

Bernadett KÖLES

Professeur associé

Académie : Transformation

Centre de recherche : Marketing Interactions

Campus : Sophia Antipolis

Email : bernadett.koles@skema.edu

Formation

2020	PhD, Marketing et Comportement du consommateur, Durham University Business School, Royaume Uni
2005	Doctorate of Education (Ed.D.), Développement humain et Psychologie, Harvard University Graduate School of Education, Etats-Unis d'Amérique
2001	Master of Education, Harvard University Graduate School of Education, Etats-Unis d'Amérique

Expérience Professionnelle

Positions académiques principales

Depuis 2024	Professeur associé, SKEMA Business School, France
2020 - 2024	Professeur associé de Marketing et Comportement du Consommateur, IÉSEG School of Management, France
2017 - 2020	Professeur associé de Marketing et Comportement du Consommateur, Rennes School of Business, France
2014 - 2017	Senior Research Fellow, ISCTE - Lisbon University Institute, Portugal
2002 - 2014	Professeur associé de Psychologie et Management, Central European University, Hongrie

Autres affiliations académiques

Depuis 2024	Directeur de programme - BBA, SKEMA Business School, France
2020 - 2023	Directeur Académique - Bachelor of International Business - Campus de Paris, IÉSEG School of Management, France
2018 - 2020	Associate Dean for Teaching and Learning, Rennes School of Business, France
2005 - 2013	Directeur Académique des Undergraduate Programs, Central European University, Hongrie

Publications

Articles académiques revus

- KÖLES, B., AUDREZET, A., MOULARD, J.G., AMEEN, N. et MCKENNA, B. (2024). The authentic virtual influencer: Authenticity manifestations in the metaverse. *Journal of Business Research*, 170, pp. 114325.
- TSIOTSOU, R.H., KÖLES, B., PAUL, J. et LOUREIRO, S.M.C. (2022). Theory generation from literature reviews: A methodological guidance. *International Journal of Consumer Studies*, 46(5), pp. 1505-1516.
- HUSAIN, R., PAUL, J. et KÖLES, B. (2022). The role of brand experience, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66, pp. 102895.
- HASAN, R., KÖLES, B., ZAMAN, M. et PAUL, J. (2021). The potential of chatbots in travel and tourism services in the context of social distancing. *International Journal of Technology Intelligence and Planning*, 13(1), pp. 63.

KÖLES, B. et NAGY, P. (2021). Digital object attachment. *Current Opinion in Psychology*, 39, pp. 60-65.

MISHRA, R., SINGH, R.K. et KÖLES, B. (2021). Consumer decisionmaking in omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*, 45(2), pp. 147-174.

TÓTH, Z., NIERODA, M.E. et KÖLES, B. (2020). Becoming a more attractive supplier by managing references – The case of small and medium-sized enterprises in a digitally enhanced business environment. *Industrial Marketing Management*, 84, pp. 312-327.

BOYD, D.E. et KÖLES, B. (2019). Virtual reality and its impact on B2B marketing: A value-in-use perspective. *Journal of Business Research*, 100, pp. 590-598.

PALUSUK, N., KÖLES, B. et HASAN, R. (2019). 'All you need is brand love': a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35(1-2), pp. 97-129.

KÖLES, B., WELLS, V. et TADAJEWSKI, M. (2018). Compensatory consumption and consumer compromises: a state-of-the-art review. *Journal of Marketing Management*, 34(1-2), pp. 96-133.

Chapitres d'ouvrage

AUDREZET, A. et KÖLES, B. (2023). Virtual Influencer as a Brand Avatar in Interactive Marketing. Dans: Cheng Lu Wang (ed.). *The Palgrave Handbook of Interactive Marketing*. 1 ed. Cham: Palgrave Macmillan, pp. 353-376.

PLÉ, L. et KÖLES, B. (2021). The influence of technology on business schools curricula: a triple crown perspective. Dans: Thyra U. Thomsen, Adam Lindgreen, Annemette Kjærgaard, Eleri Rosier, Aybars Tuncdogan eds. *Handbook of Teaching and Learning at Business Schools*. 1st ed. Edward Elgar Publishing, pp. 123-137.

Editeur invité d'un numéro spécial

BOYD, D.E. et KÖLES, B. (2019). An Introduction to the Special Issue "Virtual Reality in Marketing": Definition, Theory and Practice. *Journal of Business Research*, 100, pp. 441-444.