

ZEYNEP ARSEL

MB 13.281 John Molson School of Business
1455 blvd. de Maisonneuve West Montreal, QC H3G 1M8 CANADA
(514) 848-2424 ext: 2956
zeynep.arsel@concordia.ca, <http://www.zeyneparsel.org>

ACADEMIC EMPLOYMENT

Concordia University Research Chair in Consumption, Markets, and Society (2021-)
Associate Professor, Concordia University (2013- present)
Concordia University Research Chair in Consumption and Markets (2014- 2020)
Assistant Professor, Concordia University (2007- 2013)

VISITING POSITIONS

Visiting Professor, Université Paris-Est (2011, 2014, 2017)
Visiting Distinguished Professor, Aalto University (2014- 2015)
Visiting Professor, University of Melbourne (2013)
Visiting Professor, University of Southern Denmark (2013)

SIGNIFICANT CAREER DISRUPTIONS

Caretaking Responsibility and Bereavement Leave (March 2018-April 2019)

ACADEMIC TRAINING

Ph.D. in Marketing (Minors in Sociology and Anthropology), University of Wisconsin-Madison, 2007
MBA (thesis option), Middle East Technical University, Ankara, Turkey, 2001
B.Sc. in Management (Honors), Bilkent University, 1998
Exchange Student, Purdue University, 1997

HONORS AND AWARDS

Newsmaker of the Month, Concordia University (November 2020)
Thinklist, University of Bath's Centre for Business, Organisation and Society (2020)
Invited Faculty Mentor, ACR Doctoral Symposium (2014, 2015, 2017, 2019, 2020, 2021, 2022)
Outstanding Reviewer Award, Journal of Consumer Research (2014 and 2017)
Best Special Session, Consumer Culture Theory Conference (2016)
Invited Faculty Mentor, Consumer Culture Theory Qualitative Data Analysis Workshop (2013, 2015)
Invited Faculty Mentor, Society for Consumer Psychology Doctoral Symposium (2013)
The Sidney J. Levy Award, Best Article Based on a Consumer Culture Theory Dissertation (2012)
Petro Canada Young Innovator Award- Strategic Research Cluster "The Person and Society," (2011)
MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Honorable Mention (2005)
AMA Sheth Doctoral Consortium Fellow (2003)
University of Wisconsin School of Business Scholarship (2003)
University of Wisconsin J. Howard Westing Marketing Fellowship (2002)
Indiana University Annual Haring Symposium Fellow (2001 and 2002)
University of Wisconsin John Etter Scholarship (2000 and 2001)
Bilkent University Board of Trustees Full Tuition Scholarship (1994-1997)

PUBLICATIONS (*indicates work with a researcher under supervision)

Journal Publications

Pomès*, Anissa and Zeynep Arsel (2022) "Market Work and the Formation of the Omnivorous Consumer Subject," *Journal of Consumer Research*
FT-50, A* (ABCD), 4* ABS

Dolbec, Pierre-Yann, Zeynep Arsel, and Aya Aboelenien* (2022), "A Practice Perspective on Market Evolution: How Craft and Commercial Coffee Firms Expand Practices and Develop Markets," *Journal of Marketing*

FT-50, A* (ABCD), 4* ABS

Aboelenien*, Aya, Zeynep Arsel (2022), “Meat: Historicizing an Icon through Marketplace Contestations.” *Consumption, Markets, & Culture*

B (ABCD)

Arsel, Zeynep, David Crockett and Maura Scott (2021), “Diversity, Equity, and Inclusion (DEI) in the Journal of Consumer Research: A Curation and Research Agenda,” in *Journal of Consumer Research* (invited publication, authors listed alphabetically)

FT-50, A* (ABCD), 4* ABS

Aboelenien, Aya*, Zeynep Arsel and Charles Cho (2021), “Passing the Buck vs. Sharing Responsibility: The Roles of Government, Firms and Consumers in Marketplace Risks during COVID-19,” *Journal of the Association for Consumer Research* (Aboelenien and Arsel listed alphabetically with equal contributions, lead article)

Media coverage: Globe and Mail, Business Insider, Milwaukee Journal Sentinel, CTV News, Yahoo, MSN, National Observer, CityNews, Journal Metro

B (ABCD)

Arsel, Zeynep (2017), “Asking Questions with Reflexive Focus: A Tutorial on Designing and Conducting Interviews,” *Journal of Consumer Research*, 44 (December), 939–948 (invited publication)

FT-50, A* (ABCD), 4* ABS

313 citations (Google Scholar)

Translated to Brazilian Portuguese as “Fazendo Perguntas Com Um Foco Reflexivo: Um Guia Para o Planejamento e Condução de Entrevistas” *Revista Interdisciplinar de Marketing*, Vol 8, No 2 (2018)

Martineau, Eric* and Zeynep Arsel (2017), “Managing Communities of Co-Creation around Consumer Engagement Styles,” *Journal of the Association for Consumer Research*, 2(2), 179-195

Media coverage: Globe and Mail, CTV News

B (ABCD)

Debenedetti, Alain, Harmen Oppewal and Zeynep Arsel (2014), “Place Attachment in Commercial Settings: A Gift Economy Perspective,” *Journal of Consumer Research*, 40 (February), 904-923

FT-50, A* (ABCD), 4* ABS, 231 citations (Google Scholar)

Media coverage: Fox Business, Psychology Today, Le Devoir, Marketing Magazine, Yahoo News India, UPI, Business Standard, Business News Daily

Arsel, Zeynep and Jonathan Bean (2013) “Taste Regimes and Market-Mediated Practice,” *Journal of Consumer Research*, 39 (February), 899-917 (lead article)

FT-50, A* (ABCD), 4* ABS, 556 citations (Google Scholar)

Media coverage: Montréal Gazette, Vancouver Sun, Ottawa Citizen, Calgary Herald, The Star Phoenix, Canada.com, Le Devoir, Macleans.ca, Psychomedia, British Psychological Society News, Metro, UPI

Reprinted in *New Directions in Consumer Research* (2015), Paul Hower, Aliakbar Jafari, Kathy Hamilton (ed.), vol. 1, London: Sage Publications.

Arsel, Zeynep and Craig J. Thompson (2011) “Demythologizing Consumption Practices: How Consumers Protect their Field-Dependent Identity Investments from Devaluing Marketplace Myths,” *Journal of Consumer Research*, 37 (February), 791-806

Winner of *The Sidney J. Levy Award*

FT-50, A* (ABCD), 4* ABS, 531 citations (Google Scholar)

Media coverage: Harper’s Magazine, Wall Street Journal, Globe and Mail, Vice, Yahoo News, Livescience, Psychology Today, Courier International-France, WIRED, Elle, La Presse, CBC Radio, LSA Magazine, Fader Magazine, Miller-McCune, Montréal Gazette, Vancouver Sun, Ottawa Citizen, Calgary Herald, The Star Phoenix, Canada.com, Milwaukee Public Radio, Isthmus, SuperInteressante

Thompson, Craig J., Aric Rindfleisch and Zeynep Arsel (2006) “Emotional Branding and the Strategic Value of the Doppelgänger Brand Image,” *Journal of Marketing*, 1 (January), 50-64.

FT-50, A* (ABCD), 4* ABS, 1189 citations (Google Scholar)

Thompson, Craig J. and Zeynep Arsel, (2004) “The Starbucks Brandscape and Consumers’ (Anti-Corporate) Experiences of Glocalization,” *Journal of Consumer Research*, 31 (December), 631-643
 FT-50, A* (ABCD), 4* ABS, 1126 citations (Google Scholar)

Edited Volumes and Books

Intersecting the Body, Special Issue in *Consumption, Markets & Culture (forthcoming)*, eds. Maria Carolina Zanette, Zeynep Arsel, Søren Askegaard, and Gaël Bonnin
Taste, Special Issue in *Consumption, Markets & Culture (2020)*, eds. Anissa Pomiès, Zeynep Arsel, and Jonathan Bean
Taste, Consumption, and Markets: An Interdisciplinary Volume (2018) eds. Zeynep Arsel and Jonathan Bean, Routledge, NY
Gendering Theory in Marketing and Consumer Research (2017), eds. Zeynep Arsel, Kirsi Eräranta, Johanna Moisander, Routledge, NY (Originally published as a special issue of the *Journal of Marketing Management*)

Editorials

Pomiès, Anissa, Zeynep Arsel and Jonathan Bean (2020), “Taste,” in *Consumption, Markets & Culture*
 B (ABCD)

Arsel, Zeynep, Kirsi Eräranta and Johanna Moisander (2015) “Introduction: Theorising Gender and Gendering Theory in Marketing and Consumer Research,” *Journal of Marketing Management*, 31:15-16, 1553-1558
 A (ABCD), 37 citations (Google Scholar)

Chapters and Essays in Edited Volumes

Shamayleh, Ghalia* and Zeynep Arsel (2023), “From Blogs to Platforms: Content Landscape and Affordances,” in *Routledge Handbook of Digital Consumption*

Arsel, Zeynep and Jonathan Bean (2018), “Social Distinction and Practices of Taste,” in *Consumer Culture Theory*, eds. Eric Arnould and Craig Thompson, Sage.

Pomiès, Anissa* and Zeynep Arsel (2018), “Retracing the History of the Concept of Taste,” in *Taste, Consumption, and Markets: An Interdisciplinary Volume*, eds. Zeynep Arsel and Jonathan Bean, New York, Routledge.

Arsel, Zeynep (2015), “Assembling Markets and Value,” in *Assembling Consumption: The Handbook of Assemblage Theories in Marketing and Consumer Research*, eds. Robin Canniford and Domen Bajde, New York, Routledge.

Arsel, Zeynep and *Scott Stewart (2015), “Identity Degrading Brands,” in *Strong Brands, Strong Relationships*, eds. Susan Fournier, Michael Breazeale, and Jill Avery, New York, Routledge

Arsel, Zeynep and Xin Zhao (2013), “Blogs,” in *The Routledge Companion to Digital Consumption*, eds. Russell Belk and Rosa Llamas, New York: Routledge

Work in Progress in Advanced Stages

“Morality and Markets,” (with Aya Aboelenien*), under review, *Journal of Business Ethics*

“Companion Species” (with Ghalia Shamayleh*), revising for 3rd round, *Journal of Consumer Research*

“Shared Practices,” (with Aya Aboelenien*), revising for 3rd round, the *Journal of Consumer Research*

“Discontinuities” (with Alain Debenedetti and Philippe Merigot), revising for 2nd round, *Journal of Consumer Research*

Working Papers

“Influencers,” (with Maria Carolina Zanette), finalizing manuscript, targeted for *Journal of Marketing*

“Learning Markets,” (with Aya Aboelenien) data analysis phase

“Secondary Acculturation,” (with Aya Aboelenien), data collection phase

“Airtightness,” (with Jonathan Bean, Morteza Hazbei*, and Meiling Fong*), data collection phase

“Responsibilization Project,” (with Allie Dang* and Alev Kuruoglu), data collection phase

Peer Reviewed Presentations and Conference Proceedings

Shamayleh, Ghalia* and Zeynep Arsel (2022) The Digital Emotional Economy of Cute Animals on the Internet, *Consumer Culture Theory Conference*, July 2022

Arsel, Zeynep, Maria Carolina Zanette, Sarah Herchet*, Carolina da Rocha Melo* (2022), “Influencers, Content Markets, and Institutional Work,” *Global Perspectives on Platforms and Cultural Production*, June 2022

Dolbec, Pierre-Yann, Zeynep Arsel and Aya Aboelenien* (2021), “How Taste Practices Become More Complex,” *Association for Consumer Research Conference*, Online, Oct 2021

Arsel, Zeynep, Maria Carolina Zanette, Sarah Herchet*, Carolina da Rocha Melo* (2021), “Influencers, Content Markets, and Institutional Work,” *Association for Consumer Research Conference*, Online, Oct 2021

- Arsel, Zeynep, Maria Carolina Zanette, Sarah Herchet*, Carolina da Rocha Melo* (2021), "The Impossible Profession of Being an Influencer," *Association for Consumer Research Conference*, Online, Oct 2021
- Aboelenien, Aya* and Zeynep Arsel (2020), "Building a Bridge How Immigrant Parents Strategically Build Dual-Habitus for Their Children," *Association for Consumer Research Conference*, Online, Oct 2020
- Shamayleh, Ghalia* and Zeynep Arsel (2020), "Orchestrating Pet Influencers: Rhetorical and Visual Strategies in Creating Mediated Platform Content," *Association for Consumer Research Conference*, Online, Oct 2020
- Aboelenien, Aya* and Zeynep Arsel (2019), "My Vegan Journey: How My New Morality Shaped My Relationship with my Family, Friends and the Market," *Association for Consumer Research Conference*, Atlanta, Oct 2019
- Dolbec, Pierre-Yann, Zeynep Arsel and Aya Aboelenien* (2019), "Market Aestheticization: How Markets Grow through Value Chain Complexification," *Association for Consumer Research Conference*, Atlanta, Oct 2019
- Aboelenien, Aya* and Zeynep Arsel (2019), "How Adopting New Moralized Consumption Practices Shapes Social and Market Relations," *Consumer Culture Theory Conference*, Montreal, July 2019
- Dolbec, Pierre-Yann, Zeynep Arsel and Aya Aboelenien* (2019), "Market Aestheticization: How Commodities Are Transformed into Valuable Aesthetic Products," *Consumer Culture Theory Conference*, Montreal, July 2019
- Arsel, Zeynep and Jonathan Bean (2018) "Palatial Domesticities: The Material Practices of the Very Wealthy", *Consumer Culture Theory Conference*, Odense, July 2018
- Pomiès, Anissa* and Zeynep Arsel (2018), "Performative Market Interactions and the Shaping of Taste Regimes", *Consumer Culture Theory Conference*, Odense Denmark, July 2018
- Pomiès, Anissa* and Zeynep Arsel (2016), "There is Disputing about Taste: Genealogy of a Contested Concept", *Consumer Culture Theory Conference*, July 2016, Lille, France (Winner, *Best Special Session Award*)
- Bean, Jonathan and Zeynep Arsel (2013), "Understanding Mediated Practices: Combining Ethnographic Methods with Blog Data to Develop Insights," *Ethnography in Praxis Conference*, Sept 2013, London UK
- Arsel, Zeynep (2013), "Collaborative Redistribution Systems and Value Creation," *European Marketing Academy 2013 Conference*, June 2013, Istanbul, Turkey (accepted, however not presented due to civil unrest)
- Stewart, Scott* and Zeynep Arsel (2013), "Degrading Brands and Consumer Brand Relationships," *Consumer Brand Relationships Conference*, May 2013, Boston, MA
- Mérigot, Philippe, Alain Debenedetti, and Zeynep Arsel (2013) "The Porous Nature of Places: An Economics of Worth Perspective," 7th Workshop on Interpretive Consumer Research, April 2013, Brussels, Belgium
- Arsel, Zeynep, Alain Debenedetti and Philippe Mérigot (2012), "The Dynamics and Continuity of Place Attachment: Cues from a Parisian Wine Bar," *Association for Consumer Research Conference*, October, Vancouver, Canada
- Debenedetti, Alain, Philippe Mérigot and Zeynep Arsel (2012) "Continuity and Transfer of Place Attachment: An Ethnographic Exploration," *European Marketing Academy Conference*, May 2012, Lisbon, Portugal
- Arsel, Zeynep and Susan Dobscha (2011), "Hybrid Pro-social Exchange Systems: The Case of Freecycle," *Association for Consumer Research Conference*, October 2011, St Louis, MO, USA
- Debenedetti, Alain, Philippe Mérigot and Zeynep Arsel (2011) "The Continuation of Place Attachment Experience Through Time and Space: The "Coin De Verre" Case," 6th Workshop on Interpretive Consumer Research, May 2011, Odense, Denmark
- Arsel, Zeynep and Jonathan Bean (2010) "Networked Styles and Normalizing Taste Narratives," *Association for Consumer Research Conference*, October 2010, Jacksonville, FL, USA
- Arsel, Zeynep and Xin Zhao (2010) "Personal Blogging, Performance and the Quest for Fame," *Association for Consumer Research Conference*, October 2010, Jacksonville, FL, USA
- Arsel, Zeynep and Susan Dobscha (2010) "Local Acts, Global Impacts?: Examining the Pro-Social, Non-Reciprocal Nature of Freecycle," *European Association for Consumer Research Conference*, July 2010, London, UK.
- Arsel, Zeynep and Jonathan Bean (2010) "Collective Taste Making: Analyzing Apartment Therapy Narrative," *Consumer Culture Theory Conference*, June 2010, Madison, WI, USA
- Arsel, Zeynep (2009) "Exploring the Social Dynamics of Online Bartering," *Association for Consumer Research Conference*, October 2009, Pittsburgh, PA, USA
- Arsel, Zeynep and Craig J. Thompson (2008) "I Might Consume Like a Hipster, but I am not a Hipster: Myth Markets and Consumer Reflexivity," *Consumer Culture Theory Conference*, June 2008, Suffolk University, Boston, MA, USA

Arsel, Zeynep and Craig J. Thompson (2005) "Consuming It Cool: Status Multiplicity and Contextualized Cultural Capital," *European Association for Consumer Research Conference*, June 2005, Göteborg, Sweden.

Thompson, Craig J and Zeynep Arsel (2003) "Consumers' Experiences of Glocalization in a Hegemonic Brandscape: The Case of Starbucks and Local Coffee Shop Culture," *Association for Consumer Research Conference*, October 2003, Toronto

Presentations at Working Paper Sessions/Posters

Aboelenien, Aya* and Zeynep Arsel (2019), "Raising Kids the Right Way? The Interplay of Taste and Morality in Parents' Identity Projects for their Children," *Association for Consumer Research Conference*, Atlanta, Oct 2019

Aboelenien, Aya* and Zeynep Arsel (2019), "Intergenerational Cultivation of Taste and Morality," *Consumer Culture Theory Conference*, Montreal, July 2019

Panaccio, Alexandra, Nora Baronian, Zeynep Arsel, Sophie Audouset, Karine Chrétien-Guillemette*, and Vanessa Bertone* (2019) "Barriers to the accountancy profession for students from minority groups: Findings from a qualitative study," Canadian Psychological Association Conference, Halifax, NS, May 2019

Aboelenien, Aya* and Zeynep Arsel (2018), "A Vegan Walks into a Restaurant: Moralized Consumption and Market Relations," Annual Graduate Research Exposition, John Molson School of Business, November 2018, Montreal Canada (Winner of Best Poster Award, PhD track)

Shamayleh, Ghalia* and Zeynep Arsel (2018), "(Wo)man's best social media proxy: Pet Micro-celebrities on Instagram," Annual Graduate Research Exposition, John Molson School of Business, November 2018, Montreal Canada (1st Runner Up of Best Poster Award, MSc track)

Aboelenien, Aya* and Zeynep Arsel (2018), "Boundary-Making in Moralized Consumption Domains: The Case of Veganism," *Consumer Culture Theory Conference*, Odense Denmark, July 2018

Aboelenien, Aya* and Zeynep Arsel (2017), "Food Fight: How Vegans and Non-Vegans Manage Moral Differences," Annual Graduate Research Exposition, John Molson School of Business, Nov 2017 (Honorable Mention for Best Poster, PhD Track)

Linnet, Jeppe Trolle and Zeynep Arsel (2014) "The Moment of Entry: A Phenomenological Exploration of the Experience of Social Buzz," *Consumer Culture Theory Conference*, June 2014, Helsinki, Finland (peer reviewed)

Martineau, Eric* and Zeynep Arsel (2012) "A Typology of Crowdsourcing Participation Styles", *Association for Consumer Research 2012 Conference*, October 2012, Vancouver, Canada (peer reviewed)

Martineau, Eric* and Zeynep Arsel (2011) "Why Do You Do It? Exploratory Research on Participants' Motivations on Crowdsourcing", *John Molson School of Business Annual Graduate Research Exposition*, November 2011, Montreal, Canada (Runner Up: Best M.Sc. Poster, Winner: Popular Choice Award)

Zhao, Xin and Zeynep Arsel (2011) "Food Blogs and Consumer Culture," *2011 Asia-Pacific Conference of Association for Consumer Research Conference*, June 2011, Beijing, China

Stewart, Scott* and Zeynep Arsel (2010) "Non-consumers' Influence on Identity Value: An Apple Case Study," *John Molson School of Business Annual Graduate Research Exposition*, November 2010. Montreal, Canada

Stewart, Scott* and Zeynep Arsel (2009) "Cultural Capital, Financial Capital and Brand Value," *John Molson School of Business Annual Graduate Research Exposition*, November 2009. Montreal, Canada

Arsel, Zeynep (2002), "Consuming 'by' taste or consuming taste: A Revisit to Bourdieu's Distinction," *Association for Consumer Research Conference*, Oct 2002, Atlanta, GA (peer reviewed)

Invited Graduate and Professional Training and Workshops

"Mid-Career Workshop: Mid-career Personas and Pathways," Association for Consumer Research Conference, Oct 2022

"How to Get Published: Peer Reviews," Panelist, GradProSkills, Concordia University, (Feb, 2021)

"Early Career Mentoring Workshop," Panelist, Association for Consumer Research Conference, (Oct, 2020)

"Reflexive Interviewing," Presenter, EPIC Webinar (June 2020)

"How to Make a Contribution," Doctoral Seminar on Consumption Markets Culture Theorization, Turkey, June 2019

"How to Make a Contribution," Association for Consumer Research Doctoral Consortium, San Diego, Oct 2017

"Work-life Balance," Keynote, ANZMAC Doctoral Colloquium, Brisbane, Dec 2014

"Coding," Consumer Culture Theory Qualitative Data Analysis Workshop, June 2015

Invited Presentations

2022

ESSEC, June 2023

2022

NEOMA Business School, Nov 2022

Stockholm School of Economics, Sept 2022

Research Day on Diversity and Inclusion, HEC Montreal, March 2022

RMIT Consumer Culture Insights Workshop, RMIT, February 2022

2021

NEOMA Business School Workshop on Body (keynote), June 2021

EMLYON Taste Research Day, May 2021

University of Southern Denmark, May 2021

University of Massachusetts-Amherst, April 2021

Walrus Talks, March 2021

Schulich School of Business, March 2021

2020

JACR Flash COVID-19 Issue Webinar, Dec 2020

Concordia University at Home Webinar, Oct 2020

University of Michigan Luxury Summer School, July 2020

2019

University of Birmingham, October 2019

Northwestern University, April 2019

2018

University of Wisconsin-Madison, September 2018

Wilfrid Laurier University, Feb 2018

University of Arizona (Lisle & Roslyn Payne Research Symposium), Jan 2018

2017

Université Paris Est, June 2017

Schulich School of Business, April 2017

2016

Stockholm Business School, June 2016

2015

The Walrus Talks- Being Human, Ottawa, 29 April 2015

2014

Université Paris-Est, April 2014

Chicago Consumer Culture Community, Chicago, April 2014

Schulich School of Business, April 2014

2013

University of Melbourne, Nov 2013

City University of London, Sept 2013

University of Southern Denmark, Aug 2013

Anthropology of Markets and Consumption Conference, University of California at Irvine, March 2013

2012

Rochester Institute of Technology, Dec 2012

HEC Lausanne, Sept 2012

2011

Concordia University Faculty Research Excellence Showcase, Oct 2011

Universite Paris-Est, May 2011

2006

Concordia University
 University of South Carolina
 University of Warwick

FUNDING

(2023-2028)	SSHRC Insight Grant (as PI)	\$202,320
(2021-2023)	SSHRC Insight Development Grant (as collaborator, PI: Aya Aboelenien)	\$61,630
(2021-2023)	Sam and Diana Scalia Grants (co PI with Jonathan Bean)	\$26,448
(2020-2021)	SSHRC GRF Grant (co PI with Charles Cho)	\$3,000
(2020-2021)	SSHRC Explore Grant (co PI with Maria Carolina Zanette)	\$3,450
(2019-2020)	JMSB CASA Grant for PhD Dissertation Support (co PI with Aya Aboelenien)	\$2,985
(2018-2019)	Concordia University Aid to Research Related Events, Exhibition, Publication and Dissemination Activities (ARRE) Program (co PI with Marie-Agnès Parmentier)	\$5,000
(2018-2023)	SSHRC Insight Grant (collaborator with Pierre-Yann Dolbec (PI) and Eileen Fischer)	\$180,940
(2017-2018)	JMSB CPA Research Centre Grants (collaborator with Nora Baronian (PI), Alexandra Panaccio, Sophie Audousset-Coulier)	\$9,000
(2017-2018)	JMSB CASA Grant for MSc Thesis Support (co PI with Ghalia Shamayleh)	\$2,006
(2017-2018)	JMSB CASA Grant for MSc Thesis Support (co PI with Natalia Kaszonyi)	\$700
(2016-2017)	JMSB CASA Grant for MSc Thesis Support (co PI with Xin Wang)	\$905
(2016-2017)	JMSB CASA Grant for Postdoctoral Research Support (co PI with Anissa Pomiès)	\$10,000
(2015-2020)	SSHRC Insight Grant (PI)	\$106,884
(2012-2013)	Bell Center for Business Process Innovation (collaborator with Sophie Audousset-Coulier)	\$14,000
(2011-2013)	Petro Canada Young Innovator, Concordia University	\$10,000
(2010-2013)	FRQSC Establishment of New Researchers Grant (PI)	\$38,300
(2009-2012)	SSHRC Standard Research Grant (PI)	\$53,625
(2008-2009)	ACR Grants for Transformative Consumer Research (PI)	\$500

TEACHING

Foundations of Business Research (PhD, scheduled for Fall 2024)
 Graduate Seminar in Qualitative Research Methods- MSc and PhD
 Brand Management-MBA
 Consumer Behavior-Undergraduate
 Cross Cultural Communications and Management- Undergraduate
 Marketing Management- Undergraduate

SUPERVISION AND THESIS COMMITTEE MEMBERSHIP**Postdoctoral Supervision**

Anissa Pomiès (Concordia University, 2015-2017- First placement: emlyon Business School)

PhD Supervision

Meiling Fong (Concordia University, expected 2026)
 Reza Ahmadi (Concordia University, expected 2026)
 Ghalia Shamayleh (Concordia University, expected 2024)
 Aya Aboelenien (Concordia University, 2020- First placement: HEC-Montréal)

Visiting Doctoral Student Supervision

Paulo Dalpian (Federal University of Rio Grande do Sul, 2017)
 Boris Collet (Université de Rouen)

M.Sc. Thesis Supervision

Bhushan Kadam (Concordia University, expected 2024)
Mahsa Doorandish (Concordia University, expected 2024)
Bishal Pandey (Concordia University, expected 2023)
Trevor Gilmore (Concordia University, expected 2023)
Sara Shafiei (Concordia University, expected 2023)
Christina Zeidan (Concordia University, 2023)
Dania Kyle (co-supervisor, Concordia University, 2023)
Meiling Fong (Concordia University, 2022)
Thi Linh Phuong (Allie) Dang (Concordia University, 2022)
Carolina da Rocha Melo (Concordia University, 2019)
Ghalia Shamayleh (Concordia University, 2019)
Marie LeBouthillier (co-supervisor, Concordia University, 2019)
Maxime Lehuidoux (Concordia University, 2018)
Michael Raymond (Concordia University, 2017)
Natalia Kaszonyi (Concordia University, 2017)
Eric Martineau (Concordia University, 2012)
Scott Stewart (Concordia University, 2011)

PhD Dissertation Committee

Alex Baudet (Committee Member, HEC Montréal, Phase II and II 2020-)
Marina Henriques Viotto (Committee Member, Fundação Getulio Vargas/ FGV-EAESP, 2023)
Gülay Taltekin Güzel (External Examiner, York University, 2022)
Lois Ashley Shedd (External Examiner, Monash University, 2018)
Paulo Dalpian (External Examiner, Federal University of Rio Grande do Sul, 2017)
Annetta Grant (External Examiner, Queens University, 2017)
Terhi Väistö (External Examiner, Aalto University, 2016)
Jessica Darveau (Committee Member, HEC Montréal, Phase II, 2015)
Donna Sears (External Examiner, McGill University, 2010)
Myriam Brouard (HEC Montréal, Phase II, 2013)
Virginie Deroubaix (HEC Montréal, Phase II, 2012)

M.Sc. Thesis Committee

Hooman Rahemi (Concordia University, 2021)
Yushan Li (Concordia University, 2019)
Sophia Chiovitti (Concordia University, 2019)
Alice Sambath (Concordia University, 2015)
Rachel Banton (Concordia University, 2013)
Zack Mendenhall (Concordia University, 2011)
Myriam Brouard (HEC Montréal, 2010)
Shijing Chen (Concordia University, 2010)
Yikun Zhao (Concordia University, 2007)

OTHER PEDAGOGICAL ACTIVITIES

Consumption and Markets Reading Group (Concordia University, 2015-2018)
Guest Lecturer, The Feminist University Seminar (Concordia University, Fall 2017)
Plagiarism Workshop, Concordia University (Winter 2016, Fall 2016, Fall 2017)
Consumer Behavior Essentials, GradProSkills, Concordia University (Fall 2016, Winter 2016)
Philosophy and Method of Interpretative Research (4 Week Seminar), Université Paris-Est (2014)

MEDIA COVERAGE AND ENGAGEMENT

Print and Digital

“Protecting privacy online begins with tackling 'digital resignation',” The Conversation (with Meiling Fong, also published in French)
“Good coffee, bad coffee: The curious tastes of cultural omnivores,” The Conversation (with Anissa Pomiès)
“At the centre of controversies: Why do we love to hate and hate to love meat?,” The Conversation (with Aya Aboelenien, also published in French)

“Have an Instagram account for your pet? Love sharing funny animal videos? You’re part of the cute economy,” The Conversation (with Ghalia Shamayleh, also published in French)

“Starbucks Is 50 and Emboldening Its Rivals More Than Ever,” Bloomberg Business

“Living in the material world, ethically amid a pandemic,” Globe and Mail

“How to convince people to comply with COVID safety guidelines,” Business Insider

“Governments, companies shifted COVID risk management responsibility to individuals: study” CTV News

“COVID safety precautions are as important as ever. Here's how to persuade resisters,” Milwaukee Journal Sentinel

“Entreprises et COVID-19: de la minimisation à la responsabilisation, Journal Metro

“What motivates the crowd to get involved in business ventures?,” Globe and Mail

“Urban Outfitters apologizes for Kent State sweatshirt,” Toronto Star

“Would you pay for a care package from Bill Nye?,” Globe and Mail

“Style decisions may begin with imitation,” Montréal Gazette, Vancouver Sun, Ottawa Citizen, Calgary Herald, The Star Phoenix, Canada.com

“Concordia Professor Links Taste and Identity,” Macleans

“Will you Get Your Share?,” Profit Magazine

“Make Sustainable Products Better.” Globe and Mail

“Blank Generation”, Harper’s Magazine

“It’s Hard to be a Hipster”, Wall Street Journal

“Hipster: from cultural icon to caricature”, WIRED

“Study Says, You Can't Keep the Hipster Down”, Elle

“Ne tirez pas sur le hipster” La Presse

“La vague «hipster» déferle à Montréal” (L’Actualite)

“La Hipster Attitude”, LSA Magazine

“Researchers Tackle the ‘Hipster’ Phenomenon”, Miller-McCune

“Study uses “hipsters” to explore when cool becomes clichéd”, Montréal Gazette, Vancouver Sun, Ottawa Citizen, Calgary Herald, The Star Phoenix, Canada.com

“Hipster? Moi?”, Globe and Mail

“The Sad Science of Hipsterism”, Psychology Today

“How the Term 'Hipster' Lost Its Swing”, Yahoo News, Livescience.com

“Alt Kulture Pazarlamada Riskler” (“Risks in Targeting Countercultures” in Turkish),

“O que querem os hipsters?”, (SuperInteressante, in Portuguese)

“What Comes After the Hipster? We Ask the Experts”, Flavorwire

Television

“Who has to protect communities from COVID-19?,” CityNews
CTV News with Mutsumi Takahashi, Segment on Crowdsourcing

Radio and Podcasts

We can't solve an unethical economy with personal boycotts (CBC Tapestry)

Companion Species Consumption (Tales of Consumption Podcast)

Ethics of Shopping During a Pandemic, Ottawa at Work

The Hipster Economy, CBC Radio

PopStuff isn't Cool Enough to Be a Hipster, (How Stuff Works Podcast)

“Hipsters Go from Cool to Square, But Don't Care”, Milwaukee Public Radio

SERVICE

Journal Editorship

Guest Associate Editor, Journal of Marketing (2022)

Guest Co-Editor, Consumption Markets and Culture Special Issue on Body (2022)

Associate Editor, Journal of Consumer Research (2018- present)

Associate Editor, Consumption Markets and Culture (2016- 2021)

Guest Co-Editor, Consumption Markets and Culture Special Issue on Taste (2020)

Guest Associate Editor, Journal of Consumer Research (2017)

Guest Co-Editor, Journal of Marketing Management Special Issue on Theorising Gender and Gendering Theory in Marketing and Consumer Research (2015)

Editorial Review Board and Policy Board Memberships

Editorial Review Board, Recherche et Applications en Marketing (2022-present)

Editorial Review Board, Journal of Marketing (2018-present)
Editorial Review Board, Journal of Marketing Management (2016-present)
Editorial Review Board, Journal of Consumer Research (2012-2018)
Editorial Review Board, Consumption Markets and Culture (2012-2016)
Policy Board, Mercati & Competitività (2013 – 2020)

Ad Hoc Reviewing for Academic Journals

Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Consumption Markets and Culture, Journal of Consumer Culture, Journal of Academy of Marketing Science, Journal of Advertising, Journal of Public Policy and Marketing, Journal of Marketing Management, Journal of the Association for Consumer Research, Marketing Theory, European Journal of Marketing, Journal of Business Research, Psychology and Marketing, Family Business Review, Canadian Journal of Administrative Sciences, Sociological Forum, Socio-Economic Review

External Assessor and Advisory Positions

External Assessor, Promotion to Professor, University of Bath (2023)
External Assessor, Tenure and Promotion to Associate Professor, University of Arizona (2022)
External Assessor, Promotion to Reader, University of Birmingham (2020)
External Assessor, Tenure and Promotion to Associate Professor, York University (2019)
Advisory Board, Sincere Marketing Project (Stockholm School of Economics 2018-)
External Assessor, Promotion to Professor, ESSEC (2018)
External Assessor, University Professor, York University (2016)
External Assessor, Tenure and Promotion to Associate Professor, Butler University (2015)

Conference Organization

Co-Chair, Association for Consumer Research Methods Workshop, 2023
Consumer Culture Theory 2019 Conference Co-Chair
Consumer Culture Theory Conference Program Outreach Committee, 2018
Association for Consumer Research Conference Program Committee, 2011, 2013, 2014, 2017, 2018, 2020, 2021
Consumer Culture Theory Conference Program Working Group, 2017
Associate Editor, Association for Consumer Research Conference 2016
Consumer Culture Theory Conference Special Session Track Co-Chair, 2016
Association for Consumer Research Asia Pacific Conference Program Committee, 2015
Consumer Culture Theory Conference Program Committee, 2014, 2017, 2018
Association for Consumer Research Conference Roundtable Track Co-Chair, 2012

Reviewing for Awards, Conferences, and Grants

Selection Board for the Responsible Research for Business and Management Honor Roll (2022-)
Member, ACR Early Career Award Committee, 2020
Chair, Sidney Levy Award Committee, 2020
Consumer Culture Theory Conference, Reviewer (2008-present)
Association for Consumer Research Conference, Reviewer (2006-present)
John A. Howard/AMA Doctoral Dissertation Award Competition, 2012 and 2016
ACR PhD Conference Travel Stipend Committee, 2016
Judge, Sidney Levy Award Committee, 2016
ACR/Sheth Foundation Dissertation Grants Competition, 2011
Social Sciences and Humanities Research Council of Canada Research Grants Reviewer, 2010 and 2011
Academy of Marketing Science Conference, Reviewer (2005)
American Marketing Association Marketing Educators' Conferences, Reviewer (2004- 2008)

Other Major Service to Academic Organizations

Treasurer, Consumer Culture Theory Consortium (2014- 2017)

Service to the Department

Department Hiring Committee, Limited Term Appointments (2022-)
PhD Program Committee (2022-)
PhD Program Department Representative (2016-)
Department Hiring Committee (Chair: 2016, Member: 2009-2012, 2015-2017, 2019-2021)
PhD Admissions Committee (2019-)
M.Sc. Admissions Committee (2019-2020)
M.Sc./PhD Program Committee (2010-2013 and 2015-2019)

Consumption and Markets Speaker Series Co-Organizer (2015-2017)
Department Personnel Committee (2015-2017)
Course Coordinator, Consumer Behavior (Undergraduate) (Winter 2016-Winter 2017)
M.Sc. Program Department Representative (2010-2013)
Co-op Program Committee (2007)

Service to the Faculty

Editorial Board, John Molson Perspectives (2023-)
Scientific Committee, L. Jacques Ménard BMO Centre for Capital Markets (2022-)
Faculty Personnel and Tenure Committee (2016-2020 and 2022-)
Faculty Research Committee (2021, 2022-)
Faculty PhD Program Committee (2022-)
Scientific Committee, Barry F. Lorenzetti Centre for Women Entrepreneurship and Leadership (2022-)
Director, MSc in Marketing, John Molson School of Business (2019-2020)
Director, Master's Research Programs-John Molson School of Business (2017-2019)
Curriculum Review Committee, PhD in Administration (2019-2021)
Curriculum Review Committee and Chair, MSc in Marketing (2017-2020, *ex-officio*)
Faculty Academic Programs Committee (2017-2020, *ex-officio*)
Faculty Personnel and Tenure Committee (2016-2020)
Program Appraisal Committee, MSc and PhD Programs- JMSB (2017)
Advisory Search Committee, Department Chair of Marketing (2016)
CRC Strategic Entrepreneurship Search Committee (2015-2016)
Faculty Research Committee (2015)
International Business Program Committee (2008-2013)
JMSB Working Group on Hiring Practices (2012)
Advisory Search Committee for Director, Kenneth Woods Portfolio Management Program (2009)
Advisory Search Committee for Director, International Business Program (2009)
Student Request Committee (2009-2010)

Service to the University

University Appraisal Committee (2015-2016, 2019-2020)
University Research Awards Committee (2013)
Concordia University Faculty Association Council (2012-2013)
JMSB Faculty Representative, School of Graduate Studies Special Individualized Programs (2010-2013)