

Andrew C. Montandon



CONTACT INFORMATION	University College London School of Management Level 38, 1 Canada Square London, UK, E14 5AB
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DEMOGRAPHICS	Languages: English (Native) Afrikaans (Fluent)	Nationality: Swiss South African
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EDUCATION	Georgia Institute of Technology , Atlanta, GA MSc. Economics 2015	
	University of Cape Town , Cape Town, South Africa MSc. Marketing (with Distinction) 2014 BSc. Marketing (with Honors) & Economics (minor) 2012 Semester Study abroad at University of Wisconsin (Madison)	

PREVIOUS ACADEMIC APPOINTMENTS	Teaching and Research Assistant , University College London School of Management 2016 to Present	
	Teaching Fellow , SOAS - University of London School of Finance and Management 2017 to 2019	
	Teaching and Research Assistant , Georgia Institute of Technology School of Economics 2014 to 2016	
	Lecturer , University of Cape Town School of Management Studies 2013 to 2014	

REFEREED JOURNAL PUBLICATIONS	[1] Montandon, A. and Colli, C. 2016. Effective Nutrition Labels for Fast Food Consumers. <i>British Food Journal</i> . 118(10): 2534-2549.	
	[2] Montandon, A. , Ogonowski, A. and Botha, E. 2015. Product Involvement and the Relative Importance of Health Endorsements. <i>Journal of Food Products Marketing</i> . 22(6): 1-19.	
	[3] Montandon, A. 2014. Retail in South Africa: Profile and Future Prospects. <i>European Retail Research</i> . 27(1): 125-153.	
	[4] Beneke, J. and Montandon, A. 2014. Private Label Brands in Focus: An Overview of Market Insights and Trends in South Africa and Beyond. <i>National Brands and Private Labels in Retailing</i> . 2014(1): 179-192.	
	[5] Ogonowski, A., Montandon, A. , Botha, E. and Reyneke, M. 2014. Should New Online Stores Invest in Social Presence Elements? The Effect of Social Presence on Initial Trust Formation. <i>Journal of Retailing and Consumer Services</i> . 21(4): 482-491.	

REFEREED CONFERENCE PUBLICATIONS	[6] Montandon, A. , Ogonowski, A., Botha, E. and Reyneke, M. 2012. The effect of social presence on initial trust formation in a high product involvement e-commerce environment. In J.M.M van den Berg (ed), Conference Proceedings of the 24th Annual Conference of SAIMS - 2012, 9-11 September 2012, Stellenbosch, South Africa. Stellenbosch: Stellenbosch University. ISBN 9780620542877: 1271.	
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INVITED TALKS *Talks associated with conference publications listed above are not included here.*

- [7] Botha, E., and **Montandon, A.** Social Network Analysis: The Spread of Emotions in the Workplace. In: *Research Unit in Behavioural Economics and Neuroeconomics (RUBEN)*, August, 2014. University of Cape Town.
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TEACHING
EXPERIENCE

University College London, London, England

Seminar Tutor

- MSIN 0018 (Business Research Methods) 2017 to Present
- MSIN 0003 (Communication and Behavior in Organizations) 2016 to Present
- MSIN 0061 (Global Marketing Strategy) 2016 to 2022
- MSIN 0055 (International Business) 2016 to 2022

Teaching Assistant

- MSIN 0092 (Technology and Digital Strategy) 2017 to 2022
- MSIN 0093 (Business Strategy and Analytics) 2016 to 2022
- MSIN 0073 (Strategic Management of Entrepreneurial Ventures) 2019 to 2022
- MSIN 0041 (Marketing Science) 2017 to 2022
- MSIN 0072 (Business Strategy) 2017 to 2022
- MSIN 0121 (Corporate Strategy) 2017

SOAS - University of London, London, England

Seminar Tutor

- 15PFMC072 (International Management) 2017 to 2019
- 15PFMC080 (International Marketing) 2017 to 2019
- 151030010 (International Marketing) 2017 to 2019

Georgia Institute of Technology, Atlanta, GA

Seminar Tutor

- ECON 3161 (Econometric Analysis) 2014 to 2015

University of Cape Town, Cape Town, South Africa

Instructor

- BUS 4052H (Marketing Honors Research Project) 2013 to 2014
 - BUS 4058S (Business to Business Marketing) 2013 to 2014
 - BUS 1004W (Introduction to Business) 2013 to 2014
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ADVISING AND
MENTORING

Undergraduate Honors Theses

- **Christalla Hadjievangelou**, 2017, Arts & Sciences, honors thesis (supervisor)
Thesis topic: The Nature of Housing Gifts and their Future Prospects in Cyprus
 - **Bridget Auld & Viva Titus**, 2013-2014, Marketing Science, honors thesis (supervisor)
Thesis topic: Demographics and Preferences toward Health Endorsed Food Products
 - **Matthew Rightford**, 2013-2014, Marketing Science, honors thesis (supervisor)
Thesis topic: Persuasion Coping Behaviour in Strategic Advertising at the Point-of-Purchase
 - **Christopher Colli**, 2013-2014, Marketing Science, honors thesis (supervisor)
Thesis topic: Nutrition Labels and Fast Food Choices
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PROFESSIONAL
SERVICE

Referee Service

- *British Food Journal*
- *Journal of Retailing and Consumer Services*
- *Eurasian Business Review*
- *The Tower Undergraduate Research Journal: GaTech*

Conference Service

- Reviewer & Judge: Undergraduate Research Symposium, Georgia Institute of Technology, Virtual Event, April, 2022.
 - Reviewer & Judge: Undergraduate Research Symposium, Georgia Institute of Technology, April, 2015.
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SOFTWARE
KNOWLEDGE

Computer Programming:

- Java, HTML, PHP, SQL

Analysis:

- R, Stata, SPSS, Statistica
- Leximancer

Desktop Editing and Productivity Software:

- L^AT_EX, Microsoft Office (Excel, Word, Power Point, Access)
 - Adobe Design Suite (InDesign, Photoshop, Illustrator, Premiere Pro), GIMP, InkScape
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AWARDS

Georgia Institute of Technology

- Graduate Scholarship, 2014–2015

University of Madison - Wisconsin

- Exchange Scholarship, 2014

University of Cape Town

- Masters Research Scholarship, 2013–2014
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REFERENCES
AVAILABLE TO
CONTACT

Dr. Miha Stan

- Assistant Professor, School of Management, University College London
- ★ *Dr. Stan is one of my working supervisors at UCL.*

Dr. Elsamari Botha

- Assistant Professor, UC Business School, University of Canterbury
- ★ *Dr. Botha was my graduate adviser in marketing.*

Dr. Juan Moreno-Cruz

- Associate Professor, Environment, Enterprise and Development, University of Waterloo
- ★ *I took Dr. Moreno-Cruz's economics of innovation class while I was at Georgia Tech; and he is now a collaborator on my developmental economics work.*

Dr. Anil Doshi

- Assistant Professor, School of Management, University College London
- ★ *Dr. Doshi is one of my working supervisors at UCL.*

Dr. Justin Beneke

- Assistant Professor, Winchester Business School, University of Winchester
- ★ *Dr. Beneke was my direct supervisor when I worked at the University of Cape Town as a research assistant.*

Dr. Sarah Warnes

- Associate Professor, School of Management, University College London
- ★ *Dr Warnes is one of my working supervisors at UCL.*