



**Elke CABOOTER**

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**Assistant Professor, Marketing**

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## **EDUCATION**

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- 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**

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Consumer behavior, Consumer psychology, Response styles, Survey design

## **CONSULTING EXPERIENCE**

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

## **COURSES TAUGHT**

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

## **INTELLECTUAL CONTRIBUTIONS**

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### **Papers in refereed journals**

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#### **Published**

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**

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### **International**

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**

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### **International**

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**

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### **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**

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### **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*