Gilles LAURENT

Chercheur
Département: Marketing
ESSEC Business School
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INTERETS DE RECHERCHE

Comportement du consommateur

FORMATION

1978	Ph.D. in Management Science, Massachusetts Institute of Technology, États-Unis *Management Science*
1976	Master of Science, Operations Research, Massachusetts Institute of Technology, États-Unis
1970	Diplôme de la Grande Ecole, HEC Paris, HEC Paris, France

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2019 - Présent	Research Fellow, ESSEC Business School, France
2012 - 2019	Distinguished Research Professor, INSEEC, INSEEC, France
1985 - 2012	Professeur, HEC Paris, France
1983 - 1984	Professeur associé, HEC Paris, France
1978 - 1982	Professeur assistant, HEC Paris, France

Autres affiliations académiques

1993 - 1998	Doyen Associé à la Recherche, HEC Paris, France
1989 - 1991	Directeur du Programme Doctoral, HEC Paris, HEC Paris, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2020	Distinguished Emeritus Professor, HEC Paris, France
2012	EMAC Distinguished Marketing Scholar Award, Belgique
2010	Dean of EMAC Fellows, Belgique
2002	EMAC Fellow, Belgique

1996 Academic Trustee, Marketing Science Institute, États-Unis

1983 Prix de la Fondation Jours de France 1983, France

PUBLICATIONS

Articles

BULTEZ, A., LAURENT, G. et LEMAY, L. (2025). Quantifying relationships between ordinal categorical variables: Application to metrics tracked by satisfaction barometers. *Recherche et Applications en Marketing*, 40(2), pp. 122-161.

LAURENT, G. et VANHUELE, M. (2023). How Do Consumers Read and Encode a Price? *Journal of Consumer Research*, 50(3), pp. 510-532.

CHANDON, J.L., LAURENT, G. et LAMBERT-PANDRAUD, R. (2022). Battling for consumer memory: Assessing brand exclusiveness and brand dominance from citation-list. *Journal of Business Research*, 145(2022), pp. 468-481.

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CHEVILLON, G., HECQ, A. et LAURENT, G. (2018). Generating Univariate Fractional Integration within a Large VAR(1), *Journal of Econometrics*, 1(204), pp. 54-65.

LAMBERT-PANDRAUD, R., LAURENT, G. et GOURVENNEC, B. (2018). Investigating Brand Verbal Fluency: When known brands do not come to mind. *International Journal of Market Research*, 60(3), pp. 304-315.

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LAPORTE, S. et LAURENT, G. (2015). More prizes are not always more attractive: factors increasing prospective sweepstakes participants' sensitivity to the number of prizes. *Journal of the Academy of Marketing Science*, 43(3), pp. 395-410.

LAURENT, G. (2015). Susan Douglas: the "founding mother" of the European Marketing Academy. *International Marketing Review*, 32(2), pp. 116-117.

LAURENT, G., ROMBOUTS, J. et VIOLANTE, F. (2013). On Loss Functions and Ranking Forecasting Performances of Multivariate Volatility Models. *Journal of Econometrics*, 173(1), pp. 1-10.

RUNGIE, C., UNCLES, M. et LAURENT, G. (2013). Integrating consumer characteristics into the stochastic modelling of purchase loyalty. *European Journal of Marketing*, 47(10), pp. 1667-1690.

LAURENT, G. (2013). EMAC Distinguished Marketing Scholar 2012: Respect the data! *International Journal of Research in Marketing*, 30(4), pp. 323-334.

LAMBERT-PANDRAUD, R. et LAURENT, G. (2010). Why do Older Consumers Buy Older Brands? The Role of Attachment and Declining Innovativeness. *Journal of Marketing*, 74(5), pp. 104-121.

COLE, C., LAURENT, G., DROLET, A., EBERT, J., GUTCHESS, A., LAMBERT-PANDRAUD, R. ... PETERS, E. (2008). Decision making and brand choice by older consumers. *Marketing Letters*, 19(3-4), pp. 355-365.

VANHUELE, M., LAURENT, G. et DRÈZE, X. (2006). Consumers' Immediate Memory for Prices. *Journal of Consumer Research*, 33(2), pp. 163-172.

RUNGIE, C., LAURENT, G., RILEY, F.D., MORRISON, D.G. et ROY, T. (2005). Measuring and modeling the (limited) reliability of free choice attitude questions. *International Journal of Research in Marketing*, 22(3), pp. 309-318.

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YOON, C., LAURENT, G., FUNG, H.H., GONZALEZ, R., GUTCHESS, A.H., HEDDEN, T. ... SKURNIK, I. (2005). Cognition, Persuasion and Decision Making in Older Consumers. *Marketing Letters*, 16(3-4), pp. 429-441.

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LAMBERT-PANDRAUD, R., LAURENT, G. et LAPERSONNE, E. (2005). Repeat Purchasing of New Automobiles by Older Consumers: Empirical Evidence and Interpretations. *Journal of Marketing*, 69(2), pp. 97-113.

LAURENT, G. et ZAICHKOWSKY, J. (2005). Preface to La Londe 2003 special issue: communications and consumer behavior. *Journal of Business Research*, 58(10), pp. 1407-1408.

LAGEAT, T., CZELLAR, S. et LAURENT, G. (2003). Engineering Hedonic Attributes to Generate Perceptions of Luxury: Consumer Perception of an Everyday Sound. *Marketing Letters*, 14(2), pp. 97-109.

LAURENT, G. (2000). Improving the external validity of marketing models: A plea for more qualitative input. *International Journal of Research in Marketing*, 17(2-3), pp. 177-182.

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LAURENT, G. (1997). Management : les constructeurs : John D.C. Little. *Revue Française de Gestion*, March-April-May, pp. 51-57.

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LAPERSONNE, E., LAURENT, G. et LE GOFF, J.J. (1995). Consideration sets of size one: An empirical investigation of automobile purchases. *International Journal of Research in Marketing*, 12(1), pp. 55-66.

LAURENT, G., KAPFERER, J.N. et ROUSSEL, F. (1995). The Underlying Structure of Brand Awareness Scores. *Marketing Science*, 14(3_supplement), pp. G170-G179.

NESLIN, S., ALLENBY, G., EHRENBERG, A., HOCH, S., LAURENT, G., LEONE, R. ... WITTINK, D. (1994). A research agenda for making scanner data more useful to managers. *Marketing Letters*, 5(4), pp. 395-411.

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LAURENT, G., LAURENT, J., NOIROT, C., ANSQUER, J.C., KESTENBAUM, S. et LAGRUE, G. (1985). Comment définir le taux normal des IGE sériques chez l'adulte ? *Annales de médecine interne*, 5(136), pp. 419-422.

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LAURENT, G. (1976). Range Programming: Introducing a "Satisficing Range" in a L.P. *Management Science*, 22(6), pp. 713-716.

Ouvrages et édition d'ouvrages

LAURENT, G., LILIEN, G. et PRAS, B. [Eds] (1994). *Research Traditions in Marketing*. Kluwer Academic Publishers, 442 pages.

Chapitres d'ouvrage

LAMBERT-PANDRAUD, R. et LAURENT, G. (2021). Impact of Age on Brand Choice. Dans: Aimee Drolet, Carolyn Yoon eds. *The Aging Consumer: Perspectives from Psychology and Marketing*. 2 ed. Routledge, pp. 163-181.

CZELLAR, S., DUBOIS, D. et LAURENT, G. (2020). Foreword: Researching luxury consumption in a global and digital age. Dans: Felicitas Morhart, Keith Wilcox, Sandor Czellar eds. *Research Handbook on Luxury Branding*. 1 ed. Edward Elgar Publishing Ltd, pp. xviii-xxx.

LAURENT, G. et PRAS, B. (1999). Research in Marketing: Some Trends, Some Recommendations. Dans: *Rethinking Marketing. Towards Critical Marketing Accountings*. 1st ed. SAGE Publications, pp. 245-261.

CHOFFRAY, J.M. et LAURENT, G. (1991). Marketing science : formalisation et exploitation des connaissances marketing. Dans: *Encyclopédie du Management*. 1st ed. Vuibert, pp. 596-612.

Conférences

LAURENT, G., LAMBERT-PANDRAUD, R., VANHUELE, M. et ARORA, M. (2025). How Do Consumers Compare BOGOF Promotions: Diagnosing Disruptions of the Rational Process. Dans: 2025 European Marketing Academy (EMAC) Spring Conference. Pozuelo.

LAURENT, G., VANHUELE, M. et ARORA, M. (2024). How Does the Visual Arrangement of Prices Influence How They Are Compared? Dans: 53rd European Marketing Academy (EMAC) Conference 2024. Bucharest.

LAURENT, G. et VANHUELE, M. (2024). How Do Consumers Compare Two Prices? Per Digit or per Chunk? Dans: 2024 Association for Consumer Research Annual Conference. Paris.

LAURENT, G., VANHUELE, M. et ARORA, M. (2023). Using Eye-Movement Recording to Examine Price Comparisons. Dans: 2023 European Association for Consumer Research Conference. Amsterdam.

LAURENT, G., VANHUELE, M. et ARORA, M. (2023). Using Eye-Movement Recording to Examine Price Comparis. Dans: 2023 European Marketing Academy (EMAC) Annual Conference. Odense.

LAURENT, G., VANHUELE, M. et ARORA, M. (2022). Comment les consommateurs évaluent-ils l'écart entre deux prix ? Dans: 8ème Conférence Internationale de l'Association Française du Marketing (AFM) 2022. Tunis.

LAURENT, G. et WEN, Y. (2022). "Icing on the Cake" or "Stealing the Spotlight": Evidence from Eye-Tracking on How Highlighting Visuals and Presentation Formats Influence Consumers' Attentional Processes. Dans: Society for Consumer Psychology 2022 Annual Conference. Online.

CHANDON, J.L., LAURENT, G. et LAMBERT-PANDRAUD, R. (2020). Battling for a Share of Memory: The Case of Luxury Car Brands Across Four Cultures. Dans: 2020 Monaco Symposium on Luxury.

LAURENT, G. et VANHUELE, M. (2019). Do Consumers Read Price from Left to Right? Negative Evidence from Eye-tracking Analysis. Dans: 48th European Marketing Association Annual Conference (EMAC) 2019.

PRAS, B. et LAURENT, G. (1993). Research in Marketing : Some Trends, Some Controversies and Some Recommendations.

Documents de travail

DUBOIS, B., LAURENT, G. et CZELLAR, S. (2001). *Consumer rapport to luxury: Analyzing complex and ambivalent attitudes*. 736/2001 (490 cites in Google Scholar), HEC.

CHOFFRAY, J.M. et LAURENT, G. (1988). *Marketing science : formalisation et exploitation des connaissances marketing*. ESSEC Business School.

ENSEIGNEMENT

2020 Eye-Tracking for Research, ESSEC Business School, France