



**Bart CLAUS**

**Ph.D. in Business Economics**

**Associate Professor, Marketing**

**b.claus@ieseg.fr**

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## **EDUCATION**

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**2014** Ph.D. in Business Economics, KU Leuven, Belgium

**2005** MSc in Business Engineering, KU Leuven, Belgium

## **RESEARCH INTERESTS**

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Choice architecture, Consumer Identities, New technologies, Ownership and the sharing economy, Shopper behavior

## **PROFESSIONAL EXPERIENCE**

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### **ACADEMIC:**

**2014 - 2017** Academic co-director of the Master in International Business , IÉSEG School of Management, France

**2011 - Present** Assistant professor of marketing, IÉSEG School of Management, France

## **COURSES TAUGHT**

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- Consumer behavior, Grande ecole (master cycle)
- Customer psychology and consumer behaviour, Msc in fashion management
- Marketing management, Grande ecole (bachelor cycle)
- Marketing research methodology, Grande ecole (master cycle)
- Network economy, Msc in international business
- Research methods for business, Msc in international business
- Services marketing, Grande ecole (master cycle)
- Consumer behavior

## INTELLECTUAL CONTRIBUTIONS

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### Papers in refereed journals

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#### Published

Claus B., (2024), A Book Review of “Material Matters: Developing Business for a Circular Economy” by Thomas Rau and Sabine Oberhuber (2022)., *Journal of Industrial Ecology*, 28(2024), pp. 1336-1338

Claus B., Warlop L., (2022), The Car Cushion Hypothesis: Bigger Cars Lead to More Risk Taking - Evidence from Behavioural Data, *Journal of Consumer Policy*, 45(2022), pp. 331-342

Fritze M. P., Benkenstein M., Belk R. W., Peck J., Wirtz J., Claus B., (2021), Commentaries on the Sharing Economy: Advancing New Perspectives, *Journal of Services Management Research*, 5(1), pp. 3-19

Claus B., Geyskens K., Millet K., Dewitte S., (2012), The Referral Backfire Effect: The Identity Threatening Nature of Referral Failure, *International Journal of Research in Marketing*, 29(4), pp. 370-379

#### Forthcoming

Claus B., Pandelaere M., (2024), Penny Wise Pound Fooling: A Replication with Extension of the Left-Digit Effect to the Context of Shrinkflation, *Marketing Letters*, X(X), pp. X

### Communications in refereed conferences

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#### International

Claus B., Bartsch F., (2023), *The Good, the bad, and the ugly: A psychological ownership perspective on brand co-creation* MCORE Ownership workshop, Vienna, Austria

Poliakova E., Claus B., (2023), *Cocreation of Brand Narratives in a Hyperconnected World* ICORIA Writer's Workshop on Crafting Industry Relevant Research, Bordeaux, France

Claus B., Eelen J., Warlop L., Kokkoris M., (2022), *A Bird in the Hand is Yours: Psychological Proximity influences Feelings of Ownership* European Marketing Academy Conference, Budapest, Hungary

Claus B., Eelen J., Warlop L., (2020), *A Bird in the Hand is Yours: The Relationship Between Psychological Ownership and Psychological Distance* Association for Consumer Research North American Conference, Paris, France

Claus B., (2017), *Feeding The 5000: The Value Of Shared Objects As A Function Of The Number Of People Shared With*. European Marketing Academy Conference, Groningen, Netherlands

Claus B., (2017), *The Value of Shared Objects as a Function of the Number of People Shared With* Workshop “The Future of Ownership Research”, Vienna, Austria

Claus B., (2016), *Feeding the 5000: The value of shared objects as a function of the number of people shared with* Academy of Marketing Science World Marketing Conference, Paris, France

Claus B., Warlop L., (2016), *The Tree is Mine, the Forest isn't: The Construal Level of Possessions* AMS World Marketing Congress, Paris, France

Claus B., Vanhouche W., Dewitte S., Warlop L., (2015), *The tree is mine, the forest isn't: the construal level of possessions* European Marketing Academy Conference, Leuven, Belgium

Claus B., Vanhouche W., Dewitte S., Warlop L., (2015), *The Tree is Mine, The Forest isn't : Ownership as Psychological Distance* La Londe Marketing and Communication Conference, La Londe Les Maures, France

Claus B., Vanhouche W., Dewitte S., Warlop L., (2015), *The Tree is Mine, the Forrest isn't: The Construal Level of Possessions* SCP International, Vienna, Austria

Claus B., Vanhouche W., Dewitte S., Warlop L., (2013), *The things you own come with free blinkers: The construal level of possessions* European Conference of the Association for Consumer Research, Barcelona, Spain

Claus B., Warlop L., (2013), *At risk of feeling too safe: Risk compensation in consumers* European Conference of the Association for Consumer Research, Barcelona, Spain

Claus B., Geyskens K., Millet K., Dewitte S., (2012), *The Referral Backfire Effect: The Identity Threatening Nature of Referral* American Marketing Association Summer Marketing Educators Conference, Chicago, Illinois, USA

Claus B., Vanhouche W., Dewitte S., Warlop L., (2012), *Walk a Mile in MY Shoes: Psychological Ownership and Psychological Distance* Association for Consumer Research North American Conference, Vancouver, Canada

Claus B., Warlop L., (2012), *Being too Cosy: Risk Compensation in Consumer Settings* Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal

Claus B., Vanhouche W., Dewitte S., Warlop L., (2011), *Special Interest Group Consumer Identities: Proximity to the Self and Consumer Behavior. Chairs: Stefano Puntoni & Luk Warlop* 40th European Marketing Academy Conference (EMAC), Ljubljana, Slovenia

Claus B., Geyskens K., Millet K., Dewitte S., (2010), *Stimulating Referral May Backfire - The Effect of Referral Failure on Susceptibility to External Influence* Society for Consumer Psychology Annual Winter Conference, St. Petersburg, FL, USA

Claus B., Warlop L., (2010), *Once Bitten, Twice Shy: Differences in Social Efficacy Affect the Perceived Efficacy of Anthropomorphizable Products.* Annual Conference of the European Marketing Academy (EMAC), Copenhagen, Denmark

Claus B., Warlop L., (2010), *Once Bitten, Twice Shy: Differences in Social Efficacy Affect the Perceived Efficacy of Anthropomorphizable Products.* Society for Consumer Psychology Annual Winter Conference, St. Petersburg, FL., USA

Claus B., Warlop L., (2010), *Once Bitten, Twice Shy: Differences in Social Efficacy Affect the Perceived Efficacy of Anthropomorphizable Products* Association for Consumer Research - North American Conference, Jacksonville, FL, USA

Claus B., Geyskens K., Millet K., Dewitte S., (2009), *The Referral Backfire Effect: Referral failure may backfire* Society for Consumer Psychology Winter Conference, San Diego, CA, USA

## **Other conference and seminar presentations**

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### **International**

Claus B., Bartsch F., (2022), *The Dark Side of Brand Co-creation: A Psychological Ownership Perspective* European Marketing Academy Conference SIG Branding: Co-creation of Intangible and Tangible Brand Assets, Budapest, Hungary

### **National**

Claus B., (2011), *Stimulating Referral May Backfire - The Effect of Referral Failure on Susceptibility to External Influence* IE Business School, Madrid, Spain

Claus B., (2011), *Up For Grabs: Proximity as a Moderator for Perceived Ownership* Tilburg University, Tilburg, Netherlands

Claus B., (2010), *The Referral Backfire Effect: The Effect of Referral Failure on Susceptibility to External Influence* FUCAM Université de Mons, Mons, Belgium

## **Refereed proceedings**

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### **Published**

Claus B., Vanhouche W., Dewitte S., Warlop L., (2015), *The tree is mine, the forest isn't: the construal level of possessions*, in: Luk Warlop & Steve Muylle(Eds.) in *Collaboration in Research, European Marketing Academy (EMAC)*, pp. 110

Claus B., Vanhouche W., Dewitte S., Warlop L., (2013), *The things you own come with free blinkers: The construal level of possessions*, in: Gert Cornelissen, Elena Reutskaja, Ana Valenzuela(Eds.) in *European Advances in Consumer Research Volume 10, Association for Consumer Research, Duluth*

Claus B., Warlop L., (2013), *At risk of feeling too safe: Risk compensation in consumers*, in: Gert Cornelissen, Elena Reutskaja, Ana Valenzuela(Eds.) in *European Advance in Consumer Research Volume 10, Association for Consumer Research, Duluth*

Claus B., Geyskens K., Millet K., Dewitte S., (2012), *The Referral Backfire Effect: The Identity Threatening Nature of Referral Failure.*, in: Arnold, Todd J. & Scheer, Lisa k.(Eds.) in *Marketing in the Socially-Networked World Challenges of Emerging, Stagnant & Resurgent Markets, American Marketing Association, Chicago, IL, chapter 23, pp. 206-207*

Claus B., Vanhouche W., Dewitte S., Warlop L., (2012), Walk a Mile in MY Shoes: Psychological Ownership and Psychological Distance, in: Zeynep Gürhan - Canli, Cele Otnes, Rui Zhu(Eds.) in *Advances in Consumer Research Volume 40*, Association for Consumer Research, Duluth, pp. 1067-1068

Claus B., Warlop L., (2012), Being too Cosy: Risk Compensation in Consumer Settings, in: Paulo Rita(Eds.) in *Proceedings of the 41st EMAC Conference, European Marketing Academy (EMAC)*, pp. 239-239

Claus B., Warlop L., (2010), Once bitten, twice shy: Attitudes towards humans spill over to anthropomorphizable products, in: to fill in(Eds.) in *Proceedings of the 39th EMAC Conference, European Marketing Academy (EMAC)*

Claus B., Warlop L., (2010), Once Bitten, Twice Shy: Differences in Social Efficacy Affect the Perceived Efficacy of Anthropomorphizable Products, in: Dahl, Darren; Johar, Gita; & Van Osselaer, Stijn(Eds.) in *Advances in Consumer Research - North American Proceedings, Association for Consumer Research, Duluth*, pp. p.779

## Non-refereed proceedings

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### Published

Claus B., Warlop L., (2013), At Risk of Feeling too Safe: Risk Compensation in Consumers, in: Tom Meyvis, Raj Raghunathan(Eds.) in *Conference Advances in Consumer Psychology, Society for Consumer Psychology*, pp. 94 - 96

Claus B., Geyskens K., Millet K., Dewitte S., (2010), Stimulating Referral May Backfire - The Effect of Referral Failure on Susceptibility to External Influence, in: Meloy, Meg & Duhachek, Adam(Eds.) in *Society for Consumer Psychology Annual Winter Conference, Society for Consumer Psychology*, pp. 150-151

Claus B., Warlop L., (2010), Once Bitten, Twice Shy: Differences in Social Efficacy Affect the Perceived Efficacy of Anthropomorphizable Products., in: Duhachek, Adam & Meloy, Meg (Eds.) in *Conference Advances in Consumer Psychology, Society for Consumer Psychology*, pp. 177-178

Claus B., Geyskens K., Millet K., Dewitte S., (2009), The Referral Backfire Effect: Referral failure may backfire, in: Alexander Chernev, Michal Herzstein, & Shailendra Pratap Jain(Eds.) in *Advances in Consumer Psychology Volume 1, Society for Consumer Psychology*, pp. 250

## Chapters in books

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### Published

Bartsch F., Claus B., (2022), The Dark Side of Brand Co-Creation: A Psychological Ownership Perspective., in: S. Markovic, R. Gyrd-Jones, S. von Wallpach, and A. Lindgreen(Eds.), *Research Handbook on Brand Co-creation: Theory, practice, and ethical implications.*, 9781839105418, Edward Elgar Publishing, Cheltenham, chapter 14, pp. 218–239

## Case studies

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Claus B., (2024), *Ekwateur: Collaborative energy production, traceable on the blockchain*, The Case Centre, case study 224-0016-1, teaching note 224-0016-8

Claus B., Krekels G., (2024), *Bottega Veneta's Certificate of Craft: A Guarantee for Sustainable Luxury?*, The Case Centre, case study 524-0034-1, teaching note 524-0034-8, teaching note supplement 524-0034-8B

Claus B., (2023), *Schiphol Airport's adopting Light as a Service: Spotlight on Philips' Triple Bottom Line Solution.*, The Case Centre, case study 323-0142-1 , teaching note 323-0142-8

Claus B., (2023), *Le Closet's Clothing-as-a-Service Offer: A Model for a Sustainable Future of Fashion*, The Case Centre, case study 823-0041-1, teaching note 823-0041-8

Claus B., (2023), *Balibaris' Lifetime Warranty: A Guarantee for Sustainable Fashion?*, The Case Centre, case study 523-0060-1, teaching note 523-0060-8

## Research reports

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Claus B., (2014), *Do clothes make the man? Three essays on choice and possession in relation to consumers' self-concept*, KU Leuven, 108 pages

Delacollette N., Claus B., Verbeeck B., Sohet X., Warlop L., Dardenne B., (2011), *Science for Sustainable Development - Fostering Sustainable Behaviors: Community-Based Social Marketing - Final Report*, Belspo - Ministry of Science of the Belgian Government, 85 pages

Delacollette N., Claus B., Dardenne B., Warlop L., Verbeeck B., (2009), *Science for Sustainable Development: Fostering Sustainable Behaviors: Community-Based Social Marketing - First Phase*, Belspo - Ministry of Science of the Belgian Government, 36 pages

## Grants

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- 2012** Managing consumers' online conversations, Fédération Universitaire et Polytechnique de Lille
- 2012** Customer Intelligence : Ameliorer La Vision Globale Des Clients Pour Ameliorer La Prise De Decision En Marketing, Fédération Universitaire et Polytechnique de Lille
- 2012** La co-crédation de valeur entre entreprise et consommateurs : Vers un monde plus responsable, Fédération Universitaire et Polytechnique de Lille
- 2011** Science for Sustainable Development: Fostering Sustainable Behaviors: Community-Based Social Marketing, Ministry of Science of the Belgian Government (Belgium)
- 2010** Science for Sustainable Development: Fostering Sustainable Behaviors: Community-Based Social Marketing, Ministry of Science of the Belgian Government (Belgium)
- 2009** Science for Sustainable Development: Fostering Sustainable Behaviors: Community-Based Social Marketing, Ministry of Science of the Belgian Government (Belgium)

## GRANTS AND HONORS

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### Award

- 2010 Best Paper Award Nomination, Nominated into the competition for Best Paper Based on a Doctoral Dissertation Award EMAC, Denmark

### Honor

- 2010 American Marketing Association Sheth Foundation Doctoral Consortium Fellow, USA
- 2010 Doctoral Colloquium, European Marketing Academy Doctoral Colloquium Fellow, Denmark

## EDITORIAL ACTIVITY

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### Reviewer in an academic journal

- 2022** European Journal of Marketing
- 2022** Applied Network Science
- 2018** International Marketing Review
- 2018** Journal of Product and Brand Management
- 2018** Journal of Business Research
- 2016** Journal of Marketing
- 2015** Journal of Business Ethics
- 2011** International Journal of Research in Marketing

## **PROFESSIONAL SERVICE**

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### **Discussant in an academic conference**

- 2016** Academy of Marketing Science - World Marketing Conference, France
- 2015** European Marketing Academy Conference, Belgium
- 2012** AMA Educators Conference, USA

### **Panelist in an academic conference**

Academy of Marketing Science conference

### **Reviewer - Grant proposal related to expertise**

National Science Foundation, USA

Research Foundation - Flanders (Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO), Belgium

### **Reviewer for an academic conference**

- 2015 - 2017** Academy of Marketing Science - World Marketing Conference
- 2015** SCP International Conference, Austria
- 2013** European Association for Consumer Research Conference, Spain
- 2012** AMA Educators Conference, USA
- 2009** Annual Conference of the European Marketing Academy (EMAC)
- 2007** Association of Consumer Research (ACR) North American Conference
- 2007** Society for Consumer Psychology Annual Conference, USA

## **RESEARCH ACTIVITIES**

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### **COMMITTEE CHAIR**

#### **Course Coordinator**

Consumer behavior PGE, IÉSEG School of Management, France

#### **Participation in a professional advisory board**

MIB, IÉSEG School of Management, France