

Hélène GORGE

Assistant professor of Marketing

ILIS

Université de Lille

Laboratory LSMRC - MERCUR Marketing Research Team

MIHX Lab

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EDUCATION

2011-2014 : **PhD program in Marketing** - Université Lille 2

(Suma cum laude distinction)

Thesis' title : « **Appartenir à la société de consommation en étant travailleur pauvre : une approche socio-historique de la construction de la figure du consommateur pauvre** »

Defended on the 4/12/2014. Committee's members: Prof. Eric Arnould, Prof. Marine Le Gall-Ely, Prof. Marie-Hélène Fosse-Gomez, Prof. Nil ÖzçağlarToulouse (supervisor), Prof. Luca Visconti, Prof. Pierre Volle

2010–2011 : **MBA** – « Marketing advanced program » - Université Lille 2

2004–2009 : **Diploma from the Institute of Political Science** (Sciences Po) - IEP Lille

2008–2009 : **Masters International economy and politics** - IEP Bordeaux

2006–2007 : **Erasmus program** - Jagiellonian University, Cracow

ACADEMIC POSITIONS

Since 2015 : Assistant professor at Faculté d'Ingénierie et Management de la Santé (ILIS), Université de Lille

Director of the program Healthcare Business (Master 1 and Master 2)

Director of the international master : European Master of Medical technology and Healthcare business (EMMAH)

2014-2015 : ATER (Attaché Temporaire d'Enseignement et de Recherches) at the Institut du Marketing et du Management de la Distribution (IMMD), Université Lille 2

2012–2014 : Teaching assistant at the Institut du Marketing et du Management de la Distribution (IMMD), Université Lille 2

AWARDS

2018 : Award EFMD FNEGE of the best management book (category collective research book)

2015 : Nord-Pas-de-Calais' Dissertation award for international research in social and human sciences

2013 : Seth Foundation/ACR Grant for Dissertation Award

GRANTS

2013-14 : Fulbright program – Research residence at the University of Wisconsin

2013 : Grant from the Department of International Action – Research residence

2013 : CEFAG grant – Research residence at the University of Wisconsin

2013 : Grant from the Doctoral School – Seminar at Bilkent University

2012 : Mobility grant - Research residence at the University of Southern Denmark

2011-2014 : PhD grant - Doctoral school n°74

INTELLECTUAL CONTRIBUTIONS

Articles in journals

DUNNETT S., HAMILTON K., PIACENTINI M., BANISTER E., GORGE H., KAUFMAN C. and NAIRN A. (2019), Exploring the relations in relational engagement : addressing barriers to Transformative Consumer Research, *Journal of Business Research*.

CAILLUET L., GORGE H. and ÖZÇAGLAR-TOULOUSE H. (2018), « Do not expect me to stay quiet » : challenges in managing a historical strategic resource, *Organization Studies*, 39, 12, 1811-1835.

BEUDAERT A., GORGE H. and HERBERT M. (2017), An exploration of servicescapes' exclusion and coping strategies of consumers with « hidden » auditory disorders, *Journal of Services Marketing*, 31, 4/5, 326-338.

BENMECHEDDAL A., GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2017), Rethinking alternative markets in the context of economic crisis and austerity in Greece, *Journal of Macromarketing*, 37, 2, 193-205.

GORGE H., ÖZÇAGLAR-TOULOUSE N. and TOUSSAINT S. (2015), Bien-être et well-being du consommateur : une approche comparative, *Recherche et Applications en Marketing*, 30, 2, 104-123. [Bien-être and well-being in consumer research: A comparative analysis, *Recherche et Applications en Marketing*, 30, 2, 97-115]

GORGE H., HERBERT M., ÖZÇAGLAR-TOULOUSE N. and ROBERT I. (2015), What do we really need? Questioning consumption through sufficiency, *Journal of Macromarketing*, 35, 11-22.

HAMILTON K., PIACENTINI M.G., BANISTER E., BARRIOS A., BLOCKER C.P., COLEMAN C.A., EKICI A., GORGE H., HUTTON M., PASSERARD F., SAATCIOGLU B. (2014), Poverty in consumer culture: towards a transformative social representation, *Journal of Marketing Management*, 30, 17/18, 1833-1857.

GORGE H., HERBERT M., ÖZÇAGLAR-TOULOUSE N. and ROBERT I. (2014), Explorer les éléments structurants de la sobriété, *Economie et Sociétés*, 1, 143-157.

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2013), Expériences de consommation des individus pauvres en France: Apports du Bas de la Pyramide et de la Transformative Consumer Research, *Décisions Marketing*, 72, 139-156.

Books

DELACROIX E. and GORGE H. eds. (2017), *Marketing et pauvreté : être pauvre dans la société de consommation*, Paris, Editions Management et Société.

2018 Award EFMD FNEGE for the best collective management book

Book chapters

GORGE H., HERBERT M., ÖZÇAGLAR-TOULOUSE N. and ROBERT I. (2018), Sobriété et normes de consommation: une analyse des pratiques de sobriété volontaires et contraintes, in *La sobriété énergétique, un enjeu d'équité sociale*, ed. Semal L. and Villalba B., Paris, Quæ.

GORGE H. (2018), L'approche historique foucauldienne : quels apports pour les recherches sur la consommation ? in *Penser critique. La consommation au prisme des mondes de Foucault*, eds. Roux D. et Gicquel Y., Paris, EMS.

GORGE H. and DELACROIX E. (2017), « Bons » et « mauvais » pauvres : les représentations des personnes pauvres et de la pauvreté, in Delacroix E. and Gorge H. (2017), *Marketing et pauvreté : être pauvre dans la société de consommation*, Paris, Editions Management et Société, 46-66.

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2017), Les cadres théoriques et méthodologiques pour étudier la pauvreté en marketing, in Delacroix E. and Gorge H. (2017), *Marketing et pauvreté : être pauvre dans la société de consommation*, Paris, Editions Management et Société, 94-113.

DELACROIX E., GORGE H. and HERBERT M. (2017), Isolement social et pauvreté : Facebook comme outil de désenclavement social ?, in Delacroix E. and Gorge H. (2017), *Marketing et pauvreté : être pauvre dans la société de consommation*, Paris, Editions Management et Société, 184-201.

GORGE H. (2014), Les distributeurs face aux défis soulevés par les consommateurs pauvres, in *Dimensions culturelles de la distribution*, ed. Collin-Lachaud I., Paris, Editions Management et Société.

GORGE H. and ÖZÇAGLAR-TOULOUSE N., (2012), Ethnicité: de quoi parlons-nous? in *L'ethnicité: fabrique marketing?* eds. Beji-Bécheur A. and Ozçağlar-Toulouse N., Paris, Editions Management et Société.

Case study

GORGE H. and CAILLUET L. (2019, forthcoming), Emmaus : the founder as a resource ? Exploring strategy, 12th Edition, Pearsons, UK.

Published presentations (refereed)

CASTILHOS R. and GORGE H. (2017), Une exploration des relations de coopération et de compétition chez les consommateurs pauvres en France et au Brésil, **Journées Normandes de Recherche sur la Consommation**, Université du Havre, November 23-24.

TOULOUSE E., LE DU M., GORGE H. and SEMAL L. (2017), Stimulating energy sufficiency: barriers and opportunities, **Eceee Summer study**, June.

BEUDAERT A., GORGE H. and HERBERT M. (2016), Exclusion des servicescapes et stratégies de coping des individus porteurs d'un handicap « invisible », **Journées Normandes de Recherche sur la Consommation**, IAE Caen, November 24-25.

GALLUZZO A. and GORGE H. (2016), Convertir à la propreté: une approche historique des représentations de l'hygiène corporelle, **Journées Normandes de Recherche sur la Consommation**, IAE Caen, November 24-25.

GORGE H. (2016), Une enclave dans le « marché de la santé » ? Le réseau santé-solidarité pour améliorer le bien-être des individus, **Journée Internationale du Marketing de la Santé**, IAE Lille, June 17.

GORGE H. and BEUDAERT A. (2015), Questionner le concept de vulnérabilité : perspectives et enjeux pour la recherche en marketing, **Congrès de l'Association Française du Marketing**, HEM Marrakech, May 20-22.

GORGE H., ÖZÇAGLAR-TOULOUSE N. and KJELDGAARD D. (2014), Une appréhension de la notion de besoins : le cas des consommateurs pauvres en France, **Journées Normandes de Recherche sur la Consommation**, Rouen, November 27-28.

CASTILHOS R.B. and GORGE H. (2014), Nuances of social capital enactment among poor consumers, **Association for Consumer Research North American Conference**, Baltimore M.D., October 23-26.

GORGE H., HERBERT M., ÖZÇAGLAR-TOULOUSE N. and ROBERT I. (2013), Devoir ou vouloir réduire sa consommation: explorer les éléments structurants de la sobriété, **Colloque Pauvreté, Précarité, Consommation**, IAE Gustave Eiffel de l'Université Paris Est Créteil, October 25.

GORGE H., ÖZÇAGLAR-TOULOUSE N. and KJELDGAARD D. (2013), Being competent in "liquid modernity": the case of working poor, **European Conference of the Association for Consumer Research**, IESE Business School Barcelona, July 4-7 (Special session).

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2013), Les compétences comme forme de coping: le cas des consommateurs pauvres, **Congrès de Association Française de Marketing**, La Rochelle, May 16-17 (Special session).

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2012), Les consommateurs pauvres: un nouveau marché pour les entreprises? **Colloque Etienne Thil**, IAE Lille, November 28-30.

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2012), La mobilisation du capital bourdieusien dans les stratégies de survie des consommateurs pauvres, **Journées Normandes de Recherche sur la Consommation**, Deauville, November 22-23.

Presentations (refereed)

GORGE H. and GALLUZZO A. (2018), Historical changes in personal hygiene's representations during 20th century France, **Consumer Culture Theory Conference, University of Southern Denmark**, Odense, June 28-July 1st.

GORGE H., HERBERT M. and ÖZÇAGLAR-TOULOUSE N. (2018), Towards a new health culture? An exploration of patients' experiences in the French "health market", **Consumer Culture Theory Conference, University of Southern Denmark**, Odense, June 28-July 1st.

GORGE H. (2017), Le capital social, un concept peu utilisé dans les recherches sur la consommation, **Lire la consommation et le marché avec Pierre Bourdieu**, Université du Havre, November 22.

GORGE H. (2017), Participation to the track Overcoming barriers to transformation and maximizing impact, **6th Conference of Transformative Consumer Research**, Cornell University New York, June 18-20.

BORRAZ S., GORGE H., and HERBERT M. (2017), Informing the ideological meaning of concepts in consumer research. The case of exclusion, **Interpretive Consumer Research Conference**, Stockholm University, April 26-28.

GORGE H., HERBERT M., ÖZÇAGLAR-TOULOUSE N. and ROBERT I. (2014), An Inquiry Into Sufficiency and Consumption, **Consumer Culture Theory Conference**, Aalto Business School, Helsinki, June 26-29.

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2014), The poor consumer: emergence and construction through the XXth century in France, **Consumer Culture Theory Conference, Special Session**, Aalto Business School, Helsinki, June 26-29 (Special session).

CASTILHOS R.B. and GORGE H. (2014), Nuances of social capital enactment among poor consumers, **Consumer Culture Theory Conference**, Aalto Business School, Helsinki, June 26-29 (Poster).

GORGE H. (2013), Participation to the track Poverty and Vulnerability, **4th Conference of Transformative Consumer Research**, SKEMA Business School, Lille, May 23-24.

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2012), How do working poor position themselves through consumption in the social space? **Consumer Culture Theory Conference**, Said Business School, Oxford, August 16-19 (Special session).

Invited presentations

GORGE H. (2019), Vendre et consommer au bas de la pyramide, Kedge insights, *Kedge Business School*, January 31.

GORGE H. (2018), Historical perspectives in consumer research, *NIMEC University of Rouen*, Rouen, May 17.

GORGE H. (2018), AFM Workshop Which use of the historical methods in marketing ? **Rencontres de l'Association Française du Marketing**, Paris, March 14.

GORGE H. (2016), Researching the vulnerable consumer, **Coactis Seminar**, Université Lyon 2, April 29.

GORGE H. (2014), Integration through consumption? The socio-historical construction of the poor consumer in France, **LSMRC PHD Workshop**, SKEMA Business School, Sofia Antipolis, June 3.

ÖZÇAGLAR-TOULOUSE N. and GORGE H. (2014), Consumption experiences of poor people: Knowledge from the Bottom of Pyramid and Transformative Consumer Research, **CMC Seminar**, ESCP Europe-London Campus, May 12.

GORGE H. (2014), « Being in the need »: an inquiry into utilitarian and pleasurable consumption, *Sam Walton College of Business- University of Arkansas*, 24 Janvier.

GORGE H., HERBERT M., ÖZÇAGLAR-TOULOUSE N. and ROBERT I. (2013), De quoi avons-nous besoin ? Une approche par la sobriété, Sobriété énergétique et normes de consommation, **4ème journée thématique du programme de recherche Sobriétés**, Université Lille 2, March 21.

GORGE H. (2012), I am "therefore" a consumer: understanding the relation of working poors to consumption through status and ideology, **LSMRC PHD Workshop**, FFBC Lille 2, June 4.

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2012), How do working poor position themselves through consumption in the social space? New retailing for new consumers, *Université Lille 2 and IMMD*, Lille-Roubaix, May 24.

Gorge H. (2012), Quand la pauvreté interroge la sobriété, Sobriété énergétique et inégalités, **3ème journée thématique du programme de recherche Sobriétés**, Institut d'Etudes Politiques de Lille, May 22.

Media coverage

(2018), Hélène GORGE: "Le marketing doit s'adapter aux pauvres, mais gare au social washing", *Stratégies*, January 23.

<https://www.strategies.fr/actualites/marques/4004893W/helene-gorge-lemarketing-doit-s-adapter-aux-pauvres-mais-gare-au-social-washing-.html>

TRAINING

Research residence

2013-2014 : University of Wisconsin, with Prof. Craig Thompson, November 1st-April 30

2013 : University of Southern Denmark, with Prof. Dannie Kjeldgaard, April 15-29

2012 : University of Southern Denmark, with Prof. Dannie Kjeldgaard, December 1-15

Doctoral seminars

2014 : Theories of Consumer Culture and the Postmodern Marketplace, University of Wisconsin-Madison, January-April

2013 : Consumer Culture Theory Seminar on Methodology, Univ Lille Nord de France, October 20-24

2013 : CEFAG Seminar on publication, Florence, September 1-6

2013 : CEFAG Seminar on research design, La Baule, June 18-22

2013 : Seminar on Consumption, Markets and Culture, Bilkent University, May 26-31

2012 : Consumption Theory: Canon of Classics, Oxford University, August 19-24

2012 : Consumer Culture Theory workshop on methodology, Royal Holloway, University of London, June 18-22

2012 : New retailing for new consumers, IMMD Roubaix, May

2011 : Marketing and society: the conduct of Transformative Consumer Research, HEC, Paris, May 2-6

2011 : Retours et détours sur la Consumer Culture Theory, Univ of Rouen, March 15-16 2010
Méthodes qualitatives et Consumer Culture Theory, University of Lille 2, November 15-16

PROFESSIONAL SERVICE

Editorial activities

Member of the editorial review board of the scientific journal *Consumption, Markets & Culture*

Reviewer for the following scientific journals: *Journal of Macromarketing*; *Recherche et Applications en Marketing*; *Journal of Historical Research in Marketing*; trainee reviewer for *Journal of Consumer Research*

Networks

Member of the LSMRC research center (MERCUR)

Member of the *Association Française de Marketing*

Member of the *Consumer Culture Theory Consortium*

Secretary of the *Association pour l'Histoire du Management et des Organisations* (AHMO)

Fulbright Alumni (2013-14) and CEFAG Alumni (2013)

Research projects

Member of ADEME project "Sobriétés" (2010-2013)

Organization of the research day "Sobriety and consumption norms", March 2013

Services provided to the scientific community

Reviewer of the applications for the Fulbright program (2019)

Co-organizer of the CCT doctoral seminar "Qualitative methods and research design", 13-17 November 2017 (30 international participants)

Co-organizer of the workshop "Marketing and poverty: being poor in the consumption society", Université Paris-Dauphine, 18th December 2017

Responsible for the coming and the stay of an invited researcher at ILIS (Dr. Susan Dunnett, University of Edinburgh - 2018) and for the stay of some national and international participants to the MERCUR research center's seminars

TEACHING

Undergraduate classes

- Projects' tutorial (2016)
- Marketing culture (2016, 2017, 2018)
- Introduction to sociology (2014, 2015, 2017)
- Methodology of synthesis (2013)

Graduate classes

- Introduction to marketing (2017, 2018)
- Research training (2017, 2018)
- Fundamentals of international business (2017, 2018)
- Ethics strategic business communication (2016, 2017, 2018)
- Leadership (2018)
- Politics of communication (2016, 2018)
- Qualitative methods (2015, 2018)
- Customer behavior and research initiation (2015)
- Tutorial of masters' thesis (2012-2013, 2014-2015, 2016-2017, 2017-2018)
- Customers' satisfaction and loyalty (2014)
- Consumer behavior (2012, 2013, 2014)