Guojun HE

Professeur associé

Académie : Transformation

Centre de recherche : Marketing Interactions

Campus : Lille

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Intérêts de recherche

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

Formation

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

Expérience Professionnelle

Positions académiques principales

Depuis 2026	Professeur associé en Marketing, SKEMA Business School, France

Autres affiliations académiques

Depuis 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

Contrats de recherche, prix et distinctions

Prix et distinctions

2019	Research Travel Grants, HEC Montréal

Publications

Articles académiques revus

ZHANG, W. et 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. et 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. et 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).

Chapitres d'ouvrage

HE, G., CHADWICK , S., ZHANG, W. et CHEN , Y. (2026). The Marginal-Mainstream Transition of Esports in China. Dans: 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. et HUSAIN, M. (2022). The Power of Digital Integration: The Normalization of Tracking and Surveillance Technologies. Dans: 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. et LIU, W.S. (2021). Utopia and Dystopia: Consumer Privacy and China's Social Credit System. Dans: Minowa, Y., & Belk, R.W. eds. *Consumer Culture in Precarious Asia*. 1st ed. New York: Routledge.

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

Actes d'une conférence

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

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

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

FANG, D., HE, G. et 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. et LIU, W.S. (2020). Big Brother is Watching you! A Case Study of China's Social Credit System.

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

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

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

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

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

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

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

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

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

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

Autres activités de recherche

Membre d'un comité éditorial

Depuis 2026 Journal of Current Issues and Research in Advertising

Relecteur pour :

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

Organisation d'une conférence ou d'un séminaire

2021 Co-Chair for Roundtable Session, The Association of Asian Studies, Etats-Unis d'Amérique

Autres activités académiques

Depuis 2025 Review Committee, AMA Marketing & Public Policy, Etats-Unis d'Amérique

Depuis 2024 Review Committee, Academy of Marketing Science, Etats-Unis d'Amérique

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

Depuis 2020 Review Committee, The Association for Consumer Research, Etats-Unis d'Amérique

Depuis 2019 Review Committee, American Marketing Association, Etats-Unis d'Amérique

Autres activités académiques

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

Autres activités académiques

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

Autres activités académiques

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.)