

Gilles LAURENT

Chercheur

B00770447@essec.edu

Département: Marketing

Campus de Cergy

DIPLÔMES

DIPLÔMES

- | | |
|------|--|
| 1978 | Ph.D. in Management Science
(Massachusetts Institute of Technology États-Unis) |
| 1976 | Master of Science, Operations Research
(Massachusetts Institute of Technology États-Unis) |
| 1970 | Diplôme de la Grande Ecole, HEC Paris
(HEC Paris France) |

CARRIÈRE

POSITIONS ACADÉMIQUES PRINCIPALES

- | | |
|-------------------|--|
| 1978 - 1982-12-31 | Professeur assistant (HEC Paris France) |
| 1983 - 1984-12-31 | Professeur associé (HEC Paris France) |
| 1985 - 2012-11-30 | Professeur (HEC Paris France) |
| 2012 - 2019-05-31 | Distinguished Research Professor, INSEEC (INSEEC France) |
| 2019 - Présent | Research Fellow (ESSEC Business School France) |

AUTRES POSITIONS ACADÉMIQUES

- | | |
|-------------------|---|
| 1989 - 1991-08-31 | Directeur du Programme Doctoral, HEC Paris (HEC Paris France) |
| 1993 - 1998-08-31 | Doyen Associé à la Recherche (HEC Paris France) |

PUBLICATIONS

CHAPITRES

[CHOFFRAY, J.M. et LAURENT, G. \(1991\). Marketing science : formalisation et exploitation des connaissances marketing. Dans: *Encyclopédie du Management*. 1st ed. Vuibert, pp. 596-612.](#)

[LAURENT, G. et PRAS, B. \(1999\). Research in Marketing: Some Trends, Some Recommendations. Dans: *Rethinking Marketing. Towards Critical Marketing Accountings*. 1st ed. SAGE Publications, pp. 245-261.](#)

[LAMBERT-PANDRAUD, R. et LAURENT, G. \(2021\). Impact of Age on Brand Choice. Dans: Aimee Drolet, Carolyn Yoon eds. *The Aging Consumer: Perspectives from Psychology and Marketing*. 2 ed. Routledge, pp. 163-181.](#)

[CZELLAR, S., DUBOIS, D. et LAURENT, G. \(2020\). Foreword: Researching luxury consumption in a global and digital age. Dans: Felicitas Morhart, Keith Wilcox, Sandor Czellar eds. *Research Handbook on Luxury Branding*. 1 ed. Edward Elgar Publishing Ltd, pp. xviii-xxx.](#)

ARTICLES

[CHEVILLON, G., HECQ, A. et LAURENT, G. \(2018\). Generating Univariate Fractional Integration within a Large VAR\(1\), *Journal of Econometrics*, 1\(204\), pp. 54-65.](#)

[LAURENT, G., ROMBOUTS, J. et VIOLANTE, F. \(2013\). On Loss Functions and Ranking Forecasting Performances of Multivariate Volatility Models. *Journal of Econometrics*, 173\(1\), pp. 1-10.](#)

[BERNARDET, J., CHANDON, P., DESMET, P., FARGETTE, F., GUILBERT, F. et LAURENT, G. \(1997\). La Promotion des Ventes en France : Evolution et révolutions. *Décisions Marketing*, pp. 9-21.](#)

[LAURENT, G. et KAPFERER, J.N. \(1980\). Peut-on identifier les innovateurs?, Une application des modèles log-linéaires au marketing des biens de grande consommation. *Revue Française du Marketing*, 83\(4\), pp. 21-39.](#)

[LAURENT, G., LAURENT, J., NOIROT, C., ANSQUER, J.C., KESTENBAUM, S. et LAGRUE, G. \(1985\). Comment définir le taux normal des IGE sériques chez l'adulte ? *Annales de médecine interne*, 5\(136\), pp. 419-422.](#)

[LAURENT, G. et KAPFERER, J.N. \(1985\). Consumer Involvement Profiles: A New and Practical Approach to Consumer Involvement. *Journal of Advertising*, 25\(6\), pp. 48-56.](#)

- [KAPFERER, J.N. et LAURENT, G. \(1985\). Consommation : le cas de la rumeur de Villejuif. *Revue Française de Gestion*, \(51\).](#)
- [LAURENT, G. \(1986\). L'analyse exploratoire des données, les statistiques robustes, le 'jackknife' et le 'bootstrap'. *Recherche et Applications en Marketing*, 1\(4\), pp. 57-70.](#)
- [LAURENT, G. et DUBOIS, B. \(1993\). Y a-t-il un euroconsommateur du luxe ? Une analyse comparative des profils sociodémographiques des acheteurs européens. *Recherche et Applications en Marketing*, 8\(4\), pp. 107-124.](#)
- [LAURENT, G. et DUBOIS, B. \(1996\). LE LUXE PAR-DELÀ LES FRONTIÈRES : Une étude exploratoire dans douze pays. *Décisions Marketing*, Sept.-Dec.\(9\), pp. 35-43.](#)
- [LAURENT, G. \(1997\). Management : les constructeurs : John D.C. Little. *Revue Française de Gestion*, March-April-May, pp. 51-57.](#)
- [LAURENT, G. et ZAICHKOWSKY, J. \(2005\). Preface to La Londe 2003 special issue: communications and consumer behavior. *Journal of Business Research*, 58\(10\), pp. 1407-1408.](#)
- [RUNGIE, C., UNCLES, M. et LAURENT, G. \(2013\). Integrating consumer characteristics into the stochastic modelling of purchase loyalty. *European Journal of Marketing*, 47\(10\), pp. 1667-1690.](#)
- [LAURENT, G. \(2015\). Susan Douglas: the "founding mother" of the European Marketing Academy. *International Marketing Review*, 32\(2\), pp. 116-117.](#)
- [CHANDON, J.L., LAURENT, G. et VALETTE-FLORENCE, P. \(2019\). Evermore subjective and contingent luxury. *Journal of Business Research*, 102, pp. 245-249.](#)
- [LAURENT, G. \(1976\). Range Programming: Introducing a "Satisficing Range" in a L.P. *Management Science*, 22\(6\), pp. 713-716.](#)
- [LAURENT, G. et KAPFERER, J.N. \(1985\). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22\(1\), pp. 41-53.](#)
- [LAURENT, G. et KAPFERER, J.N. \(1986\). Les profils d'implication. *Recherche et Applications en Marketing*, 1\(1\), pp. 41-57.](#)
- [LAURENT, G. et GREGORY, P. \(1992\). Les thèses de marketing depuis 1986. *Recherche et Applications en Marketing*, 7\(1\), pp. 43-63.](#)
- [KAPFERER, J.N. et LAURENT, G. \(1993\). Further evidence on the consumer involvement profile: Five antecedents of involvement. *Psychology and Marketing*, 10\(4\), pp. 347-355.](#)
- [NESLIN, S., ALLENBY, G., EHRENBERG, A., HOCH, S., LAURENT, G., LEONE, R. ... WITTINK, D. \(1994\). A research agenda for making scanner data more useful to managers. *Marketing Letters*, 5\(4\), pp. 395-411.](#)

- [LAURENT, G., KAPFERER, J.N. et ROUSSEL, F. \(1995\). The Underlying Structure of Brand Awareness Scores. *Marketing Science*, 14\(3 supplement\), pp. G170-G179.](#)
- [LAPERSONNE, E., LAURENT, G. et LE GOFF, J.J. \(1995\). Consideration sets of size one: An empirical investigation of automobile purchases. *International Journal of Research in Marketing*, 12\(1\), pp. 55-66.](#)
- [LAURENT, G. \(2000\). Improving the external validity of marketing models: A plea for more qualitative input. *International Journal of Research in Marketing*, 17\(2-3\), pp. 177-182.](#)
- [LAGEAT, T., CZELLAR, S. et LAURENT, G. \(2003\). Engineering Hedonic Attributes to Generate Perceptions of Luxury: Consumer Perception of an Everyday Sound. *Marketing Letters*, 14\(2\), pp. 97-109.](#)
- [RUNGIE, C., LAURENT, G., RILEY, F.D., MORRISON, D.G. et ROY, T. \(2005\). Measuring and modeling the \(limited\) reliability of free choice attitude questions. *International Journal of Research in Marketing*, 22\(3\), pp. 309-318.](#)
- [CHANDON, P., WANSINK, B. et LAURENT, G. \(2000\). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*, 64\(4\), pp. 65-81.](#)
- [RUNGIE, C. et LAURENT, G. \(2005\). Repeated Binary Logit: Analysing Variation in Behavioural Loyalty. *Australasian Marketing Journal*, 13\(2\), pp. 27-36.](#)
- [YOON, C., LAURENT, G., FUNG, H.H., GONZALEZ, R., GUTCHESS, A.H., HEDDEN, T. ... SKURNIK, I. \(2005\). Cognition, Persuasion and Decision Making in Older Consumers. *Marketing Letters*, 16\(3-4\), pp. 429-441.](#)
- [DUBOIS, B., CZELLAR, S. et LAURENT, G. \(2005\). Consumer Segments Based on Attitudes Toward Luxury: Empirical Evidence from Twenty Countries. *Marketing Letters*, 16\(2\), pp. 115-128.](#)
- [LAURENT, G., RUNGIE, C., BROWN, B. et RUDRAPATNA, S. \(2005\). A Standard Error Estimator for the Polarization Index: Assessing the Measurement Error in One Approach to the Analysis of Loyalty. *Marketing Bulletin*, 16\(Technical Note 2\).](#)
- [LAMBERT-PANDRAUD, R., LAURENT, G. et LAPERSONNE, E. \(2005\). Repeat Purchasing of New Automobiles by Older Consumers: Empirical Evidence and Interpretations. *Journal of Marketing*, 69\(2\), pp. 97-113.](#)
- [VANHUELE, M., LAURENT, G. et DRÈZE, X. \(2006\). Consumers' Immediate Memory for Prices. *Journal of Consumer Research*, 33\(2\), pp. 163-172.](#)
- [COLE, C., LAURENT, G., DROLET, A., EBERT, J., GUTCHESS, A., LAMBERT-PANDRAUD, R. ... PETERS, E. \(2008\). Decision making and brand choice by older consumers. *Marketing Letters*, 19\(3-4\), pp. 355-365.](#)
- [LAMBERT-PANDRAUD, R. et LAURENT, G. \(2010\). Why do Older Consumers Buy Older Brands?](#)

[The Role of Attachment and Declining Innovativeness. *Journal of Marketing*, 74\(5\), pp. 104-121.](#)

[LAURENT, G. \(2013\). EMAC Distinguished Marketing Scholar 2012: Respect the data! *International Journal of Research in Marketing*, 30\(4\), pp. 323-334.](#)

[LAPORTE, S. et LAURENT, G. \(2015\). More prizes are not always more attractive: factors increasing prospective sweepstakes participants' sensitivity to the number of prizes. *Journal of the Academy of Marketing Science*, 43\(3\), pp. 395-410.](#)

[KAPFERER, J.N. et LAURENT, G. \(2016\). Where do consumers think luxury begins? A study of perceived minimum price for 21 luxury goods in 7 countries. *Journal of Business Research*, 69\(1\), pp. 332-340.](#)

[NABEC, L., PRAS, B. et LAURENT, G. \(2016\). Temporary brand–retailer alliance model: the routes to purchase intentions for selective brands and mass retailers. *Journal of Marketing Management*, 32\(7-8\), pp. 595-627.](#)

[CHANDON, J.L., LAURENT, G. et VALETTE-FLORENCE, P. \(2016\). Pursuing the concept of luxury: Introduction to the JBR Special Issue on “Luxury Marketing from Tradition to Innovation”. *Journal of Business Research*, 69\(1\), pp. 299-303.](#)

[LAMBERT-PANDRAUD, R., LAURENT, G., MULLET, E. et YOON, C. \(2017\). Impact of age on brand awareness sets: a turning point in consumers' early 60s. *Marketing Letters*, 28\(2\), pp. 205-218.](#)

[CHANDON, J.L., LAURENT, G. et VALETTE-FLORENCE, P. \(2017\). In search of new planets in the luxury galaxy. *Journal of Business Research*, 77, pp. 140-146.](#)

[LAMBERT-PANDRAUD, R., LAURENT, G. et GOURVENNEC, B. \(2018\). Investigating Brand Verbal Fluency: When known brands do not come to mind. *International Journal of Market Research*, 60\(3\), pp. 304-315.](#)

[CHANDON, J.L., LAURENT, G. et LAMBERT-PANDRAUD, R. \(2022\). Battling for consumer memory: Assessing brand exclusiveness and brand dominance from citation-list. *Journal of Business Research*, 145\(2022\), pp. 468-481.](#)

[LAURENT, G. et VANHUELE, M. \(2023\). How Do Consumers Read and Encode a Price? *Journal of Consumer Research*, 50\(3\), pp. 510-532.](#)

[BULTEZ, A., LAURENT, G. et LEMAY, L. \(2025\). Quantification des relations entre variables catégorielles ordinales Application aux métriques suivies par les baromètres de satisfaction. *Recherche et Applications en Marketing*. In press.](#)

COMMUNICATIONS DANS UNE CONFÉRENCE

[LAURENT, G. et VANHUELE, M. \(2019\). Do Consumers Read Price from Left to Right? Negative](#)

[Evidence from Eye-tracking Analysis. Dans: 48th European Marketing Association Annual Conference \(EMAC\) 2019.](#)

[LAURENT, G., VANHUELE, M. et ARORA, M. \(2022\). Comment les consommateurs évaluent-ils l'écart entre deux prix ? Dans: 8ème Conférence Internationale de l'Association Française du Marketing \(AFM\) 2022. Tunis.](#)

[LAURENT, G., VANHUELE, M. et ARORA, M. \(2023\). Using Eye-Movement Recording to Examine Price Comparisons. Dans: 2023 European Association for Consumer Research Conference. Amsterdam.](#)

[LAURENT, G., VANHUELE, M. et ARORA, M. \(2023\). Using Eye-Movement Recording to Examine Price Comparis. Dans: 2023 European Marketing Academy \(EMAC\) Annual Conference. Odense.](#)

[CHANDON, J.L., LAURENT, G. et LAMBERT-PANDRAUD, R. \(2020\). Battling for a Share of Memory: The Case of Luxury Car Brands Across Four Cultures. Dans: 2020 Monaco Symposium on Luxury.](#)

[PRAS, B. et LAURENT, G. \(1993\). Research in Marketing : Some Trends, Some Controversies and Some Recommendations.](#)

[LAURENT, G., VANHUELE, M. et ARORA, M. \(2024\). How Does the Visual Arrangement of Prices Influence How They Are Compared? Dans: 53rd European Marketing Academy \(EMAC\) Conference 2024. Bucharest.](#)

[LAURENT, G. et VANHUELE, M. \(2024\). How Do Consumers Compare Two Prices? Per Digit or per Chunk? Dans: 2024 Association for Consumer Research Annual Conference. Paris.](#)

[LAURENT, G. et WEN, Y. \(2022\). "Icing on the Cake" or "Stealing the Spotlight": Evidence from Eye-Tracking on How Highlighting Visuals and Presentation Formats Influence Consumers' Attentional Processes. Dans: Society for Consumer Psychology 2022 Annual Conference. Online.](#)

DOCUMENTS DE TRAVAIL

[CHOFFRAY, J.M. et LAURENT, G. \(1988\). *Marketing science : formalisation et exploitation des connaissances marketing*. ESSEC Business School.](#)

[DUBOIS, B., LAURENT, G. et CZELLAR, S. \(2001\). *Consumer rapport to luxury: Analyzing complex and ambivalent attitudes*. 736/2001 \(490 cites in Google Scholar\), HEC.](#)

DIRECTION D'OUVRAGE

[LAURENT, G., LILIEN, G. et PRAS, B. \[Eds\] \(1994\). *Research Traditions in Marketing*. Kluwer Academic Publishers, 442 pages.](#)

