Bernadett KÖLES

Professeur associé

Académie : Transformation

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Formation

2020	PhD, Marketing et Comportement du consommateur, Durham University Business School, Royaume Uni
2005	Doctorate of Education (Ed.D.), Développement humain et Psychologie, Harvard University Graduate School of Education, Etats-Unis d'Amérique
2001	Master of Education, Harvard University Graduate School of Education, Etats-Unis d'Amérique

Expérience Professionnelle

Positions académiques principales

Depuis 2024	Professeur associé, SKEMA Business School, France
2020 - 2024	Professeur associé de Marketing et Comportement du Consommateur, IÉSEG School of Management, France
2017 - 2020	Professeur associé de Marketing et Comportement du Consommateur, Rennes School of Business, France
2014 - 2017	Senior Research Fellow, ISCTE - Lisbon University Institute, Portugal
2002 - 2014	Professeur associé de Psychologie et Management, Central European University, Hongrie

Autres affiliations académiques

Depuis 2024	Directeur de programme - BBA, SKEMA Business School, France
2020 - 2023	Directeur Académique - Bachelor of International Business - Campus de Paris, IÉSEG School of Management, France
2018 - 2020	Associate Dean for Teaching and Learning, Rennes School of Business, France
2005 - 2013	Directeur Académique des Undergraduate Programs, Central European University, Hongrie

Publications

Articles académiques revus

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.

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DOLIGALSKI, T., SARNA, N., KÖLES, B., SIEJKA, A. et 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.

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HUSAIN, R., PAUL, J. et 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. et 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. et NAGY, P. (2021). Digital object attachment. *Current Opinion in Psychology*, 39, pp. 60-65.

MISHRA, R., SINGH, R.K. et 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. et 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. et 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. et 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. et TADAJEWSKI, M. (2018). Compensatory consumption and consumer compromises: a state-of-the-art review. *Journal of Marketing Management*, 34(1-2), pp. 96-133.

Chapitres d'ouvrage

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

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Editeur invité d'un numéro spécial

BOYD, D.E. et 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.

Editoriaux d'une revue

KÖLES, B., PILLAI, K.G., NAGY, P., GLIGOR, D.M. et 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. et MCKENNA, B. (2025). Virtual Influencers: Definition and future research directions. *Journal of Business Research*, 200, pp. 115647.