



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

EMPLOYMENT 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

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

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., (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

Forthcoming

Köles B., Nagy P., (2020), Digital object attachment, *Current Opinion in Psychology*, 39(1), pp. 60-65

Chapters in books

Published

Köles B., Vörös T., (2011), Changes and Trends in Cross-Cultural Management Education: An Integrative Approach, in: Van den Bossche P., Gijsselaers 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

Forthcoming

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*, X, Edward Elgar Publishing, Cheltenham, chapter NA, pp. X

Grants

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

SCIENTIFIC PRIZES AND AWARDS

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