Years at SKEMA Business School: 3

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
Australia and Oceania

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**

CHERRIER, H. (Ed.). (2019). *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).