



Bart CLAUS

Ph.D. in Business Economics

Associate Professor, Marketing

b.claus@ieseg.fr

EDUCATION

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

2005 MSc in Business Engineering, KU Leuven, Belgium

RESEARCH INTERESTS

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

PROFESSIONAL EXPERIENCE

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

- 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

Papers in refereed journals

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

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

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

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

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

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

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

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

- 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

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

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

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

COMMITTEE CHAIR

Course Coordinator

Consumer behavior PGE, IÉSEG School of Management, France

Participation in a professional advisory board

MIB, IÉSEG School of Management, France