
ACADEMIC POSITION

SC Johnson College of Business, The Hotel School, Cornell University, NY Current
Assistant Professor in Food & Beverage Management

Cornell CALS - Communication Current
Affiliated Researcher @ the Cornell Social Media Lab

EDUCATION

School of Hospitality Management, The Pennsylvania State University, PA 2018
Ph.D. in Hospitality Management – Focus on Consumer Behavior
Dissertation Chair: Anna S. Mattila, Ph.D.

ESSEC Business School, France 2013
MBA, Hospitality Management (AACSB-EQUIS accredited)

Académie Internationale de Management (AIM), France 2010
Bachelor of Science, Hospitality Management

MANUSCRIPTS PUBLISHED

Andris, C., Dzwonczyk, C. Cavallo, S., Hultquist, C., Harding, L. & Ozanne, M. (2019). Mapping the Distribution and Spread of Social Ties Over Time: A Case Study Using Facebook Friends. *Connections: The Official Journal of the International Network for Social Network Analysis*.

Ozanne, M., Liu, Q. S & Mattila, A.S. (2019). Are Attractive Reviewers More Persuasive? Examining the Role of Physical Attractiveness in Online Reviews. *Journal of Consumer Marketing*.

Ozanne, M., Tews, M.J., & Mattila, A.S. (2019). Are Tattoos still a Taboo? The Effect of Employee Tattoos on Customer Perceptions of Service Failure. *International Journal of Contemporary Hospitality Management*.

Liu, Q. S., Ozanne, M., & Mattila, A.S. (2018). Does Expressing Subjectivity in Online Reviews Enhance Persuasion? *Journal of Consumer Marketing*.

Ozanne, M., Cueva Navas, A., Mattila, A. S., & Van Hoof, H. B. (2017). An Investigation Into Facebook “Liking” Behavior: An Exploratory Study. *Social Media+ Society*.

WORKING PAPERS

Ozanne, M., & Mattila, A.S. “It’s not only about you, it’s also about me”: Seeking attention when using the Like on brand posts.

Ozanne, M., & Mattila, A.S. Sharing #foodporn or #healthyfood? The liberating effect of online public networks on consumption enjoyment. Grant from *Marketing Science Institute*.

Ozanne, M., & Hoffman, G. Following Robots or Humans Recommendations? The influence of Self-Views on Decision-Making.

Bhandari, A., Difranzo, D., Bazarova, N. & Ozanne, M. Content Moderation and Attribution: AI or Humans?

CONFERENCE PROCEEDINGS

- Ozanne, M., & Mattila, A.S. (2019). Sharing #foodporn or #healthyfood? The liberating effect of online public networks on consumption enjoyment. Working Paper Session. Association for Consumer Research. *Atlanta, GA, 17-20 October 2019.*
- Ozanne, M., & Mattila, A.S. (2019). Sharing #foodporn or #healthyfood? The Effect of Profile Privacy Settings on Consumption Enjoyment. Society for Consumer Psychology Boutique Conference. *Montreal, Canada, 19-20 June 2019.*
- Ozanne, M., Cueva Navas, A., Mattila, A. S., & Van Hoof, H. B. (2017). Investigación sobre el comportamiento al cliquear “Me gusta” en Facebook : Un estudio exploratorio. Proceedings. *10° Congreso de la Sociedad de Investigadores en Turismo de Chile. Puerto Varas, Chile, 28-30 September 2017.*
- Ozanne, M., & Mattila, A.S. (2017). What is beautiful is also “good” in online reviews. Proceedings of the *22nd Annual Graduate education & Graduate student Research. Houston, TX, 5-7 January 2017.*
- Ozanne, M., & Liu, Q.S., & Mattila, A.S. (2017). See What I Like! Proceedings of the *22nd Annual Graduate education & Graduate student Research. Houston, TX, 5-7 January 2017.*
- Ozanne, M., & Mattila, A.S. (2016). Investigation into Facebook Liking behaviors. *The Graduate Exhibition at Penn State. University Park, PA, 18-20 March 2016.*
- Ozanne, M., & Mattila, A.S. (2016). Vice food pricing dilemma: A cross-cultural comparison between French and American restaurant patrons. Proceedings of the *21st Annual Graduate education & Graduate student Research. Philadelphia, PA, 7-9 January 2016.*
- Ozanne, M. & Mattila, A.S. (2015). Study of the relationship between Fan Page engagement, brand-member tie strength and social networks. Proceedings of the *2015 Annual ICHRIE Summer Conference. Orlando, FL, 29-31 July 2015.*

ACADEMIC CERTIFICATIONS AND AWARDS

Journal of Consumer Research (JCR) – Selected for JCR Development Workshop	2018
Penn State University – Finalist - Rapid Research Contest Competition	2018
Penn State University - Course in College Teaching Certification	2017
American Hotel & Lodging Educational Institute - Certified Hospitality Educator	2016
Penn State University - Online Teaching Instructor Certification	2016
Cornell University - Certificate in Hotel Revenue Management (eCornell online course)	2011

ACADEMIC GRANTS

Cornell Applied Economics & Policy Area – Co-investigator -\$6,000	2019
Marketing Science Institute - Research Grant - \$3,000	2018
Penn State University - Doctoral Study Grant - \$350	2017

TEACHING EXPERIENCE

School of Hotel Administration, Cornell University, NY, USA <i>HADM 1740: Business Computing</i>	Fall 18, Spring 19
Required freshman course. Understanding of how the MS Office suite (Word, Excel, PowerPoint) is used in the business environment and how it carries out the business of the organization effectively and efficiently. 40 students per class.	

HM271: Introduction to Hospitality Technology

Required course. Developed new materials to promote the use of MS Excel. Covered lectures and in-class exercises in a lab setting. 30 students per class.

Graduate Teaching Assistant:

2014-2017

- ◇ HM 442: Marketing Management
- ◇ HM 350: Strategic Management
- ◇ HM 365: Organizational Behavior

REFEREE SERVICE

Computer Supported Cooperative Work and Social Computing (CSCW) Conference 2020

American Marketing Association (AMA) Academic Conference Winter 2019

International Journal of Contemporary Hospitality Management (IJCHM)

Journal of Consumer Marketing (JCM)

INDUSTRY EXPERIENCE

Weber-Stephen - South Europe

2013 - 2014

Project and Business Development Manager (Grill Academy- cooking schools)

- ◇ Created the business model and investment plans for Grill Academies in 7 countries
- ◇ Negotiated partnership contracts with private owners
- ◇ Participated to new strategic development for global Europe
- ◇ Supervised communication agencies briefing
- ◇ Created the online reservation website for France

Area (Elior) headquarter - Concessions Ville, Paris, France

2011- 2013

Head Area Marketing Manager

- ◇ Managed all operational marketing of Elior's 150 leisure restaurants
- ◇ Participated to new strategic restaurant development
- ◇ Developed and implemented procedures for purchasing operations
- ◇ Created analysis tools for pricing strategies (menu engineering program)

Lutetia Hotel - Previously Concorde Hotels & Resorts, Paris, France

2010

PA to the General Manager

- ◇ Coordinated internal communication between the general manager and department's heads
- ◇ Conducted interviews, shootings and videos (national channels)
- ◇ Established and implemented guest handling complaints procedure

Management Trainings in Canada, Spain & France

2007-2010

Marketing and Sales Assistant (Saint-Sulpice Boutiaue Hotel, Montreal)

Head Waitress (Ritz-Carlton Hotels and Resorts, Marbella)

Front Desk Agent (Lutetia hotel, Paris)