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Torcuato Di Tella Business School, Argentina

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EDUCATION

Ph.D. in Administration Sciences (2008), University Laval (Quebec City), Canada. *Dissertation: Customer-Supplier Relationships as a Means of Value Creation*. Visiting Student (2005-08), Faculty of Forestry, University of British Columbia, Vancouver, Canada.

M.B.A. Specialization in Management (2002), Faculty of Administration Sciences, University Laval, Canada.

B.B.A. Specialization in Entrepreneurship (2000), Institut Commercial de Nancy, Université Nancy II, France.

ACADEMIC EXPERIENCE

Visiting Professor (2008-Present), Business School, Universidad Torcuato Di Tella, Buenos Aires, Argentina.
Courses (in English and Spanish):

- [1] *International Business Management*, MBA (regular and intensive) Programs (2008, 2009, 2010) and In Company MBA Program for HSBC (2009);
- [2] *International Marketing*, (half course) Undergraduate Program (2009, 2010);
- [3] *Strategic Marketing*, Executive MBA Program (2008).

Tutorial Developer (one semester in 2005), Wood Products Marketing Group, College of Forestry, Oregon State University. In charge of *Qualitative approaches*, in *Advanced Research Methods in Marketing (Ph.D. Program)*, Corvallis, Oregon, U.S.

Visiting Research Fellow (one semester in 2004), West Division, FPInnovations / Forintek Corp. *Study on U.S. largest homebuilders' procurement strategies*, Vancouver, Canada.

Visiting Instructor (one semester in 2002), Institute of Information Systems and Management (ISIAM). *Class "Management II" Undergraduate program*, Agadir, Morocco.

Research Assistant (2000-2002), Network Organization Technology Research Center (CENTOR), University Laval. *Creation of a website on electronic logistics, grant application to the Social Sciences and Humanities Research Council of Canada*, Quebec City, Canada.

Teaching Assistant (2000-2001), Department of Management, Faculty of Administration Sciences, University Laval. *Administrative and technical support in M.B.A. course Personal Skills in Management; co-direction of M.B.A seminar: Intervention and Consultation in Organizations*, Quebec City, Canada.

RESEARCH AND TEACHING INTERESTS

International Business (Globalization, Culture and its impacts on Marketing and Corporate Social Responsibility, Internationalization Process in Emerging Markets, Entry Strategies in Foreign Markets).

Strategic Marketing; Industrial Marketing; Relationship Marketing (Transactional and Relational Interfirm Exchange; Buyer-Seller Relationships; Customer Relationship Management; Relationship Value).

Strategic Management (Value-Creating Networks; Value-Creation).

JOURNAL PAPERS

- [1] 2010. Lefaix-Durand, A., Kozak, R., *Comparing Customer and Supplier Perceptions of Value Offerings: An Exploratory Assessment*. **Journal of Business Market Management**, 4(3): 129-150.
- [2] 2009. Lefaix-Durand, A., Kozak, R., *Integrating Transactional and Relational Exchange into the Study of Exchange Orientation in Customer Relationships*. **Journal of Marketing Management**, 25(9-10): 1003-25.
- [3] 2009. Lefaix-Durand, A., Kozak, R., Poulin, D., and Beauregard, R., *Extending Relationship Value: Methodological Observations from a Case Study in the Wood Products Supply Chain*. **Journal of Business and Industrial Marketing**, 24(5&6): 389-407.
- [4] 2006. Lefaix-Durand, A., Poulin, D., Kozak, R., and Beauregard, R., *Interfirm Relationships and Value Creation: a Synthesis, Conceptual Model and Implications for Future Research* [in French: *Relations interentreprises et création de valeur: synthèse, modèle conceptuel et recherche future*]. **French Management Review – Revue Française de Gestion** 32(164): 205-230. English version available on demand.
- [5] 2006. Lefaix-Durand, A., Robichaud, F., Beauregard R., Kozak, R., Poulin, D., and Frayret, J.M., *Procurement Strategies in the Homebuilding Industry: An Exploratory Study on the Largest Builders in the United States*. **Journal of Forest Products Business Research**. 3(6) (www.forestprod.org/jfpbr-online.html).

SELECTED COMMUNICATIONS (PEER REVIEWED)

- [1] (Paper idea) 2010. Lefaix-Durand, A., *A Study of Exchange between Firms in Argentina and their BRIC Trade Partners*, selected for the Seventh Annual **Journal of International Business Studies / Academy of International Business Paper Development Workshop**, June 26th, Rio de Janeiro, Brazil.
- [2] 2009. Lefaix-Durand, A., Kozak, R., *Towards the Development of an Exchange Management Capability*. **6th International Meeting of the Iberoamerican Academy of Management**, Buenos Aires, Argentina.
- [3] 2009. Lefaix-Durand, A., Kozak, R., *Comparing Customer and Supplier Perceptions of Value Offerings and Beyond Transaction and Relationship Marketing: Managing Interfirm Exchange*. **9th International Relationship Marketing Conference**, Berlin, Germany.
- [4] 2009. Lefaix-Durand, A., Kozak, R., *Integrating Transactional and Relational Exchange into Exchange Orientation in Customer Relationships*. **Academy of Marketing Annual Conference**, Leeds, U.K.
- [5] 2009. Pels, J., Lefaix-Durand, A., *A Configurational Approach to the Way Organizations Relate to their Markets*, **38th European Marketing Academy Conference**, Nantes, France.
- [6] 2007. Lefaix-Durand, A., Kozak, R., Poulin, D., and Beauregard, R., *Extending Relationship Value: Methodological Observations from a Case Study in the Supply Chain for Structural Wood Products*. **Relationship Marketing Summit**, Buenos Aires, Argentina.
- [7] 2006. Lefaix-Durand, A., Poulin, D., Kozak, R., and Beauregard, R., *Interfirm relationships and Value Creation: a Synthesis, Conceptual Model, and Implications for Future Research*. **15th Conference of the Strategic Management International Association (AIMS)**, Annecy, France.

- [8] 2005. Lefaix-Durand, A., Robichaud, F., Beauregard, R., Kozak, R., Poulin, D., and Frayret, J.M., *Value-added wood products adoption, interfirm co-operation and information technology use: an exploratory study of large U.S builders' procurement strategies*. **24th World Congress of the International Union of Forest Research Organizations (IUFRO)**, Brisbane, Australia.
- [9] 2005. Lefaix-Durand, A., Poulin, D., Kozak, R., and Beauregard, R., *Value-added wood products adoption, interfirm co-operation and information technology use: an integrative approach towards the development of relational capital*. **59th International Convention of the Forest Products Society**, Quebec, Canada.

SELECTED COMMUNICATIONS (NOT PEER REVIEWED)

- [10] 2007. Lefaix-Durand A., *Towards the Strategic Management of Business Relationships*, Presentation - PhD Students Symposium, **University of Kaiserslautern**, Kaiserslautern, Germany.
- [11] 2007. Lefaix-Durand A., *A Value / Orientation Approach to Customer-Supplier Relationships*, Presentation - Research Seminar, **University of Simon Fraser**, Vancouver, Canada.
- [12] 2006. Lefaix-Durand A., *Relationship Value Drivers in the North American Homebuilding Industry*, Presentation - Symposium, Research Center on Pure and Applied Economy [in French: Centre de Recherche en Économie Pure et Appliquée (CREPA)], **University Dauphine**, Paris, France.
- [13] 2005. Robichaud, F., Lefaix-Durand, A., *Assessment of Large Builders Market Strategies*, Project 4018 – Value to Wood, Presentation - Biannual Technical Advisory Committee Meeting, **FPIInnovations / Forintek Canada Corp.**, Quebec, Canada.
- [14] 2004. Robichaud, F., Lefaix-Durand, A., *North American Markets and Networks in Construction Systems* [in French: Besoins des marchés nord-américains et réseaux dans les systèmes de construction], Presentation - Symposium on Engineered Wood & Timber Engineering Systems, **Forestry Association of Abitibi-Témiscamingue (AFAT)**, Val d'Or, Quebec, Canada.

AWARDS AND DISTINCTIONS

2009. **Best paper award** in the Relationship Marketing track for *Integrating Transactional and Relational Exchange into Exchange Orientation in Customer Relationships* (£150 from the Institute of Direct Marketing), Academy of Marketing Annual Conference, Leeds, U.K. (2009).

2007. **Best paper award** for *Extending Relationship Value: Methodological Observations from a Case Study in the Supply Chain for Structural Wood Products* (US\$1,000 from the Sheth Foundation), Relationship Marketing Summit, Universidad Torcuato di Tella, Buenos Aires, Argentina (2007).

2005. **Best presentation award** for *Interfirm Relationships as Means of Value-Creation*, 1st Annual Western Forum, Forest Products Marketing Graduate Students, College of Forestry, Oregon State University, Corvallis, U.S.

2004. **Best poster award** for *An Integrative Approach of Value Addition, Co-operation and Electronic Business: a Study of the Value-Creating Network in the Softwood Sector*, Symposium of the Research Center for Network Organization Technologies (CENTOR), University Laval, Quebec, Canada.

2003-04. **Dean honour lists**, Faculty of Graduate Studies, cumulative score of 4.18 / 4.33 in M.B.A. program, Top 1% of graduate students in all disciplines at University Laval (2000-02); Faculty of Administration Sciences, cumulative score of 4.17 / 4.33 in Ph.D. program, University Laval.

2001. **Winning team**, M.B.A. International Case Competition (CA\$ 5,000), Concordia University, Montreal, Canada.

SERVICE TO THE PROFESSION

Reviewer

2010. 36th European International Business Association Conference; Academy of Indian Marketing.

2009. World Marketing Congress; 9th International Relationship Marketing Conference; 6th International Meeting of the Iberoamerican Academy of Management.

2007. IEEE Internet Computing Journal. 2006-Present. Journal of Forest Products Business Research.

Committee Member

2006. 2nd Western Forum for Forest Products Marketing Graduate Students (Vancouver, Canada).

2003-04. Ph.D. Student Association, President (2003) and Vice-President Communications (2004).

2002-03. Ph.D. Program, Faculty of Administration Sciences, University Laval (Quebec City, Canada).

GRANTS AND SCHOLARSHIPS

Scholarship for doctoral studies (CA\$75,000), CIBISA/FORAC, University Laval (2002-2007).

Grant for doctoral studies (CA\$30,000), Financial Institution Desjardins, Quebec (2002-05).

Grant for M.B.A. Dissertation (CA\$15,000), Financial Institution Desjardins, Quebec (2001-02).

Scholarship for Excellence, M.B.A. (CA\$5,000), Faculty of Administration Sciences, University Laval (2000).

AFFILIATIONS

AIB, the Academy of International Business (2010)

SBML, the Sustainable Business Management Lab, Faculty of Forestry, University of British Columbia, Vancouver, Canada (2005-Present).

FORAC, the Research Consortium on Electronic Business in the Forest Industry, Faculty of Engineering, and **CIBISA**, the Industrial Chair on Engineered Wood Products for Structural and Appearance Applications, Faculty of Forestry, University Laval, Quebec, Canada (2003-Present).

CIRRELT, the Interuniversity Research Center on Enterprise Networks, Logistics and Transportation, University Laval, University of Quebec in Montreal, University of Montreal, École Polytechnique Montreal, and HEC-Montreal, Canada (2000-Present).

CONSULTING EXPERIENCE

Junior Consultant, KPMG Consulting, East Division, France (1998-2000).

- Four contracts in **Strategic Management** (Product and Market Diversification; Business Plans) and an internal study on the impact of Internet on for KPMG's SME clients strategy: in-depth interviews with 40 CEOs, results analysis and report to Board of Directors).

- Nine contracts in **Change Management** (measurement and negotiation with employees about their readiness to accept an early transition to the reduction of week hours from 39 to 35).