Gilles LAURENT

Researcher
Department: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: B00770447@essec.edu

RESEARCH INTERESTS

Consumer Behavior

EDUCATION

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

EMPLOYMENT

Full-time academic positions

2019 - Present	Research Fellow, ESSEC Business School, France
2012 - 2019	Distinguished Research Professor, INSEEC, INSEEC, France
1985 - 2012	Professor, HEC Paris, France
1983 - 1984	Associate Professor, HEC Paris, France
1978 - 1982	Assistant Professor, HEC Paris, France

Other affiliations and appointments

1993 - 1998	Associate Dean for Research, HEC Paris, France
1989 - 1991	Associate Dean for the Ph.D. program, HEC Paqris, HEC Paris, France

GRANTS AND HONORS

Awards and Honors

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

1996 Academic Trustee, Marketing Science Institute, United States of America

1983 Prix de la Fondation Jours de France 1983, France

PUBLICATIONS

Journal Articles

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

CHEVILLON, G., HECQ, A. and 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. and 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. and 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. and VALETTE-FLORENCE, P. (2017). In search of new planets in the luxury galaxy. *Journal of Business Research*, 77, pp. 140-146.

KAPFERER, J.N. and LAURENT, G. (2016). Where do consumers think luxury begins? A study of perceived minimum price for 21 luxury goods in 7 countries. *Journal of Business Research*, 69(1), pp. 332-340.

NABEC, L., PRAS, B. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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.

KAPFERER, J.N. and LAURENT, G. (1993). Further evidence on the consumer involvement profile: Five antecedents of involvement. *Psychology and Marketing*, 10(4), pp. 347-355.

LAURENT, G. and GREGORY, P. (1992). Les thèses de marketing depuis 1986. *Recherche et Applications en Marketing*, 7(1), pp. 43-63.

LAURENT, G. (1986). L'analyse exploratoire des données, les statistiques robustes, le 'jackknife' et le 'bootstrap'. *Recherche et Applications en Marketing*, 1(4), pp. 57-70.

LAURENT, G. and KAPFERER, J.N. (1986). Les profils d'implication. *Recherche et Applications en Marketing*, 1(1), pp. 41-57.

LAURENT, G. and KAPFERER, J.N. (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22(1), pp. 41-53.

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

KAPFERER, J.N. and LAURENT, G. (1985). Consommation : le cas de la rumeur de Villejuif. *Revue Française de Gestion*, (51).

LAURENT, G. and KAPFERER, J.N. (1980). Peut-on identifier les innovateurs?, Une application des modèles log-linéaires au marketing des biens de grande consommation. *Revue Française du Marketing*, 83(4), pp. 21–39.

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

Books and book editor

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

Book chapters

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

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

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

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

Conferences

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

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

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

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

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

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

LAURENT, G. and 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. In: Society for Consumer Psychology 2022 Annual Conference. Online.

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

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

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

Working Papers

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

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

TEACHING EXPERIENCE

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