



Bernadett KÖLES

Ph.D., Marketing and Consumer Behavior

Associate Professor, Marketing

Academic Director

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EDUCATION

- 2020** Ph.D., Marketing and Consumer Behavior, Durham Business School, United Kingdom
- 2005** Ed.D., Human Development and Psychology, Harvard University, USA
- 2001** Master, Human Development and Psychology, Harvard University, USA
- 2000** Bachelor of Science with Honors, Psychology, Indiana University Bloomington, USA

PROFESSIONAL CERTIFICATION

- 2010** International Faculty Program, IESE Business School, Spain

RESEARCH INTERESTS

Branding, Consumer behavior, Consumer identity, Digital objects, Pedagogy

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2020 - Present** Associate Professor, IÉSEG School of Management, France
- 2020 - Present** Academic director BIB Program, Paris, IÉSEG School of Management, France
- 2018 - 2020** Associate Dean for Teaching & Learning, ESC Rennes School of Business, Rennes, France
- 2017 - 2020** Associate Professor, ESC Rennes School of Business, Rennes, France
- 2014 - 2017** Senior Research Fellow, ISCTE-Instituto Universitário de Lisboa (ISCTE-IUL), Lisbon, Portugal
- 2010 - 2013** Head of Research Center on Regulatory Innovation, Central European University, Budapest, Hungary
- 2005 - 2013** Academic director of Undergraduate Programs, Central European University, Budapest, Hungary
- 2002 - 2014** Professor, Central European University, Budapest, Hungary

COURSES TAUGHT

- Fundamentals of marketing, Bachelor in international business
- Advanced marketing mix, Post graduate program
- Marketing management, Grande ecole (bachelor cycle)
- Master thesis, Post graduate program
- Advanced marketing mix, Post graduate program
- Fundamentals of marketing, Bachelor in international business

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Köles B., Audrezet A., Guidry Moulard J., Ameen N., McKenna B., (2024), The authentic virtual influencer: Authenticity manifestations in the metaverse, *Journal of Business Research*, 170(January), pp. 1-20

Köles B., Husain R., Paul J., (2022), The role of brand experience, brand resonance and brand trust in luxury consumption, *Journal of Retailing and Consumer Services*, 66(XX), pp. XX

Tsiotsou R. H., Köles B., Paul J., Correia Loureiro S. M., (2022), Theory generation from literature reviews: A methodological guidance, *International Journal of Consumer Studies*, 46(5), pp. 1505-1516

Mishra R., Singh R. K., Köles B., (2020), Consumer decision-making in omnichannel retailing: Literature review and future research agenda, *International Journal of Consumer Studies*, 45(2), pp. 147-174

Toth Z., Nieroda M. E., Köles B., (2020), Becoming a more attractive supplier by managing references – The case of small and medium-sized enterprises in a digitally enhanced business environment, *Industrial Marketing Management*, 84(1), pp. 312-327

Boyd D. E., Köles B., (2019), An Introduction to the Special Issue “Virtual Reality in Marketing”: Definition, Theory and Practice, *Journal of Business Research*, 100(1), pp. 441-444

Boyd D. E., Köles B., (2019), Virtual reality and its impact on B2B marketing: A value-in-use perspective, *Journal of Business Research*, 100(1), pp. 590-598

Palusuk N., Köles B., Hasan R., (2019), ‘All you need is brand love’: a critical review and comprehensive conceptual framework for brand love, *Journal of Marketing Management*, 35(1-2), pp. 97-129

Köles B., Wells V., Tadajewski M., (2018), Compensatory consumption and consumer compromises: a state-of-the-art review, *Journal of Marketing Management*, 34(1-2), pp. 96-133

Nagy P., Köles B., (2014), My Avatar and Her Beloved Possessions: Characteristics of Attachment to Virtual Objects, *Psychology and Marketing*, 31(12), pp. 1122-1135

Papers in non-refereed journals

Published

Köles B., Nagy P., (2021), Digital object attachment, *Current Opinion in Psychology*, 39(1), pp. 60-65

Köles B., Nagy P., (2016), Avatars as transitional objects: The impact of avatars and digital objects on adolescent gamers, *Journal of Gaming & Virtual Worlds*, 8(3), pp. 279-296

Köles B., Nagy P., (2014), Virtual Worlds as Digital Workplaces: Conceptualizing the Affordances of Virtual Worlds to Expand the Social and Professional Spheres in Organizations, *Organizational Psychology Review*, 4(2), pp. 175-195

Köles B., Nagy P., (2012), Facebook usage patterns and school attitudes, *Multicultural Education & Technology Journal*, 6(1), pp. 4-17

Communications in refereed conferences

International

Köles B., De Juan Vigaray M. D., (2024), *Fast fashion and second-hand retail: The paradox of sustainability perceptions on Vinted* 30th International Conference Recent Advances in Retailing and Consumer Services Science, Fuerteventura, Spain, Spain

Köles B., Doligalski T., Sarna N., Siejka A., Kozielski R., (2024), *Advertising in the Metaverse: A Multi-Stakeholder Approach from a Central and Eastern European Perspective* AMS Annual Conference 2024, Coral Gables, USA

De Kerviler G., Köles B., (2023), *Beyond the Hype: Challenges for Luxury Brands in the Metaverse* AIRSI 2023 - The Metaverse Conference, Zaragoza, Spain

Hasan R., Zaman M., Köles B., (2023), *Travellers' Intent to Use Chatbots on Websites and Social media Platforms prior to, during, and after their Trips* Academy of Marketing Science 24th World Marketing Congress, Canterbury, United Kingdom

Köles B., Mrad M., Toth Z., (2023), *Luxury fashion in the Metaverse – creating value for the circular economy* 4th Brand Meaning Network Workshop, Dubai & Sharjah, United Arab Emirates

Köles B., Nagy P., Vollet G., (2023), *Exploring video game player profiles in the context of cosmetic microtransactions* Academy of Marketing Science 2023 Annual Conference, New Orleans USA, USA

Tussyadiah I., Köles B., Tuomi A., Jörling M., Masuda H., (2023), *Putting AI in the Group: Designing Human-AI Teams that Work* Surrey 2023 Conference - Bringing Hospitality, Tourism, Transport and Events Back for Good, Surrey, United Kingdom

Köles B., Nagy P., (2022), *Consumption in virtual worlds: Extending identity into digital markets* EMAC Annual Conference 2022, Budapest, Hungary

Chapters in books

Published

Audrezet A., Köles B., (2023), *Virtual Influencer as a Brand Avatar in Interactive Marketing*, in: Wang, C. L.(Eds.), *The Palgrave Handbook of Interactive Marketing*, 978-3-031-14961-0, Palgrave-Macmillan, chapter 16, pp. 353-376

Plé L., Köles B., (2021), *The Influence of Technology on Business School's Curricula: A Triple Crown Perspective*, in: Kjaergaard A., Lindgreen, A., Rosier, E., Thomsen, T. U. & Tuncdogan, A.(Eds.), *Teaching and Learning in Business School*, 9781789907476, Edward Elgar Publishing, Cheltenham, chapter 9, pp. 123-137

Köles B., Vörös T., (2011), *Changes and Trends in Cross-Cultural Management Education: An Integrative Approach*, in: Van den Bossche P., Gijssels W., Milter R.(Eds.), *Building Learning Experiences in a Changing World. Advances in Business Education and Training*, vol 3., 978-94-007-0801-3, Springer, Berlin, chapter 7, pp. 97-120

Grants

2014 FCT Research Fellowship, Portuguese Science and Technology Foundation (Portugal)

GRANTS AND HONORS

Award

2012 Google Research Award, Google, USA

2012 Central European Initiative Cooperation Fund, Central European University, Hungary

2000 Jacob K. Javits Graduate Fellowship, United States Department of Education, USA

2000 HGSE award, Harvard University, USA

EDITORIAL ACTIVITY

Associate Editor in an academic journal

2020 International Journal of Consumer Studies, USA