

# Hélène CHERRIER

Professor

Academy: Innovation

Research center: Marketing Interactions

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## Research interests

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Anti-consumption, consumer culture, disposal, identity construction, material culture

## Teaching interests

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Anti-consumption, Disposal, Identity construction, Material culture

## Education

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| 2020 | HDR in Marketing, Université Paris Dauphine-PSL, France  |
| 2003 | Doctorate, Sam M. Walton College of Business, University of Arkansas, United States of America |

## Experience

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### Full-time academic positions

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| Since 2016 | Professor of Marketing, SKEMA Business School, France |
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## Research grants, Awards and Honors

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### Awards and Honors

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| 2022 | Best Researcher Award, SKEMA Business School, France   |
| 2014 | Best overall paper award at the Gender, Marketing and Consumer Behavior, Helsinki, Finland, June 24-26   |
| 2014 | Selected CCT 2014 paper for publication in Consumer Culture Theory, Best Paper for CCT 2014 with Research in Consumer Behavior as the series title, Consumer Culture Theory Conference, Helsinki Finland, June 26th-29th |
| 2012 | GBS PVC's annual Research Excellence Awards in the category of Research Team, including AUD7,5000, Griffith University   |
| 2009 | Provost Award for Best Teaching and Innovation in teaching, including a price grant of Dhhs 2500, American University in Dubai   |
| 2009 | Best paper award in the consumer behavior track, Academy of Marketing Science Conference, Baltimore, Maryland, May 20-23   |

## Publications

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### Peer-reviewed journal articles

- CHERRIER, H. and GOSWAMI, P. (2025). Intimate Neoliberal Violence and Ungrievable Meno Bodies. *Journal of Marketing Management*.

- CHERRIER, H. and FARELLY, F. (2025). Synchronic object relating, product attachment, and a design toolkit to extend product longevity. *Journal of Cleaner Production*, 492, pp. 144826.
- CHERRIER, H. (2024). Barriers to resolving institutional complexity in access-based service innovation. *Journal of Retailing and Consumer Services*, 81, pp. 104010.
- CHERRIER, H. and TURE, M. (2023). Tensions in the Enactment of Neoliberal Consumer Responsibilization for Waste. *Journal of Consumer Research*, 50(1), pp. 93-115.
- CHERRIER, H. (2023). Risky plastic and the limits to consumer responsabilization. *Cambridge Prisms: Plastics*.
- CHERRIER, H. and TURE, M. (2022). Blame work and the scapegoating mechanism in market status-quo. *Journal of Business Research*, 144, pp. 1207-1217.
- PRIVAT, H., URIEN, B., CHERRIER, H. and VALETTE-FLORENCE, P. (2020). The Local Exchange Trading System in France (Système d'Échange Local (SEL)): Creating a scale to measure motivations for participation in SEL practice and identification of SEL member profiles. *Recherche et Applications en Marketing*, 35(2), pp. 2-23.
- CHERRIER, H. and TURE, M. (2020). Value dynamics in ordinary object disposal. *Journal of Business Research*, 116, pp. 221-228.
- CHERRIER, H. (2018). Anti-Consumption as Tactical Response to Institutionalized Subordination: The Case of Materially Deprived Anticonsumers. *Journal of Public Policy and Marketing*, 37(2), pp. 213-226.
- CHERRIER, H., GOSWAMI, P. and RAY, S. (2018). Social entrepreneurship: Creating value in the context of institutional complexity. *Journal of Business Research*, 86, pp. 245-258.
- CHERRIER, H. (2017). Food capacity in alternative food markets: visceral encounters, bodily interactions and contagious magic. *Journal of Marketing Management*, 33(7-8), pp. 602-623.
- ARLI, D., CHERRIER, H. and LASMONO, H. (2017). The Gods can help: exploring the effect of religiosity on youth risk-taking behavior in Indonesia. *International Journal of Nonprofit and Voluntary Sector Marketing*, 21(4), pp. 253-268.
- GURRIERI, L., BRACE-GOVAN, J. and CHERRIER, H. (2016). Controversial advertising: transgressing the taboo of gender-based violence. *European Journal of Marketing*, 50(7/8), pp. 1448-1469.
- ARLI, D., CHERRIER, H. and TJIPTONO, F. (2016). God Blesses Those Who Wear Prada: Exploring the Impact of Religiousness on Attitudes toward Luxury among the Youth of Indonesia. *Marketing Intelligence and Planning*, 34(1), pp. 61-79.
- CHERRIER, H. (2016). Material Presence and the Detox Delusion: Insights from Social Nudism. *Journal of Consumer Affairs*, 50(1), pp. 100-123.
- CHERRIER, H. and GURRIERI, L. (2014). Framing social marketing as a system of interaction: A neo-institutional approach to alcohol abstinence. *Journal of Marketing Management*, 30(7-8), pp. 607-633.
- CHERRIER, H. and BELK, R. (2014). Setting the Conditions for Going Global: Dubai's Transformations and the Emirati Women. *Journal of Marketing Management*, 31(3-4), pp. 317-355.
- CHERRIER, H. and GURRIERI, L. (2013). Anti-consumption Choices Performed in a drinking culture: Normative Struggles and Repairs. *Journal of Macromarketing*, 33(3), pp. 232-244.
- LEE, M.S.W., CHERRIER, H. and BELK, R. (2013). Anti-consumption Research and Society. *Journal of Macromarketing*, 33(3), pp. 187-189.
- GURRIERI, L. and CHERRIER, H. (2013). Queering Beauty: Fationistas in the Bloggosphere. *Qualitative Research in Marketing*, 16(3), pp. 276-295.
- BROSIUS, N., FERNANDEZ, K.V. and CHERRIER, H. (2013). Reacquiring Consumer Waste: Treasure in Our Trash? *Journal of Public Policy and Marketing*, 32(2), pp. 286-301.
- CHERRIER, H., RUSSEL, S. and FIELDING, K. (2012). Corporate Environmentalism and Top Management Identity Negotiation. *Journal of Organizational Change Management*, 25(4), pp. 518-534.
- CHERRIER, H. (2012). Sustainability in Practice: Exploring the Objective and Subjective Aspects of Personhood. *Journal of Nonprofit & Public Sector Marketing*, 24(4), pp. 247-267.

- CHERRIER, H. (2012). Using Projective Techniques to Consider the Societal Dimension of Healthy Practices: An Exploratory Study. *Health Marketing Quarterly*, 29(1), pp. 82-95.
- TAREK, M., CHERRIER, H., LEE, D. and RAHMAN, K. (2011). Can sentiment towards advertising explain materialism and vanity in the globalization era? Evidence from Dubai. *Journal of Global Marketing*, 24(5), pp. 453-472.
- CHERRIER, H., TAREK, M. and MADY, S. (2011). Global or Glocalised consumers? An Analysis of Consumers Living the Globalizing City of Dubai. *Journal of Euromarketing*, 19(4), pp. 200-226.
- CHERRIER, H., BLACK, I.R. and LEE, M. (2011). Intentional non-consumption for sustainability: Consumer resistance and/or anti-consumption? *European Journal of Marketing*, 45(11/12), pp. 1757-1767.
- CHERRIER, H. and PONNOR, T. (2010). A study of Hoarding Behavior and Attachment to Material Possessions. *Qualitative Market Research*, 13(1), pp. 8-23.
- BLACK, I.R. and CHERRIER, H. (2010). Anti-consumption as Part of Living a Sustainable Lifestyle: Daily Practices, Contextual Motivations and Subjective Values. *Journal of Consumer Behaviour*, 9(6), pp. 437-453.
- CHERRIER, H. (2010). Custodian Behavior: A Material Expression of Anti-Consumerism. *Consumption Markets & Culture*, 13(3), pp. 259-272.
- CHERRIER, H. (2009). Anti-Consumption Discourses and Consumer Resistant-Identities. *Journal of Business Research*, 62(2), pp. 181-190.
- CHERRIER, H. (2009). Disposal and Simple Living: Exploring the Circulation of Goods and the Development of Sacred Consumption. *Journal of Consumer Behaviour*, 8(6), pp. 327-339.
- CHERRIER, H., RAHMAN, K. and MADY, T. (2009). The Rise of Consumer Culture in The Middle East: Impacts on Consumers' Level of Materialism and Vanity. *World Journal of Management*, 1(1), pp. 82-94.
- CHERRIER, H. and MUNOZ LEGO, C. (2007). A Reflection on Consumers' Happiness: The Relevance of Care for Others, Spiritual Reflection, and Financial Detachment. *Journal of Research for Consumers*, 12, pp. 1-19.
- CHERRIER, H. (2007). Ethical Consumption Practices: Co-production of Self-Expression and Social Recognition. *Journal of Consumer Behaviour*, 6(5), pp. 321-335.
- CHERRIER, H. and MURRAY, J. (2007). Reflexive Dispossession and the Self: Constructing a Processual Theory of Identity. *Consumption Markets & Culture*, 10(1), pp. 1-29.
- CHERRIER, H. and MURRAY, J.B. (2005). The Sociology of Consumption: The Hidden Facet of Marketing. *Journal of Marketing Management*, 20(5-6), pp. 509-525.

### **Books and book editor**

- CHERRIER, H. and LEE, M.S.W. [Eds] (2022). *Anti-Consumption Exploring the Opposition to Consumer Culture*. Routledge, 256 pages.
- CHERRIER, H. and GANDOLFI, F. (2008). *Downshifting: A Theoretical and Practical Approach to Living a Simple Life*. Icfai University Press, 275 pages.

### **Book chapters**

- CHERRIER, H. (2022). Different Sides of the Same Coin? Political Ideology Inflects How Symbolism Relates to Mask Avoidance or Adoption in the Age of COVID-19. In: *Anti-Consumption*. 1st ed. Routledge.
- CHERRIER, H. and LEE, M.S.W. (2022). Different Sides of the Same Coin? Political Ideology Inflects How Symbolism Relates to Mask Avoidance or Adoption in the Age of COVID-19. In: routledge (ed.). *Anti-Consumption Exploring the Opposition to Consumer Culture*. 1st ed. London: Routledge, pp. 256.
- CHERRIER, H. and LEE, M.S.W. (2022). Introduction. In: *Anti-Consumption: Exploring the Opposition to Consumer Culture*. 1st ed. Taylor & Francis, pp. 1-8.
- CHERRIER, H., TURE, M. and OZCAGLAR-TOULOUSE, N. (2018). Considering 'Waste Value' in the Circular Economy. In: Robert Crocker, Christopher Saint, Guanyi Chen, and Yindong Tong eds. *Unmaking Waste in Production and Consumption: Towards the Circular Economy*. 1st ed. Emerald Publishing, pp. 91-102.

CHERRIER, H., CARAH, N. and MEURK, C. (2017). Social media affordances for curbing alcohol consumption. In: Antonia C. Lyons, Tim McCreanor, Ian Goodwin, Helen Moewaka Barnes eds. *Youth drinking cultures in a digital world: Alcohol, social media*. 1st ed. New York: Routledge, pp. 167-184.

LEE, M.S.W., SEIFERT, M. and CHERRIER, H. (2017). Anti-consumption and Governance in the Global Fashion Industry: Transparency is Key. In: A. Hira, M. Benson-Rea eds. *Governing Corporate Social Responsibility in the Apparel Industry after Rana Plaza*. 1st ed. Auckland: Palgrave Macmillan, pp. 147-174.

CHERRIER, H. and GURRIERI, L. (2017). Consumer experience of choice overload: Guilt, turmoil and emptiness. In: Christian Gilde, Fred Chilson eds. *Overchoice: too many choices, too little time*. 1st ed. Melbourne: Cognella Academic Publishing, pp. 83-96.

CHERRIER, H., TURE, M. and OZCAGLAR-TOULOUSE, N. (2014). Considering the Human Properties of the Non-Humans: An Analysis of Pragmatogony in Dispossession Stories. In: Eric J. Arnould, Craig J. Thompson eds. *Consumer Culture Theory*. 1st ed. Emerald Publishing, pp. 99-114.

CHERRIER, H. (2008). Discussing Downshifting as a Creative Social Movement. In: Gandolfi Franco and Cherrier Hélène (ed.). *Downshifting: a Theoretical and Practical Approach to Living a Simplified Life*. 1st ed. Icfai University Press, pp. 122-134.

CHERRIER, H. (2008). Understanding the Process of Becoming a Downshifter: An Orienting Conceptual Framework. In: Gandolfi Franco and Cherrier Hélène (ed.). *Downshifting: a Theoretical and Practical Approach to Living a Simplified Life*. 1st ed. Icfai University Press, pp. 22-48.

CHERRIER, H. (2005). Using Existential-Phenomenological Interviewing to Explore Meanings of Consumption. In: Harrison Rob, Terry Newholm, Deirdre Shaw eds. *The Ethical Consumer*. 1st ed. Londres: SAGE Publications, pp. 125-136.

### **Editorials of a journal**

LEE, M.S.W., DEWHIRST, T. and CHERRIER, H. (2018). The Domain and Intersection of Anticonsumption, Marketing, and Public Policy. *Journal of Public Policy and Marketing*, 37(2), pp. 189-194.

ROUX, D., CHERRIER, H. and COVA, B. (2011). Bridging together Anti-consumption and Consumer Resistance: Concepts, Concerns, Conflicts, and Convergence. *European Journal of Marketing*, 45.

### **Conference proceedings**

FERNANDEZ, K.V., BROSIUS, N. and CHERRIER, H. (2012). Urban Scavenging: Pathway to Sustainable Consumption., 39.

GURRIERI, L. and CHERRIER, H. (2012). Images of identity in consumer research: A study of the worship, experimentation, community and domination of signs., 39, pp. 360-365.

CHERRIER, H. (2010). Galloping Through the Global Landscape: Consumers in a Branded Reality., 37, pp. 259-272.

### **Conference presentations**

TALUR, S., CHERRIER, H. and GOSWAMI, P. (2021). COVID-19 Governance Regime in India and Consumer Identity Work. In: Macromarketing Conference.

CHERRIER, H. and CASTILHOS, R. (2019). Theorizing Docile Contestation. In: Critical Management Studies Conference. Milton Keynes.

CHERRIER, H., CHERRIER, H. and OZCAGLAR-TOULOUSE, N. (2015). Considering 'Thing-Power' in Practices of Household Waste Engagement: Repair and Re-purposing. In: Unmaking Waste Conference. Adelaïde.

CHERRIER, H., CHERRIER, H. and OZCAGLAR-TOULOUSE, N. (2015). Considering 'Thing-Power' in Practices of Household Waste Engagement: Repair and Re-purposing. In: Unmaking Waste Conference. Adelaïde.

PRIVAT, H., BERTRAND, U. and CHERRIER, H. (2015). Etude des motivations à faire partie d'un Système d'échange local (SEL). In: AFM (Association Française du Marketing) Conference. Marrakech.

CHERRIER, H. (2014). objects sexuality. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CHERRIER, H. (2014). Shelving the Clothed-Body Mythology: A Study on Social Nudism and Material Absence. In: ICAR. Kiel.

CHERRIER, H., CHERRIER, H. and OZCAGLAR-TOULOUSE, N. (2014). Considering the Human Properties of the NonHumans: An Analysis of Dispossession Stories. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CHERRIER, H., CHERRIER, H. and OZCAGLAR-TOULOUSE, N. (2014). Considering the Human Properties of the NonHumans: An Analysis of Dispossession Stories. In: CCT (Consumer Culture Theory) Conference. Helsinki.

GURRIERI, L., GRAVE-GOVAN, J. and CHERRIER, H. (2014). Pro-violence advertising and taboo. In: Gender, Marketing and Consumer Behavior. Helsinki.

ARLI, D., CHERRIER, H. and LASMONO, H. (2014). The Gods Can help: The Effect of Religiosity on Youth Risk-taking Behavior in Indonesia. In: AMA (American Marketing Association) Conference. Orlando.

### **Press and social media**

CHERRIER, H. (2022). Anti-Consumption in a World in Crisis. AACSB Insights, United States of America.

CHERRIER, H. (2022). Lawn Care Expert Shares Advice on How to Make Lawn Care Recycling Easy. [www.build-review.com](http://www.build-review.com).

## **Other research activities**

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### **Organization of a conference or a seminar**

2022                      Consumer responsabilization, HEC Montréal, Canada

### **Other academic activities**

2022 - 2023            sustainability, Social Sciences and Humanities Research Council of Canada (SSHRC), Canada