

# Claire Linares

HEC Paris | +33 6 85 86 19 85 | c.linares@iese.edu | <https://clairelinares.com>

## ACADEMIC POSITION

---

**IESE Business School**, Spain, *Assistant Professor of Marketing* 2022–Present

## EDUCATION

---

**HEC Paris**, France, *Ph.D. in Management – Specialization in Marketing* 2022

*Dissertation advisor:* Anne-Laure Sellier (HEC Paris)

*Dissertation committee:* Anne-Laure Sellier (HEC Paris), Marc Vanhuele (HEC Paris), Andrea Bonezzi (New York University), Stefano Puntoni (Wharton School of the University of Pennsylvania), Ran Hassin (The Hebrew University of Jerusalem)

**University of British Columbia**, Canada, *Visiting Ph.D. student* 2018

**HEC Paris**, France, *Master in Management – Grande Ecole Program* 2007

**Louis-le-Grand**, France, *Preparatory Classes for business school national entrance exams* 2001–03

## INDUSTRY EXPERIENCE

---

**L’Occitane en Provence**, *Brand Manager/Director, Fragrance* 2010–16

Responsible for the strategy and development of the fragrance category and a new brand  
Management of a team of four people

**Guerlain (Louis Vuitton Moët Hennessy)**, *Product Manager, Skincare* 2007–10

Development of new skincare products for the international market

## RESEARCH INTERESTS

---

Consumer Behavior, Face Perception, Technology, Creativity

## PUBLICATIONS AND WORKING PAPERS

---

**Linares, Claire**, and Anne-Laure Sellier (2021), “How Bad is the Mere Presence of a Phone? A Replication of Przybylski and Weinstein (2013) and an Extension to Creativity,” published in *PLoS ONE*, 16(6): e0251451.

*Media coverage: Forbes.*

**Linares, Claire**, and Anne-Sophie Chaxel, “Distrust Towards Institution Increases Self-Control: An Explanation through Reduced Feelings of Conflict,” under review.

**Linares, Claire**, Anne-Laure Sellier, and Ran R. Hassin, “The Brands in Our Facial Appearance,” preparing for submission.

## **RESEARCH IN PROGRESS**

---

**Linares, Claire**, and Anne-Laure Sellier, “The Existence of Facial Name Stereotypes.”

**Linares, Claire**, “Skills in Faces.”

**Linares, Claire**, and Rishad Habib, “Faces and Prosocial Donations.”

Sellier, Anne-Laure, and **Claire Linares**, “The Green Consumer.”

Avnet, Tamar, Anne-Laure Sellier, and **Claire Linares**, “Measurement of Scheduling Styles.”

## **CONFERENCE PRESENTATIONS AND TALKS** (\*indicates presenter)

---

### International peer-reviewed conferences

**Association for Consumer Research Conference**, Denver, U.S.A., October 2022

Linares, Claire\*, Anne-Laure Sellier, and Ran R. Hassin, “Reverse Correlation: A Promising Tool for Uncovering Facial Stereotypes in Consumer Psychology.”

*Special Session*: “Leveraging Unstructured Data for Consumer Insights: Novel Perspectives on Text, Image, and Video Analytics.”

**Society for Consumer Psychology Conference**, online, March 2022

Linares, Claire\*, Anne-Sophie Chaxel, Yegyu Han, and DaHee Han, “Distrust Toward Institutions Reduces Attitudinal Ambivalence.”

**Association for Consumer Research Conference**, online, October 2021

Linares, Claire, Anne-Sophie Chaxel\*, Yegyu Han, and DaHee Han, “Distrust Toward Institutions Reduces Attitudinal Ambivalence.”

**Association for Consumer Research Conference**, online, October 2020

Linares, Claire\*, Anne-Laure Sellier, and Ran R. Hassin, “We Can Look Like Our Brands: The Manifestation of Adopted Brands in Facial Appearance.”

*Special Session Chair*: “Self-Brand Connection in the Age of Technology.”

**Journal of Consumer Research “Future of Brands” Conference**, New York, U.S.A., December 2019

Sellier, Anne-Laure, and Claire Linares\*, “We Can Look Like Our Brands: The Manifestation of Adopted Brands in Facial Appearance.”

**La Londe Conference in Consumer Behavior**, La Londe, France, June 2019

Linares, Claire\*, and Anne-Laure Sellier, “We Can Look Like Our Brands: The Manifestation of Adopted Brands in Facial Appearance.”

### Invited talks and posters

Linares, Claire\*, Anne-Laure Sellier, and Ran R. Hassin, “The Brands in Our Faces: The Existence and Manifestation of Brand-User Facial Stereotypes.”

- Hi! Paris – Center on Data Analytics and Artificial Intelligence for Science, Business and Society, Paris, France, September 2022 (poster)
- Lab Conscious at Hebrew University of Jerusalem, online, June 2021
- HEC-ESSEC-INSEAD Marketing Research Seminar, online, March 2021

## **GRANTS, HONORS, AND FELLOWSHIPS**

---

AMA – Sheth Foundation Doctoral Consortium Fellow, 2022

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€1,500), 2022

Ecole Universitaire de Recherche Data Science for Economics, Finance and Management, Research grant funded by the French government (€1,634), 2021

Hi! Paris – Center on Data Analytics and Artificial Intelligence for Science, Business and Society, Scholarship, 2021–22

HEC Paris Foundation, Full Doctoral Fellowship, 2016–21

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€3,000), 2021

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€2,500), 2020

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€1,500), 2019

HEC Paris, Travel grant for visit to Sauder School of Business, University of British Columbia, 2018

Fragrance Foundation France, FIFI Award Best Men’s Perfume in Owned Retail Channel for “Mer & Mistral” by L’Occitane en Provence (Consumer Choice; 26,000 voters), 2014

## **LANGUAGES**

---

French (native), English (fluent), German (basic)

## **PROFESSIONAL AFFILIATIONS AND SERVICE**

---

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

Ad-hoc reviewer for Society for Consumer Psychology (SCP) Conference

HEC Paris Strategy Management Program, Consulting Mission Supervision

Women's Forum for the Economy & Society, Women4AI Daring Circle

## **TEACHING**

---

### **Instructor**

IESE Business School, Marketing Management, MBA Program (#1 Europe, #1 worldwide, The Economist MBA Ranking, 2021), 2022

IESE Business School, Advanced Topics in Marketing, Ph.D. seminar, 4 sessions, 2022

HEC Paris, Marketing Science, Blended format, Undergraduate Program, 2021. Rating: 4.42/5

HEC Paris, Guest Lecture on Branding and AI, MBA Program, 2021

Toronto Metropolitan University, Guest Lectures on Branding, AI and Product Development, Undergraduate Program, online, 2021

Optimal Prépa-IPESUP, Private group lessons in Mathematics for undergraduates, more than 100 hours of teaching, 2003–05

### **Teaching Assistant**

HEC Paris, Marketing Strategy, Executive MBA Program, 2018, 2019

HEC Paris, Marketing Core, MBA Program, 2016

HEC Paris, Cultural Management, Undergraduate Program, 2019

HEC Paris, Statistics, Undergraduate Program, 2017, 2018