

# KAI CHRISTINE LESAGE

## Curriculum Vitae

Grenoble École de Management, France

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### EDUCATION

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**Ph.D.** Candidate (ABD) in Business Administration 2020 – 2024 (expected)

*(Planned dissertation defense: June 2024 | Advisor: Fiona Schweitzer)*

Grenoble École de Management, France

**MPhil.** Business Administration 2022

Quantitative Research Track: Marketing

Grenoble École de Management, France

**M.B.A.** 2003

The University of Texas, San Antonio, USA

The Alamo Scholarship Award | 3.81 GPA

**B.B.A.**, Information Systems

The University of Texas, San Antonio, USA 2002

National Dean's List | UTSA College of Business Dean's List

### ACADEMIC POSITION

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**Instructor, Research and Pedagogical Assistant** 2020 – present

Grenoble École de Management, France

### RESEARCH AREAS

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- Intersection of marketing strategy, sustainability, and innovation: antecedents and implications of green innovation, interplay of green innovation adoption and stakeholder political orientation, brand activism, corporate social responsibility
- Brand effects of green innovation and sustainability: new product development and introduction, sustainability in luxury consumption, green product pricing, green labeling, digital marketing, private labels versus national brands

## RESEARCH UNDER REVIEW

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**Lesage, Kai Christine**, Fiona Schweitzer, and Maximilian Palmié, "Red, Blue, and Green? The Association between CEOs' Political Ideologies and Green Innovation." Revise & Resubmit at *Journal of Product Innovation Management* (resubmission by October 2023)

## RESEARCH IN PROGRESS

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**Lesage, Kai Christine**, "Green New Product Introduction with Brand Activism: A Boost or A Blow?" (*manuscript development, data collection*). Planned submission to *Journal of Public Policy and Marketing* (August 2024).

**Lesage, Kai Christine**, Christophe Haon, and Shekhar Misra, "Effect of Green Products on Brand Performance: Evidence from Organic Products in the Ready-to-Eat Cereal Category." (*working manuscript*). Planned submission to *Journal of Marketing* (December 2024).

**Lesage, Kai Christine**, Carolina Werle, "Double Standard?: How Consumers View Green Labels Differently Online and Offline." (data collection). Planned submission to *Journal of Marketing* (March 2025).

**Lesage, Kai Christine**, Yan Meng, "An Unlikely Marriage: Sustainability and Luxury Consumption." (data collection). Planned submission to *Journal of Business Research* (June 2025).

**Lesage, Kai Christine**, Fiona Schweitzer, "Who is Winning the Game of the Organics?: A Battle between National Brands and Private Labels." (data collection). Planned submission to the *Journal of the Academy of Marketing Science* (September 2025).

## CONFERENCE PAPERS AND PRESENTATIONS (\* denotes presenter)

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**Lesage, Kai Christine\***, Christophe Haon, and Shekhar Misra, "Effect of Green Products on Brand Performance: Evidence from Organic Products in the Ready-to-Eat Cereal Category." Paper presented at EMAC Annual Conference. Odense, Denmark (2023).

**Lesage, Kai Christine\***, Christophe Haon, and Shekhar Misra, "Red, Blue, or Green?: CEO's Political Orientation and Sustainable Innovation." Paper presented at the 29th Innovation and Product Development Management Conference (IPDMC). Hamburg, Germany (2022).

**Lesage, Kai Christine\***, Christophe Haon, and Shekhar Misra, "Red, Blue, or Green?: CEO's Political Orientation and Sustainable Innovation." Paper presented at EMAC Annual Conference. Budapest, Hungary (2022).

## TEACHING INTERESTS

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- Sustainable Marketing
- Digital and Social Media Marketing
- Innovation
- Marketing Strategy
- Marketing Analytics
- Luxury Marketing

## TEACHING EXPERIENCE

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### Undergraduate

#### **Instructor – Digital Business** (*Scheduled*)

Program: BIB (2023 - 2024) | TBD | 15 hours

#### **Instructor – Sustainable Marketing** (Evaluation\*: 4.1)

Program: BIB (2022 - 2023) | 33 students | 15 hours

#### **Instructor – Brand Management** (Evaluation: 4.3)

Program: BIB (2022 - 2024) | 22 students | 30 hours each semester

### Graduate

#### **Instructor – Sustainable Luxury and Design** (*Scheduled*)

Program: Msc. Fashion, Design and Luxury Management (2023 - 2024) | TBD | 15 hours

#### **Instructor – Innovation** (Block teaching; *Scheduled*)

Program: Grande Ecole (MIM) (2023 - 2024) | TBD | 24 hours

#### **Instructor – Fundamentals of Marketing** (Evaluation: 4.2 avg.)

Program: Grande Ecole (MIM) (2021 - 2023) | 37 students x 3 classes | 42 hours

*\*Evaluation: 1 = Poor, 5 = Excellent*

## GRADUATE ADVISING AND MENTORING

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### Master's Dissertation Advising

Supervised the Master's thesis (Grand Mémoire) of three students (2022)

### Jury Member of the Master Thesis Presentation

- Master in Management (MIM) final year students of the "Transcontinental Program" with McGill University, presenting "Advanced International Business Strategy" (2021)
- MBA students of "Management Consulting program" case presentations (2021)

## ACADEMIC SERVICE

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Ad Hoc Reviewer for AMA Conference

## SEMINAR AND WORKSHOP PARTICIPATION

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**Marketing Strategy Doctoral Consortium:** 14 weekly sessions with Ajay Kohli, Gerry Tellis, Rajesh Chandy, Alina Sorescu, Raji Srinivasan, Sandy Jap, Sundar Bharadwaj, Werner Reinartz, Kapil Tuli, Lisa Scheer, Neil Morgan, Mike Ahearne, Chris Moorman, and Vikas Mittal (August to November 2023)

**Workshop: How to Effectively Peer Review Manuscripts** with Gloria Barczak and Abbie Griffin, Hamburg University of Technology, 29<sup>th</sup> IPDMC, Germany (2022)

**IPDMC 2022 Doctoral Workshop** with Ann Ledwith, Kuehne Logistics University, 29<sup>th</sup> IPDMC, Hamburg, Germany (2022)

**EMAC 2022 Doctoral Colloquium** with Stefan Wuyts, Kenneth Wathne, and Steven Seggie, Corvinus University of Budapest, Hungary (2022)

## ACADEMIC AFFILIATIONS

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American Marketing Association (AMA)	2021 – Present
European Marketing Academy (EMAC)	2022 – Present

## INDUSTRY EXPERIENCE

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<b>Marketing Manager, Sustainable Meats</b> Maple Leaf Foods Inc., Mississauga, Canada	2018 – 2019
<b>Marketing Manager, Ontario &amp; Maritimes</b> Dairy Farmers of Canada, Mississauga, Canada	2017 – 2018
<b>Marketing Manager</b> Griffith Foods, Toronto, Canada	2013 – 2016

## LANGUAGES

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English (fluent)  
French (intermediate)  
Chinese (fluent)

## NATIONALITY

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Canadian

## REFERENCES

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**Fiona SCHWEITZER, Ph.D.**

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Email: [fiona.schweitzer@grenoble-em.com](mailto:fiona.schweitzer@grenoble-em.com)

**Maximilian PALMIÉ, Ph.D.**

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University of St. Gallen, Switzerland  
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**Carolina WERLE, Ph.D., HDR**

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**Yan MENG, Ph.D.**

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