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).