



H el ene CHERRIER

**INNOVATION Academy
Sophia-Antipolis**

CV

Skills & Interests

Research Skills

ethnography, phenomenology, grounded theory.

Languages

French, english

Expertise

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

International Interests

Australia and Oceania

Qualification

Scholarly Academic

Academic Degrees

Doctorat University of Arkansas USA, 2003.

Work Experience

Professor of Marketing, SKEMA BUSINESS SCHOOL (2016 - Present), Sophia Antipolis, France.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

CHERRIER, H. (2017). Food capacity in alternative food markets: visceral. *Journal of Marketing Management.*, doi: 10.1080/0267257X.2017.1296480.

- CHERRIER, H., Goswami, P., & Ray, S. (in press, 2017). Social entrepreneurship: Creating value in the context of institutional complexity. *Journal of Business Research*.
- Arlı, D. & Cherrier, H. (2016). God Blesses Those Who Wear Prada: Exploring the Impact of Religiousness on Attitudes toward Luxury among the Youth of Indonesia. *Marketing Intelligence & Planning*, 34 (1), 61-79.
- Cherrier, H. (in press, 2016). Social Nudism as Detox from the Material: Dismantling the Myth of the Clothed Body. *Journal of Consumer Affairs*.
- Cherrier, H. & Belk, R. (2014). Setting the Conditions for Going Global: Dubai's Transformations and the Emirati Women. *Journal of Marketing Management*, 31 (3/4), 317-355, doi: DOI: 10.1080/0267257X.2014.957713.
- Cherrier, H. & 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), 607-633, doi: DOI: 10.1080/0267257X.2013.850110.
- Cherrier, H. & Gurrieri, L. (2013). Anti-consumption Choices Performed in a drinking culture: Normative Struggles and Repairs. *Journal of Macromarketing*, 33 (3), 232-244.
- Lee, M., Cherrier, H., & Belk, R. (2013). Anti-consumption Research and Society. *Journal of Macromarketing*, 33 (3), 187-189.
- Brosius, N., Fernandez, Karen V., & Cherrier, H. (2013). Re-Acquiring Consumer Waste: Treasure in our Trash? *Journal of Public Policy and Marketing*, 32 (2), 286-301.
- Cherrier, H. & Gurrieri, L. (2013). Queering Beauty: Fationistas in the Bloggosphere. *Qualitative Research in Marketing*, 16 (3), 276-295.
- Cherrier, H. (2012). Using Projective Techniques to Consider the Societal Dimension of Healthy Practices: An Exploratory Study. *Health Marketing Quarterly*, 29 (1), 82-95.
- Cherrier, H., Szuba, M., & Ozcaglar-Toulouse, N. (2012). Barriers to Downward Carbon Emission: Exploring Sustainable Consumption in Face of the Glass Floor. *Journal of Marketing Management*, 28 (3-4), 397-419.
- Cherrier, H., Russel, S., & Fielding, K. (2012). Corporate Environmentalism and Top Management Identity Negotiation. *Journal of Organizational Change Management*, 25 (4), 518-534.
- Cherrier, H. (2012). Sustainability in Practice: Exploring the Objective and Subjective Aspects of Personhood. *Journal of Nonprofit & Public Sector Marketing*, 24 (4), 247-267.
- Lee, M., Roux, D., Cherrier, H., & Cova, B. (2011). Bridging together Anti-consumption and Consumer Resistance: Concepts, Concerns, Conflicts, and Convergence. *European Journal of Marketing*, 45 (11/12), Editorial.
- Cherrier, H., Black, Iain R., & Lee, M. (2011). Intentional Non-consumption for Sustainability: Consumer Resistance and/or Anti-Consumption. *European Journal of Marketing*, 45 (11/12), 1757-1767.
- Tarek, M., Cherrier, H., Lee, D., & Rahman, K. (2011). Can sentiment towards advertising explain materialism and vanity in the globalization era? Evidence from Dubai. *Journal of Global Marketing*, 24 (5), 453-472.
- Cherrier, H., Tarek, M., & Mady, S. (2011). Global or Glocalised consumers? An Analysis of Consumers Living the Globalizing City of Dubai. *Journal of Euromarketing*, 19 (2/3), 200-226.
- Black, Iain R. & Cherrier, H. (2010). Anti-consumption as Part of Living a Sustainable Lifestyle: Daily Practices, Contextual Motivations and Subjective Values. *Journal of Consumer Behaviour: An International Research Review*, 9 (3), 467-487.
- Cherrier, H. (2010). Custodian Behavior: A Material Expression of Anti-Consumerism. *Consumption, Markets & Culture*, 13 (3), 259-272.
- Cherrier, H. & Ponnor, T. (2010). A study of Hoarding Behavior and Attachment to Material Possessions. *Qualitative Market Research - An International Journal*, 13 (1), 8-23.
- Cherrier, H. (2009). Disposal and Simple Living: Exploring the Circulation of Goods and the Development of Sacred Consumption. *Journal of Consumer Behaviour: An International Research Review*, 8 (6), 327-339.
- Cherrier, H. (2009). Anti-Consumption Discourses and Consumer Resistant-Identities. *Journal of Business Research*, 62 (2), 181-190.

- Cherrier, H., Rahman, K., & 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), 82-94.
- Cherrier, H. (2007). Ethical Consumption Practices: Co-production of Self-Expression and Social Recognition. *Journal of Consumer Behaviour: An International Research Review*, 6 (5), 321-335.
- Cherrier, H. & Murray, J. (2007). Reflexive Dispossession and the Self: Constructing a Processual Theory of Identity. *Consumption, Markets & Culture*, 10 (1), 1-29.
- Cherrier, H. & 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), 1-19.

Articles in Proceedings

- Gurrieri, L. & Cherrier, H. (2012). Images of identity in consumer research: A study of the worship, experimentation, community and domination of signs. *Advances in Consumer Research*, 39, 360-365.
- Fernandez, Karen V., Brosius, N., & Cherrier, H. (2012). Urban Scavenging: Pathway to Sustainable Consumption. In Rohin Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner (eds) (Eds.) *Advances in Consumer Research*, 39.
- Cherrier, H. (2010). Galloping Through the Global Landscape: Consumers in a Branded Reality. *Advances in Consumer Research*, 37 (3), 259-272.

Books, Monographs, Compilations, Manuals

- Cherrier, H. & Franco, G. (2008). *Downshifting: a Theoretical and Practical Approach to Living a Simplified Life* Icfai University Press.

Chapters, Cases, Readings, Supplements

- Cherrier, H., TURE, M., & Ozcaglar-Toulouse, N. (2018). Unmaking Waste in Production and Consumption: Towards the Circular Economy. In Press, In Robert Crocker, Christopher Saint, Guanyi Chen, and Yindong Tong (Eds.), *Considering 'Waste Value' in the Circular Economy*.
- Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2014). Considering the Human Properties of the Non-Humans: An Analysis of Pragmatogony in Dispossession Stories. *Consumer Culture Theory*. Emerald Group Publishing Limited.
- Cherrier, H. (2008). Discussing Downshifting as a Creative Social Movement. In Gandolfi Franco and Cherrier Héléne (Eds) (Eds.), *Downshifting: a Theoretical and Practical Approach to Living a Simplified Life*. Icfai University Press.
- Cherrier, H. (2008). Understanding the Process of Becoming a Downshifter: An Orienting Conceptual Framework. In Gandolfi Franco and Cherrier Héléne (Eds) (Eds.), *Downshifting: a Theoretical and Practical Approach to Living a Simplified Life*. Icfai University Press.
- Cherrier, H. (2005). Using Existential-Phenomenological Interviewing to Explore Meanings of Consumption. In Harrison Rob, Terry Newholm, Deirdre Shaw (Eds) (Ed.), *The Ethical Consumer*. SAGE Publications Ltd..

Conference Presentations

- Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2015, May). *Considering 'Thing-Power' in Practices of Household Waste Engagement: Repair and Re-purposing*. Unmaking Waste Conference, Adelaide, Australia.
- Privat, H., Bertrand, U., & Cherrier, H. (2015, May). *Etude des motivations à faire partie d'un Système d'échange local (SEL)*. Congrès A.F.M., Marrakech, Morocco.
- Cherrier, H. (2014, July). *Shelving the Clothed-Body Mythology: A Study on Social Nudism and Material Absence*. ICAR, University of Germany, Kiel, Germany.
- Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2014, June). *Considering the Human Properties of the NonHumans: An Analysis of Dispossession Stories*. Consumer Culture Theory Conference (CCT), Helsinki, Finland.

Cherrier, H. (2014, June). *objects sexuality*. Consumer Culture Theory Conference (CCT), Helsinki, Finland.

Gurrieri, L., Grave-Govan, J., & Cherrier, H. (2014, June). *Pro-violence advertising and taboo*. Gender, Marketing and Consumer Behavior, Helsinki, Finland.

Arli, D., Cherrier, H., & Lasmono, H. (2014, February). *The Gods Can help: The Effect of Religiosity on Youth Risk-taking Behavior in Indonesia*. AMA Conference, Orlando, Florida.

Professional Service

Chair: Committee / Task Force

2016: ICAR, Melbourne, Australia (International). ICAR 2016 Melbourne: Anti-consumption and Public Policy in collaboration with Michael Shyue Wai (Auckland University). Décembre 2016

Editor: Special Issue of a PRJ

2017: Journal of Public Policy and Marketing, special Issue on anti-consumption (International).

2016: Journal of Social Marketing, special Issue on wicked problems (International).

2013: Journal of Macro Marketing, special Issue on anti-consumption (International).