



### **BIO Dr Frank PONS**

Dr. Pons is Associate Professor of Marketing at Laval University (Québec, Canada). He earned a Masters in Sciences from Université Aix-Marseille III (Marseille, France), a MBA from Laval University (Quebec City, Canada) and a PhD in Marketing from Concordia University (Montreal, Canada).

He has conducted research and consulting projects in the United States, Canada, Hong Kong, Mexico and Lebanon. He has been an invited speaker at the ESSEC business school (Paris), HEC Montréal and the Ecole Supérieure de Gestion (Beirut). His research has appeared in such publications as the *Journal of Service Research*, *Journal of Business Research*, *Psychology and Marketing*, *Journal of International Business Studies* and *Sport Marketing Quarterly* and he has presented papers at more than 25 international conferences. His research interests include consumer behavior, services and sports marketing with an emphasis on cross-cultural issues. He is particularly interested in how cross-cultural differences affect customers during service encounters. His focus also includes acculturation processes and their impact on immigrants' consumption habits.

Frank is also a member of the editorial board of the *International Journal of Sport Marketing and Sponsorship* as well as an editorial review board member of the *Journal of Business Research*. In addition, he has been guest editing several issues for sport

marketing journals and served as the Marketing Division Chair for the *Administrative Sciences Association of Canada (ASAC)* in 2005-2006.

Frank has also received several teaching awards and he has taught in different countries including the United States, Spain, Canada, Lebanon and France. Currently, he teaches Consumer Behavior, International Marketing and Marketing Research.