



Goedele KREKELS

Ph.D. in Applied Economic Sciences

Assistant Professor, Marketing

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EDUCATION

2015 Ph.D. in Applied Economic Sciences, Ghent University, Belgium

2010 Master in Communication Sciences, KU Leuven, Belgium

RESEARCH INTERESTS

Decision making, Individual differences, Luxury, Materialism & Greed, Numerical processing

PROFESSIONAL EXPERIENCE

ACADEMIC:

2018 - Present Professor, IÉSEG School of Management, France

2016 - 2018 Post-doctoral researcher, HEC Lausanne, Switzerland

2015 - 2016 Post-doctoral researcher, Ghent University, Ghent, Belgium

2010 - 2015 PhD Student, Ghent University, Ghent, Belgium

COURSES TAUGHT

- Company project in marketing
- Market research
- Marketing management

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Krekels G., Pandelaere M., (2014), Dispositional Greed, *Personality and Individual Differences*, 74, pp. 225-230

Communications in refereed conferences

International

Krekels G., (2024), *Healthy Luxury: sacrificing Pleasure for Status?* ANZMAC 2024, Hobart, Tasmania, Australia

Krekels G., Pandelaere M., (2024), *Links between resource insecurity and dispositional greed* ANZMAC 2024, Hobart, Tasmania, Australia

Krekels G., Desmichel P., (2023), *Elitist Versus Democratic Luxury: How Sample Populations Define 'Luxury'?* Monaco Symposium on Luxury 2023, Monaco, Monaco

Krekels G., Kocher B., Czellar S., Muller B., (2022), *I Don't Own It But It's Mine – The Impact of Materialism on Renting Luxury* SCP Boutique Conference on "Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior.", Honolulu, USA

Krekels G., Pandelaere M., (2022), *The Effect of Resource Insecurity on Behavioral Greed* SCP Boutique Conference on "Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior.", Honolulu, USA

Krekels G., Czellar S., Dubois D., Laurent G., Kocher B., (2020), *When Saying Less Tells More* ACR, Paris, France

Krekels G., Desmichel P., (2020), *Sacrificing Pleasure For Status* ACR, Paris, France

Krekels G., Kocher B., Czellar S., Müller B., (2020), *I don't own it but it's mine* ACR, Paris, France

Krekels G., Pandelaere M., (2020), *The Absolute More, The Merrier - How Dispositional Greed Influences Individual Numerical Thinking Styles* SCP National Conference, Huntington Beach, California, USA

Other conference and seminar presentations

International

Krekels G., Pandelaere M., (2024), *The Effect of Resource Insecurity on Behavioral Greed* Greed, Darker Traits, & Decision Making, Leeds, UK, United Kingdom

Krekels G., Kocher B., Czellar S., Muller B., (2019), *I Don't Own It But It's Mine: The Impact of Materialism on Acquisition Modes for Luxury Products* EMAC, Hamburg, Germany

Krekels G., Pandelaere M., (2019), *Childhood poverty and dispositional greed, in Symposium on Poverty and financial decision making* Tilburg Universiteit, Tilburg, Netherlands

Krekels G., Pandelaere M., (2019), *Childhood poverty and greed* Tilburg University, Tilburg, Netherlands

National

Krekels G., Desmichel P., (2020), *Sacrificing Pleasure for Status - Which Customers are Attracted by Healthy Luxury Goods?* IESEG, Paris, France

Krekels G., Pandelaere M., (2018), *\$5 off \$125 is still \$5: Greedy people focus more on absolute gains* IESEG Paris, Paris, France

Chapters in books

Published

Krekels G., (2017), Greed, in: Virgil Zeigler-Hill; Todd K. Shackelford(Eds.), *Encyclopedia of Personality and Individual Differences*, 978-3-319-28099-8, Springer, Cham, chapter 479, pp. 4

Case studies

Grants

- 2017 HEC research fund for PhD's and Post-docs, HEC Lausanne (Switzerland)
- 2015 1 year Post-Doctoral research grant, Ghent University (Belgium)
- 2011 Doctoral Scholarship, Bijzonder Onderzoeks Fonds (Special Research Fund), Ghent University (Belgium)

GRANTS AND HONORS

Award

- 2017 Best paper in Conference, Summer AMA Conference, 2017, HEC Lausanne, Switzerland
- 2017 Best paper in track 'Consumer Psychology and Behavior', Summer AMA Conference, 2017, HEC Lausanne, Switzerland
- 2012 Finalist Best Paper Award based on a Doctoral Dissertation, 41th European Marketing Academy Conference, 2012, Ghent University, Belgium

PROFESSIONAL MEMBERSHIPS

EMAC

SCP

EDITORIAL ACTIVITY

Reviewer in an academic journal

- Journal of Business Research
- Journal of Economic psychology
- Journal of Consumer Research
- Nature Human Behaviour
- Decision

PROFESSIONAL SERVICE

Reviewer for an academic conference

- EMAC 2020
- ACR 2020
- ACR 2019
- SCP 2020
- EMAC 2021
- ACR 2021

SCP 2021

ACR 2022

EMAC 2022

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Committee Member

TLQC workgroup: Research mindset for managers, IÉSEG School of Management, France

TLQC workgroup: Students courses evaluations, IÉSEG School of Management, France

Member of a program architecture committee

Redesign of the Marketing bachelor track, IÉSEG School of Management, France

Member of the master thesis semester redesign group, IÉSEG School of Management, France

Member of a recruitment jury (orals)

Member, IÉSEG School of Management, France

Participation in a pedagogical cafe

2024 Voice training, IÉSEG School of Management, France

2021 - 2021 Engaging students in learning, IÉSEG School of Management, France

2021 - 2021 Designing instructions, IÉSEG School of Management, France

Designing feedback, IÉSEG School of Management, France