



MARKETING

DAVID DUBOIS

Associate Professor of Marketing

The Cornelius Grupp Fellowship in Digital Analytics for Consumer Behaviour

[Personal Website](#)

CONTACT

EMAIL: david.dubois@insead.edu

PHONE: +33 1 60 72 44 14

CAMPUS: Fontainebleau

BIOGRAPHY

David Dubois is an Associate Professor of Marketing at INSEAD and the co-director of the [Leading Digital Marketing Strategy Programme](#). The core of David's research and teaching intersects digital technologies, customer centricity and brand management. He helps professionals and organizations to (1) unlock value through digital analytics and insights, and agile communication strategies; and (2) successfully drive their digital transformation. He does this by focusing on how technologies create new customer behaviors and business practices. David is also an expert on how luxury and fashion brands should leverage status and style.

In recognition of his top publications, David was named 2017 Young Scholar by the Marketing Science Institute. He is also a passionate educator and builds many pedagogical tools to disseminate cutting-edge business practices around the world. His cases that are best sellers won the 2017 and 2018 best marketing case awards by the Case Center for his work on [L'Oréal Paris' big data strategy](#) and [the digital transformation at AccorHotels](#), respectively.

He accompanies a number of C-level executives in the digitalization of their businesses and is a Senior Academic Advisor at TSquared Insights, a leading company in digital analytics and insights generation.

David's academic work on luxury consumption, social influence, power, persuasion, virality, and word-of-mouth has appeared in top journals such as *Nature Communications*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of Personality and Social Psychology*, *Psychological Science*, *Journal of Experimental Social Psychology* and *Social Psychological and Personality Science*. His work is regularly featured in outlets such as *The Harvard Business Review*, *The Financial Times*, *The Economist*, *The Wall Street Journal*, *Forbes*, Bloomberg, CNN, NPR, *Time Magazine*, among others. He is an editorial review board member of the *Journal of Consumer Research* and *Recherche et Applications en Marketing*.

David has designed, directed and delivered several executive education programs or workshops for companies such as Sanofi, Abbvie, Biogen, Grünenthal, Moët Henessy, Diageo Reserve, l'Oréal Paris, Pernod Ricard, Ferrero, Adecco, Mizuho, Nitto Denko etc. and teaches in several of INSEAD's flagship executive education programs. He has also launched and teaches MBA electives on (1) Digital and Social Media Strategy and (2) Value Creation in Luxury and Fashion.

He holds a PhD in Marketing from the Kellogg School of Management at Northwestern University. Prior to joining INSEAD, he was a faculty member at HEC Paris and has experience in the advertising industry.

RESEARCH AREAS

Status Consumption and Luxury Goods, Power, Social Influence, Persuasion, Word-of-mouth in a Digital World

TEACHING AREAS

Digital and Social Media Strategy, Digital Transformation, Value Creation through Digital Analytics, Building Digital Influence, Customer-Centricity, Agile Communication, Crisis Management, Luxury, Marketing Management, Brand-Building

PUBLICATIONS

- How Consumers' Political Ideology and the Status-Maintenance Goal Interact to Shape Their Desire for Luxury Goods
- Single-Dose Testosterone Administration Increases Men's Preference for Status Goods
- Ease of Retrieval Moderates the Effects of Power: Implications for the Replicability of Power Recall Effects
- Sharing with Friends Versus Strangers: How Interpersonal Closeness Influences Word-of-Mouth Valence
- Dynamics of Communicator and Audience Power: The Persuasiveness of Competence Versus Warmth
- Power and Morality
- Social Class, Power, and Selfishness: When and Why Upper and Lower Class Individuals Behave Unethically
- Ombre, Tie-Dye, Splat Hair: Trends or Fads? "Pull" and "Push" Social Media Strategies at L'Oréal Paris
- Power gets the Job: Priming Power Improves Interview Outcomes
- Power and Consumer Behavior: How Power Shapes Who and What Consumers Value
- Super Size Me: Product Size as a Signal of Status
- Power and Choice: Their Dynamic Interplay in Quenching the Thirst for Personal Control
- Generous Paupers and Stingy Princes: Power Drives Spending on One's Self versus Others
- From Rumors to Facts, and Facts to Rumors: The Role of Certainty Decay in Consumer Communications
- The Accentuation Bias: Money Literally Looms Larger (and Sometimes Smaller) to the Powerless
- Brand Magic: Harry Potter Marketing

CASE WEBSITES

- Managing Creativity in Luxury Fashion Houses: Raf Simons at Dior
- AccorHotels and the Digital Transformation

- Ombre, Tie-Dye, Splat Hair: Trends or Fads?
- The Nokia N8 'Push Snowboarding' Campaign
- Transforming Luxury Distribution in Asia: Bluebell's Makeover in the Face of Digital Disruption
- S.T.Dupont - The Renaissance of a French Luxury Brand