



## Barbara BRIERS

Ph.D., Sales and Marketing, Marketing

Associate Professor, Marketing

b.briers@ieseg.fr

### EDUCATION

**2006** Ph.D., Sales and Marketing, Marketing, KU Leuven, Belgium

### PROFESSIONAL CERTIFICATION

**2018** Online Facilitator, Vlerick Business School, Belgium

**2017** Teaching Accelerator Track, Vlerick Business School, Belgium

**2016** Case Teaching, Vlerick Business School, Belgium

**2013** Research Based Learning, Tilburg University, Netherlands

**2013** University Teaching Qualification, Tilburg University, Netherlands

**2010** How to activate large groups, Tilburg University, Netherlands

### RESEARCH INTERESTS

Consumer Behavior, Food Consumption, Human-Bot Interaction, Marketing, Social Influence, Status Consumption, Sustainable Behavior

### EMPLOYMENT EXPERIENCE

#### ACADEMIC:

**2021 - Present** Professor, IÉSEG School of Management, France

**2019 - Present** Associate Professor, Ghent University, Ghent, Belgium

**2015 - 2021** Associate Professor, Vlerick Business School, Gent, Belgium

**2009 - 2015** Assistant-Associate Professor, Tilburg University, Tilburg, Netherlands

**2006 - 2009** Assistant Professor, HEC Paris Business School, Paris, France

**2002 - 2006** Researcher, KU Leuven, Leuven, Belgium

**1998 - 2001** Researcher, KU Leuven, Leuven, Belgium

## **PROFESSIONAL:**

**2001 - 2001**            Data Analyst, Rogil Field Research, Lubbeek, Belgium

## **COURSES TAUGHT**

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- Market research, Grande ecole
- Consumer behavior, Grande ecole
- Nudge marketing, Grande ecole
- Quantitative research methods (doctorate in business administration)
- Marketing management
- Market research fundamentals
- Experimental research: design and analysis
- Academic skills
- Decision making in marketing
- Readings in consumer behavior
- Consumer psychology
- Consumer behavior
- Introduction to marketing

## **INTELLECTUAL CONTRIBUTIONS**

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### **Papers in refereed journals**

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#### **Published**

Chan E., Briers B., (2019), It's the End of the Competition: When Social Comparison Is Not Always Motivating for Goal Achievement, *Journal of Consumer Research*, 46(2), pp. 351-370

Laporte S., Briers B., (2019), Similarity as a Double-Edged Sword: The Positive and Negative Effects of Showcasing Similar Previous Winners on Perceived Likelihood of Winning in Sweepstakes, *Journal of Consumer Research*, 45(6), pp. 1331-1349

Briers B., Laporte S., (2013), A Wallet Full of Calories: The Effect of Financial Dissatisfaction on the Desire for Food Energy, *Journal of Marketing Research*, 50(6), pp. 767-781

Pandelaere M., Briers B., Lembregts C., (2011), How to Make a 29% Increase Look Bigger: The Unit Effect in Option Comparisons, *Journal of Consumer Research*, 38(2), pp. 308-322

Briers B., Pandelaere M., Warlop L., (2007), Adding exchange to charity: A reference price explanation, *Journal of Economic Psychology*, 28(1), pp. 15-30

Briers B., Dewitte S., Van den Bergh J., (2006), E-zines Silence the Brand Detractors, *Journal of Advertising Research*, 46(2), pp. 199-208

### **Papers in non-refereed journals**

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#### **Published**

Briers B., Pandelaere M., Dewitte S., Warlop L., (2006), Hungry for Money, *Psychological Science*, 17(11), pp. 939-943

## **SCIENTIFIC PRIZES AND AWARDS**

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### **Award**

- 2019 Best Researcher of the School in 2018, Vlerick Business School, Belgium
- 2013 Best paper award, Tilburg University, Netherlands
- 2010 Finalist for the IJRM Best Paper Award 2010, Tilburg University, Netherlands
- 2008 The best working paper, HEC Paris Business School, France

## **PROFESSIONAL MEMBERSHIPS**

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Association for Consumer Research, USA

Society for Consumer Psychology, USA

European Marketing Academy, USA

## **EDITORIAL ACTIVITY**

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### **Member of the editorial board of an academic journal**

- 2021 International Journal of Research in Marketing
- 2017 Journal of Consumer Psychology

### **Reviewer in an academic journal**

- Journal of Consumer Research
- Marketing Letters
- Journal of Business Research
- Appetite
- Journal of Marketing Research
- Journal of the Association for Consumer Research

### **Reviewer in a non-academic journal**

- Association for Consumer Research
- Society for Consumer Psychology
- EMAC Proceedings