Sonja PROKOPEC

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RESEARCH INTERESTS

branding, Luxury, marketing

EDUCATION

2007	Ph.D. in Marketing, University of Houston, United States of America *The role of mental budgets in self-regulation*
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

Full-time academic positions

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

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

GRANTS AND HONORS

Awards and Honors

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 Satiate Brand Desire" (coauthored with Vanessa Patrick).
2015	Nominated "40 professors under 40" in 2015 by Poets and Quants.
2001	National Student-Athlete of the Year, United States of America
2001	UCF Golden Medallion for Outstanding Academic Achievement, University of Central Florida, United States of America

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

Grants

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

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*, 42(6), pp. 1640-1666.

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 Satiate 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

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