

HELENE GORGE

MERCUR Research Center, Université de Lille-SKEMA Business School
ILIS (Faculté d'Ingénierie et Management de la Santé)
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ACADEMIC POSITIONS

- Since 2015** Assistant professor at Faculté d'Ingénierie et Management de la Santé (ILIS), Université Lille 2
- 2014-2015** ATER (Attaché Temporaire d'Enseignement et de Recherches) at the Institut du Marketing et du Management de la Distribution (IMMD), Université Lille 2
- 2012-2014** Teaching assistant at the Institut du Marketing et du Management de la Distribution (IMMD), Université Lille 2

EDUCATION

- 2011-2014** PhD program in Marketing Université Lille 2
(Suma cum laude distinction)
Thesis' title : « Appartenir à la société de consommation en étant travailleur pauvre : une approche socio-historique de la construction de la figure du consommateur pauvre »
Defended on the 4/12/2014. Committee's members : Prof. Eric Arnould, Prof. Marine Le Gall-Ely, Prof. Marie-Hélène Fosse-Gomez, Prof. Nil Özçağlar-Toulouse (supervisor), Prof. Luca Visconti, Prof. Pierre Volle
- 2010-2011** MBA – « Marketing advanced program » Université Lille 2
- 2004-2009** Diploma from the Institute of Political Science (Sciences Po) IEP Lille
- 2008-2009** Masters – « International economy and politics » IEP Bordeaux
- 2006-2007** Erasmus program Jagiellonian University, Cracow

PUBLICATION

Articles

- Gorge H., Özçağlar-Toulouse N. et Toussaint S. (2015), Bien-être et *well-being* du consommateur : une approche comparative, *Recherche et Applications en Marketing*, 30, 2, 104-123.

Gorge H., Herbert M., Özçağlar-Toulouse N. and Robert I. (2015), What do we really need? Questioning consumption through sufficiency, *Journal of Macromarketing*, 35, 11-22.

Hamilton K., Piacentini M.G., Banister E., Barrios A., Blocker C.P., Coleman C.A., Ekici A., Gorge H., Hutton M., Passerard F., Saatcioglu B. (2014), Poverty in consumer culture: towards a transformative social representation, *Journal of Marketing Management*, 30, 17/18, 1833-1857.

Gorge H., Herbert M., Özçağlar-Toulouse N. and Robert I. (2014), Explorer les éléments structurants de la sobriété, *Economie et Sociétés*, 1, 143-157.

Gorge H. and Özçağlar-Toulouse N. (2013), Expériences de consommation des individus pauvres en France: Apports du Bas de la Pyramide et de la Transformative Consumer Research, *Décisions Marketing*, 72, 139-156.

Book chapters

Gorge H., Herbert M., Özçağlar-Toulouse N. and Robert I. (forthcoming), Sobriété et normes de consommation: une analyse des pratiques de sobriété volontaires et contraintes, in *La sobriété énergétique, un enjeu d'équité sociale*, ed. Semal L. and Villalba B., Paris, Quæ.

Gorge H. (2014), Les distributeurs face aux défis soulevés par les consommateurs pauvres, in *Dimensions culturelles de la distribution*, ed. Collin-Lachaud I., Paris, Editions Management et Société.

Gorge H. and Özçağlar-Toulouse N., (2012), Ethnicité: de quoi parlons-nous?, in *L'ethnicité: fabrique marketing?*, eds. Beji-Bécheur A. and Ozçağlar-Toulouse N., Paris, Editions Management et Société.

Published presentations (refereed)

Gorge H. and Beudaert A. (2015), Questionner le concept de vulnérabilité : perspectives et enjeux pour la recherche en marketing, *Congrès de l'Association Française du Marketing*, HEM Marrakech, May 20-22.

Gorge H., Özçağlar-Toulouse N. and Kjeldgaard D. (2014), Une appréhension de la notion de besoins : le cas des consommateurs pauvres en France, *Journées Normandes de Recherche sur la Consommation*, Rouen, November 27-28.

Castilhos R.B. and Gorge H. (2014), Nuances of social capital enactment among poor consumers, *Association for Consumer Research North American Conference*, Baltimore M.D., October 23-26.

Gorge H., Herbert M., Özçağlar-Toulouse N. and Robert I. (2013), Devoir ou vouloir réduire sa consommation: explorer les éléments structurants de la sobriété, *Colloque Pauvreté*,

Précarité, Consommation, IAE Gustave Eiffel de l'Université Paris Est Créteil, October 25.

Gorge H., Özçağlar-Toulouse N. and Kjeldgaard D. (2013), Being competent in "liquid modernity": the case of working poor, *European Conference of the Association for Consumer Research*, IESE Business School Barcelona, July 4-7 (Special session).

Gorge H. and Özçağlar-Toulouse N. (2013), Les compétences comme forme de coping: le cas des consommateurs pauvres, *Congrès de Association Française de Marketing*, La Rochelle, May 16-17 (Special session).

Gorge H. and Özçağlar-Toulouse N. (2012), Les consommateurs pauvres: un nouveau marché pour les entreprises?, *Colloque Etienne Thil*, IAE Lille, November 28-30.

Gorge H. and Özçağlar-Toulouse N. (2012), La mobilisation du capital bourdieusien dans les stratégies de survie des consommateurs pauvres, *Journées Normandes de Recherche sur la Consommation*, Deauville, November 22-23.

Presentations (refereed)

Gorge H., Herbert M., Özçağlar-Toulouse N. and Robert I. (2014), An Inquiry Into Sufficiency and Consumption, *Consumer Culture Theory Conference*, Helsinki, June 26-29.

Gorge H. and Özçağlar-Toulouse N. (2014), The poor consumer: emergence and construction through the XXth century in France, *Consumer Culture Theory Conference*, Special Session, Helsinki, June 26-29 (Special session).

Castilhos R.B. and Gorge H. (2014), Nuances of social capital enactment among poor consumers, *Consumer Culture Theory Conference*, Helsinki, June 26-29 (Poster).

Gorge H. (2013), Participation to the track Poverty and Vulnerability, *4th Conference of Transformative Consumer Research*, SKEMA Business School, Lille, May 23-24.

Gorge H. and Özçağlar-Toulouse N. (2012), How do working poor position themselves through consumption in the social space? *Consumer Culture Theory Conference*, Said Business School, August 16-19 (Special session).

Presentations

Gorge H. (2014), Integration through consumption? The socio-historical construction of the poor consumer in France, *LSMRC PHD Workshop*, SKEMA Business School, Sofia Antipolis, June 3.

Özçağlar-Toulouse N. and Gorge H. (2014), Consumption experiences of poor people: Knowledge from the Bottom of Pyramid and Transformative Consumer Research, *CMC Seminar*, ESCP Europe-London Campus, May 12.

Gorge H., Herbert M., Özçağlar-Toulouse N. and Robert I. (2013), De quoi avons-nous besoin ? Une approche par la sobriété, *Sobriété énergétique et normes de consommation*, 4^{ème} journée thématique du programme de recherche *Sobriétés*, Université Lille 2, March 21.

Gorge H. (2012), I am "therefore" a consumer: understanding the relation of working poors to consumption through status and ideology, *LSMRC PHD Workshop*, FFBC Lille 2, June 4.

Gorge H. and Özçağlar-Toulouse N. (2012), How do working poor position themselves through consumption in the social space?, *New retailing for new consumers*, Université Lille 2 and IMMD, Lille-Roubaix, May 24.

Gorge H. (2012), Quand la pauvreté interroge la sobriété, *Sobriété énergétique et inégalités*, 3^{ème} journée thématique du programme de recherche *Sobriétés*, Institut d'Etudes Politiques de Lille, May 22.

TRAINING

Doctoral seminars

- 2014** Theories of Consumer Culture and the Postmodern Marketplace, University of Wisconsin-Madison, January-April
- 2013** Consumer Culture Theory Seminar on Methodology, Univ Lille Nord de France, October 20-24
- 2013** CEFAG Seminar on publication, Florence, September 1-6
- 2013** CEFAG Seminar on research design, La Baule, June 18-22
- 2013** Seminar on Consumption, Markets and Culture, Bilkent University, May 26-31
- 2012** Consumption Theory: Canon of Classics, Oxford University, August 19-24
- 2012** Consumer Culture Theory workshop on methodology, Royal Holloway University of London, June 18-22
- 2012** New retailing for new consumers, IMMD Roubaix, May
- 2011** Marketing and society: the conduct of Transformative Consumer Research, HEC Paris, May 2-6
- 2011** Retours et détours sur la Consumer Culture Theory, Univ of Rouen, March 15-16
- 2010** Méthodes qualitatives et Consumer Culture Theory, University of Lille 2, November 15-16

Research residence

- 2013-14** University of Wisconsin, with Prof. Craig Thompson, November 1st-April 30
- 2013** University of Southern Denmark, with Prof. Dannie Kjeldgaard, April 15-29
- 2012** University of Southern Denmark, with Prof. Dannie Kjeldgaard, December 1-15

GRANTS & AWARDS

2013-14	Fulbright program – Research residence at the University of Wisconsin
2013	Seth Foundation/ACR Grant for Dissertation Award
2013	Grant from the Department of International Action – Research residence
2013	CEFAG grant – Research residence at the University of Wisconsin
2013	Grant from the Doctoral School – Seminar at Bilkent University
2012	Mobility grant - Research residence at the University of Southern Denmark
2011-2014	PhD grant - Doctoral school n°74

PROFESSIONAL SERVICE & NETWORKS

- Reviewer for *Journal of Macromarketing*, *Recherche et Applications en Marketing*, trainee reviewer for *Journal of Consumer Research*
- Member of ADEME project "Sobriétés" (2010-2013)
 - Organization of the research day "Sobriety and consumption norms", March 2013
- Member of the LSMRC research center (MERCUR)
- Member of the *Association Française de Marketing*
- Member of the *Consumer Culture Theory Consortium*
- Fulbright Alumni (2013-14)
- CEFAG Alumni (2013)

TEACHING

- Undergraduate classes
 - Introduction to sociology (2014, 2015)
 - Methodology of synthesis (2013)
- Graduate classes
 - Qualitative methods (2015)
 - Customer behavior and research initiation (2015)
 - Tutorial of masters' thesis (2012-2013, 2014-2015)
 - Customers' satisfaction and loyalty (2014)
 - Consumer behavior (2012, 2013, 2014)