



Goedele KREKELS

Ph.D. in Applied Economic Sciences

Assistant Professor, Marketing

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EDUCATION

2015 Ph.D. in Applied Economic Sciences, Ghent University, Belgium

2010 Master in Communication Sciences, KU Leuven, Belgium

RESEARCH INTERESTS

Decision making, Individual differences, Luxury, Materialism & Greed, Numerical processing

EMPLOYMENT EXPERIENCE

ACADEMIC:

2018 - Present Professor, IÉSEG School of Management, France

2016 - 2018 Post-doctoral researcher, HEC Lausanne, Switzerland

2015 - 2016 Post-doctoral researcher, Ghent University, Ghent, Belgium

2010 - 2015 PhD Student, Ghent University, Ghent, Belgium

COURSES TAUGHT

- Company project in marketing
- Market research
- Marketing management

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Krekels G., Pandelaere M., (2014), Dispositional Greed, *Personality and Individual Differences*, 74, pp. 225-230

Communications in refereed conferences

International

Krekels G., Pandelaere M., (2020), *The Absolute More, The Merrier - How Dispositional Greed Influences Individual Numerical Thinking Styles* SCP National Conference, Huntington Beach, California, USA

Other conference and seminar presentations

International

Krekels G., Kocher B., Czellar S., Muller B., (2019), *I Don't Own It But It's Mine: The Impact of Materialism on Acquisition Modes for Luxury Products* EMAC, Hamburg, Germany

Krekels G., Pandelaere M., (2019), *Childhood poverty and dispositional greed, in Symposium on Poverty and financial decision making* Tilburg Universiteit, Tilburg, Netherlands

Krekels G., Pandelaere M., (2019), *Childhood poverty and greed* Tilburg University, Tilburg, Netherlands

National

Krekels G., Desmichel P., (2020), *Sacrificing Pleasure for Status - Which Customers are Attracted by Healthy Luxury Goods?* IESEG, Paris, France

Krekels G., Pandelaere M., (2018), *\$5 off \$125 is still \$5: Greedy people focus more on absolute gains* IESEG Paris, Paris, France

Grants

2017 HEC research fund for PhD's and Post-docs, HEC Lausanne (Switzerland)

2015 1 year Post-Doctoral research grant, Ghent University (Belgium)

2011 Doctoral Scholarship, Bijzonder Onderzoeks Fonds (Special Research Fund), Ghent University (Belgium)

SCIENTIFIC PRIZES AND AWARDS

Award

2017 Best paper in Conference, Summer AMA Conference, 2017, HEC Lausanne, Switzerland

2017 Best paper in track 'Consumer Psychology and Behavior', Summer AMA Conference, 2017, HEC Lausanne, Switzerland

2012 Finalist Best Paper Award based on a Doctoral Dissertation, 41th European Marketing Academy Conference, 2012, Ghent University, Belgium

PROFESSIONAL MEMBERSHIPS

EMAC

SCP

EDITORIAL ACTIVITY

Reviewer in an academic journal

Journal of Business Research

Journal of Economic psychology

Journal of Consumer Research

PROFESSIONAL SERVICE

Reviewer for an academic conference

EMAC 2020

ACR 2020

ACR 2019

SCP 2020

INSTITUTIONAL SERVICE

Member of a program architecture committee

Redesign of the Marketing bachelor track, IESEG School of Management, France

Participation in a pedagogical cafe

Designing feedback, IESEG School of Management, France