

ZEYNEP ARSEL

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 zeynep.arsel@concordia.ca, <http://www.zeyneparsel.org>

ACADEMIC EMPLOYMENT

Professor, Concordia University (2023-)
 Distinguished Visiting Professor, University of Bath (2024-), fractional appointment
 Concordia University Research Chair in Consumption, Markets, and Society (2021-)
 Associate Professor, Concordia University (2013- 2023)
 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

Concordia University Award for Graduate Mentoring (2023)
 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)

Journal Publications

Arsel, Zeynep (2025), "Platform capture: a review of the state of the art of research on platforms and a research agenda."
Journal of Marketing Management
 A (ABCD), 2 ABS

- Aboelenien*, Aya, Zeynep Arsel (2025), “Surviving as a Vegan in a World of Omnivores: Relational Fractures in Shared Practices” *Journal of Consumer Research*
FT-50, A* (ABCD), 4* ABS
- Shamayleh, Ghalia*, and Zeynep Arsel (2025) "Digital Affective Encounters: The Relational Role of Content Circulation on Social Media." *Journal of Consumer Research*
FT-50, A* (ABCD), 4* ABS
Media coverage: BBC Science Focus, Newsweek, IFLScience, The Star, Le Devoir
- Arsel, Zeynep, Maria Carolina Zanette, and Carolina da Rocha Melo* (2025) "Sponsored Content as an Epistemic Market Object: How Platformization of Brand-Creator Partnerships Disrupts Valuation, Co-production, and the Relationship between Market Actors." *Journal of Marketing*
FT-50, A* (ABCD), 4* ABS
- Aboelenien*, Aya, Zeynep Arsel (2024), “The shaping of marketplace moral sentiments” *Journal of Business Research*, 182 (2024): 114810.
A (ABCD), 3 ABS
- Pomiès*, 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), 2 ABS
- 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
345 citations (Google Scholar)
- 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), 2 ABS
- 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
610 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), 2 A
- 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, 320 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, 695 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, 623 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.

FT-50, A* (ABCD), 4* ABS, 1467 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, 1285 citations (Google Scholar)

Edited Volumes and Books

Intersecting the Body, Special Issue in *Consumption, Markets & Culture* (2024), eds. Maria Carolina Zanette, Zeynep Arsel, 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

Zanette, Maria Carolina, Zeynep Arsel, and Gaël Bonnin, (2024), "Intersecting the Body" in *Consumption, Markets & Culture*

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

Arsel, Zeynep and Jonathan Bean (2023), "Social Distinction and Practices of Taste (Revised)," in *Consumer Culture Theory*, eds. Eric Arnould and Craig Thompson, Sage.

Shamayleh, Ghaliya* 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

Peer Reviewed Presentations and Conference Proceedings

Aboelenien, Aya and Zeynep Arsel (2025), *Habitus Building: Immigrant Parents' Practices, Struggles and Tensions*, *Consumer Culture Theory Conference*, June 2025

Shamayleh, Ghaliya* and Zeynep Arsel (2024) "The Digital Affective Network of Companion Species Content," *Consumer Culture Theory Conference*, July 2024

Shamayleh, Ghaliya* and Zeynep Arsel (2024) "Digitized Dyadic Services: Tensions in the Online Therapy Experience," *Consumer Culture Theory Conference*, July 2024

Aboelenien, Aya* and Zeynep Arsel (2023), *Struggling to be a Vegan in an Omnivore World: Managing Relational Tensions in Practice Performance Transformations*, *Association for Consumer Research Conference*, Oct 2023.

Shamayleh, Ghaliya* 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

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, Ghaliya* 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 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 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 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

Presentations at Working Paper Sessions/Posters

- Shamayleh, Ghalia* and Zeynep Arsel (2023) "Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy" [Poster], *Association for Consumer Research Conference*, Oct 2023.
- 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

2026

- SKEMA Business School, May 2026
- Open University, Feb 2026

2024

- Università della Svizzera italiana, Nov 2024
- University of Bath, June 2024
- Queen Mary University of London, April 2024
- Cardiff University, April 2024
- emlyon, March 2024

2023

- University of Strathclyde, Dec 2023
- University of Illinois-Chicago, Dec 2023
- 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
Université Paris-Est, May 2011

2006

Concordia University
University of South Carolina
University of Warwick

FUNDING

(2023-2028)	SSHRC Insight Grant (as PI)	\$202,320
(2023-2025)	National Bank Initiative in Entrepreneurship and Family Business (as PI)	\$11,500
(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))	\$180,940
(2017-2018)	JMSB CPA Research Centre Grants (collaborator with Nora Baronian (PI))	\$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
 Special Topics Seminar: Actors and Structures -PhD
 Qualitative Research Methods- MSc and PhD
 Brand Management-MBA
 Consumer Behavior-Undergraduate
 Cross Cultural Communications and Management- Undergraduate
 Marketing Management- Undergraduate

SUPERVISON AND THESIS COMMITTEE MEMBERSHIP**Postdoctoral Supervision**

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

PhD Supervision

Edna Denga (Concordia University, expected 2029)
 Anusheh Ali Gauhar (Concordia University, expected 2028)
 Meiling Fong (Concordia University, expected 2027)
 Reza Ahmadi (Concordia University, expected 2027)
 Ghalia Shamayleh (Concordia University, 2024, First placement: ESSEC Business School)
 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

Dayne Lebans (Concordia University, expected 2026)

Mia Dematteo (Concordia University, expected 2026)
 Sebastiano Ferroni (Concordia University, expected 2026)
 Alana Rivera Matos (Concordia University, 2025)
 Jules Wimez (Concordia University, 2025)
 Arianne Paquin (Concordia University, 2025)
 Mahsa Doorandish (Concordia University, 2024)
 Bishal Pandey (Concordia University, 2024)
 Bhushan Kadam (Concordia University, 2024)
 Sara Shafiei (Concordia University, 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

Orçun Turan, (External Member, York University)
 Dania Kyle (External Member, HEC Montréal)
 Rachel Kirstein (Committee Member, PhD Humanities, Concordia University)
 Karly Nygaard-Petersen (External Examiner, Royal Roads University, 2024)
 Alex Baudet (Committee Member, HEC Montréal, 2024)
 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

Julie St-Onge (Concordia University)
 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

“From tattoos to plastic bottles, here’s how society assigns moral values to everyday things” The Conversation (with Aya Aboelenien)

“Influencer marketing doesn’t need more metrics — it needs more trust and collaboration between brands and influencers,” The Conversation (with Maria Carolina Zanette)

“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’Actualité)

“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

Associate Editor, Journal of Consumer Research (2018- 2025)
 Guest Co-Editor, Consumption Markets and Culture Special Issue on Body (2022-2023)
 Guest Associate Editor, Journal of Marketing (2022)
 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, Journal of Consumer Research (2012-2018 and 2025-)
 Senior Advisory Board, Journal of Marketing Management (2025-)
 Editorial Review Board, Journal of the Academy of Marketing Science (2025-present)
 Editorial Review Board, Journal of Consumer Psychology (2023-present)
 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 (2016-2025)
 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, Tenure and Promotion, Bucknell University (2024)
 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 (2022-2024)
 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

Course Equivalency Reviewer (2025-)
PhD Program Committee (2022-)
PhD Program Department Representative at Faculty (2016-)
PhD Admissions Committee (2019-)
Research Seminar Series Committee (2024-2025)
Department Hiring Committee, Limited Term Appointments (2022-2024)
Department Hiring Committee, Tenure Track (Chair: 2016, Member: 2009-2012, 2015-2017, 2019-2021)
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-)
Faculty PhD Program Committee (2022-)
Scientific Committee, Barry F. Lorenzetti Centre for Women Entrepreneurship and Leadership (2022-)
Scientific Committee, L. Jacques Ménard BMO Centre for Capital Markets (2022-)
Faculty Personnel and Tenure Committee (2016-2020 and 2022-2023)
Faculty Research Committee (2021, 2022-2023)
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)