

# Hélène CHERRIER

Professeur

Académie : Innovation

Centre de recherche : Marketing Interactions

Campus : Sophia Antipolis

Email : helene.cherrier@skema.edu

## Intérêts de recherche

---

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

## Formation

---

2020 HDR en Marketing, Université Paris Dauphine-PSL, France

2003 Doctorat, Sam M. Walton College of Business, University of Arkansas, Etats-Unis d'Amérique

## Expérience Professionnelle

---

### Positions académiques principales

Depuis 2016 Professor of Marketing, SKEMA Business School, France

## Contrats de recherche, prix et distinctions

---

### Prix et distinctions

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

---

### Articles académiques revus

CHERRIER, H. et 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 responsibilization. *Cambridge Journal of Regions, Economy and Society*.

CHERRIER, H. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et BELK, R. (2013). Anti-consumption Research and Society. *Journal of Macromarketing*, 33(3), pp. 187-189.
- GURRIERI, L. et CHERRIER, H. (2013). Queering Beauty: Fashionistas in the Blogosphere. *Qualitative Research in Marketing*, 16(3), pp. 276-295.
- BROSIUS, N., FERNANDEZ, K.V. et 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. et 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. et 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. et MADY, S. (2011). Global or Glocalized consumers? An Analysis of Consumers Living the Globalizing City of Dubai. *Journal of Euromarketing*, 19(4), pp. 200-226.
- CHERRIER, H., BLACK, I.R. et 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. et PONNOR, T. (2010). A study of Hoarding Behavior and Attachment to Material Possessions. *Qualitative Market Research*, 13(1), pp. 8-23.

BLACK, I.R. et 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. et 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. et 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. et MURRAY, J. (2007). Reflexive Dispossession and the Self: Constructing a Processual Theory of Identity. *Consumption Markets & Culture*, 10(1), pp. 1-29.

CHERRIER, H. et MURRAY, J.B. (2005). The Sociology of Consumption: The Hidden Facet of Marketing. *Journal of Marketing Management*, 20(5-6), pp. 509-525.

### **Ouvrages et édition d'ouvrages**

CHERRIER, H. et LEE, M.S.W. [Eds] (2022). *Anti-Consumption Exploring the Opposition to Consumer Culture*. Routledge, 256 pages.

CHERRIER, H. et GANDOLFI, F. (2008). *Downshifting: A Theoretical and Practical Approach to Living a Simple Life*. Icfai University Press, 275 pages.

### **Chapitres d'ouvrage**

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. Dans: *Anti-Consumption*. 1st ed. Routledge.

CHERRIER, H. et 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. Dans: routledge (ed.). *Anti-Consumption Exploring the Opposition to Consumer Culture*. 1st ed. london: Routledge, pp. 256.

CHERRIER, H. et LEE, M.S.W. (2022). Introduction. Dans: *Anti-Consumption: Exploring the Opposition to Consumer Culture*. 1st ed. Taylor & Francis, pp. 1-8.

CHERRIER, H., TURE, M. et OZCAGLAR-TOULOUSE, N. (2018). Considering 'Waste Value' in the Circular Economy. Dans: 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. et MEURK, C. (2017). Social media affordances for curbing alcohol consumption. Dans: 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. et CHERRIER, H. (2017). Anti-consumption and Governance in the Global Fashion Industry: Transparency is Key. Dans: 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. et GURRIERI, L. (2017). Consumer experience of choice overload: Guilt, turmoil and emptiness. Dans: 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. et OZCAGLAR-TOULOUSE, N. (2014). Considering the Human Properties of the Non-Humans: An Analysis of Pragmatology in Dispossession Stories. Dans: 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. Dans: Gandolfi Franco and Cherrier H  l  ne (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. Dans: Gandolfi Franco and Cherrier H  l  ne (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. Dans: Harrison Rob, Terry Newholm, Deirdre Shaw eds. *The Ethical Consumer*. 1st ed. Londres: SAGE Publications, pp. 125-136.

### **Editoriaux d'une revue**

LEE, M.S.W., DEWHIRST, T. et 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. et COVA, B. (2011). Bridging together Anti-consumption and Consumer Resistance: Concepts, Concerns, Conflicts, and Convergence. *European Journal of Marketing*, 45.

### **Actes d'une conf  rence**

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

GURRIERI, L. et 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.

### **Pr  sentations dans des conf  rences**

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

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

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

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

PRIVAT, H., BERTRAND, U. et CHERRIER, H. (2015). Etude des motivations    faire partie d'un Syst  me d'  change local (SEL). Dans: AFM (Association Fran  aise du Marketing) Conference. Marrakech.

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

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

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

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

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

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

### **Presse et réseaux sociaux**

CHERRIER, H. (2022). Anti-Consumption in a World in Crisis. AACSB Insights, Etats-Unis d'Amérique.

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).

## **Autres activités de recherche**

---

### **Organisation d'une conférence ou d'un séminaire**

2022 Consumer responsabilization, HEC Montréal, Canada

### **Autres activités académiques**

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