

Marie Ozanne

Cornell SC Johnson College of Business
The Nolan School of Hotel Administration
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ACADEMIC POSITION

Assistant Professor of Services Management, *Cornell University* 2019- Present
Visiting Assistant Professor, *Cornell University* 2018-2019

EDUCATION

Ph.D., Hospitality Management, *Pennsylvania State University* 2018
MBA, Hospitality Management, *ESSEC Business School* 2013
Bachelor of Science, Hospitality Management, *Académie Internationale de Management (AIM)* 2010

PUBLICATIONS

Ozanne, M., Bhandari, A., Bazarova, N., Difranzo, D. (2022). Shall AI Moderators be Made Visible? Perception of Accountability and Trust in Moderation Systems on Social Media Platforms. *Big Data & Society*.

Bhandari, A., Ozanne, M., Bazarova, N., Difranzo, D. (2021). Do You Care Who Flagged This Post? Effects of Moderator Transparency on Bystander Behavior. *Journal of Computer-Mediated Communication*.

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*.

REVISIONS AND MANUSCRIPTS UNDER REVIEW

Ozanne, M*, Zhang*, X., Pan, A., Woolley, K. “Using a Non-Native (vs. Native) Language Increases Socially Responsible Behavior”. *Invited for Revision at Journal of Consumer Research*.

Ozanne, M., Molina, M., Lee, T. “Moderation Visibility and Its Impact on Brand Activism Messaging”. *Under review at Journal of Advertising*.

**Denotes equal contribution*

SELECTED WORKING PAPERS

Zhang, X., Pan, A., Ozanne, M. Woolley, K. “How Norms Impact Prosocial Behavior in a Non-Native Language”, in preparation for *Journal of the Association for Consumer Research*.

Fulmer A., Ozanne, M. “Too Much Information Reduces Service Experience” in preparation for *Journal of Marketing*.

Ozanne, M., Zhang, X., “How Language Impacts Service Failure” in preparation for *Journal of Marketing Research*.

SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS

Ozanne, M., Zhang, X., Pan, A., Woolley, K. (2024) “Using a Non-Native (vs. Native) Language Increases Socially Responsible Behavior”. Annual Meeting of the Society for the Science of Motivation. San Francisco, CA, 23-24 May 2024.

Ozanne, M. & Molina, M. (2024). Enhancing Brand Affinity in The Face of Political Controversy: The Role of Disclosing AI Moderators on Social Media Platforms. American Advertising Association. Portland, OR, 14-17 March 2024.

Ozanne, M., & Chun, H.H. (2021). Doing green or buying green? Differential effects of pro-environmental activities on self-signaling. Association for Consumer Research Conference. 28-30 October 2021. *Virtual Conference*.

Bhandari, A., Ozanne, M., Bazarova, N., Difranzo, D. (2021). Do You Care Who Flagged This Post? Effects of Moderator Transparency on Bystander Behavior. 71st International Communication Association (ICA) Conference. 27-31 May 2021. *Virtual Conference*.

Ozanne, M., & Mattila, A.S. (2020). Indulging Online: A Moral Dilemma. Association for Consumer Research Conference. 03-06 October 2020. *Online Conference*.

Ozanne, M., & Mattila, A.S. (2020). Sharing #foodporn or #healthyfood? The liberating effect of online public networks on consumption enjoyment. Society for Consumer Psychology Conference. *Huntington Beach, CA*, 3-5 March 2020.

Ozanne, M., & Mattila, A.S. (2019). Sharing #foodporn or #healthyfood? The liberating effect of online public networks on consumption enjoyment. Association for Consumer Research Conference. *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 clicar “Me gusta” en Facebook: Un estudio exploratorio. Proceedings. *10^o 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 AWARDS AND CERTIFICATIONS

The Nolan School of Hotel Administration – Ted Teng Faculty Teaching Award

2024

The Nolan School of Hotel Administration – Faculty Teaching Award Freshman Core	2021
Emerald Publishing - Highly Commended Award for paper Ozanne, M., Liu, S.Q., & Mattila, A.S. (2019). Are attractive reviewers more persuasive? <i>Journal of Consumer Marketing</i> .	2020
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

FUNDED PROPOSALS

Center for Hospitality Research – PI \$ 6,277 (with X. Zhang)	2022-2023
Cornell Center for Social Science - PI- \$3,600	2023
Cornell Center for Social Science - Co-PI- \$5,000 (with K. Woolley, A. Pan, X. Zhang)	2022
Business of Food Cornell SC Johnson College of Business – Co-PI- \$8,000 (with K. Woolley, A. Pan, X. Zhang)	2022
Multidisciplinary Institute in Artificial Intelligence @ Grenoble Alpes –Co-PI - 6,450€ (with A. Helme Guizon)	2021
Cornell Applied Economics & Policy Area Faculty Grants – Co-PI - \$6,280 (with J. Chestnut and A. Adalja).	2019
Marketing Science Institute - Research Grant - \$3,000	2018
Penn State University - Doctoral Study Grant - \$350	2017

TEACHING EXPERIENCE

HADM 1361: Principles of Food and Beverage Operations Management (Spring 23,24)

Required freshman course. Fundamentals of food and beverage operations management. 120-130 students per semester.

HADM 3365: Foodservice Management Essentials (Spring 22)

Required course for students in dietetic concentration. Elective for non-hotel school students. Elemental understanding of the structure and scope of the foodservice industry.

HADM 1360: Introduction to Food Service Management (Spring 20- Spring 21)

Required freshman course. Elemental understanding of the structure and scope of the foodservice industry. 150-160 students per semester.

HADM 1740: Business Computing (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. 150-160 students per semester.

HM271: Introduction to Hospitality Technology – Penn State University (Fall 16, Spring 17)

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.

ACADEMIC ADVISING

Xinlian (Priscilla) Zhang, Nolan School, Cornell University (2021-Present), *MS Chair, PhD Advisor*
 Grace Jung, Cornell University (2021-2023), *MS Chair*

UNIVERSITY SERVICES

University Senator

2022 - Present

REVIEWING SERVICES

Social Media + Society

Big Data & Society

ICA: International Communication Association Conference

AAA: American Academy Advertising Conference

AMA: American Marketing Association Conference

EMAC: European Marketing Association Conference

Cornell Quarterly

Journal of Computer-Mediated Communication

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Academy of Advertising (AAA)

RELEVANT 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 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 Boutique Hotel, Montreal)

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

Front Desk Agent (Lutetia hotel, Paris)