Bernadett KÖLES

Associate Professor

Academy: Transformation

Research center: Marketing Interactions

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Education

2020	PhD, Marketing and Consumer Behavior, Durham University Business School, Great Britain
2005	Doctorate of Education (Ed.D.), Human Development and Psychology, Harvard University Graduate School of Education, United States of America
2001	Master of Education, Harvard University Graduate School of Education, United States of America

Experience

Full-time academic positions

Since 2024	Associate Professor, SKEMA Business School, France
2020 - 2024	Associate Professor of Marketing & Consumer Behavior, IÉSEG School of Management, France
2017 - 2020	Associate Professor of Marketing and Consumer Behavior, Rennes School of Business, France
2014 - 2017	Senior Research Fellow, ISCTE - Lisbon University Institute, Portugal
2002 - 2014	Associate Professor of Psychology and Management, Central European University, Hungary

Other academic affiliations and appointments

Since 2024	Program Director - BBA, SKEMA Business School, France
2020 - 2023	Academic director of the Bachelor of International Business program, Paris campus, IÉSEG School of Management, France
2018 - 2020	Associate Dean for Teaching and Learning, Rennes School of Business, France
2005 - 2013	Academic Director of Undergraduate Programs, Central European University, Hungary

Publications

Peer-reviewed journal articles

AHUVIA, A., BAE BRANDTZAEG, P., KÖLES, B., PAGANI, M., MALHOTRA , A., IZBERK-BILGIN, E. ... BELK, R. (2026). Reimagining Human-AI Relationships: A Positive Future for Chatbots, Social AI, and the Phygital Sel. *Journal of Macromarketing*, 46(3), pp. 308 - 325.

KUSHWAHA, B.P., PAUL, J. and KÖLES, B. (2026). 'To Share or Not to Share'? Informational Privacy Paradox. *International Journal of Consumer Studies*, 50(2), pp. e70182.

VISHNOI, S.K., SHARMA, S., MATHUR, S., VIRMANI, N., SINGH, R.K. and KÖLES, B. (2026). Strategic framework to analyze critical success factors of marketing 4.0 operations: evidence from an emerging economy. *International Journal of Innovation Science*, 18(3), pp. 803–833.

KÖLES, B., NAGY, P. and VOLLET, G. (2025). How Players Make Use of Cosmetic Items in Video Games: A Persona Approach. *Journal of Consumer Behaviour*, 24(4), pp. 1729-1741.

BANSAL, S., NANGIA, P. and KÖLES, B. (2025). Neuromarketing and the Marketing Mix: An Integrative Review and Future Resarch Agenda Using the TMC Approach. *International Journal of Consumer Studies*, 49(3), pp. e70072.

KÖLES, B., AUDREZET, A., MOULARD, J.G., AMEEN, N. and MCKENNA, B. (2024). The authentic virtual influencer: Authenticity manifestations in the metaverse. *Journal of Business Research*, 170, pp. 114325.

DOLIGALSKI, T., SARNA, N., KÖLES, B., SIEJKA, A. and KOZIELSKI, R. (2024). Advertising in the metaverse and its implications for brands and society: A multi-stakeholder perspective. *Technological Forecasting and Social Change*, 209, pp. 123832.

TSIOTSOU, R.H., KÖLES, B., PAUL, J. and LOUREIRO, S.M.C. (2022). Theory generation from literature reviews: A methodological guidance. *International Journal of Consumer Studies*, 46(5), pp. 1505-1516.

HUSAIN, R., PAUL, J. and KÖLES, B. (2022). The role of brand experience, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66, pp. 102895.

HASAN, R., KÖLES, B., ZAMAN, M. and PAUL, J. (2021). The potential of chatbots in travel and tourism services in the context of social distancing. *International Journal of Technology Intelligence and Planning*, 13(1), pp. 63.

KÖLES, B. and NAGY, P. (2021). Digital object attachment. *Current Opinion in Psychology*, 39, pp. 60-65.

MISHRA, R., SINGH, R.K. and KÖLES, B. (2021). Consumer decisionmaking in omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*, 45(2), pp. 147-174.

TÓTH, Z., NIERODA, M.E. and KÖLES, B. (2020). Becoming a more attractive supplier by managing references – The case of small and medium-sized enterprises in a digitally enhanced business environment. *Industrial Marketing Management*, 84, pp. 312-327.

BOYD, D.E. and KÖLES, B. (2019). Virtual reality and its impact on B2B marketing: A value-in-use perspective. *Journal of Business Research*, 100, pp. 590-598.

PALUSUK, N., KÖLES, B. and HASAN, R. (2019). 'All you need is brand love': a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35(1-2), pp. 97-129.

KÖLES, B., WELLS, V. and TADAJEWSKI, M. (2018). Compensatory consumption and consumer compromises: a state-of-the-art review. *Journal of Marketing Management*, 34(1-2), pp. 96-133.

Book chapters

AUDREZET, A. and KÖLES, B. (2023). Virtual Influencer as a Brand Avatar in Interactive Marketing. In: Cheng Lu Wang (ed.). *The Palgrave Handbook of Interactive Marketing*. 1 ed. Cham: Palgrave Macmillan, pp. 353-376.

PLÉ, L. and KÖLES, B. (2021). The influence of technology on business schools curricula: a triple crown perspective. In: Thyra U. Thomsen, Adam Lindgreen, Annemette Kjærgaard, Eleri Rosier, Aybars Tuncdogan eds. *Handbook of Teaching and Learning at Business Schools*. 1st ed. Edward Elgar Publishing, pp. 123–137.

Guest editor of a journal special issue

BOYD, D.E. and KÖLES, B. (2019). An Introduction to the Special Issue "Virtual Reality in Marketing": Definition, Theory and Practice. *Journal of Business Research*, 100, pp. 441-444.

Editorials of a journal

KÖLES, B., PILLAI, K.G., NAGY, P., GLIGOR, D.M. and BOZKURT, S. (2026). Revisiting Social Comparison Theory in Offline and Online Contexts. *Psychology and Marketing*, 43(3), pp. 502-517.

AUDREZET, A., KÖLES, B., GUIDRY MOULARD, J., AMEEN, N. and MCKENNA, B. (2025). Virtual Influencers: Definition and future research directions. *Journal of Business Research*, 200, pp. 115647.