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).