



Perrine DESMICHEL

Ph.D., Management Sciences

Assistant Professor, Marketing

p.desmichel@ieseg.fr

EDUCATION

- 2019** Ph.D., Management Sciences, HEC Lausanne, Switzerland
- 2011** Master, Business Administration, HEC Paris Business School, France

RESEARCH INTERESTS

Consumer Behavior, Luxury Marketing, Social Status and Influence

EMPLOYMENT EXPERIENCE

ACADEMIC:

- 2021 - Present** Assistant Professor, IÉSEG School of Management, France
- 2019 - 2020** Postdoctoral Fellow, Northwestern University, Chicago, USA

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Desmichel P., Kocher B., (2020), Luxury Single- versus Multi-Brand Stores: The Effect of Consumers' Hedonic Goals on Brand Comparisons, *Journal of Retailing*, 96(2), pp. 203-219
- Desmichel P., Ordabayeva N., Kocher B., (2020), What if diamonds did not last forever? Signaling status achievement through ephemeral versus iconic luxury goods, *Organizational Behavior and Human Decision Processes*, 158(1), pp. 49-65

Communications in refereed conferences

International

- Desmichel P., Schlager T., Kocher B., (2019), *What is My Rank? The Effects of Brand Games' Leaderboards on Brand Liking* La Londe Conference, La Londe, France
- Desmichel P., Schlager T., Kocher B., (2019), *What is my rank? the effects of brand games' leaderboards on brand liking* AMA Summer Conference, Chicago, USA
- Desmichel P., Kocher B., (2018), *Indulge yourself! The Effect of Hedonic Goals in Multi- versus Single-brand stores* Monaco Symposium on Luxury, Monaco, Monaco

Desmichel P., Ordabayeva N., Kocher B., (2017), *What if Diamonds Did Not Last Forever? Why Ephemeral Luxury Products Are Better Signals of Achievement Than Iconic Ones* La Londe Conference, La Londe, France

Desmichel P., Lajos J., Katona Z., Kocher B., (2015), *Clustered category structures resulting from sequential product categorization tasks* La Londe Conference, La Londe, France

National

Desmichel P., Kocher B., (2016), *Indulge yourself! How self-indulgence goals impact consumers' comparisons of luxury brands in multi-brand stores.* The European Marketing Academy Conference, Oslo, Norway

Other conference and seminar presentations

International

Desmichel P., (2021), *Social Hierarchy Shapes Consumption: Dominance versus Prestige Hierarchies and the Consumption of Positional Goods* Toulouse Business School, Online, France

Non-refereed proceedings

Published

Desmichel P., Dubois D., Kocher B., (2019), *Do Fighters Wear Prada? Consumer Dominance Orientation and Desire For Luxury Brands*, in: ACR North American Advances(Eds.) in *Volume 47, North American Advances for Consumer Research*, pp. 54-56

Grants

2019 Early Postdoc Fellowship, Northwestern University (USA)