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INTERETS DE RECHERCHE

image de marque, Luxe, marketing

FORMATION

2007	Ph.D. en Marketing, Université de Houston, États-Unis *The role of mental budgets in self-regulation*
2003	Master of Business Administration (MBA), University of Central Florida, États-Unis
2001	Bachelor of Science en Administration des Affaires, Marketing, University of Central Florida, États-Unis

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2019 - Présent	Professeur, ESSEC Business School, Singapour
2013 - 2019	Professeur associé, ESSEC Business School, Singapour
2007 - 2013	Professeur assistant, ESSEC Business School, Singapour

Autres affiliations académiques

2022 - 2025	Doyen adjoint d'Essec Asia-Pacific, ESSEC Business School, Singapour
2010 - 2022	Professeur titulaire de la chaire LVMH, ESSEC Business School, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2016	Best Paper Award (avec Vanessa Patrick) à la conférence : Asian Luxury Branding organisé sous l'Initiative LVMH-SMU.
2015	Nommé l'un des meilleurs 40 professeurs de moins de 40 ans en 2015 par Poets and Quants.
2001	UCF Golden Medallion for Outstanding Academic Achievement, University of Central Florida, États-Unis
2001	National Student-Athlete of the Year, États-Unis
2000	Scholar - Athlete All American, États-Unis
2000	UCF Founder's Scholar award (octroyé aux top 1% des étudiants), University of

Central Florida, États-Unis

Bourses

2003 Bourse doctorale, Université de Houston, États-Unis

2003 Presidential Scholarship, Université de Houston, États-Unis

2002 UCF Graduate Merit Fellowship, University of Central Florida, États-Unis

2001 UCF Alumni Trust International Student Scholarship, University of Central Florida, États-Unis

PUBLICATIONS

Articles

DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. (2025). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. *Journal of Marketing*, 89(2), pp. 96-118.

TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. (2025). Looking a Gift Horse in the Mouth: The Dark Side of Uncertain Price Promotions. *Psychology and Marketing*, 42(6), pp. 1640-1666.

TUK, M.A., PROKOPEC, S. et VAN DEN BERGH, B. (2021). Do Versus Don't: The Impact of Framing on Goal Level Setting. *Journal of Consumer Research*, 47(6), pp. 1003-1024.

WILCOX, K. et PROKOPEC, S. (2019). Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. *Journal of Consumer Research*, 2(46), pp. 371-387.

DE BRUYN, A. et PROKOPEC, S. (2017). Assimilation-contrast theory in action: Operationalization and managerial impact in a fundraising context. *International Journal of Research in Marketing*, 34(2), pp. 367-381.

GOEL, L., PROKOPEC, S. et JUNGLAS, I. (2013). Coram Populo – In the Presence of People: The Effect of Others in Virtual Worlds. *Journal of Computer-Mediated Communication*, 18(3), pp. 265-282.

DE BRUYN, A. et PROKOPEC, S. (2013). Opening a Donor's Wallet: The Influence of Appeal Scales on Likelihood and Magnitude of Donation. *Journal of Consumer Psychology*, 23(4), pp. 496-502.

KRISHNAMURTHY, P. et PROKOPEC, S. (2010). Resisting That Triple-chocolate Cake: Mental Budgets and Self-control. *Journal of Consumer Research*, 37(1), pp. 68-79.

GOEL, L. et PROKOPEC, S. (2009). If you build it will they come? An Empirical Investigation of Consumer Perceptions and Strategy in Virtual Worlds. *Electronic Commerce Research*, 9(1-2), pp. 115-134.

Chapitres d'ouvrage

PROKOPEC, S. et KURDY, M. (2011). An International Marketing Strategy Perspective on Islamic Marketing. Dans: *Handbook of Islamic Marketing*. 1st ed. Edward Elgar Publishing Ltd, pp. 208-225.

Actes d'une conférence

DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. (2024). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. Dans: *Advances In Consumer Research*. Paris: Association for Consumer Research (ACR).

ESPINOZA, F., PROKOPEC, S. et PATRICK, V. (2011). Mental Budgets and Mental Construals: Do Mental Budgets Work Over the Long Haul? Dans: *The Day After: Inspiration, Innovation, Implementation*. University of Ljubljana.

PROKOPEC, S. et DE BRUYN, A. (2010). Optimizing Donations with Individually-tailored Donation Grids: An Econometric Model of Compliance and Generosity. Dans: *Proceedings of the 39th EMAC Conference*. European Marketing Academy (EMAC).

PROKOPEC, S. et DE BRUYN, A. (2009). The Impact of Anchors on Donors' Behavior: A Field Experiment. Dans: *Advances in Consumer Research, Volume 37*. Association for Consumer Research (ACR).

PROKOPEC, S. et LAKSHMI, G. (2009). The Social Aspects of Virtual Worlds: Implications for Marketing. Dans: *Proceedings of the 38th EMAC: Marketing and the Core Disciplines: Rediscovering References?* European Marketing Academy (EMAC).

PROKOPEC, S. et GOEL, L. (2009). The Social Aspects of Virtual Worlds: Implications for Marketing. Dans: *2009 AMA Educators' Proceedings, Enhancing Knowledge Development in Marketing (CD-Rom)*. American Marketing Association (AMA).

DE BRUYN, A. et PROKOPEC, S. (2009). When Asking for More Leads to Getting Nothing: The Impact of Anchors on Donor's Behavior. Dans: *Proceedings of the 38th EMAC: Marketing and the Core Disciplines: Rediscovering References?* European Marketing Academy (EMAC).

PROKOPEC, S. et GOEL, L. (2008). Marketing in Second Life: If you build it, will they come? Dans: *2008 American Marketing Association Winter Educators Conference*. American Marketing Association (AMA).

KRISHNAMURTHY, P. et PROKOPEC, S. (2006). Beating back that triple chocolate cake:Mental budgets as instruments of self-regulation. Dans: *2006 North America ACR Conference*. Association for Consumer Research (ACR).

Conférences

DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. (2024). Turning Goods into Enrichment Privileges: the Market System of Enrichment and Brand Strategy. Dans: 2024 Annual Association of Consumer Research. Paris.

TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. (2023). The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty? Dans: European Association of Consumer Research (EACR) Conference 2023. Amsterdam.

TALEBI, A. et PROKOPEC, S. (2019). Big Discounts Might Backfire on Consumers' Affective States. Dans: 3rd Singapore International Conference on Management, Business, Economic and Social Science.

TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. (2019). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in decision-making. Dans: 2019 ISMS Marketing Science Conference.

TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. (2019). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in Decision-making. Dans: 48th European Marketing Academy Conference (EMAC).

TALEBI, A. et PROKOPEC, S. (2018). Big Discounts Might Backfire on Consumer Satisfaction. Dans: 31st European Marketing Academy (EMAC) Doctoral Colloquium.

TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. (2018). Pain of Loss: How Losing in a Promotional Competition Influences Consumer Attitude. Dans: Association for Consumer Research (ACR) North Advances 2018.

TALEBI, A. et PROKOPEC, S. (2017). 19-F: Vegas It Up to Boost Your Performance! Dans: Association for Consumer Research North Advances 2018.

TALEBI, A. et PROKOPEC, S. (2017). 19-F: Vegas It Up to Boost Your Performance! Dans: 30th EMAC Doctoral Colloquium.

PROKOPEC, S. et PATRICK, V. (2015). Extinguishing the Flame of Desire: How Successful Luxury Brand Extensions Can Satiate Brand Desire. Dans: 2015 North American Conference of the Association for Consumer Research.

PROKOPEC, S., KRISHNAMURTHY, P. et BLAIR, E. (2011). Yielding to Temptation Due to Depletion: Can Mental Budgets Help? Dans: Society of Consumer Psychology Conference (SCP) 2011.

LAKSHMI, G. et PROKOPEC, S. (2009). The "Socialness" of Virtual Worlds. Dans: 15th Americas Conference on Information Systems.

PROKOPEC, S. et LAKSHMI, G. (2009). The Social Aspects of Virtual Worlds: Implications for Marketing.

PROKOPEC, S. et KRISHNAMURTHY, P. (2006). Beating back that triple chocolate cake: Mental Budgets as instruments of self-regulation. Dans: University of Houston Annual Doctoral Symposium. Houston.

KRISHNAMURTHY, P. et PROKOPEC, S. (2006). Beating back that triple chocolate cake:Mental budgets as instruments of self-regulation. Dans: ACR 2006. Orlando.

Presse

PROKOPEC, S. (2016). How Luxury Brands Use Subtle Signals to Speak with an Increasingly Savvy Clientele. *Reflets Hors-Série ESSEC Knowledge*, pp. 76-78.

AUTRES ACTIVITES DE RECHERCHE

Affiliations

Depuis 2008 Membre de Society of Consumer Psychology (SCP)

Depuis 2008 Membre de l'American Marketing Association (AMA)

Depuis 2004 Membre de Advances for Consumer Research (ACR)

Supervision de thèses / HDR

2020 A. TALEBI (ESSEC Business School), Directeur de thèse