Sherrie XUE

Assistant Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Lille

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Research interests

Nudge for consumer well-being, Dyadic consumption, Romantic consumption

Education

2026	PhD, Marketing, INSEAD, France
2015	Master in Marketing, Baruch College, United States of America

Experience

Full-time academic positions

Since 2026	Assistant Professor, SKEMA Business School, France

Publications

Peer-reviewed journal articles

XUE, S., LIN, S.C. and DU PLESSIS, C. (2025). The Persistence of Homophobia in Men's Friendship Norms. *Psychological Science*, 36(12), pp. 913-929.

SCHAERER, M., DU PLESSIS, C., NGUYEN, M.H.B., VAN AERT, R.C.M., TIOKHIN, L., LAKENS, D. ... GENDER AUDITS FORECASTING COLLABORATION (2023). On the trajectory of discrimination: A meta-analysis and forecasting survey capturing 44 years of field experiments on gender and hiring decisions. *Organizational Behavior and Human Decision Processes*, 179, pp. 104280.