



Meet our Research Faculty

Mrs. Julia Pueschel

Adjunct Faculty



SORBONNE
UNIVERSITY
ABU DHABI

Name: Mrs. Julia Pueschel

Title: Adjunct Faculty

Department & University: Applied Foreign Languages, Sorbonne University Abu Dhabi

Email: julia.pueschel@psuad.ac.ae

Twitter: <https://twitter.com/missisjp>

LinkedIn: Julia Pueschel (<https://www.linkedin.com/in/julia-p-b1a71a33/>)

ResearchGate: Julia Pueschel (https://www.researchgate.net/profile/Julia_Pueschel)

Research Interests

Marketing Management, Marketing Communication, Luxury Marketing, GCC Consumer, Consumer Behaviour, Counterfeiting

Research Collaborations

Luxury Marketing – with B. Parguel, C. Chamaret, P. Valette-Florence

Publications

Journal Articles

"Coping with copies: The influence of risk perceptions in luxury counterfeit consumption in GCC countries",
Journal of Business Research, (with B. Parguel and C. Chamaret)
<https://www.sciencedirect.com/science/article/abs/pii/S0148296316306348>

Conference Proceedings

2017: "Talking about my generation. Revisiting the influence of age in luxury counterfeit consumption",
(with B. Parguel, C. Chamaret, P. Valette-Florence)

Atlas-AFMI Conference, Antananarivo, Madagascar; 2-4 May

The Mystique of Luxury Brands Conference, Seoul, South Korea; 11-12 May

Global Fashion Management Conference, Vienna, Austria, 6-9 July

ANZMAC Conference, Melbourne, Australia, 1-6 December

2016 "Coping with copies: A study of risks perception and coping strategies in luxury counterfeit consumption among affluent consumers" (with B. Parguel and C. Chamaret)
Monaco Symposium on Luxury, Monaco, 7-8 April

Atlas-AFMI Conference, Nice, France, 6-8 June