Hélène CHERRIER

Innovation
Sophia-Antipolis

CV

Skills & Interests

Research Skills
ethnography, phenomenology, grounded theory.

Languages
french, english

Expertise
Anti-consumption, disposal, consumer culture, identity construction, material culture.

International Interests
global ecological/waste crisis, international waste governance regimes

Qualification
Scholarly Academic

Academic Degrees
HDR  Université Paris Dauphine, France, 2020.
Doctorat  University of Arkansas, USA, 2003.

Work Experience
Professor of Marketing, SKEMA BUSINESS SCHOOL (2016 - Present), Sophia Antipolis, France.

Intellectual contributions

Articles in Journals


**Articles in Proceedings**


**Books, Monographs, Compilations, Manuals**


**Chapters, Cases, Readings, Supplements**


**Conference Presentations**


Professional Service

Chair: Committee / Task Force


Editor: Special Issue of a PRJ


2016: Journal of Social Marketing, special Issue on wicked problems (International).

2013: Journal of Macro Marketing, special Issue on anti-consumption (International).