



Andrew Montandon

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DEMOGRAPHICS Gender: **Male** Nationality: **Swiss and South African**
 Date of Birth: **April 1990**

EDUCATION **Georgia Institute of Technology**

M.S. Economics (3.0 GPA) 2015

University of Cape Town

M.S. Marketing (Distinction) 2014
 B.S. Marketing and Economics (Honours) 2012

Diocesan College 2008

TEACHING **University College London**
 Teaching Assistant, School of Management

- International Business (with Prof. Enrico Forti) 2017 - Present
- Communication and Behaviour in Organisations (with Prof. Mihaela Stan) 2016 - Present
- Business Strategy and Analytics (MSc. Management, with Prof. Anil Doshi) 2016
- Global Marketing Strategy (with Prof. Enrico Forti) 2016

Georgia Institute of Technology
 Teaching Assistant, School of Economics

- Econometric Analysis (with Prof. Shatakshee Dhongde) 2015

University of Cape Town
 Lecturer, School of Management Studies

- Business to Business Marketing (BSc. Hons, with Prof. Gert Human) 2013
- Marketing Honours Research Project (BSc. Hons, with Dr. Elsamari Botha) 2013
- Introduction to Business 2013

LEADERSHIP AND SERVICE **Georgia Institute of Technology**

Reviewer, Research Spring Symposium 2014 - 2016
 Reviewer, Tower Undergraduate Research Journal 2014 - 2015

University of Cape Town

Outreach Volunteer, SHAWCO 2009 - 2014
 Vice-Chairperson, University of Cape Town Marketing Association 2012 - 2013
 Managing Editor, VARSITY Newspaper 2010 - 2011
 Finance Manager, VARSITY Newspaper 2009 - 2010

Professional Experience

Reviewer, Eurasian Business Review 2016 - Present
 Reviewer, Journal of Retailing and Consumer Services 2016 - Present
 Intern, Taylor Nelson Sofres (TNS) 2012

SOFTWARE KNOWLEDGE **SPSS, Stata, Statistica, R, Java, SQL, ArcGIS, Leximancer, LaTeX, Microsoft Office**
 (Excel, Word, PowerPoint, Access), **Adobe Design Suite** (InDesign, PhotoShop, Illustrator)

1. **Montandon, A.** and Colli, C. 2016. Effective Nutrition Labels for Fast Food Consumers. *British Food Journal*. 118(10).
2. **Montandon, A.**, Ogonowski, A. and Botha, E. 2015. Product Involvement and the Relative Importance of Health Endorsements. *Journal of Food Products Marketing*. 19(1).
3. **Montandon, A.** 2014. Retail in South Africa: Profile and Future Prospects. *European Retail Research*. 27(1).
4. Beneke, J. and **Montandon, A.** 2014. Private Label Brands in Focus: An Overview of Market Insights and Trends in South Africa and Beyond. *National Brands and Private Labels in Retailing*. 2014(1).
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. *Journal of Retailing and Consumer Services*. 21(4).
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.

1. **Montandon, A.**, Ogonowski, A. and Botha, E. Nutritional Endorsements and Gendered Responses. initial submission to the International Journal of Consumer Studies.
2. **Montandon, A.** and Moreno-Cruz, J. Roman Occupation and Europe's Regional Differences. Spatial Economics and Economic History. Working paper.
3. **Montandon, A.** and Ghosal, V. Innovation Spillovers in the US: A Spatial Analysis. Spatial Economics. Working paper.
4. **Montandon, A.** and Li, H. Peer Effects and Alcohol Use. Peer Effects. In progress.
5. **Montandon, A.** The (Braess) Paradox of Google Maps and the Congestion Audit. Spatial Economics. In progress.
6. **Montandon, A.** Defining Cities Through their Neighbours: a GIS analysis. Spatial Economics. In progress.
7. **Montandon, A.** Streamer Channel Cultivation on Twitch.Tv. Consumer Marketing. In progress.

Juan Moreno-Cruz

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