

CURRICULUM VITAE

YAAKOV (Jacques) PICARD

Personal information:

- Married, three children.
- Address: Emeq Hah`oula 22/5 Modiin, 71700 Israel
- Telephone: 972-9-8607739, : 972-50-5553487
E-mail: pikayako@netanya.ac.il

Areas of Interest and Research

General Marketing, International Marketing, Legal Aspects of Marketing, Logistics, Advertising, Marketing Research.

Education

- Bar Ilan University, Ramat-Gan, Israel
B.A. Economics (expanded program business administration)
1972, Magna Cum Laude
- Columbia University of New York, Graduate School of Business:
Master, 1975
Ph.D., 1977: Thesis subject: "The autonomy of American
Subsidiaries of European in Market Decision Making
- University of Montreal, Faculty of Law:
L.L.B.: 1989
Medal of the Faculty
- Quebec Bar School, 1990.

Academic experience:

Full Professor since 1988

- Netanya Academic College, School of Business Administration
since 2002
- University of Quebec in Montreal, Department of Administrative Sciences
Since 1981
- McGill University Faculty of Management, Montreal, Canada
1978 – 1981
- Ecole des Hautes Etudes Commerciales (University of Montreal)
1975 – 1978
- Bar Ilan University – Economics Department
1981, 1984, 1985, 1988

- Paris-Sorbonne University – Management Sciences Department
1992 – 1996
- University of Montreal – Faculty of Law
1994-2000
- Courses delivered: Basic Marketing, International Business,
International Marketing, Product Management,
Advertising, Marketing Research, Marketing Strategy
Marketing Law, Microeconomics.
- Research funds Social Sciences and Humanities Research
Council of Canada, Quebec Research Aid
Council (F.C.A.R.)

Consulting experience

- Senior Partner, Copromark International Inc., since 1982
- Academic Associate: Lande & Roussell Logistics Inc., 1994-2004
- Various consulting activities for private enterprises associations and
Governments since 1977
(List available upon request)

Memberships (past and present)

- Founding Member and Secretary of the Canada-Israel Chamber of
Commerce of Quebec
- Member of the American Marketing Association
- Member of the Quebec Bar
- Member of the Advisory Board of "Marketing Law Reporting Service"
- Member of the Order of Certified General Accountants.
- Member of the Board of directors and the Board of Governors of Ecole
Maimonide, Montreal, (Quebec)
- Member of the Board of Directors of Canadian Jewish Congress (Quebec Region)
- Member of the Board of Directors of ORT Canada
- Member of the Board of Directors of the Montreal Trade Board.
- Member of the executive and the Board of Directors of the Association of Montreal
Association of Jewish Day Schools.
- Member of the Board of the Montreal Jewish Educational Council.

Books

"Marketing Decisions for Operations in the U.S.", UMI Publications, Ann Arbor, 1978.

"Principes de marketing" with P. Kotler and G.M. McDougall, Editions Préfontaine, 1983.

Articles:

- "How European Companies Control their U.S. Subsidiaries Marketing Decisions", Columbia Journal of World business, Summer 1977. Summary in "The International Executive", Winter 1978.
- "Communications and Coordination in European Multi-national Corporations", Journal of the Academy of Marketing Science, 1977/Vol. 5.
- "Factors of Variance in Multinational Marketing Control", in "Recent Research on the Internationalization of Business", Almqvist and Wiksell International, Stockholm, 1979. Edited by L.G. Mattson and J. Wiedersheim-Paul.
- "Determinants of Centralization of Marketing Decision-Making in Multinational Corporations" American Marketing Association 1980 Educators' Conference Proceeding.
- "Organizational Structures and Integrative Devices in European Multinational Corporations", in Columbia Journal of World Business, Spring 1980.
- "Bilingual Advertising Revisited" with R. Calantone, Administrative Sciences Association of Canada, 1982 Annual Conference Proceedings.
- "The level of Economic Development and Market Segmentation" with Y. Lieberman in "Developing Global Corporate Strategies", edited by D. Bonham-Yeamon Florida International University, 1982.
- "Typology of Physical Distribution Systems in Multinational Corporations", in the International Journal of Physical Distribution and Materials Management, Vol. 12, no.6, 1982.
- "Stability of Market shares in International Markets" with Y. Liebermann, Administrative Sciences Association of Canada, 1983 Annual Conference Proceedings.

- "The Management of the Physical Distribution Function in the Multinational Corporations", Columbia Journal of World Business, winter 1982. Summary appeared in "The International Executive", Winter 1984.
- "Physical Distribution in Multinationals: The position of Authority", in the International Journal of Physical Distribution and Materials Management, Vol. 13, no. 1, 1983.
- "Effets interactifs de prix et de la structure argumentaire du message publicitaire sur l'acceptation du message" with J.-C. Chebat, Actes du Séminaire sur la méthodologie de la recherche en marketing, 1983.
- "Attitudes Toward Women's Role Portrayed in Advertising Messages", with R. Calantone, Administrative Sciences Association of Canada, 1984 Annual Conference Proceedings.
- "Formality of Form of Address and Advertising Effectiveness", Administrative Sciences Association of Canada, 1984 Annual Conference Proceedings.
- "Operations Management in the Motor Carrier Industry", with J. Roy, Canadian Transportation Research Forum, 1984 Annual Meeting Proceedings.
- "The Effects of Personalization and Anonymity Disclosure in Mail Questionnaires" with J.C. Chebat, Journal of Data Collection, Vol. 24, no. 1, 1984.
- "The Prenotification of Respondents in Mailed Questionnaires Surveys As a Source of Sample Bias" with J.C. Chebat, International Journal of Research in Marketing, 1, 1984.
- "Prenotification Procedures in Mail Surveys: Response Bias and Item Non-Response" with J.C. Chebat, Planning and Analysis, June 1984.
- "The Effect of Price and Message-Sidedness on Confidence in Product and Advertisement with Personal Involvement As a Mediator Variable", with J.C. Chebat, International Journal of Research in Marketing, 2, 1985.
- "International Distribution Policies and the Role of Air Freight", with G.K. Sletmo, Journal of Business Logistics, Vol. 6, No. 1, 1985.

- "Self acceptance as a mediator variable in the message- sidedness- persuasibility relationship", with J.C. Chebat, Proceedings of the 12th International Research Seminar in marketing, 1985.
- "Do Personalization and Self-Identification in Mail Survey Introduce Sample Bias?", with J.C. Chebat, Canadian Journal of Marketing Research, Vol. 4, Dec. 1985.
- "International Physical Distribution Systems and the Demand for Air Freight", Canadian Transportation Research Forum, 1986 Annual Meeting Proceedings.
- "Effects of Personalization on Self Identification of Mailed Questionnaires on Information Quality" with J.C. Chebat, Administrative Sciences Association of Canada, 1986 Annual Conference Proceedings.
- "An Experimental Study of the Effects of Two Non-Monetary Incentives on Response Rates in Mail Questionnaires" with J.C. Chebat, Administrative Sciences Association of Canada, 1986 Annual Conference Proceedings.
- "International Marketing Standardization: Is Levitt in Fact right?" with J.J. Boddewyn et Robin Soehl, Business Horizons, Vol. 29, No. 6, November 1986.
- "L'utilité des études de marché pour l'immobilier résidentiel", Actualité Immobilière, Winter 1987.
- "Price Determination to an Exclusive Distributor in a Foreign Market", with J. Tzur, Administrative Sciences Association of Canada, 1988 Annual Conference Proceedings.
- "Receivers Self-Acceptance and the Effectiveness of two-sided Images", with J.C. Chebat, The Journal of Social Psychology, Vol. 128, No. 3, June 1988.
- "U.S. Marketing Policies in the European Community. A Longitudinal Study, 1973-1983", with J.J. Boddewyn and R. Soehl, Journal of Global Marketing, Vol. 1, No. 6, Summer 1988.
- "Variables de segmentation dans l'industrie du camionnage public: Influence de l'évaluation des performances du décideur sur le choix d'un transporteur" with M. Arcand and J. Roy. Administrative Sciences Association of Canada, 1991 Annual Conference Proceedings, Edited by J. Liefeld.

- "Le transport routier des marchandises dans un nouveau contexte; Un état de la situation" with M. Arcand and J. Roy. Canadian Transportation Research Forum, Annual Meeting Proceedings, 1990.
- "La prohibition du maintien de prix de revente: Sa place dans la loi sur la concurrence?" Quebec Bar Review, Nov.-Dec. 1990.
- "L'octroi de primes non monétaires entraîne-t-il un biais échantillonnal dans les sondages postaux?" with J.-C. Chebat. French Marketing Association Proceedings, 7th International Convention, 1991. Edited by F. Dorey.
- "The U.S.-Canada Free Trade Agreement and Canadian Competition Legislation" with Y. Bériault. An enlarged Europe in the global Economy, Vol. 1, p. 409, The Copenhagen Business School, Copenhagen 1991.
- "Does Prenotification Increase Response Rates in Mail Surveys? A self-Perception Approach" with J.-C. Chebat, The Journal of Social Psychology, Vol. 131, No. 4, August 1991.
- "L'Accord de libre échange et la loi sur la concurrence" with Y. Bériault, Revue juridique Themis, Volume 25, nos 2-3, 1991.
- "La défense d'erreur en publicité trompeuse", Quebec Bar Review, Tome 52, No. 1, January-March 1992.
- "La distribution physique intégrée et l'entreprise moderne" with J. Roy, Transport Routier du Québec, March 1993.
- "Conseillers et consultants en gestion, deux formes d'assistance à l'entreprise". Administrative Sciences Association of Canada, 1993 Annual Conference Proceedings. Edited by J.M. Toulouse.
- "Le système d'évaluation des cadres dirigeants dans l'entreprise et le choix intermodal de transport", Canadian Transportation Research Forum, Annual Meeting Proceedings, 1994.
- "L'impact de la délégation de responsabilité dans les entreprises et les décisions en matière de transport", Canadian Transportation Research Forum, Annual Meeting Proceedings, 1995.

- "Des effets sur la concurrence du fusionnement d'entreprises" in Corporate Structure, Finance and Operations - Essays on the Law and Business Practice, Carswell, Scarborough, 1995. Edited by L. Sarna.
- "A Marketing Approach to Legal Services", Cata-Law Magazine, Vol. 2, No. 1, 1996
- "The Legality of International Gray Marketing: A comparison of the Legal Position in the U.S., Canada and the European Community". Canadian Business Law Journal, Vol. 26, No.3, April 1996. Reproduced in International Business Transactions : A reader by Ralph H. Folsom, Michael Wallace Gordon and John A. Spanogle, Jr., St-Paul Minnesota, West Publishing Co., 1997.
- "Market Definition in Merger Law : Recent Developments". in Corporate Structure, Finance and Operation - Essays on the Law and Business Practice. Vol. 9, Carswell, Scarborough, 1996. Edited by L. Sarna. Reproduced in Corporate Securities and Finance Law Report, July-October 1997, pp. 39-60.
- "Curial Deference owed to the Competition Tribunal's Decisions – The Southam Case" in Corporate Structure Finance and Operations – Essays on the Law and Business Practice, Vol. 10, Carswell, Scarborough, 1997. Edited by L. Sarna.
- "Centralization and Autonomy in International-Marketing Decision Making : A longitudinal Study (1973-1983) of U.S. MNEs in the European Union" with J.J. Boddewyn and R. Grosse, Journal of Global Marketing, Vol. 12, No. 2, 1998.
- "Human Transportation and the Technological Changes in Communication and Information Dissemination" in Canadian Transportation Research Forum, Annual Meeting Proceedings, Vol. 1, 1999
- "Protection Through Registration of Foreign Trade-Marks in Canada" in Canadian Intellectual Property Review, Vol. 16, No. 2, 2000
- "Importance des modifications à la Loi sur la Concurrence portant sur les comportements d'éviction et les ordonnances provisoires relativement à un service aérien" Canadian Transportation Research Forum, Annual Meeting Proceedings 2001, Vol. 2.
- "Tolérance accrue en matière de produits gris au Canada" in Canadian Intellectual Property Review, 2002, Vol 18, No.2

- “La Gestion du Marketing” with R.D. Tamilia, and P. Filiatrault, in La Direction Des Entreprises, Chenelière/McGraw-Hill, Montréal 2003. Édité by M.G. Bédard et R.Miller.
- “ Développements subséquents à l’adoption des modifications à la loi sur la concurrence pour l’industrie aérienne au Canada ”. Canadian Transportation Research Forum, Annual Meeting Proceedings 2004, Vol. 1.
- Recension de l’ouvrage Marketing international : synergie, éthique et liens. Revue Internationale de gestion Vol. 32, No4, pp90 (2008)
- “Multi-step Word-of-mouth communication influence in Marketing. A mathematical model” with E.Merzbach, International of Pure and Applied Mathematics Vol.74 No4, p503 (2009)
- “Nouvel Obstacle pour les Produits Gris”, The Canadian Intellectual Property Review.Vol.25 ,No1, p129 (2009).
- "Conséquences Logistiques du Marketing Électronique" Canadian Transportation Research Forum, 2011, p28.
- " A Non-Contagious Random Spread of Marketing Messages" with E.Merzbach, International Journal of Pure and Applied Mathematics Vol 79 No3 p505 (2012) .
- “ Commerce parallèle :effets paradoxaux et calcul de dommages intérêts” with A. Hollander, in *Distribution des intangibles-La propriété intellectuelle dans le commerce des nouveaux biens.* Les Editions Themis, Montreal, 2014. Edited by P-E Moyses.
- " Fixed, Marginal Costs, and Price Fairness Impression" International Conference on Innovation and Management, IAM2015W Proceedings, 2015
- “Liberalization of Parallel Imports Regulations and Marketing Strategies of International Corporations”. International Conference on Marketing and Consumer Psychology Proceedings, 2016

