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
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

2016: ICAR, Melbourne, Australia (International). ICAR 2016 Melbourne: Anti-consumption and Public Policy in collaboration with
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).