

Professor Benjamin G. Voyer
Cartier Chair ‘Turning Points’
Professor of Behavioural Science

BA, MSc, MRes, MSc, MPhil, PhD, DSc (HDR)
CPsychol, CSci, AFBPsS, MCIM, SFHEA, FRSA

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ACADEMIC BACKGROUND

Post-Doctoral-level

DSc in Management* (*Habilitation à Diriger des Recherches*) **2014**
Sorbonne University (Paris I)

Doctoral-level

PhD in Social Psychology **2010**
London School of Economics and Political Science

HEC Paris **2007**
MPhil student in Marketing

London Business School **2006**
Visiting student, Consumer Behaviour PhD course (by G. Johar, **Columbia GSB**)

Master-level

MSc Social Psychology (Hons, research track) **2006**
London School of Economics and Political Science

FELLOWSHIPS & CERTIFICATIONS

Senior Associate of the Royal Society of Medicine **2018**
Royal Society of Medicine

Senior Fellow of the Higher Education Academy (SFHEA) **2016**
Higher Education Academy

* Higher doctorate, French degree required to act as PhD supervisor and apply to full professor positions in France

Fellow of the Royal Society of Arts (FRSA) Royal Society of Arts	2015
Chartered Marketer (MCIM) Chartered Institute of Marketing (CIM)	2015
Associate Fellow of the British Psychological Society (AFBPsS) British Psychological Society	2014
Chartered Scientist (CSci) Science Council	2012
Chartered Psychologist (CPsychol) British Psychological Society	2011

ACADEMIC POSITIONS

Current positions

ESCP Business School, London, UK Research Chair, Cartier ESCP HEC Paris Turning Points (Since January 2021) Full Professor, Department of Entrepreneurship (from September 2019) Co-Director, Global Research Alliance in Luxury (GRAIL) (from September 2024) Scientific Director, MiM Specialisation in Luxury Management	Present
London School of Economics and Political Science, UK Visiting Professor, Department of Psychological & Behavioural Science Visiting Fellow, Department of Psychological & Behavioural Science (until 2020)	2011-Present

Previous positions

London School of Economics and Political Science, UK PS 456 / PB 417 Course co-convenor, Department of Psychological & Behavioural Science	2011 - 2020
University of Innsbruck, Austria Visiting Researcher	Spring 2013, Spring 2014
ESCP Europe Business School, London, UK Full Professor, Department of Marketing (2016-2019) Jean Monnet Module leader, ERASMUS + Programme (2016 - 2019) L'Oréal Professor of Creativity Marketing (2015 - 2019) Associate Dean, Undergraduate Studies (2014 - 2017) Associate Professor, Department of Marketing (2014 - 2016) Assistant Professor, Department of Marketing (2012 - 2014)	Since 2012
Richmond University, London, UK Assistant Professor of Management, Department of Business and Economics	2011 - 2012

London School of Economics and Political Science **2010 - 2011**
Post-doctoral Fellow, Institute of Social Psychology

FUNDING & AWARDS

Cumulative total: circa 3,450,000 €

ESCP Europe Competitive Research Grants (3050€) **2024**
"To what extent does luxury brands' parenting improve customers' brand attitude?" for the ERF-funding.

Cartier ESCP HEC Paris Chair Turning Points **2024-2027**
Research funding to explore Turning Points in the world and their impact on society

ESCP Europe Competitive Research Grants **2023**
4-year funding for a doctoral position

Cartier ESCP HEC Paris Chair Turning Points **2021-2024**
Research funding to explore Turning Points in the world and their impact on society

Global Fashion Management Conference **2019**
Excellent Service Award

ESCP Europe Competitive Research Grants **2018**
Research grant on social media and luxury

Global Fashion Management Conference **2017**
Best Reviewer Award

WikiStage #LeaderForChange **2016**
Named LeaderForChange by the Wikistage foundation

ERASMUS+ Programme (EU FUNDED) **2016-2019**
Jean Monnet Module coordinator

L'Oréal Professorship in Marketing **2015-2018**
Research funding to explore how behavioural science can help understanding consumer behaviour in the beauty industry

London School of Economics and Political Science **2015**
Nominated for LSESU Student-Led Teaching Excellence Awards

International Academy for Intercultural Research **2015**
Nominated for the IAIR Early Career Award

European Marketing Academy Conference **2015**
Best paper award (with A.K. Rhode)

ESCP Europe Competitive Research Grants	2015
Research Project on improving Health Communication by using the First Person Perspective	
KPMG ESCP Europe Risk & Strategy Chair	2014
Research project on assessing the risks associated with selling luxury goods online	
SYNERGIE PRES Paris Nouveau Monde, France	2014-2017
Disabilities in schools, hospitals and cities: cross-disciplinary approaches	
Frankreichschwerpunkt, Austria	2014
Travel grant for visiting fellowship	
Global Fashion Management Conference	2014
Best paper award (with D. Beckham)	
ESCP Europe Competitive Research Grants	2014
Research project on emergency decision making and new research methods	
Frankreichschwerpunkt, Austria	2013
Research grant	
LastMinute.Com, Germany	2013
Sponsored research project on consumer spontaneity	
Frankreichschwerpunkt, Austria	2013
Travel and research grant for visiting fellowship	
ESCP Europe Competitive Research Grants	2012
Research project on moment of need marketing and social influence	
KPMG ESCP Europe Risk & Strategy Chair	2012
Research project on risk and performance in the luxury goods industry	
London School of Economics and Political Science	2008 – 2010
Research scholarship and travel grants	
Goodenough College, London	2008 – 2010
Carden Scholarship Award	
HEC Paris	2006 – 2008
Research scholarship and travel grant	

PUBLICATIONS

* Indicates supervised graduate student

N° of Publication since 2008: 64

H_{index}: 20

I₁₀index = 24

Peer-reviewed articles: 36

Case studies: 13

Books & Book Chapters: 7

Business Magazine articles: 9

Others: 2

SOCIAL, COGNITIVE & CROSS-CULTURAL PSYCHOLOGY

Voyer, B. G., Tarantola, T. (2018) *Moral Psychology: A Multidisciplinary Guide*, Edited Book, Springer, USA

Franks, B. & Voyer, B.G: (2018) What Does Agency Afford the Self? a Review of *Talking to Our Selves: Reflection, Ignorance, and Agency*, **Behavioral and Brain Sciences**

Rhode AK, Voyer BG and Gleibs IH (2016) Does Language Matter? Exploring Chinese–Korean Differences in Holistic Perception. **Frontiers in Psychology**. 7:1508. doi: 10.3389/fpsyg.2016.01508

Roland-Lévy, C. Denoux, P., Boski, P., Gabrenya, W. K. Jr., Lemoine, J., Rhode, A. K., & Voyer, B. (Eds.). (2016). *Unity, diversity and culture. Proceedings of the 22nd International Congress of the International Association for Cross-Cultural Psychology*.

A.K. Rhode*, Voyer, B.G. (2015) The dangers of grouping countries into cultural clusters: Investigating between and within cultural variations in information processing styles and its consequences for advertising, in **Advances in Consumer Research**

Voyer, B.G., Franks, B. (2014) Toward a Better Understanding of Self-Construal Theory: An Agency View of the Processes of Self-Construal, **Review of General Psychology**, Vol 18 (2), pp 101-114

CONSUMER PSYCHOLOGY & DECISION SCIENCE

Voyer, BG; Sangle-Ferriere, M; Sajtos, L; Sung, B, (in press) The measurement of perceived shared agency in customer–artificial intelligence interactions, *Journal of Service Theory and Practice*

Machado*, C.M. & Voyer, BG. (in press) AI Applications in Cardiology: An Exploratory Qualitative Perspective from Patients, accepted at the *British Journal of Healthcare Management*

Lecerf, C., Voyer, B. G., & Visconti, L. (in press). Compound luxury brand authority: Expanding and updating a central concept. In E. Ko, I. Phau, M. Phan, & M.-C. Cervellon (Eds.), *The handbook of luxury brand management & marketing*. SAGE Publications

Nicolay, O. Voyer, B.G. & Desmichel, P. (2024) Luxury's Upcoming Dilemmas: How To Rethink What We Thought We Knew About Luxury, Escp Impact Paper No.2024-12-En, Escp Business School

Desmichel, Mb, Voyer, Bg And Maggioni, I (2024): Recapturing Time: What Luxury Should Be About, Escp Impact Paper No.2024-47-En

Leban, M., Errmann, A., Seo, Y. Voyer, BG. (2024) 'Mindful Practices in Luxury Travel: a case of the Faroe Islands', accepted, Tourism Management.

Voyer, B. G. (2022). What can healthcare managers learn from marketing managers? Marketing theory concepts with implications for healthcare. *British Journal of Healthcare Management*, 28(7), 185-189.

Park, J., Kim, J., Lee, D. C., Kim, S. S., Voyer, B. G., Kim, C., Sung, B., Gonzalez-Jimenez, H., Fastoso, F., Choi, Y. K., & Yoon, S. (2021) The impact of COVID-19 on consumer evaluation of authentic advertising messages. *Psychology & Marketing*, n/a(n/a). <https://doi.org/https://doi.org/10.1002/mar.21574>

Voyer, B. G., & Ko, E. (2021). In search of the next nexus: A maturing field for fashion research in the digital age. *Journal of Business Research*, 134, 375-377. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.05.050>

Gaston-Breton, C., Lemoine, J. E., Voyer, B. G., & Kastanakis, M. N. (2021). Pleasure, meaning or spirituality: Cross-cultural differences in orientations to happiness across 12 countries. *Journal of Business Research*, 134, 1-12. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.05.013>

Sangle-Ferriere, M., & Voyer, B. G. (2022). Consumers' propensity to avoid seeking assistance: Conceptualization and scale development. *Recherche et Applications en Marketing (English Edition)*, 37(4), 2-26.

Sajtos, L., Cao, J. T., Espinosa, J. A., Phau, I., Rossi, P., Sung, B., & Voyer, B. (2021). Brand love: Corroborating evidence across four continents. **Journal of Business Research**, 126, 591-604.

Leban, M., Thomsen, T. U., von Wallpach, S., & Voyer, B. G. (2020). Constructing personas: How high-net-worth social media influencers reconcile ethicality and living a luxury lifestyle. **Journal of Business Ethics**, 1-15.

Leban, M., Seo, Y., & Voyer, B. G. (2020). Transformational effects of social media lurking practices on luxury consumption. **Journal of Business Research**, 116, 514-521.

Voyer, B.G , (2019) Economía del comportamiento y la atención médica: una combinación hecha en el cielo, Capítulo 3: Economía del comportamiento y la atención médica: una combinación hecha en el cielo in Manual de Economía del Comportamiento Vol. 4: Salud,

- Voyer, B.G., An interview with MonZen Tzen, ACCESS Magazine, Korea, 2019
- Leban, M.* & Voyer, B.G., The Role of Influencers in Marketing Campaigns, ,
Routledge handbook on Influencer Marketing
- Sanglé-Ferrière, M*, & Voyer, B.G. (2019), Understanding chat perceptions in a customer assistance channel, **Journal of Service Theory and Practice**, in press
- Voyer, B.G. (2019) Émotions et comportement du consommateur, **SURVEY Magazine**
- Leban, M.* & Voyer, B.G. (2018), Millionaires on Instagram: Millennials' Display of Experiential Luxury and Personal Branding Strategies on Visual Social Media, forthcoming, **Advances in Consumer Research**
- Voyer, B.G. (2018) Le Nudge, ce que l'on sait, ce qu'il apporte, **SURVEY Magazine**
- Voyer, B.G. (2017) *CB as I See It*. In M Solomon, **Consumer Behavior: Buying, Having, and Being**, Pearson Education), 12th Edition
- Voyer, B.G. (2017) **Introduction to marketing**, 3 peer-reviewed introduction videos to marketing, SAGE UK Business Collection Online[†]
- Taillard, M., & Voyer, B. G, (2017) *Creativity and culture in marketing*, in V.P. Glaveanu, **The Palgrave Handbook of Creativity and Culture Research**, Palgrave, Basingstoke, UK
- Taillard, M., & Voyer, B. G, (2017) *Creativity in Marketing*, in V.P. Glaveanu, **Cambridge Handbook of Creativity Across Different Domains**, Cambridge University Press, Cambridge, UK
- Sangle-Ferriere, M., Voyer, B.G., (2017) Understanding chat perceptions in a customer assistance channel, *Advances in Consumer Research*, VOL 45, pp 862-864
- Dovgialo*, K., Voyer, B.G., (2017) The influence of individual differences on purchase of (in)conspicuous luxury goods and shopping preferences (online vs in-store): a questionnaire study, *Advances in Consumer Research*, VOL 45
- Leban*, M., Voyer, B.G., (2017), Exploring the concept of beauty in consumer research: a multidisciplinary framework & research agenda, *Advances in Consumer Research*, VOL 45

[†] <http://sk.sagepub.com/video/segmentation-targeting-and-positioning>
<http://sk.sagepub.com/video/practitioner-perspectives-with-moving-brands>
<http://sk.sagepub.com/video/employment-insight-with-moving-brands>
<https://study.sagepub.com/masterson4e/student-resources/chapter-4/videos>

Voyer, B.G. (2017), "social media and branding: behind Kylie Cosmetics' success, new marketing rules and risks", **The Conversation**, September 2017, <https://theconversation.com/social-media-and-branding-behind-kylie-cosmetics-success-new-marketing-rules-and-risks-82655>

von Wallpach, Voyer, B. G. H. Muehlbacher, and M. Kastanakis (2016) Editorial to the special issue of *Journal of Business Research* on Co-creating Stakeholder and Brand Identities, **Journal of Business Research**

The Importance of Developing A Multi-Epistemological Framework for Studying Co-creation Research: A Reply to Csaba (2016), (with M. Kastanakis), **Journal of Business Research**

Voyer, B.G., M. Kastanakis, A.K. Rhode*, (2016), Co-creating stakeholder and brand identities: A cross-cultural consumer perspective (with M. Kastanakis, A.K. Rhode*), **Journal of Business Research**

Joliette, M, Devos, M., Voyer, B. G. (2016) *Brand, business model, co-creation, community: what makes the true value of airbnb?* The Case Centre, 30p, Case n° 515-184-1

Joliette, M, Devos, M., Voyer, B. G. (2016) *Teaching note: Brand, business model, co-creation, community: what makes the true value of airbnb?* The Case Centre, 30p, Case n° 515-184-1

Joliette, M, Devos, M., Voyer, B. G. (2016) *Instructor presentation material: Brand, business model, co-creation, community: what makes the true value of airbnb?* The Case Centre, pptx file, Case n° 515-184-1

Joliette, M, Devos, M., Voyer, B. G. (2016) *Marca, Modelo De Negocio, Co-Creación, Comunidad: Qué Constituye El Verdadero Valor De Airbnb?* The Case Centre, 30p, Case n° E515-184-8B

Joliette, M, Devos, M., Voyer, B. G. (2016) *Instructor presentation material Marca, Modelo De Negocio, Co-Creación, Comunidad: Qué Constituye El Verdadero Valor De Airbnb?* The Case Centre, 30p, Case n°E515-184-8B

Joliette, M, Devos, M., Voyer, B. G. (2016) *Marke, geschäftsmodell, co-kreation, gemeinschaft: was macht wirklich den wert von airbnb aus?* The Case Centre, 30p, D515-184-1

Joliette, M, Devos, M., Voyer, B. G. (2016) *Teaching note: Marke, geschäftsmodell, co-kreation, gemeinschaft: was macht wirklich den wert von airbnb aus?* The Case Centre, 34p,n D515-184-8

Joliette, M, Devos, M., Voyer, B. G. (2016) *Instructor presentation material: Marke, geschäftsmodell, co-kreation, gemeinschaft: was macht wirklich den wert von airbnb aus?* The Case Centre, pptx file, D515-184-8B

Leban, M* & Voyer, B.G. (2016) , " Luxury brand forums set the scene for status competition between consumers", **LSE Business Review**, October 2016, <http://blogs.lse.ac.uk/businessreview/2016/10/04/luxury-brand-forums-set-the-scene-for-status-competition-between-consumers/>

Voyer, B.G. (2016) Le comportement du consommateur : ce qu'il cache et comment le reveller, **SURVEY Magazine**

Voyer, B.G. (2016) What every luxury brand can learn from the transformation of Yves Saint Laurent, **The Conversation**: <https://theconversation.com/what-every-luxury-brand-can-learn-from-the-transformation-of-yves-saint-laurent-54357>

Joliette, M, Devos, M., Voyer, B. G. (2015) *Marque, Business Model, Co-Création, Communauté : Qu'est-Ce Qui Fait Vraiment La Valeur D'airbnb?* The Case Centre, 30p, Case n° F515-184-1

Joliette, M, Devos, M., Voyer, B. G. (2015) *Teaching note: Marque, Business Model, Co-Création, Communauté : Qu'est-Ce Qui Fait Vraiment La Valeur D'airbnb?* The Case Centre, 30p, Case n° F515-184-8

Joliette, M, Devos, M., Voyer, B. G. (2015) *Instructor presentation material: Marque, Business Model, Co-Création, Communauté : Qu'est-Ce Qui Fait Vraiment La Valeur D'airbnb?* The Case Centre, pptx file, Case n° F515-184-9

Leban, M* & Voyer, B.G. (2015) , "Exploring the Specificities of Online Luxury Brand Communities: an Ingratiation Theory Perspective", in NA - **Advances in Consumer Research** Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, Pages: 379-383.

Rhode, A.K., Voyer, B.G. (2015) , La transition vers un post e économie créative et le passage du statut d' « imitateur » à celui d' « innovateur » de l'économie mondiale: Mieux comprendre la créativité en Asie et ses enjeux, in Vadcar, C. **Prospective & Entreprise, Corée du Sud, et économie creative**, CCIR, Eyrolles, pp20-24

Beckham*, D. & Voyer, B. G. (2014) Can sustainability be luxurious? A Mixed-Method Investigation of Implicit and Explicit Attitudes Towards Sustainable Luxury Consumption, in NA - **Advances in Consumer Research**, June Cotte and Stacy Wood (eds.), Vol. XLII, 245-250, 5p

Taillard, M., Voyer, B. G., Glaveanu, V, Gritzali, (2014) A. Value creation in the consumption process: the role of consumer creativity, in NA - **Advances in Consumer Research**, June Cotte and Stacy Wood (eds.), Vol. XLII, 381-386, 5p

Samson, A., Voyer, B.G. (2014) Emergency Purchasing Situations: Implications For Consumer Decision-Making, **Journal of Economic Psychology**, Vol 44, Oct, pp 21-33

Kastanakis M., Voyer B., (2014), "The effect of culture on perception and cognition : A conceptual framework", **Journal of Business Research**, Vol. 67, Issue 4, pp 425-433, 8 p, special issue 'culture comes first'

Voyer, B.G. (2014) Peak tattoo? The end of body art as rebellion as corporate logos get under the skin **The Conversation**: <https://theconversation.com/peak-tattoo-the-end-of-body-art-as-rebellion-as-corporate-logos-get-under-the-skin-30138>

Voyer, B.G. (2014) Chanel opts out of fashion's love affair with online shopping, **The Conversation**, available online at: <https://theconversation.com/chanel-opts-out-of-fashions-love-affair-with-online-shopping-20979>

Voyer, B. G. & Tran, V. (2013) *Chanel: Should the icon of timeless fashion catch up with its time and sell its clothes online?*, The Case Centre, 22p, Case n° 313-290-1

Tran, V. & Voyer, B. G. (2013) *Teaching note: Chanel: Should the icon of timeless fashion catch up with its time and sell its clothes online?* The Case Centre, 12p, Case n° 313-290-8

Kastanakis & Voyer, B. G. (2013), Cultural effects on perception and cognition: Integrating recent findings and reviewing implications for consumer research, in NA - **Advances in Consumer Research** Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 966-967

Kretz & Voyer (2013), Are Social Media Only Social? Understanding the Role of Social Media in the Processes of Independent and Interdependent Identity Construction, in NA - **Advances in Consumer Research** Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 587-588.

Samson & Voyer (2012), Two Minds, Three Ways: Dual System and Process Models in Consumer Psychology, in **AMS Review**, 2(2,3,4), Pages: 48-71, lead article

Czellar, Voyer, Schwob, & Luna (2009), Whence brand evaluations? Investigating the relevance of personal and extrapersonal associations in brand attitudes, in **Advances in Consumer Research** Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 681-682.

Czellar, Luna, Voyer, & Schwob (2008), How personal are consumer brand evaluations? Disentangling the role of personal and extrapersonal and extrapersonal associations in consumer judgments, in **Advances in Consumer Research** Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, Pages: 997-997.

Czellar, S., Voyer, B., Schwob, A., & Luna, D. (2008). Whence brand evaluations? Investigating the relevance of personal and extrapersonal associations in brand attitudes. **Les Cahiers de Recherche HEC** (890).

HEALTHCARE & ORGANISATIONS

Voyer (2021), Marketing Theory Concepts with Implications for Healthcare, accepted for publication, **British Journal of Healthcare Management**

Voyer (2021) The smartness of cities lies in its citizens, The Choice, <https://the-choice.org/tomorrow-choices/the-smartness-of-cities-lies-in-its-citizens/>

Voyer & Provencher (2021), Vaccination and The Prevention of Communicable Diseases in Healthcare Settings: Lessons from the Covid-19 Pandemic.”, **Health Services Insights**, Special Collection on A Pandemic-Led Worldwide Change in Health Service Delivery, SAGE Publications

Voyer et al. (2018), introduction to the special issue on Digital Transformation in Healthcare, **British Journal of Healthcare Management**

Sola, D., & Couturier, J., Voyer, B.G. (2015), Unlocking patient activation: Coupling e-health solutions coupled with gamification, **British Journal of Healthcare Management**, 21 (5), pp 223-228

Tran, V. & Voyer, B.G., (2015) Fostering innovation in healthcare management: An organisational perspective, **British Journal of Healthcare Management**, Volume 21 (3), Pages: 141-145, special issue ‘*innovation in healthcare*’

Voyer, B.G. (2015) ‘Nudging’ behaviours in healthcare management: Insights from Behavioural Economics, **British Journal of Healthcare Management**, Volume 21 (3), Pages: 130-135, special issue ‘*innovation in healthcare*’

Voyer, BG, Saulpic, O., Sola, D., Couturier, J., Bérard, E., Tran, V., Zarlowsky (2015), Introduction to the special issue on Innovation in Healthcare, **British Journal of Healthcare Management**, Volume 21(3), p 124

Voyer, B.G. (2015) What corporate culture for the office of the future? **INFO Magazine**, May Issue, p 45-45

Voyer, B.G. (2014) Training doctors and nurses for interdependence, **British Journal of Healthcare Management**, Volume 20, issue 1, pp 30-31

McIntosh, Voyer, B. G., & Shenoy, B. (2013), The care Dividend, **British Journal of Healthcare Management**, Volume 19, issue 6, pp 262-263

Voyer, B.G., & Reader, T.W. (2013), The Self-Construal of Nurses and Doctors: Beliefs on Interdependence and Independence in Geriatric Care, **Journal of Advanced Nursing**, 69 (12), pp 2696–2706

Voyer, B. G., & McIntosh, B. (2013), The Psychological Consequences of Power on Self-perception: Implications for Leadership, **Leadership & Organization Development Journal**, 34 (7), pp 639-660

Voyer (2013), Changes in the Relations and Roles of Doctors and Nurses, in the **British Journal of Healthcare Management** Volume 19, Issue 1, Pages: 644-649

McIntosh & Voyer (2012), A Perverse Psychological Contract - Failures in Healthcare Management, in the **British Journal of Healthcare Management** Volume 18, Issue 6, Pages: 290-291

RESEARCH IN PROGRESS

‘I and AI’: Exploring the Implications of Generative AI for Team Collaborations (with Vorobeva*, Gonzalez-Jimenez, H, Pinto, D.C.)

It takes Two to Tango: Measuring Perceived Agency in Consumer-AI Interactions (with Sangle-Ferriere*, M; Sung, B; Sajtos, L.)

CEO Activism: A Delicate Balancing Act Towards A Multi-Level Theory of Stakeholder (Mis)Alignment” (with Zhang*, J.), target journal: *Personnel Psychology*

Sajtos, L., Voyer, B.G., Sung, B. and Sangle-Ferriere* , M. Customer journey 3.0: shared agency in human–AI interactions in a retailing and service context

To ‘Blend’ or ‘Shine’: The Chameleon Effect of Luxury Brand Prominence in Mindful Consumers with Errmann, A. and Giroux, M, manuscript in preparation, target journal: *Journal of Business Research*

Insights from Younger Generations: The Case of Shadow Boards, target journal: *Harvard Business Review*

The charismatic authority of luxury brands: definition and implications (with Lecerf, C; Visconti, L), book chapter, Sage handbook of luxury

AI & Attributions of success of failure (with B Sung & P Duong)

AI & Consumer Wellbeing: a longitudinal study (with R. Rahajason, Gonzalez-Jimenez, H, Gaston-Breton, C)

The influence of visual attention on ad variation effectiveness: A cross-cultural analysis of East-Asian and Western perception on advertisements, with Chung Man Wong*, Revise & Resubmit to the *Journal of International Consumer Marketing*

CONFERENCE ACTIVITIES

Peer-reviewed conference presentations

149 A Multifaceted Virtual Aid: Systematic Review, Typology and Research Agenda on the Role of Chatbots in Consumer Wellbeing, 2025 American Marketing Association Global Marketing SIG Conference in Sydney, Australia, May 23-26, 2025, with Rindratiana Rahajason*, Gonzalez, Gaston-Breton

148 May 27-30, 2025, EMAC Spring Conference 2025, ESIC University on in Pozuelo (Madrid), Spain, poster title "Research Agenda on Artificial Intelligence as a Teammate: A Conceptual Framework of Collaboration Dynamics and Paradoxes" (with Darina Vorobeva, Gonzalez-Jimenez, H, Pinto, D.C)

147. 2-4 Decembe 2024, ANZMAC, Annual conference, Hobart, Australia, Track: Artificial Intelligence and Innovation, presentation title: *Perceived Shared Agency In Consumer-AI Interactions*, with with Sajtos, Sung, and Sangle-Ferriere

146. 2-4 Decembe 2024, ANZMAC, Annual conference, Hobart, Australia, Track: Artificial Intelligence and Innovation, presentation title: *Beyond Adoption: Motivations to continuous chatbot usage*, with Rindratiana Rahajason*, Gonzalez, Gaston-Breton

145 July 11-14, 2024, GFMC Global Fashion Management Conference (GFMC), Milano, Italy, presentation title: *Status Signaling & Mindfulness* (with Errmann, A. and Giroux, M,)

June 24, 2024, Paper Development Workshop by Personnel Psychology, King's College London, London, United-Kingdom, presentation title: *CEO Activism: Economic, Charismatic or Authentic Leadership? The Effects of Leadership Style Expectations on Employee Perceptions of CEO Activism.*

June 19-21, 2024, Special Conference of the Strategic Management Society (SMS), Johns Hopkins University, Washington, D.C., presentation title: *CEO Activism: Economic, Charismatic or Authentic Leadership? The Effects of Leadership Style Expectations on Employee Perceptions of CEO Activism.*

144. December 4-6, 2023, ANZMAC, Annual conference, Dunedin, New Zealand, session: Social Marketing, New Social Marketing Frameworks, presentation title: *Generation Z & CEO Activism: A Socio-Emotional Framework*

143. August 13-16, 2023, International Association for Cross Cultural Psychology (IACCP), Limerick, Ireland, presentation title: *Embedding Cross Cultural Psychology*

Content in a Traditional Business School Curriculum and Management Practice. (with S Glazer and William Gabrenya)

142. August 4-7, 2023, 83rd Annual Meeting of the Academy of Management (AOM), Boston, USA, presentation title: *CEO Activism: A Delicate Balancing Act. Towards A Multi-Level Theory of Stakeholder (Mis)Alignment.* with J. Zhang)

142. July 23-26, 2023, GMC Global Marketing Conference (GMC), Seoul, Korea, presentation title: *Towards a better understanding of agency-sharing with AI: A Scale Development (with Sajtos, Sung, and Sangle-Ferriere*)*

141. May 23-26, 2023, EMAC, Annual conference, Odense, Denmark, competitive paper title: *“Cooperation or Competition: Conceptualising and Measuring Shared Agency Power in Customer-AI Interactions”* (with Sajtos, Sung, and Sangle-Ferriere*)

140. Dec 5, 2022- Dec 7, 2022, ANZMAC, Annual conference, Perth, Australia, competitive paper title: *“Conceptualising and measuring perceived agency sharing in customer-AI interactions”* (with Sajtos, Sung, and Sangle-Ferriere*)

139. May 24-27, 2022, EMAC, Annual conference, Budapest, Hungary, competitive paper title: *“Making decisions with AI in a service context: conceptualization and perceived shared agency”* (with Sajtos, Sung, and Sangle-Ferriere*)

138. Nov 29 - Dec 1, 2021, ANZMAC, Annual conference, Melbourne, Australia, competitive paper title: *“Consumers-AI interactions in a Decision-Making Context”* (with Sajtos, Sung, and Sangle-Ferriere*)

137. July 27-31, 2021, IACCP, biennial conference, Online, competitive paper title: *“In pursuit of pleasure, meaning or spirituality? A comparison of cultural orientations and happiness”* (with Gaston Breton, Lemoine, and Kastanakis*)

136. May 27-29, 2020, EMAC, annual conference, Corvinus University of Budapest, Hungary, working paper title: *“Customizing or conforming? Exploring cross-cultural differences in consumers’ perception of customizable branded products”* (with A.K. Rhode*)

135. 1-4 December 2019, ANZMAC, annual conference, Wellington, New Zealand, competitive paper title: *“Exploring Antecedents and Outcomes of Renting-Over-Buying”* (With D. ZHao*, Schmidt, J.)

134. 17-19 October 2019, Association for Consumer Research, North America, annual conference, Atlanta, Georgia, poster title: *“Wisdoms of Non-Ownership Consumption: Exploring Antecedents and Outcomes of Renting Over Buying (RoB) Preferences for Home Appliances and Furniture Products”* (With D. ZHao*, Schmidt, J.)

133. May 28 - May 31, 2019, **EMAC** Annual conference, University of Hamburg, Germany, presentation title: Millionaire Micro-Celebrities Personal Branding Strategies on Instagram (with M Leban*)
132. May 28 - May 31, 2019, **EMAC** Annual conference, University of Hamburg, Germany, presentation title: Understanding Customers' Propensity to Avoid Seeking Assistance: The Role of Individual Differences and Construct Measurement (with M Sangle Ferriere*)
131. 3-5 December 2018, **ANZMAC**, annual conference, Adelaide, AU, presentation title: Millennial Micro-Celebrities Personal Branding Strategies on Instagram (with M Leban*)
130. 3-5 December 2018, **ANZMAC**, annual conference, Adelaide, AU, presentation title: A Mixed-Methods Approach to Understanding Brand Prominence (with Hyunsuh Kim*)
129. 3-5 December 2018, **ANZMAC**, annual conference, Adelaide, AU, presentation title: Celebrity Name-Dropping and Competency Evaluation in a Professional Context (with J Dupire)
128. 11-13 October 2018, **Association for Consumer Research**, Annual Conference, Dallas, Texas, presentation title: Millionaires on Instagram: Millennials' Display of Experiential Luxury and Personal Branding Strategies on Visual Social Media (with M Leban*)
127. 26-- 30 July 2018, **GMC conference**, biennial conference, Tokyo, Japan, presentation title: The influence of visual attention on ad variation effectiveness: A cross-cultural investigation on recall and attitudes towards a brand (with Y Wong*)
126. 26-- 30 July 2018, **GMC conference**, biennial conference, Tokyo, Japan, presentation title: exploring the concept of beauty in consumer research: a multidisciplinary framework & research agenda (with M Leban*)
125. 26-- 30 July 2018, **GMC conference**, biennial conference, Tokyo, Japan, presentation title: Millionaires and geo-tags: investigating millennials' display of experiential luxury on Instagram (with M Leban*)
124. 1-- 5 July 2018, 24th **International Congress of the International Association for Cross-Cultural Psychology** (IACCP 2018), Presentation title: Leadership, Work Motivation and General Happiness: A 12-country Explorative Study (with J Lemoine*)
123. June 14-16, 2018, **SERVSIG 2018**, Opportunities for Services in a Challenging World, Paris, France, presentation title: Understanding need for customer assistance: measuring the personal differences that trigger customer assistance request (with M Sangle Ferriere*)

122. 23-- 25 May 2018, **AMS 46TH annual conference** , New Orleans, MN, USA, presentation title: Conceptualising Beauty in Consumer Research: A Framework and Research Agenda (with M Leban*)
121. 16-- 18 May 2018, **AFM conference**, annual conference, Strasbourg, France, presentation title: La propension à la demande d'assistance client : une mesure des variables individuelles qui favorisent la demande d'assistance client (with M Sangle Ferriere*)
120. 8-9 May 2018, **Luxury The Mystique of Luxury Brand Conference**, Singapore, presentation title: More can be Less and Less can be More: A Mixed Methods Approach to Understanding Brand Prominence (with Hyunsuh Kim*, Camille Girard)
119. 4-7 December 2017, **ANZMAC**, annual conference, Melbourne, AU, presentation title: Understanding customers' perceptions of chat (with M Sangle Ferriere)
118. 4-7 December 2017, **ANZMAC**, annual conference, Melbourne, AU, presentation title: Exploring Consumer Preferences for (In)Conspicuous Luxury Goods (with K Dovgialo)
117. 25-28 October 2017, **Association for Consumer Research**, Annual Conference, San Diego, California, presentation title: Exploring the concept of beauty in consumer research: a multidisciplinary framework & research agenda, (with M Leban*)
116. 25-28 October 2017, **Association for Consumer Research**, Annual Conference, San Diego, California, presentation title: Understanding chat perceptions in a customer assistance channel, with M. Sanglé-Ferrière*
115. 25-28 October 2017, **Association for Consumer Research**, Annual Conference, San Diego, California, presentation title: The influence of individual differences on purchase of (in)conspicuous luxury goods and shopping preferences (online vs in-store): a questionnaire study, with K Dovgialo*
114. July 6th-9th, 2017 , **Global Fashion Management Conference**, University of Vienna, Vienna, presentation title: "The influence of consumption values and self-construal on the purchase of (in)conspicuous luxury goods and shopping preferences: a questionnaire study" (with K Dovgialo*)
113. July 6th-9th, 2017 , **Global Fashion Management Conference**, University of Vienna, Vienna, presentation title: "Exploring the concept of beauty in consumer research: a multidisciplinary framework & research agenda" (with M Leban*)

- 112.** May 23 - May 26 2017, **European Marketing Academy (EMAC)**, University of Groningen, The Netherlands, presentation title: Understanding Perceptions Of Chat As A Customer Assistance Channel (with M Sangle-Ferriere*)
- 111.** December 5 - 7 2016, **ANZMAC**, annual conference, Christchurch, New Zealand, poster title: *Improving health communication by using the first-person perspective* (with F. Basso, O. Petit, Le Goff, K, O. Ouiller)
- 110.** July 30-August 3 2016, **International Association for Cross-Cultural Psychology, Nagoya, Japan**, presentation title: *A Cross-Cultural Perspective on Stakeholder and Brand Identity Co-Creation* (With M Kastanakis and A K Rhode*)
- 109.** July 30-August 3 2016, **International Association for Cross-Cultural Psychology, Nagoya, Japan**, presentation title: What makes cultural education meaningful for students? A case study Approach
- 108.** July 30-August 3 2016, **International Association for Cross-Cultural Psychology, Nagoya, Japan**, presentation title: Towards a Socio-Cultural Approach to Studying Consumer Creativity (with M Taillard)
- 107.** July 24-August 30 2016, **International Congress of Psychology, Yokohama, Japan**, presentation title: Creativity in different social contexts (with M Taillard)
- 106.** 21-24 Jul 2016, **Global Marketing Conference (GMC)**, Hong Kong, presentation title: Understanding reciprocal identity co-creation across cultures
- 105.** May 24 – May 27 2016, **European Marketing Academy (EMAC)**, annual conference, Oslo, Norway, presentation title: Co-creating stakeholder and brand identities: A cross-cultural consumer perspective (with M. Kastanakis, A.K. Rhode*)
- 104.** May 18 – May 20 2016, **Academy of Marketing Science Annual Conference**, annual conference, Walt Disney World in Lake Buena Vista, Florida, presentation title: Co-creating stakeholder and brand identities: A cross-cultural consumer perspective (with M. Kastanakis, A.K. Rhode*)
- 103.** 30 Novembre - 2 December 2015, **ANZMAC**, annual conference, Sydney, Australia, presentation title: Co-creating stakeholder and brand identities: A cross-cultural consumer perspective (with M. Kastanakis, A.K. Rhode*)
- 102.** 30 Novembre - 2 December 2015, **ANZMAC**, annual conference, Sydney, Australia, presentation title: Exploring the Nature of Online Luxury Brand Communities: The Role of Ingratiation in Understanding Power Dynamics (with M. Leban*)
- 101.** Octobre 1-4 2015, **Association For Consumer Research North American Conference**, New Orleans, USA, presentation title: Exploring the Specificities of

Online Luxury Brand Communities: An Ingratiation Theory Perspective (with M. Leban*)

100. Octobre 1-4 2015, **Association For Consumer Research North American Conference**, New Orleans, USA, presentation title: The dangers of grouping countries into cultural clusters: Investigating between and within cultural variations in information processing styles and its consequences for advertising (with A.K. Rhodes*)

99. June 25 - 28, 2015, **Global Fashion Management Conference**, Florence, Italy, presentation title: Empowerment through the use of ingratiation in hermès online luxury brand communities, (with M Leban*)

98. 19-21 June 2015, **Association for Consumer Research**, Asian Pacific Conference, annual conference, Hong Kong, China, poster title: Questioning the 'one size fits all' approach to cultural advertising: Investigating between and within cultural variations in information processing styles " (With AK Rhode*)

97. 26-29 May 2015, **European Marketing Academy (EMAC)**, Leuven, Belgium, EMAC & GAMMA Joint Symposium: Bridging Asia and Europe in Research Collaborations'; presentation title: Questioning the 'one size fits all' approach to cultural advertising: Investigating between and within cultural variations.

96. 26-29 May 2015, **European Marketing Academy (EMAC)**, Leuven, Belgium, poster title: *Do we see the world through the lens of culture? Exploring between and within cultural variations in perception and implications for advertising* (With AK Rhode*)

95. 26-29 May 2015, **European Marketing Academy (EMAC)**, Leuven, Belgium, presentation title: *You've got great taste" - the role of ingratiation in understanding the specificity of online luxury brand communities* (with M Leban*)

94. 1-3 December 2014, **ANZMAC**, annual conference, Brisbane, Australia, presentation title: Value Creation and Consumption: When Consumer creativity Generates Value in Online Forums (with Taillard, M, V. P. Glaveanu, A. Gritzali, A.)

93. 1-3 December 2014, **ANZMAC**, annual conference, Brisbane, Australia, presentation title: Is Luxury Compatible with Sustainability? Investigating Implicit and Explicit Attitudes Towards Sustainable Luxury, (with Beckham, D.*)

92. 23 - 26 October 2014, **Association for Consumer Research**, North American Conference, Baltimore, MD, USA, presentation title: *Can sustainability be luxurious? A Mixed-Method Investigation of Implicit and Explicit Attitudes Towards Sustainable Luxury Consumption* (with D. Beckham*)

91. 23 - 26 October 2014, **Association for Consumer Research**, North American Conference, Baltimore, MD, USA, presentation title: *Value creation in the consumption process: the role of consumer creativity* (with : Taillard, M., Glaveanu, V, Gritzali, A)
90. 15-19 Jul 2014, **Global Marketing Conference** (GMC), Singapore, presentation title: The Fragmented Self (with M Kastanakis)
89. 15-19 Jul 2014, **International Association for Cross-Cultural Psychology** (IACCP), International Conference, Reims, France, presentation title: Improving multidisciplinary healthcare team-management and social support through fostering interdependence
88. 3-6 June 2014, **European Marketing Academy** (EMAC), Valencia, Spain, presentation title: *Emergency purchasing situations: Implications for consumer decision-making* (with A Samson, M Kastanakis)
87. 13-15 Feb 2014, **Global Fashion Management Conference**, London, UK, presentation title: Can sustainability be luxurious? Investigating implicit and explicit attitudes towards sustainable luxury consumption, (with D. Beckham*)
86. 1-5 December 2013, **ANZMAC**, annual conference, Auckland, NZ, presentation title: Understanding Resource Integration in the Value Creation Process: The Role of Consumer Creativity, (with M Taillard)
85. 1-5 December 2013, **ANZMAC**, annual conference, Auckland, NZ, presentation title: The role of pre-behavioural processes in understanding cross-cultural differences in consumption, (with M Kastanakis)
84. 28-30 August 2013, **British Psychological Society**, SPS annual conference, Exeter, UK, presentation title: Towards a Better Understanding of Self-construal Theory: Self-Agency and the Processes of Self-construal
83. 20 - 22 June 2013, **International Association for Cross-Cultural Psychology** (IACCP), Regional Conference, Los Angeles, USA, presentation title: *Understanding Morality Judgments: The Role of Self-Construal* (with T Tarantola)
82. 18 - 21 June 2013, **the Naples Forum on Service**, Ischia, Italy, presentation title: *The Role of Consumer Creativity in the Value Creation Process: A Conceptual Framework* (with M Taillard & V. Glaveanu)
81. 4 - 7 June 2013, **European Marketing Academy** (EMAC), Istanbul, Turkey, presentation title: *The effect of culture on perception and cognition: A conceptual framework* (with M Kastanakis)
80. 4 - 7 June 2013, **European Marketing Academy** (EMAC), Istanbul, Turkey, presentation title: *The Role of Consumer Creativity in the Value Creation Process: A Conceptual Framework* (with M Taillard & V. Glaveanu)

79. 15 - 19 May 2013, **Academy of Marketing Science Annual Conference**, Monterey Bay, California, USA, presentation title, 'The Effect of Culture on Perception: A critical Review and Research Agenda for Consumer Research' (with M. Kastanakis)
78. 4 - 7 October 2012, **Association for Consumer Research**, North American Conference, Vancouver, Canada, presentation title: *Effects on perception and cognition: Integrating recent findings and reviewing implications for consumer research* (with M Kastanakis)
77. 4 - 7 October 2012, **Association for Consumer Research**, North American Conference, Vancouver, Canada, presentation title: *Towards a Better Understanding of the Role of Social Media in the Processes of Independent and Interdependent Identity Construction* (with G Kretz)
76. 19 - 22 July 2012, **Global Marketing Conference** (GMC), Seoul, Republic of Korea, presentation title: *The Effect of Culture on Perception: A critical Review and Research Agenda for Consumer Research*. (with Kastanakis)
75. 17 - 21 July 2012, **International Association for Cross-Cultural Psychology** (IACCP), International Conference, Stellenbosch, South Africa, presentation title: *Relations between Professional Differences in Self-Construal and Decision-Making*.
74. 17 - 21 July 2012, **International Association for Cross-Cultural Psychology** (IACCP), International Conference, Stellenbosch, South Africa, presentation title: *Cross-cultural Differences in Morality Judgements: the Role of Self-construal*. (with Tarantola)
73. 22 - 25 May 2012, **European Marketing Academy** (EMAC), Lisbon, Portugal, presentation title: *Are social media only social? Understanding the role of social media in the processes of independent and interdependent identity construction*.
72. 9 - 12 July 2011, **International Society for Political Psychology** (ISPP), International Conference, Istanbul, Turkey, presentation title: *The psychological consequences of power on self-perception: implications for leadership research*.
71. 30 June 2011 - 3 July 2011, **International Association for Cross-Cultural Psychology** (IACCP), European Conference, Istanbul, Turkey, presentation title: *Understanding Self-construal: reviewing 20 years of research*.
70. 21 - 22 May 2010, **11th Intergraduate PhD Conference**, The London School of Economics and Political Science, London presentation title: *does being creative make oneself more independent? Understanding the relation between creativity and self-construal* (with Glaveanu)

69. 22 – 23 May 2009, **10th Intergraduate PhD Conference**, The London School of Economics and Political Science, presentation title: *can power change the way one construes his or herself?*
68. 23 – 26 October 2008, **Association for Consumer research (ACR)** North American Conference, San Francisco, CA, presentation title: *whence Brand Evaluations? Investigating the Relevance of Personal and Extra-personal Associations in Brand Attitudes* (with Czellar, Luna and Schwob)
67. 27 – 31 July 2008, **International Association for Cross-cultural Psychology (IACCP)**, International Congress, Bremen, Germany. Presentation title: *extending the understanding of self-construal mechanisms: investigating the role of power in self-construal formation*
66. 17 May 2008, **9th Intergraduate PhD Conference**, organised by the University of Cambridge and the London School of Economics in Cambridge (UK). Presentation Title: *understanding self-construal mechanisms: cultural vs. personality impacts*
65. 23 – 25 October 2007, **Association for Consumer research (ACR)** North American Conference, Memphis, TN, Presentation title: *how personal are consumer brand evaluations? Disentangling the role of personal and extra-personal associations in consumer judgments* (with Czellar, Luna and Schwob)
64. 31 July – 6 August 2007, **1st European Summer School in Psychology** organised by the European Federation of Psychology Students' Associations (EFPSA). Lectured and supervised a group of 6 students and worked together on a research project. Workshop title: *Power, Culture and the Self*
63. 19 May 2007, **8th Intergraduate PhD Conference**, Organised by the University of Cambridge and the London School of Economics and Political Science. *Understanding the relation between power and self-perception*

Invited presentations & Keynotes

62. 6 March 2024, GCVA Annual Conference, London, presentation title: **Understanding the Mind of Consumers**
61. 17 May 2023, Bath University – School of Management, presentation title: **Working with the media as an academic**
60. 8 October 2021, Victoria University of Wellington, presentation title: **conceptualising the psychological consequences of interacting with AI**
59. 23 September 2021, University of Auckland, presentation title: **conceptualising the psychological consequences of interacting with AI**

58. July 6, 2020, ADL Consulting x **ESCP Webinar – The future of Consumer Behaviour**

57. May 4, **ESCP Master Class - What behavioural science can tell us about buying behaviour in the wake of a Pandemic**, 392 live audience
<https://youtu.be/mAs4rUUFHVo>

56. May 28 - May 31, 2019, **EMAC SIG - Branding: Critical reflections on brand management: Theory, practice and future directions**, University of Hamburg, Germany, presentation title: The brand is dead, long live the brand? Reflecting on the (ir)relevance of brands in the 21st century

55. 08 October 2018, Panel discussion, **London School of Economics**, topic: 199Z: Diversity Revisited

54. 24 April 2018, Public Lecture, **London School of Economics**, topic: Power At Play

53. 7 November 2017, Keynote speech, **ActionSanté**, Swiss Ministry of Health, Bern, Switzerland

52. 21 October 2016, Keynote speech, **Swiss Congress on Health Economics and Health Sciences & Forum for Future Health**, Bern, Switzerland

51. 12 Novembre 2015, **University of Warwick**, Department of Psychology, Self-construal Theory: challenging the theory and applying it to new domains

50. 7 November 2015, **Institute of Social Psychology, London School of Economics**, Cumberland Lodge weekend, UK: presentation title: The good and the evil about consumer behaviour prediction

49. 6 Novembre 2015, **WIKIstage, ESCP Europe**, London, Bridging Western and Eastern education models: Why it is right to encourage students to get it wrong

48. 12 Octobre 2015, **Netherall House**, London The Psychology of Power: Can power change how we connect with others?

47. 17 January 2015, **TEDx Hult Business School**, session theme: Global contact, what makes our lives connected, talk title: Can Power Change how we connect with others?

46. 28 Novembre 2014, **University of Newcastle, Australia** invited seminar, presentation title: Understanding Self-construal: Theoretical & Empirical Perspectives

45. 8 November 2014, **Institute of Social Psychology, London School of Economics**, Cumberland Lodge weekend, UK: presentation title: What are we doing consumer psychology for?

44. 23 Octobre 2014, **University of Baltimore**, invited seminar, presentation title: Researching and consulting in I/O psychology
43. 9 June 2014, **ESCP Europe Business School, London**, presentation title: The Role of Consumer Creativity in the Value Creation Process: A Conceptual Framework (with M Taillard and V. P. Glaveanu)
42. 7 May 2014, **University of Innsbruck, Austria**, presentation title: Self-construal research in Management
41. 23 April 2014, **Decision Technology**, London, invited research seminar, presentation title: Emergency Purchasing Situations, a research agenda
40. 21 November 2013, **Brunel University**, invited seminar, presentation title: Researching Cross-cultural Psychology in Management: Insights from marketing & organisational research
39. 9 November 2013, **Institute of Social Psychology, London School of Economics**, Cumberland Lodge weekend, UK: presentation title: *Consumer psychology research: Good or evil? A debate.*
38. 13 Septembre 2013, **L2 Think Tank, London**, presentation title: *disruptive research methods in consumer research*
37. 11 July 2013, **University of Canterbury, New Zealand**, presentation title: *Research Self-construal: a multi-method, multi-disciplinary perspective*
36. 9 July 2013, **Auckland University of Technology, New Zealand**, presentation title: *Using self-construal theory in Marketing research*
35. 24 April 2013, **University of Innsbruck, Austria**, presentation title: *Research Self-construal: a multi-method, multi-disciplinary perspective*
34. 11 November 2012, **Institute of Social Psychology, London School of Economics**, Cumberland Lodge weekend, UK: presentation title: *Reflecting on Consumerism: Rethinking the Role of Psychologists in Understanding Consumption*
33. 1 November 2012, **Brunel University**, invited seminar, presentation title: Cross-cultural Psychology and Management: examples of applied research
32. 21st March 2012, **Social Media in Financial Services Conference**, organized by MarketForce UK, presentation title: *The value of 'People like Me': why financial services need consumer generated content*
31. 26 November 2011, **Institute of Social Psychology, London School of Economics**, Cumberland Lodge weekend, UK: presentation title: *Understanding Consumer Behaviour: Psychologists' Job or Marketers' job?*

30. 3 November 2011, Research at Richmond (R@R), **Richmond University, London, Uk**, presentation title: *Power & Self-construal: Consequences for Understanding Leadership*

29. 9 May 2011, Research Seminar, **London School of Economics, Department of Management**, presentation title: *Research Self-Construal: Consequences for Organisational and Consumer Research*

28. 23rd March 2011, **Social Psychology Society, London School of Economics**, presentation title: *The Perfect Performance, a social-psychological perspective* (with Jude Kelly, OBE)

27. 19 April 2010, **ESC Rennes Business School**: invited research seminar, presentation title: *Exploring the relation between power and self-perception and its consequences for organisations*

Conference Session Chair and Discussant

145 July 11-14, 2024, GFMC Global Fashion Management Conference (GFMC), Milano, Italy, Master of Ceremony, Gala Dinner

145 July 11-14, 2024, GFMC Global Fashion Management Conference (GFMC), Milano, Italy, Track Chair: Turning Points in Luxury

January 18-20 2024., 23rd International Marketing Trends Conference, Venice, IT, co-chair of the Luxury Marketing track

January 18-20 2024., 23rd International Marketing Trends Conference, Venice, IT, moderator of the “new challenges in Luxury marketing” round table

January 18-20 2024., 23rd International Marketing Trends Conference, Venice, IT, co-chair of the Elyette Roux Young Researcher Award

July 23-26, 2023, GMC Global Marketing Conference (GMC), Seoul, Korea, Co-President of the Gala Dinner

September 21, 2023, RedBoxMe x CARTIER, co-discussant, ‘identity as a negotiation’

July 23-26, 2023, GMC Global Marketing Conference (GMC), Seoul, Korea, Session Chair: Turning Points in Luxury

December 5-7 2022 ANZMAC, annual conference, University of Western Australia, Perth, Australia, session chair: Services, Retailing and Customer Experience - Chatbots in service interactions

27. May 28 - May 31, 2019, **GAMMA - EMAC** joint symposium, University of Hamburg, Germany, session title: EMAC-GAMMA III: Service and Brand Management in the Sharing Economy
26. 26-- 30 July 2018, GMC CONFERENCE, biennial conference, Tokyo, Japan, track chair: Beauty, Aesthetics and Design in Marketing
25. July 6th-9th, 2017, **Global Fashion Management Conference**, University of Vienna, Vienna, session chair: Beauty, Aesthetics and Design in Marketing
24. 19 January 2017, **Jean Monnet Module Roudtable Series, ESCP Europe, London, UK**, session chair and discussant: Brexit and Higher Education
23. July 24-August 30 2016, **International Congress of Psychology, Yokohama, Japan**, Symposium Chair: Individual and social perspectives on creativity across applied domains
22. 1-3 December 2014, **ANZMAC**, annual conference, Brisbane, Australia, session chair, session title: Online & Digital Consumption
21. 6 -9 July 2017, **GFMC**, biennial conference, Vienna, Austria, track chair, session title:
20. 1-3 December 2014, **ANZMAC**, annual conference, Brisbane, Australia, session chair, session title: Online & Digital Consumption
19. 12 March 2014, **ESCP Europe**, Paris, France, 'Les Nouveaux Défis de l'industrie du Luxe', en partenariat avec la Chaire KPMG/ESCP Europe "Gouvernance, Stratégie, Risques et Performance".
18. 13-15 Feb 2014, **Global Fashion Management Conference**, London, UK, session chair: Sustainable Luxury Marketing
17. 1-5 December 2013, **ANZMAC-GAMMA** Joint Symposium, **ANZMAC**, annual conference, Auckland, NZ, session chair
16. 2 October 2013, **London School of Economics**, London, UK, lecture chair; title: Predatory Thinking, by Dave Trott
15. 4 - 7 June 2013, **European Marketing Academy (EMAC)**, Istanbul, Turkey, session title: *Marketing theory*
14. 4 - 7 June 2013, **European Marketing Academy (EMAC)**, Istanbul, Turkey, session title: *Culture in consumption: Cross-cultural, global and country of origin research*

13. 4 - 7 October 2012, **Association for Consumer Research (ACR)**, North American Conference, Vancouver, Canada, session title: *Survey and Individual Difference Issues*
12. 17 - 21 July 2012, **International Association for Cross-Cultural Psychology (IACCP)**, International Conference, Stellenbosch, South Africa, session title: *Moral Psychology / Racism*
11. 9 - 12 July 2011, **International Society for Political Psychology (ISPP)**, International Conference, Istanbul, Turkey, session title: *Leadership and political personality: discussant.*
10. 3 June 2011, **12th Inter Graduate Conference**, The London School of Economics and Political Science, London: session title: Self and the Other: chair

Workshops

9. 28 June 2012, **ESCP Europe**, London, workshop title: *Big Data and Marketing: It's all about Creativity* (organisation committee)
8. 14 October 2011, **AKO Capital, London, UK**: workshop title: *the role of extreme events on consumer behaviours* (with C. Provencher)
7. 17 - 20 January 2011, **Meet the Editors of Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, International Journal of Research in Marketing and Marketing Science, Young Marketing Faculty Publishing Workshop**, organised by FNEGE and AFM in Paris, participant.

Conference & society awards

6. July 2017, **Best Reviewer Award**, July 6th-9th, 2017, Global Fashion Management Conference, University of Vienna, Vienna, Austria
5. Septembre 2016, Toulouse, France, **Best Paper Presented at Doctoral Symposium**, with Sanglé-Ferrière, M.,
4. July 30-August 3 2016, **International Association for Cross-Cultural Psychology**, (IACCP) Nagoya, Japan, nominated for the IACCP Early Career Award
3. 28 June - 2 July 2015, Bergen, Norway, **International Academy for Intercultural Research**, nominated for the IAIR Early Career Award
2. 26-29 May 2015, **European Marketing Academy (EMAC)**, Leuven, Belgium, EMAC & GAMMA Joint Symposium: Bridging Asia and Europe in Research Collaborations'; Best Conference Paper Award for: Questioning the 'one size fits all' approach to cultural advertising: Investigating between and within cultural variations, (with A.K. Rhode)

1. 13-15 Feb 2014, **Global Fashion Management Conference**, London, UK, Best Conference Paper Award for: Can sustainability be luxurious? Investigating implicit and explicit attitudes towards sustainable luxury consumption, (with D. Beckham)

TEACHING EXPERIENCE & PORTFOLIO

Cumulated teacher evaluation= 4.6/5

Teaching languages: English & French

Currently teaching

ESCP – Europe, London, UK

Business Game (BSc)

Luxury Management: Turning Points (MiM)

Luxury Management: Live Case (MiM)

Introduction to Experimental Research Methods (PhD)

Previously taught

ESCP – Europe, London, UK

2012 – 2021

Introduction to Business (BSc)

Study skills (BSc)

Collective Projects Management (BSc)

Intercultural Skills (BSc)

Marketing Management, lecturer (Master in European Business, MEB)

Introduction to Research Methods, lecturer, (Master in Management, MiM)

Understanding the Marketplace, lecturer and course convenor (MSc in Creativity &

Marketing, Master in Management, MiM, Executive MMK)

Creativity Seminars (MSc Marketing & Creativity)

University of Innsbruck, Austria

2012– 2014

Brand-related behaviour, lecturer

Institut Supérieur de Commerce, Paris, France

2011 – 2012

Psychology of Creativity, Fashion and Luxury Goods, lecturer & course convenor

Richmond, The American International University in London, UK

2011 – 2012

Research Methods, lecturer,

Organizational Behaviour, lecturer

Introduction to Business, lecturer

London School of Economics and Political Science, UK

2011 – 2018

Psychology of Consumption, lecturer

London School of Economics and Political Science

2008 – 2011

Research Techniques for Social Psychologists, Teaching Assistant & lecturer, Institute of Social Psychology

Research Design for Experimental & Observational Studies, guest lecturer, Department of Statistics

Cognition and Culture, lecturer, Institute of Social Psychology
Study skills, MSc in Organisational and Social Psychology, Institute of Social Psychology, lecturer
Project officer supporting MSc dissertation writing, Institute of Social Psychology

London School of Economics and Political Science **2007 – 2009**
Introduction to Social Psychology, lecturer, Year 11 Summer School

European Summer School in Psychology **Summer 2007**
Lecturing and supervising a group of undergraduate and graduate students working on a research project, organised by the European Federation of Psychology Student Associations (EFPSA) in Estonia.

Research Supervision

Supervision of MSc students' dissertations at the **London School of Economics (2011 – 2017)**

2011/2012

1. *How to make the good thing look better? The study of cause-related marketing communication in social and commercial dimensions* - Dahyun Hwang
2. *Personality and Smartphone Personalisation* – Martin Steck

2012/2013

3. *Cross-cultural study on brand prominence preference.* – Xiao Chen.
4. *Role of cognitive dissonance theory, social projection bias and social identity in the conspicuous consumption of luxury goods in Indian culture* – Siddhi Suchak.
5. *Role of materialism in happiness and well-being. Cross-generational and cross-cultural study in England and Croatia.* – Kristina Petrovecki.
6. *Consumer surveillance and targeted advertising.* – Vasiliki-Ioanna Karamali.
7. *Can luxury consumption be sustainable? Developing an effective intervention strategy to encourage more sustainable luxury consumption* – Daisy Beckham.
8. *How can the concept of ego depletion be used in consumer psychology.* – Anna-Anthea Mueller

2013/2014

9. *Understanding the use of social media in the luxury industry: the case of consumers following their favourite brands* – Marina Leban
10. *Paying for imperfection: an exploratory study investigating consumer willingness to pay for handmade goods* – Vashini Ram Mohan
11. *Exploring the relationships between Big Five personality traits and guilt appeals* – Lucy McCormick
12. *Luxury consumption in a horizontal-individualist culture: the case of Norway* – Kristin V. Nygaard
13. *Exploring the underlying social psychological processes occurring when consumers co-produce goods* – Shynne Preissel

2014/2015

14. *The social psychology of charity donations*, Marshall Buxton
15. *Self-construal, leadership styles and psychological safety*, Martin Faltl
16. *Ego-depletion and charity donation*, Jin Xu

2015/2016

17. *An Empirical Comparison of Shanghai and Chongqing: Does cultural change differ Chinese consumer's luxury value perception?*, Mengwei Wang
18. *The relationship between Chinese consumers' self-construals and their purchase intentions for quiet or loud luxury products in different gift-giving situations*, Shuer Chen
19. *Understanding luxury and counterfeit consumption in Chinese consumers: Comparing Chinese consumers who live in China and Chinese consumers who live in the West*, Xinyi Guo
20. *Purchase motivation and country of origin effect in Luxury market - An exploratory study on consumers from China*, Zhou Hui
21. *Counterfeit Luxury Consumption: A Study of the Emotions and Attitudes of Hong Kong consumers towards counterfeit luxury products*, Samantha Tam
22. *The influence of individual differences and culture on preference for (in)conspicuously branded luxury goods, with an exploration of online and in-store shopping environments*, Karolina Dovgialo

2016/2017

23. *The role of brand prominence in consumers' purchasing intentions*, Kim Hyun Suh, Valkova Elena
24. *An explanation of Asian Students in London regarding consumer behaviour toward purchasing luxury fashion brands*, Nguyen Thuy Duong
25. *Media and peer pressure on two female social groups' attitudes toward cosmetic consumption from social identity perspective*, Song Wenyi
26. *Self-construal and ad recall*, Wong Chung Man

Supervision of Master Theses (BSC, MiM, MMK, MEB) at **ESCP Europe Business School (2012 – present)**

2013

27. *Exploring communication about luxury goods across culture* – Carina Zinke
28. *The role of online communities of consumption in the acceptance of new products* – Albane Erulin

2014

29. *Storytelling in the sports industry: the case of Addidas* – Martin Vogts and Marcella Astini
30. *An investigation of the Urban Chinese perception of Western fast-food restaurants compared to Local fast-food* – Alexia Genta
31. *Can luxury companies measure online store atmosphere?* – Vivi Feng
32. *Conducting marketing in Asia: the case of the Watch industry* – Laura Hayes
33. *Crowdfunding model as a form of entrepreneurial finance* – Fabian Fuchs

- 34. Building a consumer database and dealing with Big Data – Katherina Wolf
- 35. Reader's behaviour and habits – Jessica Circi
- 36. *Crowdfunding and charity*: Jackie Jenna
- 37. *Marketing strategies and the film industry*: Klaudia Dragowska
- 38. *The role of colour in determining brand personality*: Célia Hamitouche

2015

- 39. *Success factors for start-up Marketing strategies in the food industry*, Ann-Katrin Stroh
- 40. *Identifying market needs that can be fulfilled with collaborative consumption models*, Annamaria Pino
- 41. *Creativity and innovation in the luxury industry*, Camille Brajou
- 42. *Brands and the 'We-economy'*, Marianne Joliette & Madeleine Devos
- 43. *Baby Dior : Enjeux liés au repositionnement de la marque sur un segment très haut de gamme*, Sofia Tahiri
- 44. *Western Luxury in Social Media: A Netnography on Asian Fashion Bloggers' Believes of the Concept of Luxury*, Annabelle Eckstein
- 45. *A cross - cultural comparison of how celebrities are featured in luxury advertisements in the middle east and in the us*, Adeline Speeckaert
- 46. *What role does humour play in the Consumer's perception of the banking Sector?*, Beatrix von Mentzingen
- 47. *Exploring psychological associations western consumers have with eating insects*, Erika Smith
- 48. *Exploring luxury consumption in China*, Wanzhen Li
- 49. *Retro marketing in the music industry*, Paul Hugo Kramer & Lucas Heimburger
- 50. *How to measure impact of sponsorship on a brand (brand opinion, brand awareness, brand consideration)*, Anna Abramkina
- 51. *The cultural influence on the consumption of luxury hospitality: A comparative study between India and its European counterparts focusing on the United Kingdom*, Shreyaal Paurin Hirani

2016

- 52. *Luxury Consumption in Confucian collectivist Cultures*, Alessandra Broglio
- 53. *Luxury marketing: Re-creating an online store atmosphere*, Roberto Strillacci
- 54. *O2O marketing or cross-cultural market*, Yuefeng Zhao
- 55. *The emotions and experience of luxury beauty products online*, Martina Chamois
- 56. *Self-perception and status consumption: how do consumers use luxury goods to send messages to others about their status?* Lauren Meister
- 57. *Exploring the marketing of arts and cultural goods*, Stefanie Lennartz
- 58. *Exploring consumers' interaction with smart bottles*, Annaclaudia Retta
- 59. Nora Rekus
- 60. *Natalia Collares Palmeira, Positive psychology, happiness and enhanced customer engagement.*

2017

- 61. MS - Théophile Cossa
- 62. MDM - Clara Bertrand

63. MDM - Christy Boissy
64. MDM - Carine Glikman
65. MDM - Dominique Farino
66. MIM - Estelle Coste
67. MIM - Katarina Holt
68. MIM - Marine Drouault
69. MIM - Annabell Wünsche
70. MMK - Laëtitia Sida, MMK Thesis prize winner
71. MMK - Kira Zijng Jinyang
72. MMK - Mafe Carranza
73. MMK - Angela Torres
74. Renting or Buying Products: what drives the decision making process?, BSC - Alexandre Haymann
75. The digitalization of luxury brands and its impact towards customers - Focusing on the fashion industry, BSC - Marie Zarzavatdjian
76. The ability for consciousness in artificially intelligent machines and ethical implications for companies. BSC - Annette Schwibert, BSC Thesis prize winner
77. The Effect of Social Media on Desire, BSC - Janek Lothholz

2018

78. Intelligence artificielle et data: comment transforment-elles l'expérience client ?
MiM - Manon Christie :
79. A quoi va ressembler l'hôtel de demain ? MiM – Maylis Pecoux :
80. L'impact des nouvelles technologies sur le financement de projets musicaux.
MiM – Henri Bergot :
81. The impact of the increase of market penetration on luxury wines and spirits brands perception, MiM - Ines Corcia:
82. L'impact des avis en ligne sur les comportements d'achat, MiM – Virginie Coville:

2021

1. Yuzhe ZHAO, Title: The Transformation of Chinese Luxury Consumption

Supervision of PhD students at ESCP Europe Business School

1. Ann Kristin Rhode (2014-2018): *Customizing or conforming? Exploring cross-cultural differences in self-brand connections, the use of brands as signals of identity, and consumers' attitude towards customizable branded products*, currently working at Statista, Germany
2. Marion Sanglé-Ferrière (2015-2019): *Quand le client évite de demander assistance Comprendre les ressorts de l'évitement et envisager les effets du chat comme canal de demande d'assistance?* Currently Senior Lecturer, Université de Cergy
3. Marina Leban (2016-2020): *Luxury Consumption Practices in the Digital Age: prosumers and lurkers on visual social media*, currently Assistant Professor at Copenhagen Business School
4. Danni Zhao (2018-2022): *buying vs renting: psychological drivers of consumer behaviour*, currently on Maternity Leave

5. Josiane Zhang, (Since September 2020): Art as a product: understanding the psychological aspects of art consumption

Postdoctoral students at ESCP Europe Business School

6. Jeremy Lemoine (September 2016 – September 2018), currently Senior Lecturer at University of East London

PROFESSIONAL SERVICES

Editorial Board

British Journal of Healthcare Management (2013 – Present)

Journal of Global Sport Management (2015 – 2017)

ACCESS (Korea) (2019 – Present)

Decision Marketing (2021 – Present)

Area Editor

Journal of Global Fashion Management (2015 – 2020)

Guest editorships

European Management Journal: management focus on Trends and Innovation in Marketing, with E. Ko, H. Kim

Journal of Business Research: special issue on Digital and Social Media Marketing and Management in the Fashion Industry, with E. Ko

Journal of Business Research: special issue on Co-creating Stakeholder and Brand Identities, with S. von Wallpach, H. Muehlbacher, and M. Kastanakis

British Journal of Healthcare Management: special issue on Innovation in Healthcare, with D. Sola, O Saulpic, J Couturier, C Bonnier, P. Zarlovski, E. Bérard, V. Tran

Journal of Global Fashion Management: special issue on Beauty, Aesthetics, & Design in Marketing, with M Kastanakis

Directorship of Association

Director, British & French Marketing Management, SBU - GAMMA

International rankings

QS World University Ranking - Reviewer

Times Higher Education World University Rankings - Reviewer

Reviewing (current & past)

International Journal of Research in Marketing, Journal of Retailing and Consumer Services, University of Cambridge, Frontiers in Psychology, Journal of Interprofessional Care, SERVSIG Conference, Current Psychology, National Science Center, Poland, Policy Studies, International Journal of Business Performance Management, International Marketing Review, Springer Plus, Fund for Scientific Research – FNRS Belgium, Academy of Marketing Science, Health Promotion International, Journal of Business Research, Learning and Individual Differences, International Journal of Stress Management, International Perspectives in Psychology, British Journal of Healthcare Management, Journal of Global Fashion Marketing, Asian Women, Contemporary Social Science: Journal of the Academy of Social Sciences, Routledge, Atlas AFMI/CCMP International Case Study competition, Association for Consumer Research, Australia New Zealand Marketing Academy (ANZMAC), European Marketing Academy (EMAC), European Academy of Management (EURAM), International Association for Cross-Cultural Psychology (IACCP), LSE – Cambridge Inter-Graduate PhD Conference

Scientific Committees / chairing

1. International Association for Cross-Cultural Psychology, International conference, Delph, 2018
2. Global Fashion Management Conference, Vienna, 2017, track chair
3. GAMMA Young Artist Competition, GFMC conference 2017
4. GAMMA Young Artist Competition, GMC conference 2016
5. Editorial Advisory Board, The Mystique of Luxury Brands Conference 2016
6. International Association for Cross-Cultural Psychology, Communication and Publications Committee, term dates: 2014-2018
7. International Association for Cross-Cultural Psychology, International conference, Reims, 2014

Organisation Committees

8. 4 June 2015, ESCP Europe, London, UK, 'shaping the future of Healthcare in Europe: A Management Innovation Approach'.
9. 12 March 2014, ESCP Europe, Paris, France, 'Les Nouveaux Défis de l'industrie du Luxe', en partenariat avec la Chaire KPMG/ESCP Europe "Gouvernance, Stratégie, Risques et Performance".
10. ESCP Europe, London, workshop title: Big Data and Marketing: From Analytics to Creativity, 28th June 2012

11. Goodenough College, London, conference on multicultural identities, with Pr Tarik Ramadan (Oxford University) and Pr Henrietta Moore (LSE and Cambridge University), 20th May 2010.
12. Inter Graduate Conference, Organisation committee, 17 of May 2008, International conference in social psychology aimed at post-doctoral and post-graduate research students.

Examiner

University of London International Programmes, LSE, Elements of Social and Applied Psychology, 2009-2015

HDR / PhD Thesis Examiner & Jury

Rapporteur: PHD - Huu-Lam LUONG.Paris1, IAE Paris 1, November 2024
Membre du Jury: PhD, Darina Vorobeva, Novembre 2024, "The Impact of Artificial Intelligence (AI) Replacement in Marketing - Integrating Contemporary Service Theories to Explore Stakeholder Dynamics". November 2024
Suffragant: HDR, Mr Salim Azar, September 2023, CY Cergy Paris Université, France
Rapporteur: Mrs Alice Soriano, Université of Aix-Marseille, November 2016
Jury Member Mrs Tiffany Baer, Université de Genève, Mars, 2018
Président du Jury, Mrs Amélie Abadie, ESCP Business School, June 2021

Student Representative

PhD program, Institute of Psychology, LSE (2009 -2011)

Research Groups

Creativity Marketing Centre (CMC), ESCP Europe

Health Management Innovation (HMI), ESCP Europe

Happiness Management Research Centre, ESCP Europe

INCLUDEE, diversity & inclusion in education, ESCP Europe

Centre for the Cultural Psychology of Creativity (ICCPC), Aalborg University, Denmark, Research associate

Subjective Human Experience Observation System project (SHEOS), led by Saadi Lahlou at the London School of Economics in associations with researchers at Stanford University, the Russian Academy of Science, CNRS, UCSD, UCLA, and the Max Planck Institute)

SELECTED MEDIA WORK

A selection of primary sources, which have featured my research and expertise

- 150 Forbes.com May 2025**
The Ultimate Guide To Luxury Vintage Shopping
<https://www.forbes.com/sites/benjaminvoyer/2025/05/23/the-ultimate-guide-to-luxury-vintage-shopping/>
- 150 Sky News April 2025**
Interview feature looking at adult customers in the toy market.
- 149 Forbes.com March 2025**
Want To Really Change Behaviors? Start By Understanding How Societies Already Channel People, Says Prof. Lahlou
<https://www.forbes.com/sites/benjaminvoyer/2025/03/23/want-to-really-change-behaviors-start-by-understanding-how-societies-already-channel-people-says-prof-lahlou/>
- 149 Forbes.com January 2025**
Is Luxury Still Worth It? Luxury Brands Try To Justify High Prices
<https://www.forbes.com/sites/benjaminvoyer/2025/01/21/is-luxury-still-worth-it-luxury-brands-try-to-justify-high-prices/>
- 149 iNews UK November 2024**
Interview on Black Friday and Singles' Day promotions
- 148 Vogue Business October 2024**
Interview on luxury brands collaboration
<https://www.voguebusiness.com/story/beauty/why-luxury-brands-are-launching-ultra-expensive-fragrances>
- 147 Elle France June 2024**
Interview on the success of Vinted and second hand shopping platforms
- 146 Forbes.com May 2024**
How Luxury Brands Fight To Remain Accessible
<https://www.forbes.com/sites/benjaminvoyer/2024/05/30/how-luxury-brands-fight-to-remain-accessible-to-dreams/>
- 145 Forbes.com April 2024**
ChatGPT And The Battleground To Recreate A Paid Market For Knowledge
<https://www.forbes.com/sites/benjaminvoyer/2024/04/30/chatgpt-and-the-battleground-to-recreate-a-paid-market-for-knowledge/?sh=3a0e2e9b1e84>
- 144 Forbes.com December 2023**
Scents Of Revolution: Niche Perfumes Are Redefining Luxury And Identity
<https://www.forbes.com/sites/benjaminvoyer/2023/12/22/scents-of-revolution-niche-perfumes-are-redefining-luxury-and-identity/>

- 143 The New York Times** **Dec 2023**
Interview on Luxury Brands Introducing New lines of Watches inspired by Jewellery
<https://www.nytimes.com/2024/01/18/fashion/when-jewelry-influences-watchmakers.html>
- 142 Business Insider** **Nov 2023**
Interview on GenZ & the meaning of success
- 141 Forbes.com** **October 2023**
Circular Luxury Fashion Represents A Dilemma For Existing Brands
<https://www.forbes.com/sites/benjaminvoyer/2023/10/29/circular-luxury-fashion-represents-a-dilemma-for-existing-brands/>
- 140 The Financial Times** **Oct 2023**
Interview on brand extensions for luxury brands
- 139 L'Opinion** **Sept 2023**
Interview on Quiet vs Luxury brands and consumers
- 138 The New York Times** **Sept 2023**
Interview on luxury watches and buying behaviours (art collaborations)
<https://www.nytimes.com/2023/10/19/fashion/watches-vacheron-constantin-metropolitan-museum-of-art.html>
- 137 The New York Times** **Sept 2023**
Interview on luxury watches and buying behaviours (pricing)
<https://www.nytimes.com/2023/09/13/fashion/watches-luxury-high-price.html>
- 136 Forbes.com** **August 2023**
The Rise of Lxuury Brands of Everything
<https://www.forbes.com/sites/benjaminvoyer/2023/08/31/the-rise-of-luxury-brands-of-everything/>
- 135 Spa Bath** **June 2023**
Interview on the pay as you wish model
- 134 Europa Star** **June 2023**
Interview on children's socialisation into wearing watches
<https://www.europastar.com/time-business/1004113575-watches-for-kids-a-huge-and-overlooked-segment.html>
- 133 Forbes.com** **March 2023**
Worth The Hype: Brands Fight To Remain Cool
<https://www.forbes.com/sites/benjaminvoyer/2023/03/31/is-it-still-cool-to-be-hype/>
- 132 Forbes.com** **February 2023**
Article on the servicisation of products

<https://www.forbes.com/sites/benjaminvoyer/2023/02/26/are-we-headed-to-a-world-in-which-we-own-nothing/?sh=2311d8313071>

131 Forbes.com November 2022

Article on the Rankings

<https://www.forbes.com/sites/benjaminvoyer/2022/11/29/beloved-by-customers-yet-mostly-flawed-three-things-rankings-get-wrong/>

130 Forbes.com October 2022

Article on the new challenges of customer service

<https://www.forbes.com/sites/benjaminvoyer/2022/10/20/is-the-golden-age-of-customer-service-behind-us/>

129 Forbes.com September 2022

Article on the Metaverse

<https://www.forbes.com/sites/benjaminvoyer/2022/09/06/what-if-consumers-do-not-need-the-metaverse/>

128 Forbes.com August 2022

Interview on improving employees' experiences

<https://www.forbes.com/sites/sallypercy/2022/09/01/five-ways-to-improve-your-employee-experience/?sh=30535aef5833>

127 Revue RH&M February 2022

Interview on the GenZ Observatory

126 EconomyChosun (Korea) February 2022

Interview on the rise of veganism

125 BusinessInsider September 2021

Interview generational differences in the workplace

124 BusinessInsider September 2021

Interview on how to address social media issues in the workplace

<https://www.businessinsider.com/how-to-navigate-social-media-when-your-boss-follow-you-2021-9>

123 BusinessInsider September 2021

Interview on how Job Seekers Can Build a Social Media Brand to Boost Employability

<https://www.businessinsider.com/how-job-seekers-can-build-a-social-media-brand-to-boost-employability-2021-9>

122 The Choice September 2021

Interview on the future of remote work

121 Inews July 2021

OpEd on reporting numbers of Covid19 cases

<https://inews.co.uk/opinion/covid-daily-cases-live-with-pandemic-behavioural-science-1080808>

120 Inews

July 2021

Interview on the habits resilience post Covid19

<https://inews.co.uk/news/uk/covid-restrictions-lift-19-july-what-happens-lockdown-easing-how-lives-change-1104933>

119 AVIVA Investors

July 2021

Interview on the future of D2C

<https://www.avivainvestors.com/en-gb/views/aiq-investment-thinking/2021/07/marketing-strategies/>

118 Inews

July 2021

On the role of numbers in shaping citizen behaviours

<https://inews.co.uk/opinion/covid-daily-cases-live-with-pandemic-behavioural-science-1080808>

117. Inews

July 2021

On the new normal and return to old habits

<https://inews.co.uk/news/uk/covid-lockdown-life-vaccines-hygiene-work-hugging-pub-change-after-lockdown-ends-1080899>

116. The Financial Times

December 2020

Participation to a podcast on working from home

116. The Evening Standard

November 2020

Online / magazine interview on the long-term psychological consequences of lockdowns

<https://www.standard.co.uk/insider/lockholm-syndrome-lockdown-home-comforts-b79303.html>

115. CGTN

November 2020

5mn TV interview on Black Friday sales in France

<https://newseu.cgtn.com/news/2020-11-20/Amazon-France-postpones-Black-Friday-sales-because-of-lockdown--VzJtgjsNmo/index.html>

114. BBC World

November 2020

Live 4mn TV interview on cultural differences in Covid19 reactions

113. THE INDEPENDENT

October 2020

Interview on Covid19 and community support

<https://www.independent.co.uk/money/local-shop-independent-christmas-black-friday-deals-community-support-b1368129.html>

112. Inews

July 2020

Interview on getting back to work

<https://inews.co.uk/news/uk/working-from-home-advice-uk-government-back-to-work-office-557633>

- 111. Inews** **July 2020**
 Interview on the role of norms in wearing a facemask
- 110. NowFashion** **June 2020**
 Interview on the psychology of fashion in a crisis context
- 109. The Washington Post** **June 2020**
 Interview on trust in crisis communication
- 108. ThePeople – Trend Agency** **June 2020**
 Foreword to the ‘Great Reset’ trend report on Covid19
- 107. The Daily Telegraph** **June 2020**
 Podcast interview on behavioural science and rules and norms management
<http://www.playpodca.st/coronavirus>
- 106. Inews** **June 2020**
 Interview on the psychology of wearing a facemask
<https://inews.co.uk/news/uk/face-masks-uk-coverings-rules-wear-public-behavioural-science-coronavirus-lockdown-446246>
- 105. The Daily Telegraph** **May 2020**
 Interview on the psychology of entertainment
<https://www.telegraph.co.uk/tv/o/quarantainment-certain-tv-shows-have-become-mega-hits-lockdown/>
- 104. CGTN Europe on Sky** **May 2020**
 TV Interview on the concept of social bubbles
- 103. The Sunday Telegraph** **10 May 2020**
 Interview on the psychological effects of the lockdown
- 102. The Daily Telegraph Podcast** **8 May 2020**
 Interview on understanding out of lockdown behaviours
<http://www.playpodca.st/coronavirus>
- 101. Inews** **April 2020**
 Interview on changing consumer habits due to the lockdown
<https://inews.co.uk/news/long-term-coronavirus-lockdown-behavioural-changes-stockpiling-2847855>
- 100. Inews** **April 2020**
 Interview on psychological drivers of lockdown adherence
<https://inews.co.uk/news/uk-lockdown-rules-coronavirus-why-social-distancing-restrictions-behaviour-2842244>

- 99. Inews** **April 2020**
 Interview on social identity and the 'clap for our carers' social phenomenon
<https://inews.co.uk/news/clap-for-our-carers-nhs-key-workers-applause-thursday-why-explained-2559472>
- 98. The Daily Telegraph Podcast** **27 April 2020**
 Interview on goal motivation theory applied to out of lockdown psychology
<http://www.playpodca.st/coronavirus>
- 97. LBC News** **April 2020**
 Interview on the psychology of pandemic-related behaviours
<https://www.lbcnews.co.uk/uk-news/life-after-coronavirus-lockdown-what-could-it-look/>
- 96. The Daily Telegraph Podcast** **April 2020**
 Interview on adherence to lockdown measures
<http://www.playpodca.st/coronavirus>
- 95. The Daily Telegraph Podcast** **March 2020**
 Interview on buying behaviour in relation to COVID 19
<http://www.playpodca.st/coronavirus>
- 94. Channel 4** **March 2020**
 Interview psychological consequences of COVID-19
<https://www.channel4.com/programmes/coronavirus-are-we-doing-enough/on-demand/71316-001>
- 93. WIRED** **March 2020**
 Interview on panic buying in relation to COVID 19
<https://www.wired.co.uk/article/coronavirus-stockpiling-supermarket-chaos>
- 92. LSE MAGAZINE** **February 2020**
 Interview on sustainability and fast fashion
- 91. TRT World** **February 2020**
 25mn TV Panel discussion and interview on the comparison culture & social media
- 90. BBC World Service** **January 2020**
 Radio interview on consumers' reactions to the coronavirus outbreak
- 89. CGTN Europe on Sky** **November 2019**
 5mn live interview on Black Friday, sales, and consumerism - .5 Billion viewership
- 88. Pulp** **March 2019**
 People power - The packaging industry plays by the consumer's tune

- 87. SurveyMag**
Interview on the role of emotions in consumer behaviour

February 2019
- 86. Inews**
Interview on Veganism and social identity
<https://inews.co.uk/inews-lifestyle/food-and-drink/why-people-hate-vegans-greggs-sausage-roll/>

January 2019
- 85. The Times**
Interview on the psychology of adult gaming
<https://www.thetimes.co.uk/article/gaming-not-just-for-kids-gzvgmttc9>

May 2018
- 84. BBC Radio 4**
Interview on The Followership Game
<https://www.bbc.co.uk/programmes/b09xjw3y>

April 2018
- 83. BBC World**
Live interview on 'Nutella Riots' in France

January 2018
- 82. LSE IQ Podcast**
Interview on what makes great leaders

January 2018
- 81. Canvas8**
On the psychology of seasonal shopping

November 2018
- 80. ITV News**
Interview on the decision making aspects of choosing high sugar meal-deals

October 2017
- 79. LSE Research insights video**
5mn video summarising my research on self-construal theory

October 2017
- 78. You & Your Wedding**
Evolutionary aspects of female friendships

August 2017
- 77. Talk Radio UK Breakfast News**
On the psychological aspects of Fathers' day

June 2017
- 76. BusinessWeek**
On corporate ethics and consumer decision making

June 2017
- 75. The Sunday Times**
On lifestyle gurus

June 2017
- 74. Racked**
Is British Fast Fashion Too Fast?

April 2017
- 73. LSE News Website - Media office**

October 2016

Series of short videos covering the marketing aspects of the US presidential elections

- | | |
|---|-----------------------|
| 72. Stylist | January 2016 |
| On the psychology of planning holidays | |
| 72. The Pool | Novembre 2015 |
| On Black Friday Sales | |
| 71. The Telegraph | Novembre 2015 |
| On choice and anxiety | |
| 70. TBS eFM Primetime | Novembre 2015 |
| 20mn Radio interview on Korean Radio discussing luxury marketing | |
| 69. Women's Wear Daily | Septembre 2015 |
| On the impact of the migrant crisis on consumers' behaviours | |
| 68. Basque TV | August 2015 |
| TV Interview on the use of Big Data to deliver targeted advertising | |
| 67. The Telegraph | August 2015 |
| On the psychology of blogging on taboo subjects | |
| 66. Expansión | August 2015 |
| On the use of Big Data to deliver targeted advertising | |
| 65. TheWebPsychologist | July 2015 |
| 30mn interview covering my research and consulting activities | |
| 65. BBC News | July 2015 |
| On 'pay-what-you-want' pricing strategies | |
| 64. BBC World | May 2015 |
| On adequately responding to PR crises | |
| 63. Editions Financials | May 2015 |
| On decision biases – part of the Amex cardholder newsletter | |
| 62. GDR Creative Intelligence | April 2015 |
| On adapting brands and retailing to different cultural contexts | |
| 61. Bloomberg | April 2015 |
| On consumer shopping habits | |
| 60. Telegraph | January 2015 |
| On the psychology of social desirability | |

59. **PsychologicalScience.org** **January 2015**
Featured in the 'members in the news' section, on the psychology of leadership
58. **The Economist** **January 2015**
On the psychology of teamwork
57. **The Debrief UK** **Decembre 2014**
On the use of social media around Christmas
56. **The Debrief UK** **Decembre 2014**
On the psychology of defriending on social media
55. **Bloomberg Business Week** **November 2014**
On the consumption of premium alcohol at home
54. **The Debrief UK** **November 2014**
On the psychology of setting up friends
53. **SKY NEWS** **November 2014**
On the psychology being 'rent a friend' websites
52. **CNET** **October 2014**
On the renaming of the Chinese Huawei brand in Europe
51. **LSE Connect** **Summer Issue 2014**
One-size-fits all international marketing strategies are a recipe for failure
50. **The Debrief UK** **September 2014**
On the reasons why the ice-bucket challenge went viral
49. **Psychologies, UK** **September 2014**
Barriers and benefits of spontaneous decision-making
48. **ELLE Magazine, Denmark** **September 2014**
Q/A on creativity
47. **The Washington Post** **August 2014**
Edited article on Branded Tattoos
46. **The Conversation UK** **August 2014**
Article on Branded Tattoos
45. **The Daily Mail Online** **July 2014**
Fancy seeing you here! Meeting work colleagues on holidays
44. **BBC News, UK** **July 2014**
On consumers' identities and the use of brand names and logos as tattoos

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| 43. The Telegraph, UK
On e-stalking behaviours | July 2014 |
| 42. Index N Censorship
On advertising in the media | July 2014 |
| 41. Issuu.com, UK
On consumers' relationships with digital platforms | June 2014 |
| 40. Metro, UK
On the benefits of spontaneous holiday decisions | June 2014 |
| 39. The Debrief, UK
The effect of Social Media on Spending Behaviours | June 2014 |
| 38. MARIE-CLAIRE Australia
On the use of photo-sharing applications (Instagram, Flickr...) | June 2014 |
| 37. Yahoo Finance
Burberry needs to reinvent itself again | May 2014 |
| 36. CNBC Europe
4mn live interview on Luxury goods in China | May 2014 |
| 35. The Telegraph UK
On the psychology of mothers – daughters relationships | April 2014 |
| 34. The Debrief, UK
On the psychology of sexting | March 2014 |
| 33. MSN Money
The secret to poundland's success | March 2014 |
| 32. BBC Radio 4
On the consumer psychology of poundshops | March 2014 |
| 31. The Debrief, UK
On the differences between face to face and virtual communication | March 2014 |
| 30. The Conversation UK
Article on Chanel's e-commerce strategy | February 2014 |
| 29. LSE News Website - Media office
2mn interview on cross-cultural differences in consumption | February 2014 |
| 28. CNN International | February 2014 |

On the role 'secret formula' of Coca Cola as a marketing strategy

27. **The Telegraph** **January 2014**
On the psychology of self and others perception

26. **The Telegraph** **November 2013**
On the psychology of guilt

25. **The Telegraph Weekend Magazine** **Novembre 2013**
On the psychology of online forum participation

24. **The Telegraph** **October 2013**
On the psychology of female friendships

23. **Bloomberg BusinessWeek** **Septembre 2013**
On the consumer psychology of men's cosmetics

22. **AutoRevue (Austria)** **August 2013**
Legendary cars and communities of consumption

21. **The Look Book Magazine (UK)** **July 2013**
On the importance of first impressions

20. **The Telegraph** **June 2013**
On the use of online media in identity construction

19. **Sky News – News at 6** **March 2013**
4mn live interview on manufacturers reducing the size of products instead of increasing prices

18. **Psychologies, magazine** **March 2013**
On the Women-Child and the psychology of adulescents

17. **The Telegraph** **February 2013**
On the use of new medium of communication in relationships

16. **Bloomberg BusinessWeek** **January 2013**
On the marketing value of the brand HMV

15. **Capital Weekly (Bulgaria)** **December 2012**
On the consumer aspects of the 'Gangnam style' phenomenon

14. **RSI (Swiss National Television)** **December 2012**
On the psychology of pound-shops

13. **CNBC.com** **December 2012**
On the success of pound-shops

12. **BBC News website** **December 2012**
Featured interview on the psychology of pound-shops
11. **BBC Radio 4** **December 2012**
On the psychology of pound-shops (broadcasted on the 11/12/12 and 28/01/13)
10. **BBC 2 Newsnight** **December 2012**
On consumers' power and boycotts (broadcasted on the 3/12/12)
9. **Bloomberg BusinessWeek** **October 2012**
On the success of hair-removal products in China
8. **Financial Times** **July 2012**
On consumerism movement in the UK
7. **DigestMag** **June 2012**
On the role of packaging for lower end private label products
6. **AGEFI Hebdo** **May 2012**
On the marketing consequences of sponsoring an Olympic event
5. **Bloomberg BusinessWeek** **March 2012**
On dishwasher market penetration in the UK
4. **BBC World – Spanish edition** **November 2011**
On a Freudian perspective on Ipads & Iphones (in Spanish)
3. **Psychologies, magazine** **October 2011**
On the Fear of Missing Out (FOMO), October 2011 issue
2. **Channel 4** **March 2011**
On British Identity & social identity
1. **BBC1 Breakfast News** **Feb 2010**
On the “big-lottery win” and psychological consequences of winning the lottery.

SOCIAL MEDIA & WEB

Behavioural Economics LinkedIn group (2015-2018): co-manager of the LinkedIn group on behavioural economics (22,000 members as of July 2015), awarded ‘top influencer’ of the week on several occasions

Blog Posts, hosted by the Creativity Marketing Centre at ESCP Europe (2012 – 2015)
9/12/2015: Black Friday, Cyber Monday, What drags consumers to these? How creative are marketers at crafting promotions?
30/01/2015: Reinventing supermarkets in the post price-war era

7/08/2014 Brands on the Skin: Which Brand would you choose for a Tattoo?
23/05/2014 Luxury Marketing in Asia: Time for a More Creative Approach!
10/03/2014 To think positively or not to think positively about one's future, that is the (research) question!
20/02/2014 Coca Cola's Secret formula: an ancient creative marketing recipe
01/11/2013 Marketers are creating value for companies. But are they creating value for consumers?
24/04/2013 Harnessing consumer creativity: a difficult but rewarding task
19/03/2013 Being creative in marketing research: the rise of modern technologies
07/01/2013 The Vicious Spiral of Consumer Expectations of Creative Brands
21/11/2012 Being creative in a non-creative industry
09/11/2012 Who's creative, who's not?
14/10/2012 Educating customers: a challenge to marketers' creativity
02/10/2012 Where is creativity in consumer research? Reflecting on creativity in academic marketing research.
14/09/2012 On simplicity: Why being creative can mean doing things simply.

LinkedIn, since 2015

3-4 posts per months; impact: up to 10K views, 150 likes per post; 6K followers

Behaviouraleconomics.com

02/09/2015: Behavioural Economics and Healthcare: A Match Made in Heaven

Website

www.benvoyer.com: averages 100+ pages viewed per week; top visitors from UK, USA, China

SELECTED CONSULTANCY & APPLIED RESEARCH

Pfizer Vaccines

Workshop and training on behavioural economics and message framing

Vertex Pharma

Consulting projects on understanding patients with chronic diseases

Publicis Group London

Consultancy project involving identifying psychological science theories, which can be used to help design better ads

LastMinute.Com

Consultancy project involving researching the enablers and barriers to spontaneous decision-making

Technicolor

Consultancy project involving licensing strategies of the brand His Master's Voice (HMV)

EDF Energy

Consultancy project involving understanding customers' reaction to smart metering concepts

TMP Magnet

Consultancy project involving understanding customers facing 'moments of needs' (e.g. plumbers, locksmith...)

Velorution London

Consultancy project involving MSc students from the LSE designed to help a prominent independent London bike store to develop a new marketing strategy benefitting customers and charities

AKO Capital

Presenting results from the consumer behaviour literature on the consequences of extreme events on consumption

AQUAMAX Project

Research associate on the AQUAMAX research project, a EU-led research project on European citizen's perceptions of farmed fish consumption. Responsible for the French part of the project.

CURRICULUM DEVELOPMENT

Programme Development

MEB (Master in European Business), ESCP Europe Business School:

- Working group on program repositioning

MiM (Master in Management), Specialisation in Management Research, Director, ESCP Europe Business School

- Benchmarked against research-track at world-leading universities
- Create a curriculum and worked with different Faculty member
- Internal promotion

MSc in International Management, Richmond University (RAIUL)

Bachelor in Business Administration, ESCP Europe Business School:

- Developed the following courses: CL11 + MG11 + LE11
- Obtained funding for a Jean Monnet Module
- Contributed to all marketing material and made 10 videos
- Gave 30 school presentation
- Created a Local Academic Director handbook to standardise process across campuses, 100p +
- Admissions: Creation of a new scoring procedure to take into consideration non-academic criteria

- Oversaw the launch of all 3 years of the programme across 5 campuses
- Conceptualising and writing of the AACSB Aols
- Conceptualising and writing of the ACQUIN accreditation report
- New GPA procedure
- SAGE Prize for dissertation
- Increased class size by 250% year on year for three years (from 53 to 330 recruits)
-

SHINE: Executive Education Custom Programme:

- Interview of key stakeholders
- Designing a custom-made programme
- Delivery monitoring and review

MiM: Luxury Management Option

Programme Administration

Bachelor in Management, European Academic and Scientific Director, ESCP Europe Business School:

- Led the development of a programme of 400+ students
- Developed and implemented a digital language learning platform
- Developed blended modules

MEB (Master in European Business) academic coordinator, London Campus, ESCP Europe Business School

Course Development

Consumer Psychology PS 456, Institute of Social Psychology, London School of Economics

Psychology of Creativity, Fashion and Luxury Goods, Institut Supérieur de Commerce, Paris

Understanding the Marketplace, ESCP Europe, London

Luxury marketing, ESCP Europe, London

Accreditations

Developing syllabuses for **QAA (Quality Assurance Agency)** validation, Richmond University (RAIUL) & ESCP Europe Business School

Member of the **EQUIS** panel for ESCP Europe 2014 re-accreditation

TEACHING TRAINING AND CERTIFICATION

London School of Economics and Political Science	2009
Graduate Teaching Assistant (GTA) workshop	

HEC Paris	2006
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1-week workshop on teaching undergraduate, postgraduate and executive education students

French Ministry of Youth Affairs and Sports

2003

Counsellor certification (BAFA), two 1-week workshops and a 2-week internship

INDUSTRY WORK

Freelance consultant in marketing

Ongoing

Working with B2B and consumer goods companies, strategic marketing plan, market research. Previous work includes **PR & advertising agencies** (Cohn & Wolfe, Grey WPP, Publicis Group), **hedge funds** (AKO Capital), and other **leading international companies** (EDF Energy, Technicolor, LastMinute.Com...). I have also collaborated with the Swiss Ministry of Health (OFNSP) and Pfizer on using behavioural science to design communication campaigns.

BNP Paribas, France

Assistant Brand Manager, Marketing Department

Locate in Kent, UK

Assistant Marketing manager, Marketing Department

Reckitt-Benckiser France

Assistant Brand Manager, Marketing Department

Locate in Kent

Assistant Marketing manager, Marketing Department

Banque Populaire - SBE France

Assistant Marketing manager, Marketing Department

EXTRA CURRICULAR

Long Distance Running Competitions (10K to Marathon)

Ongoing

Best Times: 15KM St-Martin de Ré, France, 2010 (57mn 58s; *top 6%*); Berlin Marathon 2010 (3h 01mn 19s; *top 4%*)

AFFILIATIONS

Association for Consumer Research (ACR), European Marketing Academy (EMAC), Society for Consumer Psychology (SCP), Association Française de Marketing (AFM), Association for Psychological Science (APS), International Association for Cross-Cultural Psychology (IACCP), British Psychological Society (BPS), International Society for Political Psychology (ISPP), International Academy for Intercultural Research, Chartered Institute of Marketing, Royal Society of Arts, Chartered Institute of Marketing, Royal Society of Medecine