Issue Preconference: Education and Marketing, Austin, February 21st.
35. Dolbec, Pierre-Yann and Shanze Khan (2018), "How Categories Transform Markets through Non-Collective, Non-Strategic Collaborations," Association for Consumer Research Conference, Dallas, October 13th.
36. Dolbec, Pierre-Yann, Joel Bothello and Pharo Sok (2018), "Erasure as Institutional Maintenance," Association for Consumer Research Conference, Dallas, October 12th.
37. Castilhos, Rodrigo, and Pierre-Yann Dolbec (2018), "Contextualizing Market Orientation: Logics and Complexity in a Changing Market," Consumer Culture Theory Conference, Odense, June 28th.
38. Dolbec, Pierre-Yann (2018), "Objects and the Diffusion of Innovation," American Marketing Association, San Diego, February 25th.
39. Dolbec, Pierre-Yann (2017), "Erasure as Institutional Maintenance," Association for Consumer Research Conference, San Diego, October 28th.
40. Dolbec, Pierre-Yann (2017), "Tasteful Work: The Emergence of an Aesthetic Category," Association for Consumer Research conference, San Diego, October 28th.

41. Dolbec, Pierre-Yann (2017), "Market Memory," Consumer Culture Theory conference, Los Angeles, July 10th.
42. Dolbec, Pierre-Yann (2017), "Institutional Work, Novel Taste Regimes, and the Emergence of a Cultural Category," Bringing Institutional Theory to Marketing Conference, Paris, May 29th.
43. Dolbec, Pierre-Yann and Eileen Fischer (2017), "Brand Celebrification in a Nascent Market," American Marketing Association Conference, Orlando, February 11th.
44. Dolbec, Pierre-Yann (2016), "Market Boundary Infrastructure and the Diffusion of Cultural Innovations," Association for Consumer Research conference, Berlin, October 28th.
45. Dolbec, Pierre-Yann and Andre Maciel (2016), "Consumer-Driven Dynamics of Taste Convergence," Consumer Culture Theory conference, Lille, July 7th.
46. Dolbec, Pierre-Yann (2016), "Systemic Valuation Processes: The Role of Market Categories in Value Creation, or How EDM Became a US$6B Market," American Marketing Association Conference, Las Vegas, Nevada, February 27th.
47. Dolbec, Pierre-Yann (2015), "From Consumer Creation to Mainstream Adoption: A Multi-Level Perspective on Cultural Category Creation," 2015 Consumer Culture Theory Conference, Fayetteville, June 20th.
48. Dolbec, Pierre-Yann (2015), "The Bit Generation: Consumer Participation and Legitimacy in the Digital Age," Consumer Culture Theory Conference, Fayetteville, June 19th.
49. Dolbec, Pierre-Yann (2014), "The Dynamics of Taste: Niche Fields and the Evolution of Taste Regimes," Association for Consumer Research, Baltimore, October 24th.
50. Castilhos, Rodrigo, Pierre-Yann Dolbec and Ela Veresiu (2014), "Conceptualizing the Space of Markets: How Spatiality Influences Market Dynamics," Association for Consumer Research, Baltimore, October 24th.
51. Dolbec, Pierre-Yann (2014), "How Does Taste Change? A Field-level Analysis of the Dynamics of Field-specific Cultural Capital," presented at the 2014 Consumer Culture Theory Conference, Helsinki, June 25th.
52. Dolbec, Pierre-Yann (2014), "How Do Global Aesthetic Markets Evolve? The Translation of Local Actors to Global Markets during Transcendent Events," Consumer Culture Theory Conference, Helsinki.
53. Dolbec Pierre-Yann and Eileen Fischer (2013), "Same Same, But Different: How the Imperfect Reproduction of Institutional Practices by Inter-Connected Consumers Changes the Online Fashion Market," European Association for Consumer Research conference, Barcelona, July 6th.
54. Dolbec Pierre-Yann and Eileen Fischer (2013), "Re-fashioning a Field? The Impact of Micro-level Changes on Institutional Practices and Institutional Work," Consumer Culture Theory Conference, Tucson, June 19th.
55. Dolbec, Pierre-Yann and Eileen Fischer (2012), "Tastemakers? Influential consumers in aestheticized product markets," Association for Consumer Research conference, Vancouver, October 6th.

Invited talks

1. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2026) "Enrichment Journeys," Kyoto University, June 26th.
2. Dolbec, Pierre-Yann (2026) "The Illusion of Control," Wilfrid Laurier University, May 22nd.
3. Dolbec, Pierre-Yann, and Joel Bothello (2026), "Risk-Taking and Legitimization," Schulich School of Business, York University, April 9th.
4. Dolbec, Pierre-Yann, and Marcus Phipps (2026), "Practice Orchestration," University of Melbourne, February 19th.
5. Dolbec, Pierre-Yann, and Joel Bothello (2025), "Responsible Practices," Singapore Management University, April 27th.
6. Dolbec, Pierre-Yann, "From Streetwear to High Fashion: How Nonelite Producers Use Hybridization to Enter an Elite Category," Institut Français de la Mode, April 17th.
7. Dolbec, Pierre-Yann, Brad Aeon, and Joel Bothello (2025), "Responsibilizing Practices," University of Melbourne, February 19th.
8. Dolbec, Pierre-Yann, Brad Aeon, and Joel Bothello (2025), "Responsibilizing Practices," University of Sydney, February 16th.
9. Dolbec, Pierre-Yann, Brad Aeon, and Joel Bothello (2025), "Responsibilizing Practices," Paris School of Business, January 23rd.
10. Dolbec, Pierre-Yann, Brad Aeon, and Joel Bothello (2024), "Responsibilizing Practices," HEC Montreal, September 11th.
11. Dolbec, Pierre-Yann (2023), "From Streetwear to Luxury: How Nonelites Use Hybridization to Enter Elite Markets," RMIT, November 24th.
12. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2023), "Gaming the Market: How Consumers Deal with Permanent Scarcity," University of Melbourne, November 17th.
13. Dolbec, Pierre-Yann, Eileen Fischer, and Ghalia Shamayleh (2022), "How do Consumers Experience a Systemic Crisis?," University of Melbourne, October 27th.
14. Chadwick, Simon, Pierre-Yann Dolbec, and Nil Toulouse (2022), "On Getting your Research Funded," SKEMA, October 12th.
15. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2022), "Identifying and Exploiting Purchase Opportunities: Meet the Entrepreneurial Consumer," King's College London, October 5th.
16. Dolbec, Pierre-Yann and Marie-Agnes Parmentier (2022), "Entrepreneurial Consumption," presented at SKEMA, September 15th.
17. Dolbec, Pierre-Yann, Andrew Smith, and Trang Hoang (2022), "How do Influential Person-Brands Capture Value," presented at IESEG, July 4th.
18. Dolbec, Pierre-Yann, and Marie-Agnes Parmentier (2020), "Working to Purchase: Consumers' Entrepreneurial Efforts to Acquire Scarce Products and Services," presented at SKEMA, September 17th.
19. Dolbec, Pierre-Yann, and Joel Bothello (2019), "Structural Amnesia: Stigmatization and the Forgetting of Celebrity in a Mnemonic Community," McGill University Junior Faculty Organization Theory Conference, October 25th.

20. Dolbec, Pierre-Yann, and Eileen Fischer (2018), "Transformative Brands and Category Animation," INSEAD Fontainebleau, France, May 3rd.
21. Dolbec, Pierre-Yann (2016), "Digital Marketing and the Transformation of Markets," presented at the Université du Québec à Montreal, November 14th.
22. Dolbec, Pierre-Yann (2015), "The Dynamic of Category Emergence: the SALE Process or How EDM Conquered North America," presented at the John Molson School of Business, Concordia University, March 6th.
23. Dolbec, Pierre-Yann (2015), "The Dynamic of Category Emergence: the SALE Process or How EDM Conquered North America," presented at HEC Montreal, Université de Montreal, February 6th.
24. Dolbec, Pierre-Yann and Eileen Fischer (2014), "Re-fashioning a Field? Connected Consumers and Institutional Dynamics in Aestheticized Markets," Ivey School of Business, Consumer Behaviour Symposium, London, Ontario.
25. Dolbec, Pierre-Yann and Eileen Fischer (2014), "Re-fashioning a Field? Connected Consumers and Institutional Dynamics in Aestheticized Markets," UCI Anthropology & Markets, Irvine.

External funding (Total: $607 664)

SSHRC Insight Grant ($205 331), "Responsibility and Market Shaping," Principal investigator. Co-Applicant: Eileen Fischer; Collaborators: Marcus Phipps and Andrew N. Smith	2024-2029
SSHRC Insight Development Grant ($59 605), "Explaining the Concurrent Legitimacy and Illegitimacy of Consumption Practices," Principal Investigator. Co-applicant: Brad Aeon and Joel Bothello.	2022-2024
SSHRC Partnership Engage Grant ($24 918), "Intergenerational Coffee Market Dynamics," Principal Investigator. Co-applicant: Robert Nason.	2020-2021
SSHRC Insight Grant ($180 940), "Complexity and Market Dynamics," Principal investigator. Co-applicants: Zeynep Arsel, Eileen Fischer.	2018-2023
SSHRC Partnership Engage Grant ($25 000), "Market Orientation in a Complex Field," Principal investigator. Co-applicant: Rodrigo Castilhos.	2018-2019
FQRSC Nouveaux Chercheurs ($56 870), "After Disruption," Principal investigator.	2017-2019
SSHRC Insight Development Grant ($55 000), "The Celebrification of Brands and the Development of Nascent Markets." Principal investigator. Co-applicant: Eileen Fischer.	2016-2018

Internal funding (Total: $178 330)

OVPRGS, ARRE Funding ($4 000), "Speaker Series: Complexity and Resilience" (with Joel Bothello)	2023
OVPRGS Early Career Research Support Opportunity ($6 000)	2020
Concordia University Student Research Award (with Linh Tran) ($5 760)	2020

National Bank Initiative in Entrepreneurship and Family Business ($11 090), “Entrepreneurial Legitimacy and Intergenerational Dynamics in Family Businesses” (with Rob Nason)	2020
Open Educational Resources Grant for a Digital Marketing Open Textbook ($5 000)	2019
OVPRGS, ARRE Funding ($5 000), “Speaker Series: Complexity, Society, and Entrepreneurship” (with Rob Nason)	2019
Concordia University Student Research Award (with Tran Hoang) ($5 760)	2019
Concordia University Research Chair “Complexity and Markets ($100 000)	2019-2024
JMSB OVPRGS Seed Funding ($7 000), “Scaling Social Impact Projects,” Principal investigator.	2018
Concordia University Student Research Award (with Kevin Liu) ($5 760)	2017
OVPRGS, SEED Funding ($6 950), “The Emergence of Aesthetic Markets and Complexification of Commodities,” Principal investigator.	2017
Concordia University Student Research Award (with Courtney Tritt) ($5 760)	2016
JMSB Associate-Dean of Research, SEED Funding ($7 000), “Market Memory,” Principal investigator.	2016
OVPRGS, ARRE Funding ($3 250), “Markets and Culture speaker series.” Principal applicant. Sponsors: Zeynep Arsel, Michael Carney, Claudine Mangen.	2016

Awards and recognitions

Concordia University, John Molson School of Business — Distinguished Scholarship – Mid-career scholar	2025
Mitacs Business Strategy Internship Award – Yanny Nelson (Supervisor) (B)	2025
Consumer Culture Theory Conference – Jim McAlexander Memorial Award for Cool Research, shortlist	2025
Mitacs Business Strategy Internship Award – Yanny Nelson (Supervisor) (A)	2025
Concordia University Newsmaker of the Month (March)	2025
SKEMA ‘International Research Award’ for Dolbec et al. (2021)	2021
ANPAD (Associação Nacional de Pós Graduação e Pesquisa em Administração), Best Paper Published in an International Journal — Honorable Mention, for Dolbec et al. (2021)	2021
Concordia University Newsmaker of the Month (February 2021)	2021
Mitacs Business Strategy Internship Award – Laura Fidalgo (Supervisor)	2021
Mitacs Business Strategy Internship Award – Sophie Albo (Supervisor)	2020
Concordia University Newsmaker of the Week (July 7th)	2019
Best Paper, Institutions and Complexity track, *American Marketing*	2019

Association Winter Conference

Outstanding Contribution in Reviewing, *Journal of Business Research*	2018
Highly cited article for 2016 at the Journal of Consumer Research	2016
Best Special Session, *Consumer Culture Theory Conference*	2016
One of the 25 most downloaded papers for 2013-2015 at the Journal of Retailing	2015
Honorable Mention – Poster, *Consumer Culture Theory Conference*	2014
AMA-Sheth Doctoral Consortium Fellow	2014
Vanier Canada Scholar (150 000$)	2012 – 2015
Social Sciences and Humanities Research Council of Canada (SSHRC) Fellowship (60 000$)	2012 – 2015
Fonds Québécois de Recherche sur la Société et la Culture Fellowship (FQRSC) (60 000$)	2010 – 2013

Service

Supervision and thesis committee membership

Supervisor

Barbora Sebestova (MSc), Peter Kaymakcioglu (MSc)

Committee member

Edna Denga (PhD), Anusheh Ali Gauhar (PhD), Mohammadreza Ahmadi (PhD)

Graduated students

As supervisor (MSc)

2025: Alireza Esfandiari and Antoine Heuillard (MSc)
2024: Kapil Saraf
2023: Arthur Lachieze-Rey
2022: Xiaorou Song and Steve Assoé
2020: Nicole Gorman and Dan Fawcett
2019: Stijn Kruidenier and Yushan Li
2018: Thanh Nguyen

As committee member

2025: Alice Peyraud (PhD)
2024: Ghalia Shamayleh (PhD) and Hami Yousefdehi (PhD)
2023: Kelly-Anne Lemay (MSc)
2022: Allie Dang (MSc), Meiling Fong (MSc), and Gwarlann de Kerviler (Habilitation à Diriger des Recherches)
2021: Chen Chen and Jie Yang (MSc)
2020: Quingqing Liu (MSc), Chucen Zhang (MSc) and Aya Aboelenien (PhD)
2019: Carolina de la Rocha and Ghalia Shamayleh (MSc)
2018 : Lu Xu and Maxime Le Huidoux (MSc)
2017: Michael Raymond and Natalia Kaszonyi

Service to the University

Commerce Faculty Research Committee	2023 – present
Research Series Seminar Committee	2023 – present
MSc Program Committee	2018 – present
Organizer, Complexity and Resilience speaker series	2023 – 2024
Hiring Committee—Limited-Term Appointment, Chair	2021 – 2023
Committee member, GDBA program development	2016 – 2021
Hiring Committee—Tenure-Track, Chair	2020 – 2021
Organizer, Complexity, Entrepreneurship, and Society speaker series	2019 – 2021
Faculty Council Steering Committee	2018 – 2020
Faculty Council representative	2017 – 2020
CUFA (union) representative (alternate)	2017 – 2020
Founder and organizer, Montreal Qualitative Workshop series	2016 – 2018
Committee member, Marketing Chair search	2017
Organizer, Markets and Culture speaker series	2016 – 2017

Service to the field

Consumer Culture Theory Doctoral Workshop, Organizer	2026 – 2032
ACR Doctoral Symposium, Speaker	2025
Frontiers in Service 2025, Mentor	2025
Consumer Culture Theory Conference 2026, Track Chair, "Focused Forum"	2025 – 2026
Mentor at the ACR Doctoral Symposium	2017, 2022, 2023, 2025
Consumer Culture Theory Doctoral Workshop, Mentor	2025 – 2026
SSHRC Insight Grant External Reviewer	2022
Consumer Culture Theory Consortium (CCTC) Ombudsperson	2022
SSHRC Partnership Engage Grant Review Committee	2018 – 2022
Mentor at the Consumer Cultural Theory Qualitative Data Analysis Workshop	2017

Memberships

Member, American Marketing Association	2016 – present
Member, Consumer Culture Theory Consortium	2013 – present
Member, Association for Consumer Research	2013 – present

Reviewing: Editorial boards

Marketing Theory	2026 – present

Journal of Marketing Research	2025 – present
European Journal of Marketing	2025 – present
Journal of Consumer Psychology	2024 – present
Journal of Advertising Research	2022 – present
Journal of Consumer Research	2020 – present
Recherche et Applications en Marketing (RAM)	2018 – present

Reviewing: Ad-hoc

AMS Review, Consumption, Markets and Culture, European Journal of Marketing, International Journal of Arts Management, Journal of Advertising, Journal of Brand Management, Journal of Business Ethics, Journal of Business Research, Journal of Macromarketing, Journal of Management Studies, Journal of Marketing, Journal of Marketing Communications, Journal of Marketing Management, Journal of Marketing Research, Marketing Letters, Marketing Theory, and Psychology & Marketing.

Guest Editorship

Journal of Consumer Research	2020 – 2022

Media mentions

Academy of Management Insights, “Brazil’s Temporary Stadium Beer Policy Was a Game-Changer.”	2026-03-02
The Up Next Podcast with Gabriella Mirabelli, “Pierre-Yann Dolbec and Andrew Smith. How Creators Monetize their Work.”	2026-01-08
CBC News, “They’re odd, unique and expensive — why niche perfumes are trending”	2026-01-03
Clin d’Oeil, “Pourquoi les prix des parfums sont-ils astronomiques? »	2025-11-10
CBC News, “This video game retailer is revamping the in-store experience for Montreal gamers.”	2025-10-18
The Conversation, “Doechii’s Thom Browne look at the Grammys bridged street culture and luxury fashion.”	2025-02-07
CBC Radio One, “Can Reddit stay ‘real’?”	2024-04-12
CBC ’15-18.’ “Poursuite vegetalienne contre Starbucks et Dunkin’ : Pierre-Yann Dolbec, professeur”	2024-04-05
The World Economic Forum – Davos, “The AAK Kolo Nafaso Programme: Securing an Alternative Shea Supply Chain”	2024-01-17
La Presse, “Cafés italiens nouveau genre”	2023-08-26
CBC ’15-18.’ “Les grandes chaînes et la culture du café : Pierre-Yann Dolbec, professeur”	2023-03-23
CBC ‘15-18,’ On the launch of Starbucks’ Oleato	2023-03-13
Chief Scientist of Quebec, Quebec Government, “Embracing responsible	2023-02-21

consumption”	
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