

Dr. Serena C. D'Hooge

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Academic Positions

2024 – present	Assistant Professor in Marketing Department of Marketing EDHEC Business School, France
2021 – 2024:	Postdoctoral Researcher Department of Marketing Management RSM, Erasmus University, The Netherlands
2021:	Adjunct Lecturer Department of Marketing and Sales Management IÉSEG School of Management, France
2019:	Visiting Scholar Department of Marketing Management RSM, Erasmus University, The Netherlands
2014 – 2021:	Lecturer Assistant & PhD Candidate Department of Communication Sciences Ghent University, Belgium

Education

2021:	Doctor (PhD) in Communication Sciences - Ghent University, Belgium.
2013:	Master of Science in Communication Management - Ghent University, Belgium (Magna Cum Laude)
2012:	Bachelor of Science in Communication Sciences - Ghent University, Belgium

Awards and Grants

2022:	Best Working Paper Award at the <i>Association for Consumer Research (ACR) Conference 2022</i> in Denver for D'Hooge, S.C., Sweldens, S., & Hütter, M. (2022, October). <i>Children's Susceptibility to Advertising: The (Un)controllability of Evaluative Conditioning Effects.</i>
2019:	Research Foundation – Flanders (FWO) - Travel Grant for a long stay abroad - € 3.366,00

Research Projects

Publications

- du Plessis, C., D'Hooge, S.C., & Sweldens, S. (2024). The Science of Creating Brand Associations: A Continuous Trinity Model Linking Brand Associations to Learning Processes. *Journal of Consumer Research*, 51(1), 29-41. <https://doi.org/10.1093/jcr/ucad046>
- D'Hooge, S.C., Vyncke, P. (2021). A Thematic Exploration of Strong Emotional Appeals Based on Evolutionary Psychology. In *Advances in Advertising Research (Vol. XI) Designing and Communicating Experience*, (pp. 119-135). Wiesbaden: Springer Fachmedien Wiesbaden.
- D'Hooge, S.C., Hudders, L., & Cauberghe, V. (2017). Direct Evaluative Conditioning in Brand Placement: The Impact of Scene Valence and Prominence on Brand Placement Repetition Effects. *Journal of Consumer Behaviour*, 16(5), 452–462. <https://doi.org/10.1002/cb.1647>

Work in Progress

- D'Hooge, S.C., Sweldens, S., & Hütter, M. Children's Susceptibility to Advertising: The (Un)Controllability of Evaluative Conditioning Effects. [*Winner of Best Working Paper Award at ACR 2022 in Denver*]
- D'Hooge, S.C.*, Reichmann K.*, Sweldens, S., & Hütter, M. How Stimulus Modality Influences the Automaticity of Valence Transfer: Controlled and Uncontrolled Effects of Verbal versus Visual Affective Stimuli in Evaluative Conditioning. [**Shared first authorship*]
- Lenkovskaya, M., D'Hooge S.C., & Sweldens, S. The (Un)controllability of Evaluative Conditioning Effects in One's Native versus Second Language.
- D'Hooge, S.C., De Jans, S. Exploring the Potential of Evaluative Conditioning to Alter Attitudes Towards Gambling: A Longitudinal Study.
- De Veirman, M., D'Hooge S.C., Mollaert, E., Desimpelaere, L. Bruwieri, I. What's in a Name? Exploring Consumer Perceptions of Social Media Personalities: Influencers, Content Creators and Celebrities.

Conference proceedings.

- De Veirman, M., D'Hooge S.C., Desimpelaere, L. (2024, September). *What's in a Name? Exploring Consumer Perceptions of Social Media Personalities: Influencers, Content Creators and Celebrities*. Working Paper to be presented at ACR R2024, Paris, France.
- Lenkovskaya, M., D'Hooge S.C., & Sweldens, S. (2024, September). *The (Un)controllability of Evaluative Conditioning Effects in One's Native versus Second Language*. Working Paper to be presented at ACR R2024, Paris, France.
- du Plessis, C., D'Hooge, S.C., & Sweldens, S. (2024, June). *The Science of Creating Brand Associations: A Continuous Trinity Model Linking Brand Associations to Learning Processes*. Paper presented at SCP Boutique Conference 2024, Leeds, UK.
- De Veirman, M., D'Hooge S.C., Desimpelaere, L. (2024, February). *What's in a name? Unveiling characteristics consumers associate with different social media personalities: influencers, content creators and celebrities*. Paper presented at Etnaal 2024, Rotterdam, The Netherlands.

D'Hooge, S.C., Sweldens, S., & Hütter, M. (2022, October). *Children's Susceptibility to Advertising: The (Un)Controllability of Evaluative Conditioning Effects*. Working Paper presented at ACR 2022, Denver, USA. [Winner of Best Working Paper Award at ACR 2022 in Denver]

D'Hooge, S.C., & Vyncke, P. (2019, June). *Emotionally Competent Stimuli Based on Evolutionary Psychology*. Paper presented at ICORIA 2019, Krems, Austria.

D'Hooge, S.C., Vyncke, P., Hudders, L., & Cauberghe, V. (2018, June). *The Paradox of Negative Emotional Appeals in Commercial Advertisements*. Paper presented at ICORIA 2018, Valencia, Spain.

D'Hooge, S.C., Hudders, L., Cauberghe, V., & De Cauwer, C. (2015, February). *The Effectiveness of Threat Appeals in Commercial Advertising: The Moderating Impact of Product Type*. Paper presented at Etmaal van de Communicatiewetenschap 2015, Antwerpen, Belgium.

D'Hooge, S.C., Cauberghe, V., & Hudders, L. (2014, June). *Brand Placement Effectiveness: Experimental Study on the Direct Evaluative Conditioning Effects*. Paper presented at ICORIA 2014, Amsterdam, The Netherlands.

Doctoral dissertation.

D'Hooge, S.C. (2021). *Evaluative Conditioning in Advertising: Exploring Strong Inherent Emotional Appeals and the Transfer of Affect to Brands or Products* [Unpublished doctoral dissertation]. Ghent University

Reviewer Experience

Reviewer for *Psychology & Marketing*

Reviewer for *Society for Consumer Psychology Annual Conference (SCP)*

Reviewer for *International Conference on Research in Advertising (ICORIA)*

Teaching Experience

Bachelor courses.

Lecturer *Advanced Data Analysis* (about 30 students per academic year), *Grand Ecole, bachelor cycle, compulsory elective*, IÉSEG School of Management, 2021.

Lecturer assistant and co-lecturer *Advanced Data Analysis Techniques and Software* (former *Communication Science Research I and II*, about 250 students per academic year), BSc Communication Sciences, *Ghent University, 2014-2020*.

Supervisor bachelor projects (about 30 students each academic year), BSc project *Behavioural Experts*, RSM, 2021- 2023.

Co-reader bachelor projects (about 10 students each academic year), BSc Communication Sciences, *Ghent University, 2014-2021*.

Supervisor *Seminar in Communication Research* (about 10 students per academic year), BSc Communication Sciences, *Ghent University, 2015-2016, 2017-2018*.

Supervisor *Academic Writing* (ranged from 5 to 30 students per academic year), BSc Communication Sciences, *Ghent University, 2014-2015, 2016-2020*.

Supervisor workshop '*diversity in advertising*' during '*diversity week*' (about 25 students per academic year), BSc Communication Sciences, *Ghent University, 2014-2017*.

Info sessions/videos on performing experimental studies, BSc Communication Sciences, *Ghent University, 2016-2017, 2021*.

Teaching assistant tasks for several courses lectured by prof. dr. Patrick Vyncke, BSc Communication Sciences, *Ghent University, 2017-2021*.

Master courses.

- Coach master thesis projects (about 10 students each academic year), MSc Marketing Management, RSM, 2021-present.
- Guest lecture on the Implicit Association Test, *Market and Consumer Research*, MSc Communication Management, Ghent University, 2022.
- Course coordinator and lecturer assistant *Marketing Strategy* (about 250 students per academic year), MSc Marketing Management, RSM, 2021-present.
- Co-reader master thesis projects (about 10 students each academic year), MSc Marketing Management, RSM, 2021-present.
MSc Communication Management, Ghent University, 2015-2020.
- Supervisor cross-curricular assignment *Corporate Communication and Consumer- and Market Research* (about 25 students per academic year), MSc Communication Management, Ghent University, 2015-2017.
- Info sessions on analysis techniques, MSc Communication Management, Ghent University, 2018-2020.