

Sonja PROKOPEC

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RESEARCH INTERESTS

branding, Luxury, marketing

EDUCATION

- | | |
|------|---|
| 2007 | Ph.D. in Marketing, University of Houston, United States of America
<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

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

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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

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 Sate 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 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*, 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

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