LESMAN GHAZARYAN

Grenoble Ecole de Management

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EDUCATION

Grenoble School of Management   Expected May 2026
Ph.D., Business Administration, Marketing   *Grenoble, France*

Vanderbilt University   May 2021
Master of Arts, Economics   *Nashville, TN, USA*
Academic Excellence Award

Jean Moulin Lyon 3 University   May 2017
Bachelor of Science, Economics   *Lyon, France*

RESEARCH INTERESTS

Substantive: Marketing strategy, sustainability, marketing-finance interface
Methodological: Applied econometrics, causal inference, natural language processing

PUBLICATIONS

Lesman Ghazaryan, Corinne Faure, Joachim Schleich, and Mia M. Birau. Transition from a fixed fee to a pay-as-you-throw waste tariff scheme: Effectiveness of environmental and accountability appeals. *Journal of Environmental Management*, vol. 385, p. 125603, 2025.

Meysam Sojoudi, Mahdi Sojoudi, **Lesman Ghazaryan**, and MohammadJavad Tavoosi. Estimating systemic risk using composite quantile regression. *Computational Economics*, pp. 1–18, 2025.

RESEARCH IN PROGRESS

Lesman Ghazaryan, Mariia Koval, and Stacey L. Howard-Malek, "Rebuilding Reputation Through Innovation: New Product Introductions Following Environmental, Social, and Governance Penalties," *in preparation for submission to the Journal of Marketing.*

Lesman Ghazaryan, Mariia Koval, Stacey L. Howard-Malek, and Alina Sorescu "Turning the Tide: Marketing Strategies to Address Competitor's Corporate Social Irresponsibility (CSIR) and Its Impact on Stock Market Reaction ," *in preparation for submission to the Journal of the Academy of Marketing Science.*

Lesman Ghazaryan, Mahdi Sojoudi, Gareth W Peters, Eric DO "The Effect of ESG Penalties on Insider Trading Behavior: Evidence from Regulatory Actions," *in preparation for submission to the Review of Accounting Studies.*

Lesman Ghazaryan, Stacey L. Howard-Malek, Fiona Schweitzer "AI-Supported Virtual Reality Interventions for Enhancing Mental Well-Being: A Field Experiment" *literature review in progress.*

CONFERENCES AND SEMINARS (*Presenter)

Lesman Ghazaryan*, Mariia Koval, Stacey L. Howard-Malek, 2025. Rebuilding Reputation Through Innovation: New Product Introductions Following Corporate Social Irresponsibility, *MOTI Seminar,* Grenoble Ecole de Management, Grenoble, France

Lesman Ghazaryan*, Mariia Koval, Stacey L. Howard-Malek, 2024. Learning from Failures: New Product Introductions Following Corporate Social Irresponsibility, *PDMA Doctoral Consortium, PDMA Association,* Syracuse, New York, United States **Award Finalist:** Best Dissertation

Lesman Ghazaryan*, Mariia Koval, Stacey L. Howard-Malek, 2024. Learning from Failures: New Product Introductions Following Corporate Social Irresponsibility, *Auvergne-Rhone-Alpes Conference, EM Lyon Business School,* Lyon, France

Lesman Ghazaryan*, Mariia Koval, Stacey L. Howard-Malek, 2024. Learning from Failures: New Product Introductions Following Corporate Social Irresponsibility, *53rd Annual Conference of The European Marketing Academy, EMAC European Marketing Academy,* Bucharest, Romania

Lesman Ghazaryan*, Corinne Faure, Joachim Schleich, Mia M. Birau, 2023. Who Cares? The Role of Communication Strategy and Individual Characteristics in the Public Acceptability of a Waste Tariff Reform, *Doctoral Colloquium, EMAC European Marketing Academy*, Odense, Denmark

Lesman Ghazaryan*, 2022. Investigating the acceptability of a new waste management policy for Grenoble aimed at reducing waste creation, *The Doctoral Knowledge Community Journal* : 38-39

AWARDS, HONORS AND GRANTS

Finalist in the best doctoral dissertation competition, PDMA Association	2024
Scholarship for Academic Excellence, AGBU Foundation	2021 - 2023
Academic Excellence Award, Vanderbilt University	2021
Fulbright Scholarship, US State Department	2019-2021
Edmund S. Muskie Internship Grant, U.S. Department of State	2021
The Ferguson Award for Community Service and Volunteerism, Vanderbilt University	2020

TEACHING INTERESTS

Marketing research, marketing strategy, sales management, innovation management, digital marketing, research methods

TEACHING EXPERIENCE

Grenoble Ecole de Management, Lecturer
Innovation Management - Fall, 2024 (40 students), course evaluation not conducted
Digitalization and Consumer Behavior - Fall 2024 (35 students), course evaluation not conducted
Advanced Research Methods - Fall 2024 (41 students), **Student evaluation: 4.9/5**
Advanced Research Methods - Fall 2024 (25 students) **Student evaluation: 4.7/5**
Advanced Research Methods - Fall 2023 (32 students) **Student evaluation: 4.8/5**
Research Methods - Spring 2023 (27 students) **Student evaluation: 4.7/5**
Research Methods - Spring 2022 (24 students) **Student evaluation: 4.5/5**

PROFESSIONAL EXPERIENCE

The Wilson Center   May 2021 - August 2021
Research Assistant to Professor James Hollifield   *Washington, DC*

The World Bank   May 2020 - August 2021
Consultant; Doing Business Unit, Development Impact Evaluation Unit   *Washington, DC*

The Coca-Cola Company   November 2017 - July 2019
Commercial Analyst, Sales and Operations Coordinator   *Yerevan, Armenia*

Government of Armenia   July 2017 - December 2017
Economic Specialist   *Yerevan, Armenia*

US Embassy in Armenia   May 2015 - May 2016
Intern at Political/Economic section   *Yerevan, Armenia*

SELECTED COURSEWORK

Doctoral coursework
Marketing
     Theory Construction (Ajay Kohli)
     Marketing Innovation (Chris Moorman)
     Sales, Retail Management (Mike Ahearne)
     Marketing-Finance Interface (Alina Sorescu)
     Technology and Marketing (Raji Srinivasan)
     Customer Relationship Management (Werner Reinartz)
     Business-to-Business Marketing (Lisa Scheer)
     Marketing Leadership, Capabilities (Neil Morgan)
     Service Marketing (Kapil Tuli)
     Customer Satisfaction (Vikas Mittal)
     Networks (Stefan Wuyts)
     Branding Strategy (Sundar Bharadwaj)
     Marketing Channels (Sandy Jap)
     Marketing for a Better World (Rajesh Chandy)
     Consumer rationalizing (Robert Mai)

Methodology
     Regression analysis (Christophe Haon)
     Econometrics (Joachim Schleich)
     Establishing Causality: A Multi-Method Approach (Vivek Astvansh)
     Experimental Design (Carolina Werle & Olivier Trendel)

FURTHER TRAINING

Pre-Graduate Studies   *2019*
Michigan State University

Trainings on Econometric Models and Operations Management   *2017*
ICARE foundation

Audit, Tax and Advisory   *2017*
KPMG

SOFTWARE SKILLS

Data Analysis	Stata, Python, R, Wolfram Mathematica
Survey Research Platforms	Qualtrics
Typesetting Document	LaTeX, Atom, Lyx
Microsoft Office	Word, Excel, Power Point, Access
Geographic Information System	QGIS

LANGUAGE SKILLS

Fluent in English, French, Russian, and Armenian; working knowledge of Spanish.

REFERENCES

Stacey L. Howard-Malek
Assistant Professor of Marketing
University of Idaho
staceym@uidaho.edu

Mariia Koval
Associate Professor of Marketing
IESEG School of Management
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Christophe Haon
Professor of Marketing
Toulouse Business School
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Muriel Fadairo
Full Professor in Management Science
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