

# DAVID DUBOIS

## CONTACT INFORMATION

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INSEAD – Europe Campus  
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[Website](#) | [Google Scholar](#) | [LinkedIn](#) | [Twitter](#)

## ACADEMIC POSITIONS

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Associate Professor of Marketing (with tenure), INSEAD (2017 – present)

- In Singapore 2019 – 2022
- In France 2017 – 2018 & 2022 – present

C. Grupp Fellow in Digital Analytics for Consumer Behaviour, INSEAD (2018 – present)

Assistant Professor of Marketing, INSEAD (2012 – 2017)

Assistant Professor of Marketing, HEC Paris (2011 – 2012)

## EDUCATION

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Ph.D. Marketing (2006 – 2011), Northwestern University, Kellogg School of Management

## RESEARCH INTERESTS

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Intersection of psychology and technology, digital consumer behavior, social influence, word-of-mouth, persuasion, power, status, luxury consumption.

## RESEARCH PUBLICATIONS

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1. Jung Sung J. and **David Dubois** (2022), “When and How Slow Motion Makes Products More Luxurious,” *Journal of Marketing Research* (forthcoming).
2. Murray, Sandra. L., Mark D. Seery, Veronica M. Lamarche, Han Young Jung, Thomas L. Saltsman, Dale W. Griffin, **David Dubois**, Ji Xia, Deborah E. Ward, and James McNulty (2021), "Looking for safety in all the right places: When threatening political reality strengthens family relationship bonds," *Social Psychological and Personality Science*, 12, 7.
3. **Dubois, David**, Sung J. Jung and Nailya Ordabayeva (2021), “The Psychology of Luxury Consumption,” *Current Opinion in Psychology*, 6, 15-19.
4. **David Dubois** and Lalin Anik (2019), “From Style to Status and to Power: When and Why Do Stylistic Choices in Footwear Make Women Feel and Act Powerful?” *Advances in Strategic Management*, 42, 77-104.
5. Kim, JeeHye Christine, Brian Seongyup Park and **David Dubois** (2018), “How Consumers' Political Ideology and the Status-Maintenance Goal Interact to Shape Their Desire for Luxury Goods,” *Journal of Marketing*, 82(6):132-149.

6. Nave, Gideon, Amos Nadler, **David Dubois**, Colin Camerer, and Hilke Plassmann (2018), "Single dose testosterone administration increases preferences for status products," *Nature Communications*, 9, 2433.  
#12 most read paper in Nature Communications (life and biological sciences)  
[\(https://www.nature.com/collections/iggbijbbbb/\)](https://www.nature.com/collections/iggbijbbbb/)
7. Lammers, Joris, **David Dubois**, Derek D. Rucker, and Adam D. Galinsky (2017), "Ease of retrieval moderates the effects of power: Implications for the replicability of power recall effects", *Social Cognition*, 35 (1), 1-17.
8. **Dubois, David**, Andrea Bonezzi and Matteo De Angelis (2016), "Sharing with Friends Versus Strangers: How Interpersonal Closeness Influences Word-of-Mouth Valence", *Journal of Marketing Research*, 53 (5), 712-727. Featured in the 2017 GfK Marketing Intelligence Review
9. **Dubois, David**, Derek D. Rucker and Adam D. Galinsky (2016), "Dynamics of Communicator and Audience Power: The Persuasiveness of Competence versus Warmth", *Journal of Consumer Research*, 43 (1), 68-85.
10. Lammers, Joris, Adam D. Galinsky, **David Dubois** and Derek D. Rucker (2015), "Power and Morality", *Current Opinion in Psychology*, 6, 15-19.
11. **Dubois, David**, Derek D. Rucker and Adam D. Galinsky (2015), "Social Class, Power, and Selfishness: When and Why Upper and Lower Class Individuals Behave Unethically", *Journal of Personality and Social Psychology*, 108(3), 436-449. Cited in Cambridge 2016 Insights for Impact Report as one of the 10 top insights in psychology and behavioral sciences between 2011 and 2015
12. Lammers, Joris, **David Dubois**, Derek D. Rucker and Adam D Galinsky (2013), "Power gets the job: Priming power improves interview outcomes," *Journal of Experimental Social Psychology*, 49, 4, 776-779.
13. Rucker, Derek D, Adam D. Galinsky and **David Dubois** (2012), "Power and Consumer Behavior: Power Shapes Who and What we Value," *Journal of Consumer Psychology*, 22, 352-368. In the Top 20 Most cited JCP papers since 2011 (Scopus)
14. **Dubois, David**, Derek D. Rucker and Adam D. Galinsky (2012), "Super Size Me: Product Size as a Signal of Status," *Journal of Consumer Research*, 38, 6, 1047-1062.
15. **Dubois, David**, Derek D. Rucker and Zakary Tormala (2011), "From Rumors to Facts to Rumors: The role of Certainty Decay in Consumer Communications," *Journal of Marketing Research*, 48, 6, 1020-1032.
16. Inesi, Ena, Simona Botti, **David Dubois**, Derek D. Rucker and Adam D. Galinsky (2011), "Power and Choice: Their Dynamic Interplay in Quenching the Thirst for Personal Control," *Psychological Science*, 22, 8, 1042-1048.
17. **Dubois, David**, Derek D. Rucker and Adam D. Galinsky (2010), "The Accentuation Bias: Money Literally Looms Larger (and Sometimes Smaller) to the Powerless," *Social Psychological and Personality Science*, 1, 3, 199-205.

18. Dalsace, Frédéric, Coralie Damay and **David Dubois** (2007), “Brand Magic: Harry Potter Marketing,” *Harvard Business Review*, 85 (February), 25-26.

## **BOOK CHAPTERS**

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19. Dubois, David, and **SungJin Jung** (2022), “A Triadic Framework of Luxury Consumption,” in the *Handbook of Contemporary Consumer Psychology*, ed. Cait Lamberton, Derek Rucker, and Stephen Spiller.
20. Czellar, Sandor, **David Dubois** and Gilles Laurent (2020), “Foreword: Researching Luxury Consumption in a Global and Digital Age,” *Research Handbook on Luxury Branding*, Eds Elgar Publishing, 18-30.
21. **Dubois, David** (2020), “Fulfilling Social Needs Through Luxury Consumption,” *Research Handbook on Luxury Branding*, Eds Keith Wilcox and Felicitas Morhart, Edward Elgar Publishing, 71-91.
22. **Dubois, David** (2016), “Digital and social strategies for luxury brands,” *Luxusmarkenmanagement: Grundlagen, Strategien und praktische Umsetzung*, Eds. Guyter Oldenbourg Publishing Company, 327-337.
23. **Dubois, David** and Nailya Ordabayeva (2015), “Social Hierarchy, Social Status and Status Consumption,” *Cambridge Handbook of Consumer Psychology* Eds. Derek D. Rucker, Mike I. Norton and Cait P. Lamberton, 13, 332-367.

## **ACADEMIC HONORS AND AWARDS**

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- Top 40 Global Case Center (2018-2022)
- Dean's Commendation for Excellence in MBA Teaching – INSEAD (2021-2022)
- Winner, EFMD Case Writing Competition (2020)  
For INSEAD Case 03/2019-6446 [Digitally-powered Customer-centricity in the Industrial Gas Sector: The Air Liquide-Airgas Merger](#).
- JMS Conference (largest marketing conference in China) best paper award (2019)  
For research paper “When and Why Mere Exposure to Sharing Cues Increases Variety-Seeking,” co-authored with Jingjing Ma and Fei Jin
- #12 most read article in Nature Communications ([life and biological sciences](#)) (2019)  
For research paper “Single dose testosterone administration increases preferences for status products,” co-authored with Gideon Nave, Amos Nadler, Colin Camerer, and Hilke Plassmann
- LVMH-SMU Luxury Research Conference Best Paper Special Prize (2018)  
For research paper “How Political Ideology Interacts with Consumers’ Status-Maintenance Goal to Shape the Desire for Luxury Goods,” co-authored with Christine Kim and Brian Park.
- Winner, Case Center Best Marketing Case (2018)  
For INSEAD Case 08/2016-6241 [AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey](#).

- Runner-up, Best Marketing Case AFM-CCMP Competition (2017)  
For INSEAD Case 08/2016-6241 [AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey](#).
- Winner, Case Center Best Marketing Case (2017)  
For INSEAD Case 06/2014-6060 [Ombre, Tie-Dye, Splat Hair: Trends or Fads? “Pull” and “Push” Social Media Strategies at L’Oréal Paris](#).
- Marketing Science Institute (MSI) Young Scholar (2017)  
Award recognizing “[some of the most promising scholars in marketing and potential leaders of the “next generation” of marketing academics](#)”.
- Faculty Fellow, EMAC Doctoral Consortium (2016, 2014)
- Runner-up, Best Marketing Case AFM-CCMP Competition (2015)  
For INSEAD Case 06/2014-6060 [Ombre, Tie-Dye, Splat Hair: Trends or Fads? “Pull” and “Push” Social Media Strategies at L’Oréal Paris](#).
- AMA Doctoral Consortium Fellow (2010)  
Premier consortium in the marketing discipline bringing “[together the very best doctoral students from business schools in the United States, Canada, Europe, and the rest of the world](#)”.
- Haring Symposium Fellow (2009)
- Northwestern University Fellowship (2006 – 2011)

## **TEACHING EXPERIENCE**

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- **2021- present:** Launched, co-directed and taught INSEAD’s Open-Enrollment Executive Education Programme, [Driving Digital Marketing Strategy](#), **INSEAD**
- **2016-present:** Launched, co-directed and taught INSEAD’s Open-Enrollment Executive Education Programme, [Leading Digital Marketing Strategy](#), **INSEAD**
- **2015-present:** Launched and co-taught the MBA elective “Value Creation in Luxury and Fashion”, **INSEAD**
- **2012-present:** Launched and taught the MBA elective “Digital & Social Media Strategy”, **INSEAD**
- **2012-present:** Directed and taught Custom Programs for Google, Facebook, Abbvie, CIPLA, HDFC Life, HPE, Diageo Reserve and Nitto Denko, Executive Education, **INSEAD**
- **2012-present:** Designed and taught sessions for Custom Programs for Sanofi, Abbvie, Biogen, Cartier, Google (EMEA & APAC), Grünenthal, Moët Hennessy, Diageo Reserve, l’Oréal Paris, International Flavors & Fragrances, Pernod Ricard, Ferrero, Adecco, Manulife, Schroders, Mizuho, Mitsubishi Corporation, Ajinomoto, Nitto Denko, Takeda, KPMG, AmBank, Executive Education, **INSEAD**
- **2011-2012:** Taught the Master Core Course “Marketing Management”, **HEC Paris**

- **2008-2010:** Launched and Taught the MBA Seminar “Statistical Tools for Marketing Research,” **Kellogg School of Management**
- **2005:** Teaching Assistant, New Product Development Simulation, MBA, **HEC Paris**

## **TEACHING MATERIAL**

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1. Dubois, David and Lidia Martin Garcia, “[The Curated Revolution: Connecting People with Fine Wines Through Blockchain Technology](#)” INSEAD Case 06/2023-6822, Teaching Note 06/2023-6822.
2. Dubois, David and Rebecca Liu, “[Shopee vs. Lazada: A battle of Titans for e-commerce supremacy in South-East Asia](#)” INSEAD Case 10/2021-6705, Teaching Note 10/2021-6705
3. Dubois, David, “Ualá’s “[Tech and Touch](#)” Customer Strategy: A Fintech David vs. the Goliaths of the Financial Services Industry in Latin America” INSEAD Case 06/2021-6677, Teaching Note 05/2021-6677.
4. David Dubois, Joerg Niessing and Katia Kachan, “[Analytics-Driven Transformation at Majid Al Futtaim: Building a Data-Led, Test-& Learn Culture to Generate Customer Value in the Middle East](#)” INSEAD Case 07/2020-6592, Teaching Note 03/2019-6446 and webinar with Majid-Al-Futtaim video available [here](#).
5. David Dubois, “Short Teaching Note for Online Teaching of Digital Analytics at L’Oréal (INSEAD case no. 6060), Digital Transformation at AccorHotels (INSEAD case no. 6241) and Customer-centricity at Air Liquide (INSEAD case no. 6446)”.
6. David Dubois and Jean-Michel Moslonka, “[Digitally-powered Customer-centricity in the Industrial Gas Sector: The Air Liquide-Airgas Merger](#)” INSEAD Case 03/2019-6446 and Teaching Note 03/2019-6446.
7. David Dubois, Frédéric Godart and Jean Wee, “[Transforming luxury distribution in Asia: Bluebell’s makeover in the face of digital disruption](#)”.
8. David Dubois, Frédéric Godart, Brian Henry and Vadim Grigorian, “Building an Aspirational High-End Brand through Cultural Engagement: Absolut Vodka's Love Affair with Art” INSEAD Case 03/2018-6375 and Teaching Note 03/2018-6375.
9. Godart, Frédéric, David Dubois and Brian Henry, and Iain Ding, “[Shang Xia: Selling High-Quality Refined Goods](#) “Proudly Made in China” INSEAD Case 01/2017-6268 and Teaching Note 01/2017-6268.
10. Godart, Frédéric, David Dubois and Brian Henry, “[Re-Defining WGSN's Value Proposition and Positioning: Insight Generation for Fashion and Lifestyle Industries](#),” INSEAD Case 12/2016-6250 and Teaching Note 12/2016-6250.

11. Niessing Joerg, David Dubois and Brian Henry, “[S.T. Dupont - The Renaissance of a French Luxury Brand: Building a Strong Brand Across All Touchpoints for Sustainable Growth](#)”, INSEAD Case 10/2016-6208 and Teaching Note 10/2016-6208.
12. Dubois, David, Inyoung Chae, Joerg Niessing and Jean Wee, “[AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey](#),” INSEAD Case 08/2016-6241 and Teaching Note 08/2016-6241.
13. Godart, Frédéric, David Dubois and Brian Henry “[Managing Creativity in Luxury Fashion Houses: Raf Simons at Dior](#),” INSEAD Case 07/2016-6214 and INSEAD.
14. Dubois, David and Mastak Pal Kaur “[Nokia’s N8 Push Snowboarding, from Engagement to Sales: Avant-Garde Social Media Strategy and Social Media ROI Measurement](#).”
15. Dubois, David, and Katrina Bens “[Ombre, Tie-Dye, Splat Hair: Trends or Fads? “Pull” and “Push” Social Media Strategies at L’Oréal Paris](#),” INSEAD Case 06/2014-6060 and INSEAD Teaching Note 06/2014-5664
16. Rucker Derek and David Dubois, “[Bel-Brand: The Laughing Cow Challenge](#)” (2012; 5-311-505; KEL632).
17. Rucker, Derek and David Dubois, “[Old Spice: Revitalizing Glacial Falls](#)” (2011; 5-411-752 KEL619).

## **SELECTED MANAGERIAL ARTICLES AND BLOGS**

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1. Jung, Sungjin and David Dubois (2023), “[How Slow-Motion Video Ads Make Products More Luxurious](#)”, INSEAD Knowledge (February).
2. Dubois, David (2021), “[How Social Media Makes for Happier Families](#)”, *INSEAD Knowledge* (August).
3. Dubois, David and Joanna Teoh (2021), “[The Digital Transformation of the “Mad Men” Model](#)”, *INSEAD Knowledge* (January).
4. Dubois, David (2020), “[The Tension-Filled World of Luxury Consumption](#)”, *INSEAD Knowledge* (November).
5. Dubois, David and Debbie Debbie (2020), “[Beyond Covid-19: Remodelling the Future of Fashion](#)”, *INSEAD Knowledge* (August).
6. Michael Peshkam and David Dubois (2020), “[How Consumer Nudging Can Solve the Plastic Packaging Waste Crisis](#)”, INSEAD Knowledge (July).
7. Niessing, Joerg, David Dubois and Alain Bejjani (2020), “[Building Digital Resilience Around the Customer](#)”, *INSEAD Knowledge* (July).
8. Dubois, David (2020), “[These 2 maps sum up what your coronavirus purchases say about how you vote](#)”, *MarketWatch* (April).

9. Dubois David and Joanna Teoh (2020), "[Strategising Customisation and Privacy in the Digital Age](#)", *INSEAD Knowledge* (January).
10. Dubois, David and Michael Peshkam (2019), "[How Blockchain Can Win the War Against Plastic Waste](#)", *INSEAD Knowledge* (July).
11. Dubois, David (2019), "[Driving B2B Digital Transformation Through Customer-centricity](#)", *INSEAD Knowledge*, (May).
12. Dubois, David (2019), "[Revolution in B2B Retail: From Perfume to Platform Economy](#)", *INSEAD Knowledge*, (May).
13. David Dubois, Jeehye Christine Kim and Brian Park (2018), "[The Marketing Message That Works with Republicans but Not Democrats](#)", *Harvard Business Review Blog* (August).
14. Dubois, David and Gilles Haumont (2018), "[Leading Effective Insights & Brand Strategy in a Digital World: the 4S Framework](#)", *European Business Review* (August).
15. Plassman, Hilke, David Dubois and Gideon Nave (2018) "[How Testosterone Influences Men's Preferences for Luxury Products](#)" *INSEAD Knowledge* (July).
16. Dubois, David (2017) "[The Medium Shapes the Message: The Surprising Negative Spin of Close Friends' Word-of-Mouth](#)" *GfK Marketing Intelligence Review* (November)
17. Dubois, David and Gilles Haumont (2017) "[The Four Types of Big Data That Matter for CMOs](#)" *INSEAD Knowledge* (September).
18. Dubois, David (2017) "[Why Sharing Power Is Critical to Build Future Leaders](#)" *INSEAD Knowledge* (June).
19. Dubois, David (2017), "[L'expérience, ce nouveau luxe](#)", *Harvard Business Review France* (February)
20. Dubois, David (2017) "[Lessons in Digital Transformation from the Hotel Industry](#)" *INSEAD Knowledge* (January).
21. Dubois, David (2016) "[A Framework for Driving Digital Transformation](#)" *INSEAD Knowledge* (November).
22. Frederic Godart and David Dubois (2016), "[Creative Types Need a Balance of Searching and Selling](#)" *INSEAD Knowledge* (October).
23. Dubois, David (2016), "[The Building Blocks of Digital Transformation: Intelligence, Integration and Impact](#)", *European Business Review* (September).
24. Niessing, Joerg and David Dubois (2016), "[Making Digital Marketing Strategy Work](#)", *INSEAD Knowledge* (June).

25. Dubois, David (2016), "[Close Friends Could Darken Word-of-Mouth Marketing](#)", *INSEAD Knowledge* (March)
26. Dubois, David (2016), "[How Communicator and Audience Power Shape Persuasion](#)", *INSEAD Knowledge* (March).
27. Dubois, David (2016), "[The Two Big Ways Power Transforms a Person](#)", *Harvard Business Review Blog* (February).
28. Dubois, David (2016), "[Integrating Digital Intelligence into Brand Strategy](#)" *INSEAD Knowledge* (February).
29. Dubois, David (2015), "[How to Increase Leaders' Moral Authority](#)", *INSEAD Knowledge* (November).
30. Dubois, David (2015), "[Three Steps for Successful Digital Integration](#)", *INSEAD Knowledge* (October). Featured as McKinsey & Company Marketing & Sales "Must Reads" (Nov 2<sup>nd</sup>–Nov 8<sup>th</sup>).
31. Dubois, David (2015), "[Leveraging Communities to Create Social Media Momentum](#)", *INSEAD Knowledge* (October).
32. Dubois, David and Joerg Niessing (2015), "[The Dark Side of Social Media: Did Facebook, Twitter and YouTube Kill Charlie?](#)", *INSEAD Knowledge* (January).
33. Dubois, David (2015), "[Does Social Class Impel Bad Behavior?](#)", *INSEAD Knowledge* (January).
34. Dubois, David and Marcus Ho (2014), "[Content Marketing is About Trust, Not Just Reach](#)", *INSEAD Knowledge and Forbes*, (September).
35. Dubois, David and Debbie Teo (2014), "[Managing Digital Consumer Influence in Luxury](#)", *INSEAD Knowledge*, (September).
36. Dubois, David (2014), "[Quelle stratégie sur les réseaux sociaux? De l'écoute digitale à la communication digitale](#)", *Harvard Business Review France* (August) Reprinted in the "Harvard Business Review France Expert" Special Issue (Dec 8<sup>th</sup> 2016)
37. Dubois, David and Debbie Teo (2014), "[The Challenge of Creating Digital Content for Luxury Brands](#)", *INSEAD Knowledge*, (August).
38. Dubois, David and Debbie Teo (2014), "[Building a Luxury Brand Image in a Digital World](#)", *INSEAD Knowledge* (August).
39. Dubois, David and Zac Aghion (2014), "[When Warhol Meets the Web: How A/B Testing Revolutionises Product Development and Maximises Impact](#)", *INSEAD Knowledge* (July).
40. Dubois, David (2014), "[Power Shapes Who and What Consumers Value](#)", *INSEAD Knowledge* (May).



41. Dubois, David (2014), "[Brands need to keep up with changes in China's luxury consumption patterns](#)", *INSEAD Knowledge and South China Morning Post*, (May).
42. Dubois, David and Marcus Ho (2014), "[The Future of Social Media ROI: From Likes to Relational Metrics](#)", *INSEAD Knowledge and Forbes*, (April).
43. Dubois, David and Michael Peshkam (2014), "[The Decision-Making Edge of Social Business](#)" *INSEAD Knowledge and South China Morning Post*, (February).
44. Dubois, David and Thomas Crampton (2014), "[Content Strategy is King in Social Media](#)", *INSEAD Knowledge and South China Morning Post*, (January).
45. Dubois, David (2013), "[Why Social Media is Luxury's Best Friend](#)", *INSEAD Knowledge and South China Morning Post*, (November).
46. Dubois, David (2013), "[Google, The Network Company: From Theory to Practice](#)", *INSEAD Knowledge* (November).
47. Dubois, David (2013), "[Journeying to luxury's new frontiers](#)," *South China Morning Post* (September).
48. Dubois, David (2013), "[Social Media In B2B Marketing: Publish Or Perish!](#)," *Forbes Magazine* (June).
49. Dubois, David (2013), "[Long view guides social media strategy](#)," *South China Morning Post* (June).
50. Dubois, David (2013), "[Power Boosters: How to Land That Job When You Think You Can't](#)," *INSEAD Knowledge* (April).
51. Dubois, David (2013), "[What do Voltaire and Social Media Have in Common?](#)," *INSEAD Knowledge* (February).
52. Dubois, David and Derek Rucker (2011), "[How to Stop Rumors Before They Ruin Your Brand](#)," *Forbes Magazine* (September).

## **SAMPLE INVITED TALKS**

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- Academic:

China Marketing International Conference – Keynote (June 2023)  
HEC Lausanne (January 2023)  
IAE Paris (January 2023)  
Liverpool Business School (November 2022)  
Indian Institute of Management Bangalore (April 2022)  
The Hong Kong Polytechnic University (March 2022)  
Columbia Business School (February 2022)  
London School of Economics (November 2021)  
NUS Business School (July 2021)

National School of Development – Peking University (May 2021)  
Wharton (March 2021)  
Marketing in Israel 20 (February 2021)  
AMA Summer Conference Invited MasterClass on Case Writing (August 2020)  
Webinar SMU Lee Kong Chian School of Business (February 2020)  
IDC Herzliya (May 2019)  
ESCP Europe (November 2018)  
LBS (June 2017)  
HEC Paris (January 2017)  
SMU Lee Kong Chian School of Business (November 2016)  
LUISS Business School (July 2016)  
Cambridge Judge Business School Marketing Camp (June 2016)  
NUS Business School (March 2016)  
NYU Stern School of Business (September 2015)  
NTU Nanyang Business School (June 2015)  
École Normale Supérieure (June 2014)  
Hong Kong University of Science and Technology (March 2014)  
Hong Kong University (November 2013)  
INSEAD (November 2011)

- Non-Academic:

Harvard Business Review France Seminar (April 2023)  
Paris Blockchain Week – Panel Moderator (March 2023)  
DBS Transformational Festival (November 2022)  
Google France Consumer Insights Team (September 2022)  
Economics at Google Team (Mountain View) – Fifty Shades Of Search: Exploring How Online Queries Sheds Light on Consumer Behavior (June 2022)  
Tech Talk INSEAD– France in the eyes of Google: How “Big” Search Data Reveals the Fabric of a Country (May 2020)  
Talk Grab Talk - How to Win the Platform Economy (May 2022)  
Tech Talk INSEAD (In the Case) – Ualà: a Fintech David vs. the Goliaths of Financial Services in Latin America (January 2020)  
Tata Group (January 2021)  
Carrefour l’Université – Omnichannel Strategy (August 2020)  
Tech Talk INSEAD – Digital Transformation (June 2020)  
HDFC Life – Pro Bono Exec Ed Webinar (May 2020)  
French Chamber of Commerce (April 2020)  
Tech Talk INSEAD Singapore (January 2020)  
Deutsche Bank – Tech-driven Value Creation (October 2019)  
Global INSEAD Luxury Forum (November 2018)  
Station F (June 2018)  
LVMH Digital Team (March 2018)  
ShopTalk Europe (October 2017)  
LUISS X.ITE (Insight Technology Enhanced) (July 2016 and 2017)  
Hub Day Predictions 2016 (January 2016)  
Hub Forum Singapore (June 2015)  
Hong Kong INSEAD Alumni (March 2014)  
Hong Kong French Chamber of Commerce (March 2014)  
Institut Francais de la Mode (February 2014)

Geneva INSEAD Alumni (February 2013)

Google (October 2013)

## **PROFESSIONAL SERVICE**

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- **2021-2023:** Associate Editor, *Journal of Consumer Research*.
- **2015-2023:** Editorial Board Member, *Journal of Consumer Research*.
- **2015-present:** Editorial Board Member, *Recherche et Applications en Marketing*.
- **2017-present:** Board Member, International University of Monaco's Scientific Council.
- **2008-present:** Ad-hoc Reviewer: *Journal of Marketing Research, Journal of Consumer Psychology, International Journal of Research in Marketing, European Journal of Marketing, Organizational Behavior and Human Decision Processes, Journal of Personality and Social Psychology, Psychological Science, Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, European Review of Applied Psychology, Israel Science Foundation, Outstanding Case Writer competition (Case Centre)*.
- **2008-present:** Ad-hoc Reviewer for *ACR, SCP, Monaco Luxury Symposium, LaLonde Marketing Conference, Case Center Writing Scholarships*, Program Committee Member: ACR Europe 2017