

# Clément S. Bellet

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## Research Agenda

My work bridges behavioral economics and marketing research. I use causal inference methods, large-scale data, and field and online experiments to study questions at the intersection of business and society. My research focuses on three key areas:

- **Gender and Consumer Markets:** I analyze how gender dynamics in advertising, consumer stereotypes, and market segmentation influence consumer behavior and firm strategies.
- **Customer and Worker Emotions:** I study how customer and worker emotions affect customer–employee interactions, customer satisfaction, and firm performance.
- **Consumption and Inequality:** I examine how economic inequality shapes consumer needs, status signaling, and demand in luxury and mass markets.

## Current Position

2026-present **Erasmus University Rotterdam**, Rotterdam  
Associate Professor (with Tenure), Erasmus School of Economics

## Past and Visiting Positions

- 2019-2025 **Erasmus University Rotterdam**, Rotterdam  
Assistant Professor (Tenure Track), Erasmus School of Economics
- 2017-2019 **INSEAD**, Fontainebleau  
Postdoctoral Fellow  
Marketing Department & Stone Center for the Study of Wealth Inequality
- 2016-2017 **London School of Economics**, London  
Postdoctoral Fellow  
Center for Economic Performance
- 2014-2015 **University of California Berkeley**, Berkeley  
Visiting Scholar  
Department of Economics

## Published Work

1. “Does Inequality Affect the Needs of the Poor?” (with Eve Colson-Sihra) **Journal of the European Economic Association**, 2025
2. “Do Customers Respond to Social Movements? Evidence from Gender-Stereotypical Purchases After #MeToo” (with David Dubois and Frédéric Godart), **Management Science**, 2025

3. "The McMansion Effect: Positional Externalities in U.S. Suburbs", **Journal of Public Economics**, 2024
4. "Does Employee Happiness Have an Impact on Productivity?" (with Jan Emmanuel De Neve and George Ward), **Management Science**, 2024

## Working Papers and Research in Progress

### Gender and Consumer Markets:

1. "Gender Representation and Stereotyping: A New Approach Using the Universe of U.S. TV Ads" (with Martina Pocchiari), *SSRN Working Paper*: <http://dx.doi.org/10.2139/ssrn.4872687>
2. "How Elastic Are Consumer Stereotypes? Evidence from the Meat Gender Gap" (with Eve Colson-Sihra)  
Data collection completed (scanner data, survey data, and a pre-registered survey experiment: [link](#)).  
Main analysis conducted. Paper in writing phase, to be submitted. Slides available upon request.
3. "Gender-Based Marketing and Ad Effectiveness" (with Martina Pocchiari)  
Data collection (scanner data + survey data) and first analysis completed.

### Customer and Worker Well-Being:

5. "Emotional Labor or the Value of Emotions: Evidence from Millions of Customer Service Interactions"  
Proprietary data access secured; data collection and analysis completed. Paper in writing phase, to be submitted. Slides available on request.

### Consumption, Status and Inequality:

6. "Assessing Consumer Visual Interest and its Impact on Brand Premium: An Empirical Approach" (with Abhishek Borah and David Dubois), *SSRN Working Paper*: <http://dx.doi.org/10.2139/ssrn.4294761>
7. "Driving Status: Immigrants' Car Purchases and the Illusion of Emigration Wealth" (with Teodora Tsankova)  
Access to administrative data from Statistics Netherlands secured (universe of properties, registered vehicles, income and other resident data). Initial analyses completed.
8. Local Comparisons and Inequality Aversion Among the Business Elite (with Dylan Glover and Mark Stabile), *Working Paper*  
Working paper under revision. Previously released as CEPR Discussion Paper 16489 under the title "Preference for Redistribution of the Very Rich: Do Reference Groups Matter?"

## Book Chapters

2019 United Nations World Happiness Report: "Big Data and Subjective Wellbeing" (with Paul Frijters).  
Citations: 75 (Google Scholar, Feb 2025)

## Workshops & Special Sessions Organization

### Ongoing Workshops:

- **EUR-Tilburg Workshop on Digital Markets:** A cross-disciplinary workshop at the intersection of marketing, IS, and economics research through discussant-based presentation. ([Link](#))

- Co-Organizer since 2023 (with Shrabastee Banerjee, Sebastian Gabel, Dominik Gutt, Murat Tunc and Dainis Zegners)
- **IDEA Workshop:** EUR workshop on inclusion, diversity, equity, and accessibility.
  - Co-Organizer since 2025 (with Johannes Boegershausen and Jasmien Khattab)

### Special Sessions & One-Time Events:

- **2026 Choice Symposium Workshop** on “*Buying, Avoiding, Belonging: Stigma’s Hidden Hand in Consumption and Marketplace Dynamics*”
  - Co-organizers: Chethana Achar (Kellogg School of Management), Avni Shah (University of Toronto) and Joe Gladstone (UCSD)
- **“Gender and the Marketplace” Special Session** at *2025 ISMS Marketing Science Conference* (upcoming, June 2025)
  - with Anna Tuchman, Sarah Moshary, Tong Guo, and Ali Goli ([Link](#))
- **2024 “Marketing the Future” Symposium:** One-and-a-half-day international symposium that brought together academics to explore the future of marketing.
  - Co-Organized with Stefan Stremersch, Benedict Dellaert, Eric Johnson, Roland Rust, Nuno Camacho, and Ana Scekcic ([Link](#))
- **“Gender Disparity in Quantitative Marketing” Special Session** at *2024 EMAC Conference*
  - Co-Organized with Andreas Bayerl ([Link](#))
- **“Marketing and Society” Special Session** from the Special Interest Group in Quantitative Marketing at *2024 EMAC Conference*.
  - Co-Organized with Iris Steenkamp and Rupali Kaul ([Link](#))

### Conference Invitations with Paper Presentations

- 2025 Paris School of Economics Workshop in the honor of Richard Easterlin ([Link](#))
- 2025 YES Marketing — Gen2 workshop in Cologne ([Link](#))
- 2025 Sciences Po Economics Alumni Conference ([Link](#))
- 2025 9th Monash-Paris-Warwick-Zurich-CEPR Text-As-Data Workshop ([Link](#))
- 2024 EMAC Conference ([Link](#))
- 2024 WZB Berlin Workshop on Empirical Public Economics: Gender Economics ([Link](#))
- 2024 Digital Economy Workshop Rotterdam ([Link](#))
- 2023 ISMS Marketing Science Conference, Miami ([Link](#))
- 2023 EUR-Tilburg Workshop on Digital Markets ([Link](#))
- 2023 EEA ESEM in Barcelona ([Link](#))
- 2022 China-India Insights Conference, USC Marshall School of Business ([Link](#))
- 2022 Advances in Field Experiments (AFE), The University of Chicago ([Link](#))
- 2022 ISMS Marketing Science Conference, The University of Chicago
- 2021 Nederlandse Economedag (NED) 2021 Conference. Leiden University, The Hague
- 2021 IAAE Annual Conference. Erasmus University Rotterdam
- 2020 ISQOLS - GLO/EHERO Conference, Erasmus University Rotterdam (webinar)
- 2019 The Future of Brands Conference, Columbia University, New York
- 2019 SJDM Pre-Conference on Economic Inequality

- Workshop organized by Jon M. Jachimowicz

## ■ Seminar Invitations

- 12/2025 FGV EBAPE, Rio de Janeiro
- 04/2024 Paris School of Economics
- 05/2024 Paris-Saclay University, AgroParisTech-INRAE PSAE Seminar
- 06/2023 Hebrew University in Jerusalem, Economics Department
- 06/2023 Tel Aviv University, Coller School of Business
- 11/2023 Paris School of Economics
- 02/2021 London School of Economics
- 10/2020 Rotterdam School of Management
- 12/2019 Workshop on Happiness, Meaning and Society, Erasmus University Rotterdam

## ■ Research Visits

- **Israel**, June 2023 (2 weeks)
  - Invited by Hebrew University in Jerusalem
  - Seminar Presentations at Hebrew University and Tel Aviv University
  - Engaged in discussions with faculty members: Yaniv Dover, Renana Peres, Ori Heffetz, Sarit Weisburd, Adi Shany, Michal Hodor
- **United States**, June 2022 (2 weeks)
  - Visited Boston University and Chicago University
  - Engaged in discussions with faculty members: Garrett Johnson, Gordon Burch, Andrey Fradkin, Pradeep Chintagunta, Bradley Shapiro, Anita Rao, Marianne Bertrand

## ■ Research Awards and Grant Applications

- Erasmus School of Economics 2025 *Research Excellence Award*
- 2025 PDI Research Grant at the Ramon Llull University
- 2024 Vidi Grant Proposal (Score: 2.9 "Very Good")
- 2020 MSCA Grant Proposal (Score: 87.6/100)
- 2020 Veni Grant Proposal

## ■ Teaching

Erasmus School of Economics

- 2020-Present **Case Seminar in Data Science and Marketing Analytics**, *Master in Data Science and Marketing Analytics*, Seminar Course, Lecturer
- 2019-2020 **Marketing Analytics and CRM**, *Master in Marketing*, Seminar Course, Lecturer
- 2019-Present **Marketing for Econometrics**, *Bachelor in Econometrics and Operations Research*, Lecture Course (250 students), Lecturer

## INSEAD

2018-2020 **Lecturer in Marketing**, *MBA Programme*, Elective Course (14 sessions)  
"Value Creation Through Status and Style in Luxury and Fashion"

## Sciences Po Paris

2016-2017 **Lecturer in Microeconomics and Public Economics**, *MPA Programme*, Summer School,  
Scientific director: Prof. Sergei Guriev

Fall 2015 **Tutor in Public Economics**, *Graduate*  
Lecturer: Prof. Mark Stabile

Spring 2014 **Assistant Lecturer in Political Economy**, *Sciences Po Exchange Programme*  
Lecturer: Prof. Sergei Guriev

2012-2014 **Assistant Lecturer in Microeconomics**, *Undergraduate*  
Lecturer: Prof. Etienne Wasmer

2012-2014 **Coordinator of the Undergraduate Program in Microeconomics**, *Undergraduate*  
Lecturer: Prof. Etienne Wasmer

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## Impact and Service

### Peer-Review Service

American Economic Review, Management Science, Quarterly Journal of Economics, Review of Economic Studies, Journal of Consumer Research, Journal of Public Economics, American Economic Journal: Applied Economics, Journal of Urban Economics, Marketing Letters, Journal of Economic Behavior and Organization, *Economica*, Journal of Behavioral and Experimental Economics, The Economics of Transition, Housing Economics, Journal of Happiness Economics

### Collegial Activities

- Organizer of Internal Brown Bag Marketing Seminar (2019-2023)
- Bachelors Honours Research Class (BHRC) internships: 8-months research internships to bachelor-3 students
  - 2021-22: Vincenzo Albano (master placement: HEC and Ecole Polytechnique)
  - 2022-23: Tim Nijhuis (master placement: ETH Zurich)
  - 2024-25: Vitor Medeiros Kupidlowky Fernandes (master placement: RSM)
- EUR-École polytechnique research internship collaboration
  - 2023-2024: Raphael Barthes (Columbia University, Palantir Technologies)
- Tinbergen Institute (TI) and Business Data Science (BDS) master of research internships:
  - 2022: Zhuoyu Shi
  - 2024-2025: Joanne Ren
- Multiple research talks in brown bag seminars at ESE (marketing unit and economics department) and RSM (marketing group) and frequent attendee to the ERIM seminar series, ESE Research on Mondays (RoM) seminar series, and Micro seminar series
- *EUR Pride in Progress Symposium* ([Link](#))
- *EUR Studium Generale*, "How do Social Movements Shape Consumption?" (15' mini-lecture) ([Link](#))
- ESE Dutch Lessons Program Participant (2024-2025)

### Media Coverage

The Economist, "Whistle while you work?" (link)  
The Times, "American homeowners find size isn't necessarily everything" (link)  
The Atlantic, "Are McMansions making people any happier?" (link)  
Le Monde Magazine, "Le toast a l'avocat, un en-cas qui pourrait couter cher" (link)  
Newsweek, "Big houses in the US are back (and there's a growing housing bubble)" (link)

### Op-Eds & and Reviews

- *INSEAD Knowledge*, "How #MeToo and other social movements sway consumers?"
- *EUR Op-Eds*
  - "Beyond survival: how economic inequality reshapes consumption choices" (Feb 2025)
  - "Bigger isn't always better: The hidden costs of oversized homes" (Oct 2024)
  - "Does Inequality Affect the Way We Spend?" (Oct 2020)
- *LSE Business Review*
  - "What research tells us about the avocado toast controversy?" (March 2017)
  - "Keeping up with the Joneses: Superstar houses and the US mortgage frenzy" (May 2017)

## Education

- 2012-2017 **Sciences Po**, *Department of Economics*, Paris, PhD in Economics  
Thesis: "Inequality, Social Preferences and Consumer Behavior" (March 31, 2017)
- 2010-2012 **Ecole Polytechnique & ENSAE**, *Joint Program in Economics*, Paris  
Joint master degree in Economics (PhD Track)  
Best Master Thesis 2012
- 2009-2010 **Columbia University in the City of New York**, New York  
Visiting Student
- 2007-2010 **Sciences Po**, *College Universitaire*, Paris  
B.A. in Sciences & Social Sciences, Graduated with highest honors (top 2%)

## Non-Academic Experience

- World Bank, Washington DC
- 04-11/ 2011 **Research Assistant (STT) of Dr. Andreas Kopp, Lead Transport Economist**  
Worked on the Turkey Public Expenditure Review (PER) and transport demand discrete continuous choice model