

MARK VINCENT REMØY PASQUINE

Curriculum Vitae

Phone: +47 70 16 15 21

Email: mapa@ntnu.no

Education

Ph.D., Marketing, Norwegian School of Economics (NHH), Norway (2011)

M.B.A. (*Cum Laude*), F.W. Olin School of Business, Babson College, USA (2002)

B.A. (*Magna Cum Laude*), Political Science, Rutgers University, USA (1996)

Research Interests

Contextual Influences on Consumer Choice, Cognitive Processes in Branding, B2B Service Innovation, Country of Origin, Pricing

Teaching Interests

Marketing strategy, Brand & Reputation Management, Marketing Research

Publications

- Pasquine, Mark; Glavee-Geo, R; and Håvold, J. I. (2014) *Local but not: effects of unfamiliar region of origin on quality perceptions of regional food products*. Fjordantologien 2014.

Conference Presentations

- Pasquine, Mark and Glavee-Geo, R. (2014), *Region of origin as an irrelevant attribute: improving evaluations and preferences for foreign brands among highly ethnocentric consumers*. Paper presented at the Johan Arndt Marketing Conference, Hønefoss, Norway
- Pasquine, Mark; Glavee-Geo, R; and Håvold, J. I. (2014) *Think more of me as your compatriot: effects of unfamiliar region of origin on perceived quality of regional food products*. Paper presented at Fjordkonferansen, Loen, Norway
- Pasquine, Mark (2012), *The Good and the Different: Context effects in more complex choice tasks*. Paper presented at the European Marketing Association Conference (EMAC), Lisbon, Portugal
- Pasquine, Mark (2010), *Teaching with Cases at NHH*. Paper presented at the Johan Arndt Marketing Conference, Hønefoss, Norway
- Pasquine, Mark (2010), *We like you because you're popular: inferring popularity from social proof*. Paper presented at the FIBE Conference, Bergen, Norway
- Pasquine, Mark (2009), *Contextual influences on choice for non-dominated alternatives*. Paper presented at the FIBE Conference, Bergen, Norway

- Pasquine, Mark (2008), *When is it better not to be unique? Moving from extreme alternative to being preferred*. Paper presented at the European Marketing Association Conference (EMAC), Brighton, UK
- Pasquine, Mark (2007), *Maybe It's Better Not To Be Unique: Moving From Avoided Extreme to the Collective Effect*. Paper presented at the Nordic Academy of Management Conference, Bergen, Norway

Working papers

- Pasquine, Mark and Glavee-Geo, R., *Country of Origin as an Irrelevant Attribute*
- Pasquine, Mark, *The orbit of context: context effects in consumer decision making - theories, approaches and contributions*
- Pasquine, Mark, *The influence of irrelevant attributes on choice in enlarged contexts*
- Pasquine, Mark, *Would you still like me if I wasn't popular?: social proof as a contextual influence on choice*

Teaching Experience

MASTERS/EXECUTIVE EDUCATION LEVEL

- Teaching at Master's level since 2006
- Courses taught include: *Brand Management, Distribution Channels & B2B Marketing, Global Customer Values, International Marketing, Market Research, Marketing Communications, Service & Relationship Marketing*
- Master's Thesis supervision

BACHELORS LEVEL:

- Teaching at Bachelor's level since 2010
- Courses taught include: *Cases in Strategy & Marketing, Consumer Behavior, Export in Global Networks, Market Research (quantitative), Product Management, Reputation Management*
- Bachelor's Thesis supervision

Work Experience

Associate Professor, Aalesund University College, Norway (2010-current)

- Teaching responsibilities at Master's and Bachelor's levels in Marketing and Marketing Research courses

Adjunct Associate Professor, Norwegian School of Economics and Business Administration (NHH), Norway (2010-current)

- Teaching responsibilities for case-based Bachelor's course in Marketing Strategy

Assistant Professor, Norwegian School of Economics and Business Administration (NHH), Norway (2009-2010)

- Teaching and student supervision responsibilities at Master's level

Research Scholar, Norwegian School of Economics and Business Administration (NHH), Norway (2005-2009)

- Doctoral research on Contextual influences on Consumer Choice
- Teaching and student supervision responsibilities at Master's level

Project Consultant, Norwegian Seafood Export Council, Bergen, Norway (2004)

- Conducted market assessment of the US cold-water shrimp industry

Marketing Account Manager, Epsilon, Boston, MA, USA (2003-2004)

- Developed fiscal year forecasts for \$30 million direct mail fundraising renewal program for the American Cancer Society, one of the largest non-profit health related charities in the US
- Partnered with analytic team to utilize optimization and segmentation models to decrease mailing costs by up to 25%, yet maintain year-over-year revenue levels
- Developed new marketing reports used for creative and strategic file analysis
- Nurtured client relationship with contacts at various levels

Marketing Account Manager, Amergent, Boston, MA, USA (2002-2003)

- Managed multiple client relationships with non-profit healthcare clients, including Dana-Farber Cancer Institute, Fox Chase Cancer Center and Duke Children's Hospital & Health Center
- Developed, presented and implemented annual program and appeal level direct marketing recommendations based on donor database, list and results analysis
- Led direct mail development from strategic analysis/planning through execution
- Orchestrated creative, data, finance and production teams to deliver projects on strategy and on time

Account Executive, Digitas, Boston, MA, USA (1999-2000)

- Fostered client relationship with several business units of a large financial services company
- Initiated internet direct marketing efforts for client to generate online learning
- Developed offline and online direct marketing strategies and provided input to client marketing plans
- Advanced projects from concept to budgeting and presentation to final release

Senior Product Manager, Credit Card Marketing Acquisitions, First USA, A Bank One Company, Wilmington, DE, USA (1996-1999)

- Developed testing strategies to stimulate response to direct mail campaigns utilizing creative, offer and list opportunities and presented results and recommendations to senior management
- Helped increase market share of university and student cards from 10 to 58%
- Managed \$10 million budget
- Used response modeling to grow profitability of new accounts and reduce CPA

Professional memberships

- European Marketing Academy, Association for Consumer Research

Reviewerships

- Reviewer for EMAC Annual Conference

Scholarships and Awards

- CEMS Course of the Year Award, Community of European Management Schools and International Companies (2007)
- Ph.D. Research Scholarship, Norwegian School of Economics and Business Administration (2004)
- Jack Marvin Weiner Memorial Award for Political Science student with highest G.P.A. (1996), College of Arts and Sciences, Rutgers University
- Inducted to Pi Sigma Alpha political science honors society (1995) and Athenaeum honors society (1996), Rutgers University

Other Activities

Judge, KPMG Case Competition, NHH (2009)

Coach for HiÅ and NHH student teams for case competitions including, KPMG International Case Competition, Scotiabank International Case Competition (Ivey School of Business, University of Western Ontario), Case Competition (Copenhagen Business School), Stockholm School of Economics Case Competition, Global Business Case Competition (Foster School of Business, University of Washington)

Language Skills

English: native

Norwegian: spoken is good and working to improve written

Other interests

Swim/Bike/Run, Bass Guitar