

# Sonja PROKOPEC

Professeur

Département: Marketing  
ESSEC Business School  
5 Nepal Park  
139408 Singapore  
Singapour

Email: prokopec@essec.edu  
Numéro de téléphone: +33 (0)1 34 43 36 19  
Pays d'origine: Serbie

## INTERETS DE RECHERCHE

---

image de marque, Luxe, marketing

## FORMATION

---

- |      |   |
|------|---|
| 2007 | Ph.D. en Marketing, Université de Houston, États-Unis<br><i>The role of mental budgets in self-regulation</i> |
| 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 | National Student-Athlete of the Year, États-Unis   |
| 2001 | UCF Golden Medallion for Outstanding Academic Achievement, University of Central Florida, États-Unis                 |
| 2000 | UCF Founder's Scholar award (octroyé aux top 1% des étudiants), University of Central Florida, États-Unis            |

2000 Scholar - Athlete All American, 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*, In press.

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 Sate 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