

Guojun HE
Professeur assistant

Académie : Transformation

Centre de recherche : Marketing Interactions

Campus : Lille

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Intérêts de recherche

Anthropology: Material Culture Studies, Consumer Culture Theory, Sociology

Domaines d'enseignement

Anthropology: Material Culture Studies

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 2020 Assistant Professor in Marketing, SKEMA Business School, France

Autres affiliations académiques

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

HE, G., TRAN, J. 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., 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

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, J., 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 Association 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 Association 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

Relecteur pour :

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

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

Autres activités académiques

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

Autres activités académiques

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

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

Depuis 2017 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.)