# Gilles LAURENT

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## INTERETS DE RECHERCHE

Comportement du consommateur

## FORMATION

| | |
|---|---|
| 1978 | Ph.D. in Management Science, Massachusetts Institute of Technology, États-Unis<br>*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.

CHANDON, J.L., LAURENT, G. et VALETTE-FLORENCE, P. (2019). Evermore subjective and contingent luxury. *Journal of Business Research*, 102, pp. 245-249.

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.

LAMBERT-PANDRAUD, R., LAURENT, G., MULLET, E. et YOON, C. (2017). Impact of age on brand awareness sets: a turning point in consumers' early 60s. *Marketing Letters*, 28(2), pp. 205-218.

CHANDON, J.L., LAURENT, G. et VALETTE-FLORENCE, P. (2017). In search of new planets in the luxury galaxy. *Journal of Business Research*, 77, pp. 140-146.

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NABEC, L., PRAS, B. et LAURENT, G. (2016). Temporary brand–retailer alliance model: the routes to purchase intentions for selective brands and mass retailers. *Journal of Marketing Management*, 32(7-8), pp. 595-627.

CHANDON, J.L., LAURENT, G. et VALETTE-FLORENCE, P. (2016). Pursuing the concept of luxury: Introduction to the JBR Special Issue on "Luxury Marketing from Tradition to Innovation". *Journal of Business Research*, 69(1), pp. 299-303.

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.

RUNGIE, C. et LAURENT, G. (2005). Repeated Binary Logit: Analysing Variation in Behavioural Loyalty. *Australasian Marketing Journal*, 13(2), pp. 27-36.

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.

DUBOIS, B., CZELLAR, S. et LAURENT, G. (2005). Consumer Segments Based on Attitudes Toward Luxury: Empirical Evidence from Twenty Countries. *Marketing Letters*, 16(2), pp. 115-128.

LAURENT, G., RUNGIE, C., BROWN, B. et RUDRAPATNA, S. (2005). A Standard Error Estimator for the Polarization Index: Assessing the Measurement Error in One Approach to the Analysis of Loyalty. *Marketing Bulletin*, 16(Technical Note 2).

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.

CHANDON, P., WANSINK, B. et LAURENT, G. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*, 64(4), pp. 65-81.

BERNARDET, J., CHANDON, P., DESMET, P., FARGETTE, F., GUILBERT, F. et LAURENT, G. (1997). La Promotion des Ventes en France : Evolution et révolutions. *Décisions Marketing*, pp. 9-21.

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

LAURENT, G. et DUBOIS, B. (1996). LE LUXE PAR-DELÀ LES FRONTIÈRES : Une étude exploratoire dans douze pays. *Décisions Marketing*, Sept.-Dec.(9), pp. 35-43.

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.

LAURENT, G. et DUBOIS, B. (1993). Y a-t-il un euroconsommateur du luxe ? Une analyse comparative des profils sociodémographiques des acheteurs européens. *Recherche et Applications en Marketing*, 8(4), pp. 107–124.

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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.

LAURENT, G. et KAPFERER, J.N. (1985). Consumer Involvement Profiles: A New and Practical Approach to Consumer Involvement. *Journal of Advertising*, 25(6), pp. 48-56.

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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