



Elke CABOOTER

Ph.D. in Applied Economics

Associate Professor, Marketing

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EDUCATION

- 2010** Ph.D. in Applied Economics, Ghent University, Belgium
- 2004** Master in Marketing Analysis, Ghent University, Belgium
- 2003** Master in Applied Economics, Ghent University, Belgium

RESEARCH INTERESTS

Consumer behavior, Consumer psychology, Response styles, Survey design

CONSULTING EXPERIENCE

- 2004 - 2006** Project Manager, Synovate Censydiam, Belgium

COURSES TAUGHT

- Conception et gestion des études, Grande école (master cycle)
- Market research, Grande école (bachelor cycle)
- Marketing research methodology, Grande école (master cycle)
- Marketing strategy and company observation, Grande école (master cycle)
- Methodes de recherche et consulting en marketing 2, Grande école (master cycle)
- Offline and online marketing research methods and online panels, Msc in digital marketing and crm
- Pricing in marketing, Grande école (master cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Millet K., Guanzhong D., Cabooter E., Bert Weijters B., (2022), The limited impact of positive cueing on pro-environmental choices, *Journal of Environmental Psychology*, 79(1), pp. 101732

Weijters B., Millet K., Cabooter E., (2021), Extremity in dropdown scale format responses. Some evidence on how visual distance between response categories influences extreme responding., *International Journal of Research in Marketing*, 37(1), pp. 85-103

Weijters B., Cabooter E., Baumgartner H., (2018), When cheap isn't the same as not expensive: Generic price terms and their negations, *Journal of Consumer Psychology*, 28(4), pp. 543-559

Cabooter E., Weijters B., De Beuckelaer A., Davidov E., (2017), Is extreme response style domain specific? Findings from two studies in four countries, *Quality & Quantity*, 51(6), pp. 2605-2622

Cabooter E., Millet K., Pandelaere M., Weijters B., (2016), The I in extreme responding, *Journal of Consumer Psychology*, 26(4), pp. 510-523

Cabooter E., Weijters B., Geuens M., Iris V., (2016), Scale format effects on response option interpretation and use, *Journal of Business Research*, 69(7), pp. 2574–2584

Weijters B., Cabooter E., Schillewaert N., (2010), The Effect of Rating Scale Format on Response Styles: The Number of Response Categories and Response Category Labels, *International Journal of Research in Marketing*, 27(3), pp. 236-247

Communications in refereed conferences

International

Cabooter E., Weijters B., Warlop L., (2022), *Towards a better understanding of Extreme Response Style - The Influence of Self-Regulatory Focus* Academy of Marketing Science, Monterey Bay, USA

Cabooter E., Weijters B., Millet K., (2018), *Going to Extremes: Why Traditional Likert-type Items Outperform (Mobile Friendly) Dropdown Items* European Association of Consumer Research, Ghent, Belgium

Heuvinck N., Lembregts C., Cabooter E., (2016), *Looking back over your shoulder - Nostalgia & embodied cognition* EMAC 2016 Conference, Oslo, Norway

Cabooter E., Weijters B., Geuens M., Vermeir I., (2014), *Rating scales influence response behavior* 2014 Global Marketing Conference - GAMMA, Singapore, Singapore

Cabooter E., Millet K., Pandelaere M., Weijters B., (2013), *The 'I' in extreme responding* Annual Summer Conference of the Society for consumer Psychology , Honolulu, USA

Cabooter E., Millet K., Pandelaere M., Weijters B., (2012), *The "I" in Extreme responding* 41st Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal

Cabooter E., Weijters B., Geuens M., Vermeir I., (2010), *The effect of Cognitive load on Yeah-saying and Nay-saying* Society for Consumer Psychology, St. Pete Beach, USA

Cabooter E., Weijters B., Geuens M., Vermeir I., (2010), *Who said that looks do not matter? The effect of Rating Scales on response styles* Annual Conference of the European Marketing Academy (EMAC), Copenhagen, Denmark

Cabooter E., Weijters B., Adam L., (2009), *How Self-Regulatory focus shapes item responses regardless of content* 38th Annual Conference of the European Marketing Academy (EMAC), Nantes, France

Other conference and seminar presentations

International

Cabooter E., Van Kerckhove A., Pandelaere M., (2022), *Do you Like this Paper? Would you Agree with "I Like this Paper"?* *The Impact of Formulating Items as Questions versus Statements on Evaluations* Academy of Marketing Science, Monterey Bay, USA

Cabooter E., Weijters B., Geuens M., Vermeir I., (2008), *Towards a better understanding of the phenomenon of response styles: The influence of Self-Regulatory Focus* Society for Consumer Psychology, New Orleans, USA

Refereed proceedings

Published

Cabooter E., Millet K., Pandelaere M., Weijters B., (2012), The 'I' in extreme responding, in: Paulo R.(Eds.) in *41th Annual Conference of the European Marketing Academy , European Marketing Academy (EMAC)*

Cabooter E., Weijters B., Adams L., (2009), How Self-Regulatory focus shapes item responses regardless of content, in: J.P. Helfner & J.L. Nicolas(Eds.) in *Marketing and the Core Disciplines, European Marketing Academy (EMAC)*

Chapters in books

Published

Cabooter E., Millet K., Weijters B., Pandelaere M., (2017), Hoe een "sociaal onafhankelijk ik" zorgt voor een meer extreme antwoordstijl, in: A.E. Bronner et al.(Eds.), *Jaarboek van de MarktOnderzoeksAssociatie, 97890 8683-0565, Spaar & Hout, Haarlem*

Cabooter E., Weijters B., Schillewaert N., (2010), De impact van schaalkarakteristieken op de datakwaliteit van survey-onderzoek., in: R. Duyck & C. Van Tilborgh(Eds.), *Marketing Jaarboek, 9789491171017, Pimms nv, Kalmthout, chapter 2, pp. 96-104*

Case studies

Cabooter E., (2021), *Experimental analysis: Price terms when do we use cheap and when not-expensive?*, *The Case Centre*, case study 521-0006-1 , teaching note 521-0006-8 , teaching note supplement 521-0006-4 , technical note 521-0006-1B

Tessitore T., Cabooter E., (2021), *A Night in Amsterdam! Economic Value-Based Pricing*, *The Case Centre*, case study 521-0068-1, teaching note 521-0068-8, teaching note supplement 521-0068-8B, background 521-0068-4