

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> .
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2019: Research Foundation – Flanders (FWO) - Travel Grant for a long stay abroad - € 3.366,00

Research Projects

Publications

D’Hooge, S., & De Jans, S. (2025). Exploring the potential of evaluative conditioning to alter attitudes towards gambling: a longitudinal study. *International Journal of Advertising*.
<https://doi.org/10.1080/02650487.2025.2529634>

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.*, 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*]

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*]

De Veirman, M., D’Hooge S.C., Mollaert, E., Desimpelaere, L. Bruwiere, I. What’s in a Name? Exploring Consumer Perceptions of Social Media Personalities: Influencers, Content Creators and Celebrities.

Lenkovskaya, M., D’Hooge S.C., & Sweldens, S. The (Un)controllability of Evaluative Conditioning Effects in One’s Native versus Second Language.

Lenkovskaya, M., Sweldens, S., D’Hooge, S.C., Morwitz, V. *Are People Really Averse to Ambiguity? Distinguishing the Effects of Numerical Cognition and General Aversion to Ambiguity in Choices Between Precise and Imprecise Options.*

Conference proceedings.

D’Hooge, S.C., Sweldens, S., & Hütter, M. (2025, October). *Conditioned to like? The development of (un)controlled evaluative conditioning effects in childhood.* Competitive Paper presented at ACR 2025, Denver, USA.

- Lenkovskaya, M., Sweldens, S., D’Hooge, S.C., Morwitz, V. (2025, October). *Are People Really Averse to Ambiguity? Distinguishing the Effects of Numerical Cognition and General Aversion to Ambiguity in Choices Between Precise and Imprecise Options*. Working Paper presented at ACR 2025, Denver, USA.
- D’Hooge, S.C., Sweldens, S., & Hütter, M. (2025, March). *Children’s Susceptibility to Advertising: The (Un)Controllability of Evaluative Conditioning Effects*. Paper presented at TeaP 2025, Frankfurt, Germany.
- D’Hooge, S.C.*, Reichmann K.*, Sweldens, S., & Hütter, M. (2025, March). *How Stimulus Modality Influences the Automaticity of Valence Transfer: Controlled and Uncontrolled Effects of Verbal versus Visual Affective Stimuli in Evaluative Conditioning*. Paper presented at TeaP 2025, Frankfurt, Germany. [**Shared first authorship*]
- 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.
- D’Hooge, S.C., De Jans, S. (2024, June). *Exploring the Potential of Evaluative Conditioning to Alter Attitudes Towards Gambling: A Longitudinal Study*. Paper presented at ICORIA 2024, Thessaloniki, Greece.
- 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 Etmaal 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

Roles: Lecturer, Guest speaker, Supervisor, Teaching assistant, Course-coordinator

Courses: Brand and Communication management, Business Research Methods, Customer Centric Brand Management, Understanding Consumers and Markets, Advanced Data Analysis, Marketing Communication, Communication Research, Academic Writing, Diversity in Advertising, Consumer Behaviour, Market and Consumer Research, Marketing Strategy, master and bachelor thesis projects.

Levels: MSc, Bachelor, BBA, pre-master, EMBA