

Sonja PROKOPEC

Professor

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Department: Marketing

Campus de Singapour

DIPLOMAS

DIPLOMAS

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|------|---|
| 2007 | Ph.D. in Marketing
(Université de Houston United States of America) |
| 2003 | Master of Business Administration (MBA)
(University of Central Florida United States of America) |
| 2001 | Bachelor of Science in Business Administration, Marketing
(University of Central Florida United States of America) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|---|
| 2007 - 2013-08-31 | Assistant Professor (ESSEC Business School Singapore) |
| 2013 - 2019-09-01 | Associate Professor (ESSEC Business School Singapore) |
| 2019 - Now | Professor (ESSEC Business School Singapore) |

OTHER ACADEMIC APPOINTMENTS

- | | |
|-------------------|---|
| 2010 - 2022-08-31 | LVMH Chaired Professor (ESSEC Business School France) |
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OTHER APPOINTMENTS

- | | |
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| 2022 - 2025-08-31 | Deputy Dean for Essec Asia-Pacific (ESSEC Business School Singapore) |
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PUBLICATIONS

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[PROKOPEC, S., KRISHNAMURTHY, P. et BLAIR, E. \(2011\). Yielding to Temptation Due to Depletion: Can Mental Budgets Help? Dans: Society of Consumer Psychology Conference \(SCP\) 2011.](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2019\). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in decision-making. Dans: 2019 ISMS Marketing Science Conference.](#)

[PROKOPEC, S. et PATRICK, V. \(2015\). Extinguishing the Flame of Desire: How Successful Luxury Brand Extensions Can Sate Brand Desire. Dans: 2015 North American Conference of the Association for Consumer Research.](#)

[TALEBI, A. et PROKOPEC, S. \(2017\). 19-F: Vegas It Up to Boost Your Performance! Dans: Association for Consumer Research North Advances 2018.](#)

[TALEBI, A. et PROKOPEC, S. \(2017\). 19-F: Vegas It Up to Boost Your Performance! Dans: 30th EMAC Doctoral Colloquium.](#)

[TALEBI, A. et PROKOPEC, S. \(2018\). Big Discounts Might Backfire on Consumer Satisfaction. Dans: 31st European Marketing Academy \(EMAC\) Doctoral Colloquium.](#)

[TALEBI, A. et PROKOPEC, S. \(2019\). Big Discounts Might Backfire on Consumers' Affective States. Dans: 3rd Singapore International Conference on Management, Business, Economic and Social Science.](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2018\). Pain of Loss: How Losing in a Promotional Competition Influences Consumer Attitude. Dans: Association for Consumer Research \(ACR\) North Advances 2018.](#)

[LAKSHMI, G. et PROKOPEC, S. \(2009\). The "Socialness" of Virtual Worlds. Dans: 15th Americas Conference on Information Systems.](#)

[PROKOPEC, S. et LAKSHMI, G. \(2009\). The Social Aspects of Virtual Worlds: Implications for Marketing.](#)

[PROKOPEC, S. et KRISHNAMURTHY, P. \(2006\). Beating back that triple chocolate cake: Mental Budgets as instruments of self-regulation. Dans: University of Houston Annual Doctoral Symposium. Houston.](#)

[KRISHNAMURTHY, P. et PROKOPEC, S. \(2006\). Beating back that triple chocolate cake: Mental budgets as instruments of self-regulation. Dans: ACR 2006. Orlando.](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2019\). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in Decision-making. Dans: 48th European Marketing Academy Conference \(EMAC\).](#)

[DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. \(2024\). Turning Goods into Enrichment Privileges: the Market System of Enrichment and Brand Strategy. Dans: 2024 Annual Association of Consumer Research. Paris.](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2023\). The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty? Dans: European Association of Consumer Research \(EACR\) Conference 2023. Amsterdam.](#)

BOOK CHAPTERS

[PROKOPEC, S. et KURDY, M. \(2011\). An International Marketing Strategy Perspective on Islamic Marketing. Dans: *Handbook of Islamic Marketing*. 1st ed. Edward Elgar Publishing Ltd, pp. 208-225.](#)

CONFERENCE PROCEEDINGS

[ESPINOZA, F., PROKOPEC, S. et PATRICK, V. \(2011\). Mental Budgets and Mental Construals: Do Mental Budgets Work Over the Long Haul? Dans: *The Day After: Inspiration, Innovation, Implementation*. University of Ljubljana.](#)

[KRISHNAMURTHY, P. et PROKOPEC, S. \(2006\). Beating back that triple chocolate cake: Mental budgets as instruments of self-regulation. Dans: *2006 North America ACR Conference*. Association for Consumer Research \(ACR\).](#)

[PROKOPEC, S. et GOEL, L. \(2008\). Marketing in Second Life: If you build it, will they come? Dans: *2008 American Marketing Association Winter Educators Conference*. American Marketing Association \(AMA\).](#)

[PROKOPEC, S. et DE BRUYN, A. \(2010\). Optimizing Donations with Individually-tailored Donation Grids: An Econometric Model of Compliance and Generosity. Dans: *Proceedings of the 39th EMAC Conference*. European Marketing Academy \(EMAC\).](#)

[PROKOPEC, S. et DE BRUYN, A. \(2009\). The Impact of Anchors on Donors' Behavior: A Field Experiment. Dans: *Advances in Consumer Research, Volume 37*. Association for Consumer Research \(ACR\).](#)

[PROKOPEC, S. et LAKSHMI, G. \(2009\). The Social Aspects of Virtual Worlds: Implications for Marketing. Dans: *Proceedings of the 38th EMAC: Marketing and the Core Disciplines: Rediscovering References?* European Marketing Academy \(EMAC\).](#)

[PROKOPEC, S. et GOEL, L. \(2009\). The Social Aspects of Virtual Worlds: Implications for Marketing. Dans: 2009 AMA Educators' Proceedings, Enhancing Knowledge Development in Marketing \(CD-Rom\). American Marketing Association \(AMA\).](#)

[DE BRUYN, A. et PROKOPEC, S. \(2009\). When Asking for More Leads to Getting Nothing: The Impact of Anchors on Donor's Behavior. Dans: Proceedings of the 38th EMAC: Marketing and the Core Disciplines: Rediscovering References? European Marketing Academy \(EMAC\).](#)

[DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. \(2024\). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. Dans: Advances In Consumer Research. Paris: Association for Consumer Research \(ACR\).](#)

JOURNAL ARTICLES

[KRISHNAMURTHY, P. et PROKOPEC, S. \(2010\). Resisting That Triple-chocolate Cake: Mental Budgets and Self-control. *Journal of Consumer Research*, 37\(1\), pp. 68-79.](#)

[WILCOX, K. et PROKOPEC, S. \(2019\). Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. *Journal of Consumer Research*, 2\(46\), pp. 371-387.](#)

[GOEL, L. et PROKOPEC, S. \(2009\). If you build it will they come? An Empirical Investigation of Consumer Perceptions and Strategy in Virtual Worlds. *Electronic Commerce Research*, 9\(1-2\), pp. 115-134.](#)

[DE BRUYN, A. et PROKOPEC, S. \(2013\). Opening a Donor's Wallet: The Influence of Appeal Scales on Likelihood and Magnitude of Donation. *Journal of Consumer Psychology*, 23\(4\), pp. 496-502.](#)

[DE BRUYN, A. et PROKOPEC, S. \(2017\). Assimilation-contrast theory in action: Operationalization and managerial impact in a fundraising context. *International Journal of Research in Marketing*, 34\(2\), pp. 367-381.](#)

[GOEL, L., PROKOPEC, S. et JUNGLAS, I. \(2013\). Coram Populo – In the Presence of People: The Effect of Others in Virtual Worlds. *Journal of Computer-Mediated Communication*, 18\(3\), pp. 265-282.](#)

[TUK, M.A., PROKOPEC, S. et VAN DEN BERGH, B. \(2021\). Do Versus Don't: The Impact of Framing on Goal Level Setting. *Journal of Consumer Research*, 47\(6\), pp. 1003-1024.](#)

[DION, D., PAVLYUCHENKO, R. et PROKOPEC, S. \(2025\). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. *Journal of Marketing*, 89\(2\), pp. 96-118.](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2025\). Looking a Gift Horse in the Mouth: The Dark Side of Uncertain Price Promotions. *Psychology and Marketing*. In press.](#)

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[PROKOPEC, S. \(2016\). How Luxury Brands Use Subtle Signals to Speak with an Increasingly Savvy Clientele. *Reflets Hors-Série ESSEC Knowledge*, pp. 76-78.](#)

RESEARCH ACTIVITIES

Member of an academic association

2008 - Now: Member of American Marketing Association (AMA)
2004 - Now: Member of Advances for Consumer Research (ACR)
2008 - Now: Member of Society of Consumer Psychology (SCP)