

# Sonja PROKOPEC

Professor

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## RESEARCH INTERESTS

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branding, Luxury, marketing

## EDUCATION

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|------|---|
| 2007 | Ph.D. in Marketing, University of Houston, United States of America<br><i>The role of mental budgets in self-regulation</i> |
| 2003 | Master of Business Administration (MBA), University of Central Florida, United States of America                            |
| 2001 | Bachelor of Science in Business Administration, Marketing, University of Central Florida, United States of America          |

## EMPLOYMENT

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### Full-time academic positions

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|----------------|---|
| 2019 - Present | Professor, ESSEC Business School, Singapore           |
| 2013 - 2019    | Associate Professor, ESSEC Business School, Singapore |
| 2007 - 2013    | Assistant Professor, ESSEC Business School, Singapore |

### Other affiliations and appointments

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| 2022 - 2025 | Deputy Dean for Essec Asia-Pacific, ESSEC Business School, Singapore |
| 2010 - 2022 | LVMH Chaired Professor, ESSEC Business School, France                |

## GRANTS AND HONORS

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### Awards and Honors

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| 2016 | Best Paper Award, Asian Luxury Branding Conference, organised under the LVMH-SMU Initiative for her paper "Extinguishing the Flame of Desire: How Successful Luxury Brand Extensions Can Satisfy Brand Desire" (coauthored with Vanessa Patrick). |
| 2015 | Nominated "40 professors under 40" in 2015 by Poets and Quants.   |
| 2001 | UCF Golden Medallion for Outstanding Academic Achievement, University of Central Florida, United States of America  |
| 2001 | National Student-Athlete of the Year, United States of America  |

2000 UCF Founder's Scholar award (awarded to top 1 % of students), University of Central Florida, United States of America

2000 Scholar - Athlete All American, United States of America

### Grants

2003 Presidential Scholarship, University of Houston, United States of America

2003 Doctoral Fellowship, University of Houston, United States of America

2002 UCF Graduate Merit Fellowship, University of Central Florida, United States of America

2001 UCF Alumni Trust International Student Scholarship, University of Central Florida, United States of America

## PUBLICATIONS

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### Journal Articles

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

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

GOEL, L. and 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.

### Book chapters

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

## Conference proceedings

- DION, D., PAVLYUCHENKO, R. and PROKOPEC, S. (2024). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. In: *Advances In Consumer Research*. Paris: Association for Consumer Research (ACR).
- ESPINOZA, F., PROKOPEC, S. and PATRICK, V. (2011). Mental Budgets and Mental Construals: Do Mental Budgets Work Over the Long Haul? In: *The Day After: Inspiration, Innovation, Implementation*. University of Ljubljana.
- PROKOPEC, S. and DE BRUYN, A. (2010). Optimizing Donations with Individually-tailored Donation Grids: An Econometric Model of Compliance and Generosity. In: *Proceedings of the 39th EMAC Conference*. European Marketing Academy (EMAC).
- PROKOPEC, S. and DE BRUYN, A. (2009). The Impact of Anchors on Donors' Behavior: A Field Experiment. In: *Advances in Consumer Research, Volume 37*. Association for Consumer Research (ACR).
- PROKOPEC, S. and LAKSHMI, G. (2009). The Social Aspects of Virtual Worlds: Implications for Marketing. In: *Proceedings of the 38th EMAC: Marketing and the Core Disciplines: Rediscovering References?* European Marketing Academy (EMAC).
- PROKOPEC, S. and GOEL, L. (2009). The Social Aspects of Virtual Worlds: Implications for Marketing. In: *2009 AMA Educators' Proceedings, Enhancing Knowledge Development in Marketing (CD-Rom)*. American Marketing Association (AMA).
- DE BRUYN, A. and PROKOPEC, S. (2009). When Asking for More Leads to Getting Nothing: The Impact of Anchors on Donor's Behavior. In: *Proceedings of the 38th EMAC: Marketing and the Core Disciplines: Rediscovering References?* European Marketing Academy (EMAC).
- PROKOPEC, S. and GOEL, L. (2008). Marketing in Second Life: If you build it, will they come? In: *2008 American Marketing Association Winter Educators Conference*. American Marketing Association (AMA).
- KRISHNAMURTHY, P. and PROKOPEC, S. (2006). Beating back that triple chocolate cake: Mental budgets as instruments of self-regulation. In: *2006 North America ACR Conference*. Association for Consumer Research (ACR).

## Conferences

- DION, D., PAVLYUCHENKO, R. and PROKOPEC, S. (2024). Turning Goods into Enrichment Privileges: the Market System of Enrichment and Brand Strategy. In: *2024 Annual Association of Consumer Research*. Paris.
- TALEBI, A., PROKOPEC, S. and ÖNCÜLER, A. (2023). The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty? In: *European Association of Consumer Research (EACR) Conference 2023*. Amsterdam.
- TALEBI, A. and PROKOPEC, S. (2019). Big Discounts Might Backfire on Consumers' Affective States. In: *3rd Singapore International Conference on Management, Business, Economic and Social Science*.
- TALEBI, A., PROKOPEC, S. and ÖNCÜLER, A. (2019). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in decision-making. In: *2019 ISMS Marketing Science Conference*.
- TALEBI, A., PROKOPEC, S. and ÖNCÜLER, A. (2019). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in Decision-making. In: *48th European Marketing Academy Conference (EMAC)*.

- TALEBI, A. and PROKOPEC, S. (2018). Big Discounts Might Backfire on Consumer Satisfaction. In: 31st European Marketing Academy (EMAC) Doctoral Colloquium.
- TALEBI, A., PROKOPEC, S. and ÖNCÜLER, A. (2018). Pain of Loss: How Losing in a Promotional Competition Influences Consumer Attitude. In: Association for Consumer Research (ACR) North Advances 2018.
- TALEBI, A. and PROKOPEC, S. (2017). 19-F: Vegas It Up to Boost Your Performance! In: Association for Consumer Research North Advances 2018.
- TALEBI, A. and PROKOPEC, S. (2017). 19-F: Vegas It Up to Boost Your Performance! In: 30th EMAC Doctoral Colloquium.
- PROKOPEC, S. and PATRICK, V. (2015). Extinguishing the Flame of Desire: How Successful Luxury Brand Extensions Can Sate Brand Desire. In: 2015 North American Conference of the Association for Consumer Research.
- PROKOPEC, S., KRISHNAMURTHY, P. and BLAIR, E. (2011). Yielding to Temptation Due to Depletion: Can Mental Budgets Help? In: Society of Consumer Psychology Conference (SCP) 2011.
- LAKSHMI, G. and PROKOPEC, S. (2009). The "Socialness" of Virtual Worlds. In: 15th Americas Conference on Information Systems.
- PROKOPEC, S. and LAKSHMI, G. (2009). The Social Aspects of Virtual Worlds: Implications for Marketing.
- PROKOPEC, S. and KRISHNAMURTHY, P. (2006). Beating back that triple chocolate cake: Mental Budgets as instruments of self-regulation. In: University of Houston Annual Doctoral Symposium. Houston.
- KRISHNAMURTHY, P. and PROKOPEC, S. (2006). Beating back that triple chocolate cake: Mental budgets as instruments of self-regulation. In: ACR 2006. Orlando.

### Press

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

## OTHER RESEARCH ACTIVITIES

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### Affiliations

- Since 2008      Member of Society of Consumer Psychology (SCP)
- Since 2008      Member of American Marketing Association (AMA)
- Since 2004      Member of Advances for Consumer Research (ACR)

### PhD Supervision

- 2020              A. TALEBI (ESSEC Business School), Thesis director