

Exchange Week for foreign visiting professors
8 - 12 April 2024
Iscte, Lisbon

Professor Stéphane Salgado

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Capitole

Country France

Brief CV

I am Associate **Professor of Quantitative Marketing** at Toulouse School of Management, Université Toulouse Capitole, France

As a researcher, I seek to offer insights pertaining to innovation contests, branding, co-creation and sharing economy, as well as relevant implications for practice.

I stands out as a researcher with a strong focus on consumer creativity, user innovation, and crowdsourcing, areas that are crucial in the landscape of contemporary marketing and new product development. My academic rigor is particularly evident in my publications in well ranked journals; for instance, my work on the dynamics of innovation contest experience has been published in the Journal of Business Research (JBR), and my research on motivating consumers involved in creative contests appears in Recherche et Actualité en Marketing (RAM).

As an experienced Associate Professor specializing in Quantitative Marketing, I employ rigorous scientific methodologies to generate actionable insights in diverse domains such as new product development, crowdsourcing, and the sharing economy.

In addition to my research, I am a well-demanded professor with expertise in quantitative marketing and new product development. My teaching portfolio includes courses such as “Platform Crowdsourcing and NPD MSc TSM” and “Innovative market research M2 Data & Innovation TSM,” which are

indicative of my ability to bridge theoretical knowledge with practical applications. Overall, its strengths lie in his interdisciplinary research, high-quality publications, and my skills as an educator in Quantitative Marketing and New Product Development.

On-going research topic

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Relevant publications

Salgado, S., Hemonnet-Goujot, A., Henard, D. H., & De Barnier, V. (2020). The dynamics of innovation contest experience: An integrated framework from the customer's perspective. *Journal of Business Research*, 117, 29-43.

Azzam, J. E., Henard, D. H., & Salgado, S. (2023). "Patent marking" as a signaling strategy: Impacts on perceived product innovativeness and innovation adoption. *Decisions Marketing*, 109(1), 141-159.

Chameroy F, S. Salgado, V. De Barnier, D. Chaney (2023) "In platform we trust: How interchangeability affects trust decisions in collaborative consumption" *Technological Forecasting & Social Change* (Forthcoming)

Topic of lecture for the students

Innovation, Patent Marking, and Value Transference: An Empirical Investigation of Positive Consumer Outcomes

Outline of lecture for the students

Promoting consumer perceptions that a company is innovative is often viewed as a strategic business initiative with the interplay between innovation management and organizational branding becoming increasingly important to some firms. This is a relatively more difficult task for companies whose product innovations are quite often intangible and therefore relatively invisible to consumers. While the use of patents to legally protect innovations and intellectual property is common among these firms, the use of patents in branding and marketing efforts (i.e., patent marking) is far less common, but on the rise. The present research investigates the direct and indirect impacts that the growing practice of patent marking has on both consumer perceptions as well as on ultimate marketplace intentions. Real-world brands and patented innovations are used in this multi-study investigation. Results indicate a positive relationship between patent marking efforts (via a value transference strategy) and consumers' perceptions of brand innovativeness. Further, the impact of patent marking on both brand attitudes and willingness to pay a premium price is shown to be mediated by these perceptions of a brand innovativeness. This research indicates that patents have the ability to provide firms with practical and positive marketplace advantages that complement the typical legal protections sought from them.