Guojun HE

Associate Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Lille

Email: guojun.he@skema.edu

Research interests

Market dynamics, Status consumption, Sociology, Politics and Geopolitics, Consumer Culture Theory

Education

2021	Ph.D. in Marketing, HEC Montréal, Canada
2013	MRes Management within Marketing, University of Bath School of Management, Great Britain
2012	MSc Management in Marketing, University of Bath School of Management, Great Britain

Experience

Full-time academic positions

Since 2026	Associate Professor in Marketing, SKEMA Business School, France

Other academic affiliations and appointments

Since 2024	Director of MSc International Marketing and Business Development (IMBD), SKEMA Business School, France
2020 - 2025	Assistant Professor in Marketing, SKEMA Business School, France
2019 - 2020	Adjunct Professor in Marketing, Bishop's University, Canada
2017 - 2020	Lecturer in Marketing, HEC Montréal, Canada
2015 - 2018	Research Associate, HEC Montréal, Canada

Research grants, Awards and Honors

Awards and Honors

2019	Research Travel Grants, HEC Montréal

Publications

Peer-reviewed journal articles

ZHANG, W. and HE, G. (2025). Taste and identity in Hong Kong: negotiating colonial and neocolonial tensions. *Qualitative Market Research*, 28(3), pp. 506-527.

HE, G., ZHANG, W., CHADWICK, S. and CHEN, Y. (2025). From marginal to mainstream – a governmentality perspective of market transitions in ESports. *European Sport Management Quarterly*, 25(6), pp. 1053-1073.

HE, G., TRAN, T.T.H. and LEONIDOU, L.C. (2024). It's here to stay: Lessons, reflections, and visions on digital transformation amid public crisis. *Technological Forecasting and Social Change*, 206(123557).

Book chapters

HE, G., CHADWICK , S., ZHANG, W. and CHEN , Y. (2026). The Marginal-Mainstream Transition of Esports in China. In: Simon Chadwick, Yue Meng-Lewis, Donna Wong, & Paul Widdop eds. *The Geopolitical Economy of Esports*. 1st ed. London: Taylor & Francis, pp. 86-94.

HE, G., LI, E. and HUSAIN, M. (2022). The Power of Digital Integration: The Normalization of Tracking and Surveillance Technologies. In: Llamas, R. & Belk, R.W. eds. *Routledge Handbook of Digital Consumption*. 1st ed. Abingdon, Oxon ; New York, NY: Routledge, pp. 447 - 460.

LI, E., HE, G., LAM, M. and LIU, W.S. (2021). Utopia and Dystopia: Consumer Privacy and China's Social Credit System. In: Minowa, Y., & Belk, R.W. eds. *Consumer Culture in Precarious Asia*. 1st ed. New York: Routledge.

HE, G., FANG, D. and DESCHENES, J. (2021). A Bite of the Gender Equality Discourse in China: Observations from Food. In: Rhee, J., Nagayama, C. & Li, E.P.H eds. *Gender and Food in Contemporary Asia*. 1st ed. Rowman & Littlefield, pp. 39-61.

Conference proceedings

HE, G., ZHANG, W., BELK, R. and LIMA, M. (2025). Status Hope: the conceptualisation of the status games. *Global Marketing Conference*, pp. 408.

HE, G., ZHANG, W., CHADWICK , S. and CHEN , Y. (2025). From Marginal to Mainstream--A Governmentality Perspective of Market Transition in eSports. *Global Marketing Conference*, pp. 532.

ZHANG, W. and HE, G. (2024). Taste and Identity in Post Colonial Hong Kong: Navigating Colonial Legacy and Neo Colonial Tensions.

FANG, D., HE, G. and CHEN, Y. (2021). "It is Everyone's Responsibility to Sort Waste": Citizen Consumers Needed in the Post consumption Waste Sorting. *Administrative Sciences Association of Canada*, 42, pp. 6.

LI, E., HE, G., LAM, M. and LIU, W.S. (2020). Big Brother is Watching you! A Case Study of China's Social Credit System.

HE, G., FANG, D. and LI, E. (2020). The Use of Consumer Goods in Promoting Gender Equality.

HE, G. and DESCHENES, J. (2019). The Crafting of Luxury: A Process of Constructing a Hyperreal World., 40.41.

HE, G. and DESCHENES, J. (2019). The Use of Consumer Goods in Politics: A Study on the Chairman Mao Badges.

HE, G. and DESCHENES, J. (2019). The Use of Consumer Goods in Politics: A Study on Using Chairman Mao Badges to Create Hyperreal Myths.

HE, G., DESCHENES, J. and WANG, Y. (2017). Guanxi and Charitable Solicitations and Donations in China., 99.

HE, G., DESCHENES, J. and WANG, Y. (2017). Raising Money for a Good Cause in Corporate China. pp. 878-881.

DESCHENES, J., HE, G. and WANG, Y. (2016). Preliminary Reflections on Renqing Avoidance Strategies in Charitable Donations.

DESCHENES, J., HE, G. and WANG, Y. (2015). Guanxi and Donation: Preliminary Findings. pp. 432-433.

Conference presentations

TRAN, T.T.H., HE, G. and LEONIDOU, L.C. (2024). It's here to stay: Lessons, reflections, and visions on digital transformation amid public crisis. In: EMAC 2024. Bucharest.

FANG, D., HE, G. and CHEN, Y. (2021). It is Everyone's Responsibility to Sort Waste. In: Administrative Sciences Association of Canada Conference. Montreal.

BABBAR, M., HE, G. and HANLON, R. (2021). Governmentality Amid Public Health Crisis and Beyond--Cases and Examples From Asia. In: Western Conference of the Asscotiation of Asian Studies. Utah.

HE, G., LI, E. and HUSAIN, M. (2021). The Power of Digital Integration: The Normalization of Tracking and Surveillance Technologies. In: Western Conference of the Asscotiation of Asian Studies. Utah.

LI, E., HE, G. and LAM, M. (2020). Big Brother is Watching you! A Case Study of China's Social Credit System. In: CCT (Consumer Culture Theory) Conference. Leister.

FANG, D., HE, G. and LI, E. (2020). The Use of Consumer Goods in Promoting Gender Equality. In: Administrative Sciences Association of Canada Conference. Halifax.

HE, G. and DESCHENES, J. (2019). The Crafting of Luxury: A Process of Constructing a Hyperreal World. In: Administrative Sciences Association of Canada Conference. St-Catherine.

HE, G., DESCHENES, J. and WANG, Y. (2017). Guanxi and Charitable Solicitations and Donations in China. In: Administrative Sciences Association of Canada Conference. Montreal.

HE, G., DESCHENES, J. and WANG, Y. (2017). Raising Money for a Good Cause in Corporate China. In: China Marketing International Conference. Nanchang.

DESCHENES, J., HE, G. and WANG, Y. (2016). Preliminary Reflections on Renqing Avoidance Strategies in Charitable Donations. In: China Marketing International Conference. Qingdao.

DESCHENES, J., HE, G. and WANG, Y. (2015). Guanxi and Donation: Preliminary Findings. In: China Marketing International Conference. Xi'an.

Other research activities

Editorial board member

Since 2026 Journal of Current Issues and Research in Advertising

Reviewer for:

Strategy and Leadership, Cogent Arts & Humanities, Technological Forecasting and Social Change, Journal of Macromarketing, Journal of Business Research

Organization of a conference or a seminar

2021 Co-Chair for Roundtable Session, The Association of Asian Studies, United States of America

Other academic activities

Since 2025 Review Committee, AMA Marketing & Public Policy, United States of America

Since 2024 Review Committee, Academy of Marketing Science, United States of America

Since 2024 Panel Member of SKEMA DBA Proposal, SKEMA Business School, France

Since 2020 Review Committee, The Association for Consumer Research, United States of America

Since 2019 Review Committee, American Marketing Association, United States of America

Other academic activities

2023 - 2024 Reviewer for the book "Literature, Religion and Humanities Cross-cultural Processes in Modern China"

Other academic activities

2017 - 2024 Review Committee, Administrative Sciences Association of Canada (ASAC), Canada

Other academic activities

2020 - 2021 Reviewer for the book "The Routledge Handbook of Digital Consumption". (eds. Llamas, R. & Belk, R.)

2020 - 2021 Reviewer for the book "Consumer Culture Theory in Asia: History and Contemporary Issues". (eds. Minowa, Y. & Belk, R.)