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

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**

CHERRIER, H., & Lee, M. (Ed.). (2021). *Anti-consumption: what is it, why is it important, from now to where*.


**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).