



MARKETING

CLEMENT BELLET

Post Doctoral Research Fellow

[Personal Website](#)

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BIOGRAPHY

Clément joined INSEAD as a Post-Doctoral Fellow in September 2017. He is affiliated to the Marketing Department and Stone Center for the Study of Wealth Inequality. Clément completed his PhD in economics at Sciences Po Paris. He was a visiting scholar at the University of California Berkeley and Post-Doctoral Fellow at the London School of Economics. He previously worked as a Short-Term Consultant for the World Bank.

His research attempts to reconcile the economics literature on consumption and savings with important findings in behavioral science, in particular marketing, happiness economics and theories of social preferences. More specifically, he has been examining ways in which inequality affects consumer behaviors and wellbeing due to social status externalities in individual preferences, in developed and developing countries.

He explores issues relative to conspicuous consumption and social status, housing, social incentives in the workplace, inequality and poverty.

RESEARCH AREAS

Behavioural and Happiness Economics, Consumption, Marketing, Inequality and Poverty