

## **ZEYNEP ARSEL**

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### **ACADEMIC EMPLOYMENT**

Concordia University Research Chair in Consumption and Markets-Tier II (June 2014- present)  
Visiting Distinguished Professor, Aalto University (Jan 2014-Dec 2015)  
Associate Professor, Concordia University (2013- present)  
Assistant Professor, Concordia University (2007- 2013)  
Lecturer, University of Wisconsin-Madison (2003-2007)  
Teaching Assistant, University of Wisconsin-Madison (2000- 2001)  
Teaching Assistant, Middle East Technical University Ankara, Turkey (1998-2000)

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### **ACADEMIC BACKGROUND**

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

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### **HONORS AND AWARDS**

Outstanding Reviewer Award, Journal of Consumer Research (2014, 2017)  
Invited Faculty Mentor, ACR Doctoral Symposium, (2015, 2017)  
Invited Faculty Mentor, CCTC Qualitative Data Analysis Workshop, (2013, 2015)  
Keynote, ANZMAC Doctoral Colloquium, Dec 2014, Brisbane, Australia  
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 in the 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)  
Board of Trustees Full Tuition Scholarship, Bilkent University (1994-1997)

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### **FUNDING**

\$700	(2017-2018)	JMSB CASA Grant for MSc Thesis Support (with Natalia Kaszonyi)
\$905	(2016-2017)	JMSB CASA Grant for MSc Thesis Support (with Xin Wang)
\$10,000	(2016-2017)	JMSB CASA Grant for Postdoctoral Research Support (with Anissa Pomiés)
\$106,884	(2014-2019)	Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant (Principal Investigator) Title: Consuming Domestic and Commercial Spaces
\$14,000	(2012-2013)	Bell Research Center for Business Process Innovation (co-applicant with Sophie Audoussset-Coulier) Title: The Image of Accountants in the Advertising Campaigns of the Accounting Professional Orders in Canada

\$10,000	(2011-2013)	Petro Canada Young Innovators Program, Concordia University Title: Towards a Theory of Value in Sustainable Commodities: An Investigation on Upcycling
\$38,300	(2010-2013)	Fond Québécois de Recherche Sur la Société et Culture (FQRSC) Establishment of New Researchers Grant (Principal Investigator) Title: Consumer Storytelling in Social Media
\$6,977	(2010-2011)	Concordia University Vice President Seed Funding (returned after receiving a FQRSC grant for the same project) Title: Blogs, Social Interaction and Normativity in Daily Consumption
\$53,625	(2009-2012)	Social Sciences and Humanities Research Council of Canada (SSHRC) Standard Research Grant (Principal Investigator) Title: Lateral Recycling: Motives, Processes and Consequences
\$500	(2008)	ACR Grants for Transformative Consumer Research

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## PUBLICATIONS

### Journal Publications

Arsel, Zeynep (invited), "Asking Questions with Reflexive Focus: A Tutorial on Designing and Conducting Interviews," *Journal of Consumer Research*

Martineu, 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

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  
43 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)  
Reprinted in *New Directions in Consumer Research* (2015), Paul Hower, Aliakbar Jafari, Kathy Hamilton (ed.), vol. 1, London: Sage Publications.  
170 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

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  
228 citations (Google Scholar)  
Media coverage: Harper's Magazine, Wall Street Journal, Globe and Mail, Vice, Yahoo News, Livescience, Psychology Today, Courrier 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.  
637 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  
638 citations (Google Scholar)

## Edited Volumes and Books

*Taste Consumption and Markets: An Interdisciplinary Volume* (under contract) 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*)

## Chapters in Edited Volumes

Arsel, Zeynep and Jonathan Bean (forthcoming), "Taste," in *Consumer Culture Theory*, eds. Eric Arnould and Craig Thompson, Sage.

Pomiès Anissa and Zeynep Arsel (forthcoming), "Retracing the History of the Concept of Taste," in *Taste Consumption and Markets: An Interdisciplinary Volume* (under contract) 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

## Peer Reviewed Presentations and Conference Proceedings

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 Economies 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 2012 Conference*, October 2012, Vancouver, Canada

Debenedetti, Alain, Philippe Mérigot and Zeynep Arsel (2012) "Continuity and Transfer of Place Attachment: An Ethnographic Exploration," *European Marketing Academy 2012 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 Freecyclers," *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, Canada

### **Presentations at Working Paper Sessions/Posters**

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 Presentations**

"Spatiotemporal Disruptions in Servicescape Practices," York University, April 2017

"Extending Place Attachment Spatially and Temporally," Stockholm Business School, June 2016

"Coding," Consumer Culture Theory Qualitative Data Analysis Workshop, Fayetteville AR, 17 June 2015

"Taste," *The Walrus Talks- Being Human*, Ottawa, 29 April 2015

"Finding Life Leisure and Pleasure on the PhD Treadmill," *ANZMAC Doctoral Colloquium*, Brisbane, Dec 2014

"Value," *ACR Doctoral Symposium*, Baltimore MD, Oct 2014

"Disintermediated Exchanges and Regimes of Valuation," *Universite Paris-Est*, Paris, April 2014

Disintermediated Exchanges, Market Reconfiguration and Value, *Chicago Consumer Culture Community*, Chicago, April 2014

"Regimes of Valuation in Collaborative Redistribution," *York University*, Canada, April 2014

"Regimes of Valuation in Collaborative Redistribution," *University of Melbourne*, Australia, Nov 2013

"Discontinuities in Place Attachment," *Cass School of Business*, London UK, Sept 2013

"Regimes of Valuation in Collaborative Redistribution," *University of Southern Denmark*, Odense, Aug 2013

"Collaborative Redistribution Systems and Value Creation," *Anthropology of Markets and Consumption Conference*, The University of California at Irvine, Irvine, CA USA, March 2013

“Taste Regimes and Market-Mediated Practice,” *William Kern Lecture Series, Rochester Institute of Technology*, Rochester, NY, Dec 2012

“Collaborative Redistribution Systems and Value Creation,” HEC Lausanne, Switzerland, Sept 2012.

“Buying Less, Consuming More: Collaborative Redistribution for Sustainable Consumption,” Concordia University Faculty Research Excellence Showcase, Oct 2011, Montreal, Canada

“Taste Regimes and Market Mediated Practice,” L'Universite Paris-Est Marne-la-Vallee, Paris, May 2011

Consumption ‘by’ Cultural Capital or Consumption ‘of’ Cultural Capital: A Revisit to Bourdieu’s Distinction,” Indiana University 32nd Annual Haring Symposium, Bloomington, IN, USA, March 2002

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## TEACHING EXPERIENCE

### Concordia University

Graduate Seminar in Qualitative Research Methods- MSCA (Fall 2015- )

Consumer Behavior (Winter 2016-Fall 2017)

Strategic Brand Management-MBA (Winter 2013)

Cross Cultural Communications and Management (Fall 2007-Winter 2013)

Marketing Management (Fall 2007)

### University of Wisconsin-Madison

Consumer Behavior (Summer 2003- Fall 2006)

## SUPERVISION AND THESIS COMMITTEE MEMBERSHIP

Postdoctoral Supervision      Anissa Pomiés (Concordia University, 2015-2017)

PhD Dissertation Supervision    Tevfik Karatop (Concordia University, Phase II)  
Aya Aboelenien (Concordia University, Phase II)

M.Sc. Thesis Supervisor      Maxime Lehideux (Concordia University, expected 2018)  
Ghalia Shamayleh (Concordia University, expected 2018)  
Michael Raymond (Concordia University, expected 2017)  
Xin Wang (Concordia University, expected 2017)  
Natalia Kaszonyi (Concordia University, 2017)  
Eric Martineau (Concordia University, 2012)  
Scott Stewart (Concordia University, 2011)

PhD Committee                  Paulo Dalpian (UFRGS, expected 2018)  
Jessica Darveau (HEC Montréal, expected, 2017, Phase II and III)  
Annetta Grant (External Examiner, Queens University, 2017)  
Terhi Väistö (External Examiner, Aalto University, 2016)  
Myriam Brouard (HEC Montréal, Phase II)  
Virginie Deroubaix (HEC Montréal, Phase II)  
Donna Sears (External Examiner, McGill University, 2010)

M.Sc. Committee                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

CURC Consumption and Markets Speaker Series (Fall 2015-present)

Plagiarism Workshop, Concordia University (Winter 2016, Fall 2016)

Consumer Behavior Essentials, Grad Pro Skills Workshop, Concordia University (Fall 2016, Winter 2016)

Philosophy and Method of Interpretative Research (4 Week Seminar), Université Paris-Est (2014)

## **SERVICE**

### **Editorship**

Associate Editor, Consumption Markets and Culture (2016- present)  
Guest Associate Editor, Journal of Consumer Research  
Guest 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 Board, Journal of Marketing Management (2016-present)  
Editorial Board, Journal of Consumer Research (2012-present)  
Editorial Board, Consumption Markets and Culture (2012-2016)  
Policy Board, Mercati & Competitività (2013 – Present)

### **Ad Hoc Reviewing for Academic Journals**

Journal of Consumer Research, Consumption Markets and Culture, Journal of Marketing, 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

### **Conference Organization**

Association for Consumer Research Conference Program Committee, 2011, 2013, 2014, 2017  
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  
Association for Consumer Research Conference Roundtable Track Co-Chair, 2012

### **Reviewing for Awards, Conferences and Grants**

John A. Howard/AMA Doctoral Dissertation Award Competition, 2012 and 2016  
ACR PhD Conference Travel Stipend Committee, 2016  
Sidney Levy Award Judge, 2016  
Consumer Culture Theory Conference, Reviewer (2008-present)  
Association for Consumer Research Conference, Reviewer (2006-present)  
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 Service to Academic Organizations**

Treasurer, Consumer Culture Theory Consortium (2014- 2017)

### **Service to the University**

Director, Master's Research Programs-John Molson School of Business (2017-)  
Search Committee, CIBC Professorship in Entrepreneurial Studies and Family Business (2017)  
Faculty Personnel and Tenure Committee (2016-)  
PhD Program Department Representative (2016-)  
M.Sc./PhD Program Committee (2010-2013 and 2015-)  
Program Appraisal Committee, MSc and PhD Programs- JMSB (2017)  
University Appraisal Committee (2015-2016)  
Department Hiring Committee (2009-2012 and 2015-2017)  
Department Personnel Committee (2015-2017)  
Advisory Search Committee, Department Chair of Marketing (2016)  
CRC Strategic Entrepreneurship Search Committee (2015-2016)  
Faculty Research Committee (2015)  
University Research Awards Committee (2013)

JMSB Working Group on Hiring Practices (2012)

Concordia University Faculty Association Council (2012-2013)

JMSB Representative, School of Graduate Studies Special Individualized Programs (2010-2013)

M.Sc. Program Department Representative (2010-2013)

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)

International Business Program Committee (2008-2013)

Co-op Program Committee (2007)