

**Sonja  
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## Formation

Ph.D in Marketing - University of Houston

Master of Business administration - University of Central Florida

Bachelor of Science in Business Administration, Marketing - Summa Cum Lauda

## Thèmes de recherche

Consumer Decision Marketing

Mental Accounting

Self-Regulation

Dark side of Consumer Behavior

## Publications

### ✉ Publications académiques

#### Articles

"Resisting that triple-chocolate cake: Mental budgets and self-control" (P. Krishnamurthy, S. Prokopec), *Journal of Consumer Research*

"IF YOU BUILD IT WILL THEY COME? - AN EMPIRICAL INVESTIGATION OF CONSUMER PERCEPTIONS AND STRATEGY IN VIRTUAL WORLDS" (S. Prokopec, L. Goel), *Electronic Commerce Research Journal*, mars 2009

#### Chapitres

*An International Marketing Strategy Perspective on Islamic Marketing*. In: *Handbook of Islamic Marketing* (avec M. Kurdy). : Edward Elgar , Gillian Rice and Ozlem Sandikci. 2011

### ✉ Autres publications

#### Communications publiées

"The Social Aspects of Virtual Worlds: Implications for Marketing", avec L. Goel. In : *2009 AMA Summer Marketing Educators' Conference Proceedings*, 2009 AMA Summer Marketing Educators' Conference. : American Marketing Association, 2009.

"The Impact of Anchors on Donors' Behavior: A Field Experiment", avec A. De Bryun. In : *2009 ACR North American Conference Proceedings*, Association of Consumer Research (ACR). : Association for Consumer Research, 2009.

"The "socialness" of Virtual Worlds", avec L. Goel. In : *15th Americas Conference on Information Systems Proceedings*, 15th Americas Conference on Information Systems . : Americas Conference on Information Systems , 2009.

"When asking for more leads to getting nothing:The impact of anchors on donation behavior", avec A. De Bryun. In : *38th EMAC Annual Conference Proceedings*, 38th EMAC Annual Conference. : European Marketing Academy, 2009.

"The Social Aspects of Virtual Worlds: Implications for Marketing", In : *38th EMAC Annual Conference Proceedings*, 38th EMAC Annual Conference. : European Marketing Academy, 2009.

"Marketing in Second Life: If you build it, will they come?", avec L. Goel. In : *2008 American Marketing Association Winter Educators Conference Proceedings*, 2008 American Marketing Association Winter Educators Conference. : American Marketing Association, 2008.

"Beating back that triple chocolate cake:Mental budgets as instruments of self-regulation", avec P. Krishnamurthy. In : *2006 North America ACR Conference Proceedings*, 2006 North America ACR Conference. : Association for Consumer Research, 2006.

### ▮ **Autres activités pédagogiques**

Applied Buyer Behavior

International Marketing

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## **Autres activités**

### ▮ **Prix et distinctions**

Presidential Scholarship and doctoral Fellowship-University of Houston

UCF Graduate Merite Fellowship- UCF Alumni Trust International Student Scholarship

UCF Founder's Scholar award (awarded to top 1 % of students) - UCF Golden Medallion for Outstanding Academic Achievement

### **Communications présentées à des conférences**

"The Impact of Anchors on Donors' Behavior: A Field Experiment", (avec A. De Bryun). Association for Consumer Research, Pittsburgh, PA, USA, 23 oct. 2009

"The "socialness" of Virtual Worlds", (avec L. Goel). 15th Americas Conference on Information Systems , San Francisco, CA, USA, 08 août 2009

"The Social Aspects of Virtual Worlds: Implications for Marketing", (avec L. Goel). 2009 AMA Summer Marketing Educators' Conference, Chicago, IL, USA, 08 août 2009

"THE SOCIAL ASPECTS OF VIRTUAL WORLDS: IMPLICATIONS FOR MARKETING", (avec L. Goel). EMAC 2009, Audencia Nantes School of Management , Nantes, France, 29 mai 2009

"When asking for more leads to getting nothing:The impact of anchors on donation behavior", (avec A. De Bruyn ). EMAC 2009, Audencia Nantes School of Management, Nantes, France, 28 mai 2009

"Marketing in Second Life: If you build it, will they come?", (avec L. Goel). 2008 American Marketing Association Winter Educators Conference, Austin, TX, 18 févr. 2008

"Beating back that triple chocolate cake: Mental budgets as instruments of self-regulation", (avec P. Krishnamurthy). ACR 2006, Orlando, 30 sept. 2006

"Beating back that triple chocolate cake: Mental Budgets as instruments of self-regulation", (avec P. Krishnamurthy). University of Houston Annual Doctoral Symposium, Houston, TX, 08 avr. 2006