Contributors

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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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and word-of-mouth has appeared in top marketing and psychology journals such as *Nature Communications*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Psychological Science*, *Journal of Experimental Social Psychology* and *Social Psychological and Personality Science*. He is an editorial review board member of the *Journal of Consumer Research*, and *Recherche et Applications en Marketing*. At INSEAD, David teaches in the MBA and executive education programs. A passionate educator, David was among the top 40 global bestselling case authors in 2017/18 and 2018/19.

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**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).

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Henrik B. Nyborg (Ph.D., University of Oxford) is Professor of Marketing and a research scholar at the Department of Management & Organizational Studies, York University, Toronto. His research has been featured in *TIME*, *Forbes*, *The Wall Street Journal*, *New York Times*, *Businessweek*, *The Boston Globe*, *Boston Herald*, *U.S. News & World Report*, *Los Angeles Times*, *ABC News*, *NPR*, and dozens of other major news outlets around the world. Prior to becoming a marketing scholar, Henrik worked full-time as an artist and exhibited internationally for several years, including more than 25 major exhibitions in Europe and Asia. Art-related experiences still inform his research interests.

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Anat Keinan is an Associate Professor of Marketing at Boston University’s Questrom School of Business. Her research interests include branding, symbolic consumption, luxury marketing, consumer wellness and well-being, consumer self-control, authenticity, status-signaling, and the consumption of experiences. She received her PhD in Marketing, with distinction, from Columbia Business School. Professor Keinan received the 2011 Ferber Award for her research on collectable experiences, and the 2018 AMA Erin Anderson Award for Emerging Female Marketing Scholar and Mentor. Professor Keinan was twice ranked by AMA as one of the top 50 most productive scholars in the premier marketing journals in the past five years. Her research was selected for the *New York Times Magazine*’s Year in Ideas issue, and recognized as the *Journal of Consumer Research* best paper award finalist in 2009, 2014, and 2017. She was named a MSI Young Scholar, and serves on the Editorial Review Board of JCR. Her research was featured in the JCR Research Curations on “Products as Signals,” “Behavioral Pricing,” and “Meaningful Choice.”

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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 Consumer Research, 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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