



**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

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### 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

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### 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

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#### **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

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## Grants

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- 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

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### 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

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EMAC

SCP

## EDITORIAL ACTIVITY

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### Reviewer in an academic journal

Journal of Business Research

Journal of Economic psychology

Journal of Consumer Research

Nature Human Behaviour

Decision

## PROFESSIONAL SERVICE

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### 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**

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### **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