
Contributors

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Russell Belk is York University Distinguished Research Professor and Kraft Foods Canada Chair in Marketing. He's at Schulich School of Business, York University, Canada. Russell is a fellow, past president, and Film Festival co-founder in the Association for Consumer Research. He is also a fellow in the American Psychological Association and the Royal Society of Canada. He is past president of the International Society of Marketing and Development. He co-initiated the Consumer Behavior Odyssey and the Consumer Culture Theory Conference. He has received the Paul D. Converse Award, two Fulbright Fellowships, and the Sheth Foundation/*Journal*

of *Consumer Research Award* for Long Term Contribution to Consumer Research and has over 650 publications. His research involves the extended self, meanings of possessions, collecting, gift-giving, sharing, digital consumption, and materialism. This work is often qualitative, conceptual, visual, and cultural.

Sandrine Crener is a Professor of Marketing at Hult International Business School. She is interested in exploring further opportunities to bridge the literatures on luxury consumption, authenticity, and social status. Her current research interests lie on unconscious processes and implicit predictors of consumer behavior as well as cultural differences in luxury brand consumption. She holds a Master in Management from Kedge Graduate School of Business, an MBA from Aston University, UK, a PhD in Business Administration from the University of Nice-Sophia Antipolis and a Master in Public Administration from the Kennedy School of Government at Harvard University.

Sandor Czellar is Professor of Marketing at HEC Lausanne at the University of Lausanne, Switzerland. He is curious about how consumers form identities and how the relevant psychological processes may drive consumer behavior. Luxury consumption and brand marketing are a long-standing research interest of his, a passion for which he is deeply grateful to the late Bernard Dubois. In recent years, sustainability and environmental concern have become central aspects of his scholarly inquiry. Sandor's work has appeared in journals such as *Journal of Marketing*, *Journal of Marketing Research*, and *International Journal of Research in Marketing*.

Denise Dahlhoff is Senior Researcher, Consumer Research at The Conference Board (a global business research company). Her experience includes quantitative and qualitative marketing-focused research for academic, consulting, and business insights projects. She has written publications on retail, consumer, and marketing topics for business and academic audiences. Her academic work includes her dissertation on marketing-related motives of M&As in the food industry and co-authored research on the intangible value of different kinds of branding strategies, which won the Marketing Science Institute's Robert D. Buzzell MSI Best Paper Award. Denise is a Senior Fellow at the Wharton School's Lauder Institute for Management and International Studies, and she has taught marketing courses at the University of Pennsylvania, Cornell University, and the Indian School of Business.

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Giana M. Eckhardt is Professor of Marketing and Director of the Center for Research in Sustainability at Royal Holloway University of London, UK. Her research is located in the field of consumer culture theory, and she has published in outlets such as *Harvard Business Review*, and *Journal of Consumer Research*. She is co-author of *The Myth of the Ethical Consumer* (Cambridge University Press 2010), past co-chair of the Consumer Culture Theory conference, and is on the editorial review board of *Journal of Consumer Research*, and *Journal of Marketing*.

Dafna Goor is a Doctoral Student in Marketing at Harvard Business School, USA. Her research lies at the intersection of identity and the self, cultural and social capital, branding, status, and luxury consumption. In her research, she investigates the underlying mechanisms of symbolic consumption. In her doctoral thesis entitled “The Impostor Syndrome from Luxury Consumption,” Dafna demonstrates that luxury can be a double-edged sword—while luxury consumption yields status benefits, it can also make consumers feel inauthentic because it prompts them to question their entitlement to the privilege that luxury represents. Interestingly, the effect of consumers’ chronic psychological entitlement on feelings of inauthenticity from luxury consumption is independent from, and even more powerful than, income and gender, which often form the basis of the segmentation of consumers, particularly in the luxury sector. Dafna received a BA in Psychology and Business Administration and an MBA from Tel Aviv University.

Dhruv Grewal is Toyota Chair of Commerce and Electronic Business and Professor of Marketing at Babson College, USA. His research and teaching interests focus on the broad areas of value-based marketing strategies, retailing, pricing and services. He currently serves on numerous editorial review boards, such as *Journal of Marketing* (AE), *Journal of Marketing Research*, *Journal of the Academy of Marketing Science* (AE), and the advisory board for *Journal of Retailing*. He is listed in The World’s Most Influential Scientific Minds, Thompson Reuters 2014. He has also co-authored a number of books, including *Retail Marketing Management* (Sage 2018).

Henrik Hagtvædt is Associate Professor of Marketing at Boston College, USA. His primary research interests are in aesthetics and visual marketing, including topics such as art, design, and luxury branding. His research has appeared in outlets such as *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Marketing*. He is a 2015 MSI Young Scholar and serves on the ERBs of *Journal of*

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Kineta Hung is Professor at the Department of Communication Studies at the Hong Kong Baptist University, Hong Kong. Her research interests include celebrity endorsement, managing national images, communication engagement, and advertising in China. Her works have appeared in: *Journal of Marketing, Journal of Advertising, Journal of International Business Studies, Journal of Advertising Research, Journal of Retailing,* and *Journal of International Marketing.* Professor Hung serves on the Editorial Boards of the *Journal of Advertising,* and the *International Journal of Advertising.* She is the recipient of a number of competitive research grants and awards, including the Emerald Management Reviews Citations of Excellence. In a recent publication, Professor Hung was named among the world's 25 most prolific researchers in top advertising journals (2000–2015). She has given academic and executive talks on various advertising topics in Hong Kong, in China, and overseas.

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Gilles Laurent is Research Fellow at the ESSEC Business School, France. Gilles Laurent's initial research on luxury was done with Bernard Dubois. They introduced in 1994 the concept of "excursionists," people who choose to access the world of luxury only in exceptional circumstances (the extraordinary consumption of ordinary people, in contrast to the ordinary consumption of extraordinary people). Their 2001 paper (with Sandor Czellar) on "Consumer rapport to luxury: analysing complex and ambivalent attitudes" now counts 499 Google Scholar citations, in spite of remaining unpublished. With Jean-Noël Kapferer, Gilles has shown that the frontier of luxury, as seen by consumers, is idiosyncratic and extremely heterogeneous, at least in terms of price. Gilles' research has investigated consumer involvement, branding, sales promotions, older consumers, consumers' treatment of prices, and other topics. He has published since 1976 articles in *Management Science*, *Journal of Marketing Research*, *Marketing Science*, *International Journal of Research in Marketing*, *Journal of Marketing*, *Journal of Consumer Research*, *Marketing Letters*, and other outlets. He was Editor-in-Chief of *International Journal of Research in Marketing*, during the previous millennium.

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