

**Sonja
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**Assistant
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Education

Ph.D. in Marketing - University of Houston

Master of Business Administration (MBA) - University of Central Florida

Bachelor of Science in Business Administration, Marketing - University of Central Florida {Summa Cum Lauda}

Research Areas

Mental Budgeting

Self-Regulation

Hedonics and Luxury Branding

Virtual Worlds and Implications for Marketing

On-going Projects

"Maximizing Donations with Individually Tailored Suggested Donation Amounts: A Model of Anchor Influence on Compliance and Generosity," with Arnaud De Bruyn, Invited revision for the Journal of Marketing (JM)

"Coram Populo: The effect of others in Virtual Worlds, " with Lakshmi Goel and Iris Junglas, conditionally accepted at Journal of Computer-Mediated Communication

Publications

✉ Academic Publications

Articles

"Resisting that triple-chocolate cake: Mental budgets and self-control" (P. Krishnamurthy, S. Prokopec), *Journal of Consumer Research*

"IF YOU BUILD IT WILL THEY COME? - AN EMPIRICAL INVESTIGATION OF CONSUMER PERCEPTIONS AND STRATEGY IN VIRTUAL WORLDS" (S. Prokopec, L. Goel), *Electronic Commerce Research Journal*, Mar 2009

Book Chapters

An International Marketing Strategy Perspective on Islamic Marketing. In: *Handbook of Islamic Marketing* (with M. Kurdy). : Edward Elgar , Gillian Rice and Ozlem Sandikci. 2011

✉ Other Publications

Articles published in Conference Proceedings

"The Social Aspects of Virtual Worlds: Implications for Marketing", With L. Goel. In : *2009 AMA Summer Marketing Educators' Conference Proceedings*, 2009 AMA Summer Marketing Educators' Conference. :

American Marketing Association, 2009

"The Impact of Anchors on Donors' Behavior: A Field Experiment", With A. De Bryun. In : *2009 ACR North American Conference Proceedings*, Association of Consumer Research (ACR). : Association for Consumer Research, 2009

"The "socialness" of Virtual Worlds", With L. Goel. In : *15th Americas Conference on Information Systems Proceedings*, 15th Americas Conference on Information Systems . : Americas Conference on Information Systems , 2009

"When asking for more leads to getting nothing:The impact of anchors on donation behavior", With A. De Bryun. In : *38th EMAC Annual Conference Proceedings*, 38th EMAC Annual Conference. : European Marketing Academy, 2009

"The Social Aspects of Virtual Worlds: Implications for Marketing". In : *38th EMAC Annual Conference Proceedings*, 38th EMAC Annual Conference. : European Marketing Academy, 2009

"Marketing in Second Life: If you build it, will they come?", With L. Goel. In : *2008 American Marketing Association Winter Educators Conference Proceedings*, 2008 American Marketing Association Winter Educators Conference. : American Marketing Association, 2008

"Beating back that triple chocolate cake:Mental budgets as instruments of self-regulation", With P. Krishnamurthy. In : *2006 North America ACR Conference Proceedings*, 2006 North America ACR Conference. : Association for Consumer Research, 2006

Teaching

▾ Teaching at ESSEC

Consumer Behavior - MBA (Course co-ordinator), MBA Luxe

International Marketing - MBA (Course co-ordinator)

Marketing Research - MBA

PhD seminar in Qualitative Research Methods and Consumer Behavior

Other Activities

▾ Awards and Distinctions

Presidential Scholarship - University of Houston

Doctoral Fellowship - University of Houston

UCF Graduate Merit Fellowship

UCF Alumni Trust International Student Scholarship

UCF Founder's Scholar award (awarded to top 1 % of students)

UCF Golden Medallion for Outstanding Academic Achievement

Scholar-Athlete All American 2000, 2001

National Student-Athlete of the Year 2001

▮ Scientific Activities

Conference Presentations

"The Impact of Anchors on Donors' Behavior: A Field Experiment", (with A. De Bryun). Association for Consumer Research, Pittsburgh, PA, USA, 23 Oct 2009

"The "socialness" of Virtual Worlds", (with L. Goel). 15th Americas Conference on Information Systems , San Francisco, CA, USA, 08 Aug 2009

"The Social Aspects of Virtual Worlds: Implications for Marketing", (with L. Goel). 2009 AMA Summer Marketing Educators' Conference, Chicago, IL, USA, 08 Aug 2009

"THE SOCIAL ASPECTS OF VIRTUAL WORLDS: IMPLICATIONS FOR MARKETING", (with L. Goel). EMAC 2009, Audencia Nantes School of Management , Nantes, France, 29 May 2009

"When asking for more leads to getting nothing:The impact of anchors on donation behavior", (with A. De Bruyn). EMAC 2009, Audencia Nantes School of Management, Nantes, France, 28 May 2009

"Marketing in Second Life: If you build it, will they come?", (with L. Goel). 2008 American Marketing Association Winter Educators Conference, Austin, TX, 18 Feb 2008

"Beating back that triple chocolate cake:Mental budgets as instruments of self-regulation", (with P. Krishnamurthy). ACR 2006, Orlando, 30 Sep 2006

"Beating back that triple chocolate cake: Mental Budgets as instruments of self-regulation", (with P. Krishnamurthy). University of Houston Annual Doctoral Symposium, Houston, TX, 08 Apr 2006

Association of Consumer Research (ACR) Conferences: 2003-20011

▮ Affiliations and Academic Responsibilities

American Marketing Association (AMA)

Advances for Consumer Research (ACR)

Society of Consumer Psychology (SCP)