Bio

I am a Professor of Marketing. My research focuses on improving advertising decisions across digital and traditional channels. In recent years, my studies have focused on television advertising, banner advertising, social media adverting and email marketing. My research has appeared in international journals such as the *Journal of Marketing Research*, the *Journal of the Academy of Marketing Science*, and the *International Journal of Research in Marketing*. I joined **emlyon** business school in 2018. I received my PhD from IESE Business School, Spain. I also hold a bachelor and a master degree in Engineering from Universidad Católica, Chile.

I currently serve in the board of directors of Fundación América por la Infancia, a company with social purpose based in Latin America.

2024: Accreditation to supervise research (HDR), Jean-Moulin University Lyon 3

- 2014: PhD in Management, IESE BUSINESS SCHOOL, Barcelona, Spain
- 2011: Master of Research in Management - IESE BUSINESS SCHOOL, Barcelone, Espagne
- 2006: Master in Engineering, Pontificia Universidad Católica, Chile

2024 – Now: Professor level 1, emlyon business school

- 2018 - 2023: Associate Professor **emlyon** business school

Research topics

1. Advertising

2. Advertising content

3. Advertising effectiveness

4. Marketing mix modeling

5. Brand equity

Academic articles

Stremersch, Stefan, Cabooter, Elke, Guitart, Ivan, Camacho, Nuno. 2024. Customer insights for innovation: A framework and research agenda for marketing. *Journal of the Academy of Marketing Science*, FORTH : 23 p.

Béal, Mathieu, Lécuyer, Charlotte, Guitart, Ivan. 2024. Humor in Online Brand-to-brand Dialogues: Unveiling the Difference between Top Dog and Underdog Brands. *Journal of Interactive Marketing*, FORTH

Guitart, Ivan, Schwaiger, Manfred, Eberhardt, Johanna. 2024. How and Why Does Corporate Reputation Moderate Mass Media News' Impact On Market Value?. *Schmalenbach Journal of Business Research*, 76 (1) : 1-28 p.

Hervet, Guillaume, Guitart, Ivan. 2022. Increasing the effectiveness of display social media ads for startups: The role of different claims and executional characteristics. *Journal of Business Research*, 153 : 467-478 p.

Guitart, Ivan, Stremersch, Stefan. 2021. The impact of informational and emotional television ad content on online search and sales. *Journal of Marketing Research*, 58 (2) : 299-320 p.

Guitart, Ivan, Hervet, Guillaume, Gelper, Sarah. 2020. Competitive advertising strategies for programmatic television. *Journal of the Academy of Marketing Science*, 48 (4) : 753-775 p.

Guitart, Ivan, Hervet, Guillaume, Hildebrand, Diogo. 2019. Using eye-tracking to understand the impact of multitasking on memory for banner ads: the role of attention to the ad. *International Journal of Advertising*, 38 (1) : 154-170 p.

Guitart, Ivan, Gonzalez, Jorge, Stremersch, Stefan. 2018. Advertising non-premium products as if they were premium: The impact of advertising up on advertising elasticity and brand equity. *International Journal of Research in Marketing*, 35 (3) : 471-489 p.

Guitart, Ivan, Hervet, Guillaume. 2017. The impact of contextual television ads on online conversions: An application in the insurance industry. *International Journal of Research in Marketing*, 34 (2) : 480-498 p.

Conferences

Guitart, Ivan, Hervet, Guillaume. 2023. On the Interaction Between Television and Branded Search Advertising and Its Implications for Real-Time Syncing. **45th, Miami, Florida, USA, June 8-10, 2023**. Miami : INFORMS

Guitart, Ivan, Hervet, Guillaume. 2022. Quantifying the Benefits of Syncing Search Engine and Television Ads. **Budapest, Hungary, May 24, 2022**. EMAC, European Marketing Academy

Thesis

Guitart, Ivan. 2024. *Enhancing our understanding of how content and context impact advertising effectiveness*. Habilitation à diriger des recherches ès Sciences de Gestion, Université Jean Moulin Lyon 3. 132 p.

Press articles

Guitart, Ivan, Ferrer, Juan Carlos, Rocha e Oliveira, Paulo. 2016. Fijación de precios basándose en la creación de valor: ¿Cuánto está dispuesto a pagar el cliente?. *Harvard Deusto Marketing y Ventas*, 136

Case studies

Guitart, Ivan, Rocha e Oliveira, Paulo. 2010. Gas Natural: Improving the Profitability of Servigas. *IESE Publishing*, M-1234-E : 17 p.

Guitart, Ivan, Lopez-Urdiales, José Mariano, Rocha e Oliveira, Paulo, Capizzani, Mario. 2009. AèroTec's Systèmes Navigateur: A Travel Experience from out of This World. *IESE Publishing*, M-1225-E : 18 p.

Associations

EMAC - European Marketing Association

Communications & Seminars

EMAC - OSLO, NORWAY (June 2016)
-An Empirical Study of the Effects of Contextual Advertising on Television
-An Empirical Investigation of Direct-to-Consumer Campaign Effectiveness in the Presence of Voluntary Contact Information Disclosure (presented by Yashar Bashirzadeh)

MARKETING SCIENCE - ISTANBUL, TURKEY (July 2013)
-Optimal Introduction Sequence for a New Component Technology across the Product Line