

VITA
John F. Sherry, Jr.

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University of Notre Dame
Department of Marketing
Notre Dame, IN 46556

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EDUCATION

Ph.D. University of Illinois, Urbana-Champaign
Anthropology, 1983

M.A. University of Illinois, Urbana-Champaign
Anthropology, 1978

B.A. University of Notre Dame
English; Anthropology, 1974
(with high honors)

DISTINCTIONS

- *Sigma Xi*
- *Beta Gamma Sigma*
- Fellow, American Anthropological Association
- Fellow, Society for Applied Anthropology
- President, Association for Consumer Research (1998)
- President, Consumer Culture Theory Consortium (2011-2014)
- American Marketing Association Doctoral Consortium Faculty (1987; 1992; 1995; 1996; 2007; 2010; 2013; 2014¹; 2016)
- Best Article Award,
Journal of Consumer Research (1989-1991)
- First Prize, Poetry Competition
Society for Humanistic Anthropology (1991)
- Sheth Foundation/*Journal of Marketing* Award (2013)
- William R. Davidson Award (Honorable Mention)
Journal of Retailing (2004; 2011)
- MSI/H. Paul Root Award
Journal of Marketing (2006)
- MSI/Robert D. Buzzell Award
MSI Working Paper Series (2008)

¹ *Invited, unable to attend*

- Emerald Management Reviews Citation of Excellence Award (2010)
- Herrick Chair (2005-present)
- Jacobs Research Chair (1998; 2001; 2004)
- Kraft Research Chair (1992)
- Clewett Research Chair (1990)
- McManus Research Professorship (1988, 1991, 2000)
- General Foods Research Professorship (1986)
- University of Illinois Fellow
- Notre Dame Scholar

EXPERIENCE (*Selected and Concurrent*)

Academic:

- 2005-present University of Notre Dame, Notre Dame, Indiana, Mendoza College of Business, Department of Marketing. Ray W. and Kenneth G. Herrick Professor of Marketing.
Course Responsibilities: Culture Consumption and Marketing; Qualitative Marketing Research; Imagination, Creativity and Commerce; Channeling Customer Experience; Undergraduate Research Supervision
- Chairman of the Department of Marketing (2005-2014)
- Concurrent Affiliations:* Professor of Anthropology (2012-present); Faculty Fellow, Keough-Naughton Institute for Irish Studies (2014-present); Faculty Fellow, Kellogg Institute for International Studies (2014-present); Faculty Fellow, Nanovic Institute for European Studies (2014-present); Faculty Fellow, Kroc Institute for International Peace Studies (2015-present)
- 1993-2005 Northwestern University, Evanston, Illinois, J.L. Kellogg Graduate School of Management, Marketing Department. Professor.
Course Responsibilities: Culture, Consumption and Marketing; International Marketing; Postmodern Consumer Research; Contextual Inquiry and Consumer Experience.
Executive Programs: Consumer Marketing Strategy; Building, Leveraging and Rejuvenating Your Brand; Executive Development.
- Concurrent Affiliations:* Northwestern University Center for the Study of US - Japan Relations; Northwestern University Center for International Business Development; Northwestern University International Studies Program Governing Committee; Northwestern University Center for International and Comparative Studies.
- 1993 Northwestern University, Evanston, IL, J.L. Kellogg Graduate School of Management, Marketing Department, Co-Contributor and Instructor, Eastern European Teachers Program.

- 1990-1993 Northwestern University, Evanston, Illinois. J.L. Kellogg Graduate School of Management, Marketing Department.
Associate Professor.
Course responsibilities: Marketing Behavior; International Marketing; Postmodern Consumer Research. Executive Programs: Academic Co-Director, International Marketing Strategy.

Concurrent affiliations: Northwestern Center for the Study of US - Japan Relations; Northwestern University Center for International Business Development.
- 1992 Sasin Graduate Institute of Business Administration, Chulalongkorn University, Bangkok, Thailand.
Visiting Professor.
Course responsibilities: International Marketing; Marketing for International Enterprises.
- 1990 Katholieke Universiteit, Leuven, Belgium, Department of Applied Economics.
Visiting Professor.
Course responsibilities: International Marketing.
- 1984-1990 Northwestern University, Evanston, Illinois. J.L. Kellogg Graduate School of Management, Marketing Department.
Assistant Professor.
Course responsibilities: Marketing Behavior, International Marketing.

Concurrent affiliations: Northwestern University Program on Ethnography and Public Policy; Northwestern University Center for the Study of U.S. Japan Relations.
- 1982-1984 University of Florida, Gainesville, Florida. College of Business Administration, Marketing Department.
Visiting Assistant Professor.
Course responsibilities: Consumer Behavior; International Marketing.

Concurrently affiliations: Center for Consumer Research, Center for International Economic and Business Studies, Center for Alcohol Research (UF Health Center), Center for Gerontological Studies.
- 1983 Third Annual American Marketing Association Faculty Consortium. Georgia State University, Atlanta, Georgia. Participant.
- 1982 Northern Illinois University, DeKalb, Illinois. School of Applied Health Professions.
Instructor.
Course responsibilities: Social and Personal Patterns of Alcohol Use.
- 1980-1981 Scott Community College, Davenport, Iowa. Adult Education Division. Instructor.
Course responsibilities: Adult Basic Education.

Service (Extramural):

- 2016 Program Committee Member, Consumer Culture Theory Consortium Conference
Judge, *Consumption Markets & Culture* Best Paper Award
Keynote Address: Ethnographic Praxis in Industry Conference (EPIC)
- 2015-present Editorial Board, *Arts and the Market*
- 2015 Keynote Speaker, Qualitative Data Analysis Workshop, Consumer Culture Theory Consortium
- 2014-2017 Past President, Consumer Culture Theory Consortium
- 2014 Program Committee Member, Association for Consumer Research Conference
Member, advisory board for business anthropology, Left Coast Press
- 2013-present Editorial Board, *Journal of Marketing Management*
- 2013 Program Committee Member, Association for Consumer Research Conference
Faculty Member, Association for Consumer Research Doctoral Consortium
Faculty Member, Macromarketing Society Doctoral Consortium
Faculty Mentor, Consumer Culture Theory Workshop
Member, Editor AMA Search Committee, *Journal of Marketing*
Judge, Sidney J. Levy Award, CCTC
- 2011-2014 President (founding), Consumer Culture Theory Consortium
- 2012-2013 Reviewer, ACR Film Festival
Reviewer, Ethnographic Praxis in Industry Conference (EPIC)
- 2012 Reviewer, CCT Conference
Reviewer, Netherlands Organization for Scientific Research
- 2011 Review Board, International Critical Management Conference, Naples (IT)
Reviewer, Film Festival, ACR
Reviewer, Ethnographic Praxis in Industry Conference (EPIC)
Reviewer, European Marketing Academy Conference
- 2011-present Editorial Board, *Journal of Marketing*
- 2006-present Poetry Session Co-Organizer, CCTC Annual Conference
- 2010 Program Committee Member, Association for Consumer Research Conference
Co-Director, Consumer Culture Theory Consortium
Program Committee Member, Biennial European ACR Conference
Judge, AMA Doctoral Dissertation Competition
Reviewer, Austrian Science Fund
External Evaluator, Department of Marketing, Bocconi University (IT)

External Evaluator, Elite Research Unit, Department of Management and Marketing,
U. Southern Denmark, Odense (DEN)

- 2008 Program Committee Member, Consumer Culture Theory Conference
Judge, Ferber Award, *Journal of Consumer Research*
Reviewer, Economic and Social Research Council (UK)
- 2007-2008 Reviewer, Film Festival, ACR
- 2007 Co-Chair, Consumer Culture Theory Conference
Co-Chair, Doctoral Consortium, Biennial European ACR Conference
Program Committee Member, Annual Conference of the Association for
Consumer Research
Faculty Member, ACR Doctoral Symposium
- 2006 Co-Founder and Co-Chair, Consumer Culture Theory Conference
- 2006 Program Committee Member, Biennial European ACR Conference
- 2002-2008 Faculty Member, ACR Doctoral Symposium
- 2002 Program Committee Member, Annual Conference of the Association for Consumer
Research
- 2000-2009 Editorial Board: *Journal of International Marketing*
- 2006-present Editorial Board: *Journal of Public Policy and Marketing*
- 1999-2008 Editorial Board: *Journal of Consumer Research*
- 1999-present Editorial Board: *Field Methods*
- 1999 Program Committee Member, ACR Biennial European Conference
Judge, MSI Doctoral Dissertation Competition
- 1998-2011 Member, Editorial Advisory Board, *Monographs of the Journal of Consumer
Research*
- 1997 Judge, MSI Doctoral Dissertation Competition
- 1997-1999 Member, Board of Directors, Association for Consumer Research
Member, Nominations Committee, Association for Consumer Research
- 1996-1997 Program Committee Member, Annual Conference of the Association for Consumer
Research (23rd and 24th meetings)
- 1996-1999 Executive Committee, Society for Applied Anthropology
Publications Committee, Society for Applied Anthropology.

1996 Ad hoc reviewer, Fonds FCAR (Québec)

1995-2000 SfAA Interorganizational Relations Coordinating Committee.

1995-2012 Ad hoc reviewer, Social Sciences and Humanities Research Council of Canada
1995-present Editorial Advisory Board, *CMC- Consumption, Markets & Culture*.

1995 Program Committee Member, Fifth International Conference on Marketing and Development

1994-1997 Editorial Board, *Design Issues*

1994-1996 Judge, American Marketing Association Doctoral Dissertation Competition

1993-1997 Associate Editor, *Journal of Consumer Research*

1992 Judge, American Marketing Association Doctoral Dissertation Competition
Ad hoc reviewer, Marketing Science Institute

1992 Vice President, *Journal of Consumer Research, Inc.*

1991-1993 Editorial Review Board, *Journal of Consumer Research*.

1991-1996 Advisory Board, *Anthropological Perspectives*.

1991 Co-Chair, Annual Conference for the Association for Consumer Research

1990-1993 Publications Committee, Association for Consumer Research

1990 Program Committee, Third International Conference on Marketing and Development
Judge, American Marketing Association- Doctoral Dissertation Competition
Program Committee Member, Conference on Family/Household Behavior:
Consumption and Production Perspectives

1988-2008 Editorial Review Board: *Journal of International Consumer Marketing*
Ad hoc reviewer, National Science Foundation

1988-present Editorial Review Board: *Journal of Managerial Issues*

1988-1990 Advisory Editor, *Journal of Consumer Research*
Program Committee Member, Annual Conference of the Association for Consumer Research (19th and 20th meetings)

1987-2009 Editorial Review Board, *Journal of Business Research*

1987-1994 Associate Editor, *Marketplace Exchange*
Contributing Editor, *Marketing Signs*

1987 Judge, American Marketing Association Doctoral Dissertation Competition

Track Chairman, American Marketing Association Winter Educators Conference:
Alternative Ways of Knowing
Track Chairman, Society for Applied Anthropology Annual Conference: Marketing in
Development: The Roles of External and Indigenous Initiatives

- 1986-1993 Policy Board, *Journal of Consumer Research*
- 1986-1989 Advisory Council, Association for Consumer Research
- 1985-1986 Program Committee Member, Annual Conference of the Association for Consumer
Research (16th and 17th meetings)
Policy Committee Member, International Business Council Mid-America
Task Force Member, Professional Development Committee, National Association for
the Practice of Anthropology
- 1983-present Ad hoc reviewer for the *Journal of Consumer Research, Journal of Marketing
Research, Journal of Marketing, Psychology and Marketing, International Journal of
Research in Marketing, Journal of Public Policy and Marketing, Journal of
Advertising, Journal of Services Research, Advances in Nonprofit Marketing,
Research in Consumer Behavior, Research in Marketing, Journal of Retailing and
Consumer Services, CMC: Consumption, Markets & Culture, American
Anthropologist, Current Anthropology, Human Organization, Journal of
Contemporary Ethnography, Urban Resources, City and Society, Visual Anthropology,
Journal of Consumer Culture, Journal of International Marketing, Journal of the
Academy of Marketing Science, Economic Anthropology Review, Marketing Letters,
Qualitative Marketing Research, Journal of Marketing Management, Design Issues,
Journal of International Consumer Marketing, EPIC Conference, Journal of the
Association for Consumer Research, Marketing Theory*
- Session chair, presenter and discussant: Annual Conferences of the Association for
Consumer Research, Consumer Culture Theory Consortium, American Marketing
Association, American Anthropological Association, and Society for Applied
Anthropology.

Service (Intramural):

- 2017 Endowed Chair Candidate Review Committee
- 2016-present Committee member: CAP; MNA College Curriculum Committee; Undergraduate
Student Affairs; Sports Marketing Initiative; Undergraduate Curriculum Committee
- 2016 Committee member: Candidate Review Committee, Hank Chair; Academic Program
Committee
- 2015-16 MSM Committee member; Marketing Department: CAP member, Undergraduate
Student Affairs Committee member, Academic Program Review Committee Co-Chair,
- 2014-present Mentor Committee member; Benchmarking Committee member; Sports Marketing
Initiative Committee member

2013-2014 Notre Dame Rhodes/Marshall/Mitchell Scholarship Committee

2012-2013 Multidisciplinary Research Committee

2011-2014 Faculty Associate, Center for Undergraduate Scholarly Engagement (CUSE)

2011-2013 Gallo Chair Search Committee Chair

2009-2014 Mentor, Building Bridges Program, Multicultural Student Programs & Services
Co-Organizer, BraNDit, Student Advertising and Brand Strategy Agency

2009-2010 Full Professor CAP member, Department of Anthropology

2007-2011 University of Notre Dame Committees:
Cultural Competence, Department Chairs Survey, ND Forum Working

2005-2014 Chairman, Department of Marketing, University of Notre Dame

2005-2012 Mendoza Committees:
College Council, Teaching and Learning Committee, CAP, EMBA Committee, MBA
Committee, Deans' CIBP Committee

2002-2005 KSM Marketing Department Committees:
PhD Program Co-Coordinator

1990-2005 KSM Marketing Department Committees:
Globalization, Faculty Recruiting, Internal Evaluation, Faculty Mentoring

KSM Committees:
Internationalization, Diversity, Honor Code, Student Affairs and Activities,
Training (Beijing U.), Ad hoc, Mentor, Curriculum Review, Internal Evaluation,
Kaplan Chair Search.

NU Committees:
CICS, UFRPTDAP

Clinical:

1981-82 Comprehensive Care Corporation, Newport Beach, California. Therapist at
Kishwaukee Community Health Services Center Care Unit.
Responsibilities: Individual therapy, group facilitation, crisis intervention,
family therapy, outpatient aftercare coordination. Special attention to:
consultation and education, program development, and marketing.
Interdisciplinary team approach to chemical dependency treatment.

1980-81 Center for Alcohol and Drug Services, Davenport, Iowa. Substance Abuse Counselor
at Linwood Therapeutic Community.
Responsibilities: Individual therapy and group facilitation.

Tasting, Savoring, and Signaling: Articulating the Luxury Brand Experience in China (with Annamma Joy and Jeff Wang) forthcoming in *Chinese Urbanism: New Critical Perspectives*, ed. Mark Jayne, NY: Routledge

2017

Contemporary Consumer Culture Theory
(with Eileen Fischer), NY: Routledge

The Conceit of the Gift: Exploring the Circuits of Gift Registry
(with Tonya Bradford) in *Contemporary Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, NY: Routledge, pp. 87-106

Reading New Currents in Consumer Culture Theory
(with Eileen Fischer), in *Contemporary Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, NY: Routledge, pp. 1-2

Distilling Insights to Mobilize Responses: Anticipating Trajectories of Research and Intervention
(with Eileen Fischer), in *Contemporary Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, NY: Routledge, pp. 299-306

Such Bitter Business: Reconciling Ethical Domains in Practice
in *Ethics in the Anthropology of Business: Explorations in Theory, Practice, and Pedagogy*, eds. Malefyt, Timothy and Robert Morais, NY: Routledge, pp. 44-53

Grooving in the Ludic Foodscape: Bridled Revelry in Collegiate Tailgating
(with Tonya Bradford), forthcoming at the *Journal of Consumer Culture*

Dwelling Dynamics in Consumption Encampments: Tailgating as Emplaced Brand Community
(with Tonya Bradford), forthcoming at *Marketing Theory*

2016

Trade Winds: Persons, Places, Things, Georgetown, KY: Finishing Line Press

2015

Domesticating Public Space through Consumption Ritual: Tailgating as Vestaval
(with Tonya Bradford), *Journal of Consumer Research* 42 (1): 130-151.

Review of Degen, Natasha (2013), *The Market*, Cambridge, MA: MIT Press, *Consumption, Markets and Culture* 19 (2): 251-253

Cherish the Cats, in *Macromarketing Applications, Part II - Marketing Versus Consumer Research (Legends in Consumer Behavior: Morris Holbrook, Vol. 13)*, ed. Ronald Hill, Thousand Oaks, CA: Sage, pp. 266-268

2014

Marketing and the Common Good: Essays on Societal Impact from Notre Dame
(with Patrick Murphy), NY: Routledge

Slouching Toward Utopia: When Marketing *Is* Society, in ***Marketing and the Common Good: Essays on Societal Impact from Notre Dame***, eds. Patrick Murphy and John F. Sherry, Jr., NY: Routledge, pp. 43-60.

Can We Get There from Here? Charting the Contours of the Common Good, in ***Marketing and the Common Good: Essays on Societal Impact from Notre Dame***, eds. Patrick Murphy and John F. Sherry, Jr., NY: Routledge, pp. 309-315.

Resurgence: The Four Stages of Market-Focused Reinvention, NY: Palgrave
(with Greg Carpenter and Gary Gebhardt)

An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2), Thousand Oaks, CA: Sage

Better the Devil You Know, in ***An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2)***, ed. John F. Sherry, Jr., Thousand Oaks, CA: Sage, pp. xxiii-xxvii

Ten Questions for Russell Belk, in ***An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2)***, ed. John F. Sherry, Jr., Thousand Oaks, CA: Sage, pp. 285-290

M(Art)Worlds: How Luxury Brand Stores Become Art Institutions (with Annamma Joy, T.S. Chang, Geng Cui, and Jeff Wang), *Journal of Retailing* 90 (3): 347-364

What Did You Do in the Paradigm War? Notes from the Other Side, *Journal of Historical Research in Marketing* 6 (3): 405-413

Hyperfiliation and Cultural Citizenship: African American Consumer Acculturation
(with Tonya Bradford), *Journal of Business Research* 67 (4): 418-424

Changing the Marketplace One Behavior at a Time: Perceived Marketplace Influence and Sustainable Consumption (with R. Bret Leary, Richard J. Vann, John D. Mittelstaedt, and Patrick E. Murphy), *Journal of Business Research* 67 (9): 1953-1958

Brand Fortitude in Moments of Consumption (with Nina Diamond, Mary Ann McGrath, Albert Muniz, Stefania Borghini, and Robert Kozinets), in ***Handbook of Anthropology in Business***, eds. Rita Denny and Patti Sunderland, Walnut Creek, CA: LeftCoast Press, pp. 695-715

"Compr(om)ising Commodities in Consumer Culture: Fetishism, Aesthetics and Authenticity," in ***Brands: Interdisciplinary Perspectives***, ed. Jonathan Schroeder, NY: Routledge, 354-365.

Gifts and Common Good. A review of ***Disquieting Gifts: Humanitarianism in New Delhi***, by Erica Bornstein, Stanford: Stanford University Press, 2012, in *Current Anthropology* 55 (4): 495-496.

Modulating Mythology in a Post-traumatic Era: Murals and Re-imaging in Northern Ireland (with Hilary Downey), in *Myth and the Market*, eds. Norah Campbell, John Desmond, James Fitchett, Donncha Kavanagh, Pierre McDonagh, Aidan O'Driscoll and Andrea Prothero, Dublin, Ireland: UCD Business School, University College Dublin, pp. 281-304.

2013

Discordant Retail Brand Ideology in the *House of Barbie*, (with Mary Ann McGrath and Nina Diamond), *Qualitative Marketing Research* 16 (1): 12-37.

Orchestrating Rituals through Retailers: An Examination of Gift Registry (with Tonya Bradford), *Journal of Retailing* 89 (2): 158-175.

Creating and Sustaining a Culture of Hope: Feng Shui Discourses and Practices in Hong Kong (with Jeff Wang and Annamma Joy), *Journal of Consumer Culture* 13 (3): 241-263

Reflections of a Scape Artist: Discerning Scapus in Contemporary Worlds, in *Spirituality and Consumption*, eds. Diego Rinallo, Linda Scott, and Pauline Maclaran, London: Routledge, 211-230

The Autothemataludicization Challenge: Spiritualizing Consumer Culture through Playful Communal Co-Creation (with Robert Kozinets), in *Spirituality and Consumption*, eds. Diego Rinallo, Linda Scott, and Pauline Maclaran, London: Routledge, 242-266

2012

Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands (with Annamma Joy, Alladi Venkatesh, Jacob Cho and Ricky Chan), *Fashion Theory* 16 (3): 273-296

Broader, Closer, Sweeter, in *Research in Consumer Behavior*, Vol. 14, eds. Russell Belk, Linda Scott and Soren Askegaard, Bingley, UK: Emerald Group, pp. 1-6.

2011

The Marketing Reformation Redux, in *Inside Marketing: Cultures, Ideologies and Practices*, eds. Julien Cayla and Detlev Zwick, London: Oxford University Press, pp. 343-350.

2010

Street Art, Sweet Art: The Reclamation of Public Place (with Laurel Anderson, Stefania Borghini, and Luca Visconti), *Journal of Consumer Research* 37 (3): 511-529. [Reprinted in *New Directions in Consumer Research, Vol. 4: Space*, eds. Paul Hower, Aliakbar Jafari and Kathy Hamilton (2015), Thousand Oaks, CA: Sage]

Symbiotic Postures of Commercial Advertising and Street Art: Implications for Creativity (with Laurel Anderson, Stefania Borghini, and Luca Visconti), *Journal of Advertising* 39 (3): 115-128.

The Aesthetics of Luxury Fashion, Body and Identity Formation
(with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes), *Journal of Consumer Psychology* 20 (4): 459-470.

Rethinking the Relationship between Self and Other: Levinas and Narratives of Beautifying the Body (with Annamma Joy, Gabriele Troilo and Jonathan Deschenes), *Journal of Consumer Culture* 10 (3): 333-361.

Review of Katherine Chen (2009) *Enabling Chaos: The Organization Behind the Burning Man Event*, *Journal of Consumer Culture* 10 (3): 407-409.

2009

American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research (with Nina Diamond, Mary Ann McGrath, Albert Muniz, Stefania Borghini, and Robert Kozinets), *Journal of Marketing* 73 (3): 118-134.

Why Are Themed Brand Stores so Powerful? Retail Brand Ideology at *American Girl Place* (with Stefania Borghini, Nina Diamond, Robert Kozinets, Mary Ann McGrath, and Albert Muniz), *Journal of Retailing*, 85 (3): 363-375. [Winner of the Emerald Management Reviews Citation of Excellence award, recognizing the article as one of the best 50 research papers from 400 journals (and 15,000 articles) published in 2009.] [Winner of the William R. Davidson Award, Honorable Mention, 2011] [Reprinted in *New Directions in Consumer Research, Vol. 4: Space*, eds. Paul Hower, Aliakbar Jafari and Kathy Hamilton (2015), Thousand Oaks, CA: Sage]

Conceptual Blending in Advertising (with Annamma Joy and Jonathan Deschenes), *Journal of Business Research*, 62 (1): 39-49.

Perceiving Images and Telling Tales: A Visual and Verbal Analysis of the Meanings of the Internet (with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes), *Journal of Consumer Psychology* 19: 556-566.

Explorations in Consumer Culture Theory (with Eileen Fischer), London: Routledge

Allomother as Image and Essence: Animating the *American Girl* Brand (with Stefania Borghini, Albert Muniz, Mary Ann McGrath, Nina Diamond and Robert Kozinets), *Explorations in Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, London: Routledge, pp. 137-149.

Leaving Black Rock City, *Studies in Symbolic Interaction*, Vol. 33: 459-464.

The Work of Play at *American Girl Place*, in *Social Psychology Quarterly* 72 (3): 199- 202.

2008

Ethnography Goes to Market, *American Anthropologist* 110(1): 73-76.

The Ethnographer's Apprentice: Trying Consumer Culture from the Outside In, *Journal of Business Ethics* 80: 85-95. [Reprinted in a curated selection of articles on Humanities and Business Ethics as the second virtual special issue of the *Journal of Business Ethics*]

2007

Consumer Culture Theory, Vol. 11 of *Research in Consumer Behavior (with Russell Belk)*, Oxford: Elsevier.

Comedy of the Commons: Nomadic Spirituality at Burning Man (with Robert Kozinets), in **Consumer Culture Theory**, Vol. 11 of *Research in Consumer Behavior (with Russell Belk)*, Oxford: Elsevier, 119-147.

Review of Grant McCracken (2005) **Culture and Consumption II: Markets, Meaning and Brand Management**, *Museum Anthropology* (<http://museumanthropology-wordpress.com/2007/10/01/mar-2007-2-121>)

Fruit Flies Like a Banana (Or, When Ripeness is All): A Meditation on Markets and Timescapes, in F. Dansereau & F.J. Yammarino (Eds.), *Research in Multi-Level Issues*, Vol. 6. Oxford, UK: Elsevier, 331-337.

Apposite Anthropology and the Elasticity of Ethnography, in **Doing Anthropology in Consumer Research**, eds Patricia Sunderland and Rita Denny, Walnut Creek, CA: LeftCoast Press, 89-92.

2006

Creating a Market Orientation: A Longitudinal, Multi-Firm, Grounded Analysis of Cultural Transformation (with Gary Gebhardt and Gregory Carpenter), *Journal of Marketing* 70 (October), 37-55. [Winner of MSI/H. Paul Root Award for contribution to marketing practice (2006); Sheth Foundation/*Journal of Marketing* Award (2013) for long term impact.] Excerpted in **Essential Readings in Marketing: New Advances in 2006 2010** (2010), eds. Ruth Bolton and Ross Rizley, Cambridge, MA: Marketing Science Institute.

Sporting Sensation, *Senses & Society* 1 (2), 245-248.

Fielding Ethnographic Teams: Strategy, Implication and Evaluation, in **Handbook of Qualitative Methods in Marketing and Consumer Research**, ed. Russell Belk, Northampton, MA: Elgar Press, 268-276.

Writing It Up, Writing It Down: Reflexivity-in Accounts of Consumer Behavior (with Annamma Joy, Gabriele Troilo and Jonathan Deschenes), in **Handbook of Qualitative Methods in Marketing and Consumer Research**, ed. Russell Belk, Northampton, MA: Elgar Press, 345-360.

Agents in Paradise: Experiential Co-Creation through Emplacement, Ritualization and Communitas (with Robert Kozinets and Stefania Borghini), in *Consuming Experiences*, eds. Antonella Caru and Bernard Cova, London: Routledge, 17-33.

2005

Welcome to the Black Rock Cafe (with Robert Kozinets) in *Afterburn: Essays on Burning Man*, eds. Mark Van Proyen and Lee Gilmore, Albuquerque, NM: University of New Mexico Press, 87-106.

We Might Never Be Post-Sacred: A Tribute to Russell Belk on the Occasion of His Acceptance of the Converse Award, in *The Sixteenth Paul D. Converse Symposium*, eds. Abbie Griffin and Cele Otnes, Chicago: American Marketing Association, 67-77.

Brand Meaning, in *Kellogg on Branding*, eds. T. Calkins and A. Tybout, New York: John Wiley, 40-69.

Roundtable on Advertising as a Cultural Form (with Linda Scott, Edward McQuarrie and Melanie Wallendorf), *Advertising and Society Review* 6 (4), 1-23.

2004

Ludic Agency and Retail Spectacle

(with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence), *Journal of Consumer Research*, 31 (3): 658-672

Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence), *Journal of Consumer Psychology*, 14 (192), 151-158.

Framing Considerations in the PRC: Creating Value in the Contemporary Chinese Art Market (with Annamma Joy) in *CMC: Consumption, Markets and Culture*, 7 (9), 307-348.

Culture, Consumption and Marketing: Retrospect and Prospect, in *Elusive Consumption. Tracking New Research Perspectives*, eds. Karin Ekstrom and Helene Brembeck, New York: Berg, 45-64.

2003

Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning (with Robert Kozinets and Stephen Brown), *Journal of Marketing*, 67 (3), 19-33. Reprinted in *Brands and Brand Management, Volume I: The Evolution of Brands: From Signals of Quality to Storehouses of Trust*, ed. Richard Elliott, NY: Routledge

Speaking of Art as Embodied Imagination: A Multi-Sensory Approach to Understanding Aesthetic Experience (with Annamma Joy), *Journal of Consumer Research*, 30 (2), 259-282.

Disentangling the Paradoxical Alliances between Art Market and Art World (with Annamma Joy), *CMC: Consumption, Markets and Culture* 6 (3), 155-182.

Sell Me the Old, Old Story: Retromarketing Management and the Art of Brand Revival (with Stephen Brown and Robert Kozinets), *Journal of Customer Behavior* 2 (2), 133-147.

Time, Space, and the Market: Retrosapes Rising (with Stephen Brown), NY: M.E. Sharpe. [Named one of the Best Business Books of 2003 by *Library Journal*.]

Bespectacled and Bespoken: The View from Throne Zone and Five O'Clock and Head, in ***Time, Space, and the Market: Retrosapes Rising***, NY: M.E. Sharpe, 19-34.

Past is Prologue: Retrosapes in Retrospect, in ***Time, Space, and the Market: Retrosapes Rising***, NY: M.E. Sharpe, 313-320.

Sacred Iconography in Secular Space: Altars, Alters, and Alterity at the Burning Man Project (with Robert Kozinets), in ***Contemporary Consumption Rituals: A Research Anthology***, eds. Cele Otnes and Tina Lowrey, NJ: Lawrence Erlbaum, 291-311.

Dancing on Common Ground: Exploring the Sacred at Burning Man (with Robert Kozinets) in ***Rave and Religion***, ed. Graham St. John, New York: Routledge, 287-303.

A Word From Our Sponsor: Anthropology, in ***Advertising Anthropology***, eds. Timothy Malefyt and Brian Moeran, New York: Berg, xi-xiii.

2002

A Role for Poetry in Consumer Research (with John Schouten), *Journal of Consumer Research*, 29 (1): 218-234.

Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence) *Journal of Retailing* 78: 17-29. [Winner of the William R. Davidson Award, Honorable Mention, 2004] Reprinted in ***Räume des Konsums. Über den Funktionswandel von Räumlichkeit im Zeitalter des Konsumismus*** (2007), Kai-Uwe Hellmann / Guido Zurstiege (Hrsg.), Wiesbaden: VS Verlag, 87-118. Also reprinted in ***New Directions in Consumer Research, Vol. 4: Space***, eds. Paul Hower, Aliakbar Jafari and Kathy Hamilton (2015), Thousand Oaks, CA: Sage.

Foreword: Ethnography, Design and Consumer Experience: An Anthropologist's Sense, in ***Creating Breakthrough Ideas***, eds. Susan Squires and Brian Byrne, NY: Greenwood Publishing Group.

2001

Being in the Zone: Staging Retail Theatre at ESPN Zone Chicago (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence), *Journal of Contemporary Ethnography*, 30 (4), 465-510.

Postmodern Marketing: A Primer for Managers, *Diamond Harvard Business Review*, 6 (June), 98-105.

Sometimes Leaven with Levin: A Tribute to Sidney J. Levy on the Occasion of His Receiving the Converse Award, in *The Fifteenth Paul D. Converse Symposium*, eds. Abbie Griffin and James Ness, Chicago: American Marketing Association, 54-63.

2000

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(with Stefania Borghini and Annamma Joy)
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2005

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1982

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1980

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2017

Reflections on Ownership and Public Space

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Contemplating Visual Art and Consumption

[presented at the 12th annual conference of The Consumer Culture Theory Consortium, Anaheim, CA]

Contested Space, Community Engagement: Artistic Collaboration in a Divided Community

(with Hilary Downey)

[presented at the American Marketing Association Summer Educators Conference, San Francisco, CA]

The Game Day Experience

(with Tonya Bradford)

[presented at the annual conference of the Association for Consumer Research, San Diego, CA]

2016

Seeking New Ideas

[presented at the AMA Doctoral Consortium, Notre Dame, IN]

The Building of a Temple: Constructive Engagement in a Divided Community

(with Hilary Downey)

[presented at the 41st Macromarketing Conference, Dublin, Ireland]

Keynote Address: Wayfinding in Marketing & Consumer Research: Doppelgänger's Dilemma

[presented at the EPIC conference, Minneapolis, MN]

2015

CCT Research

[panel presentation, Doctoral Consortium, Association for Consumer Research, New Orleans, LA, 1 October]

Co-Creation of Public Art: A View from Northern Ireland

[presented at Kellogg Marketing Camp, Northwestern University, 17 September]

Collaborative Research

[presented at the PhD Project Marketing Doctoral Students Association Conference, Chicago, IL]

Wrighting Theory, Riting Place: Adventures in Programmatic Research

[presented at the Qualitative Data Analysis Workshop, Fayetteville, AR]

CCT in the Classroom

[presented at the 10th annual CCT conference, Fayetteville, AR]

2014

Spiritual Tourism on the Edge: Burning Man Travel as Ideological Exemplar

(with Robert Kozinets)

[presented at Travel and Tourism Research Association Canada Conference, Yellowknife, NT, Canada]

2013

Anthropology, Marketing and Consumer Research: Retrospect and Prospect

[presented at Wayne State University, Detroit, MI]

CCT Research Issues

[Presented at the ACR Doctoral Symposium, Chicago]

Marketing and Consumer Research: Retrospect and Prospect

[presented at the Anthropology of Markets and Consumption Conference, U California, Irvine]

Common Goods and Common Good

[presented at the Pecotich Macromarketing Doctoral Consortium, Schulich School, Toronto]

Conducting Programmatic Research

[presented at the AMA Doctoral Consortium, Ann Arbor, MI]

Multidisciplinarity in Consumer Culture Theory

[presented at the CCT Workshop, Tucson, AZ]

2012

Brand Fortitude in Moments of Consumption: Ethnographic Insights from *American Girl*

[presented at Queens University, Belfast, Northern Ireland]

Negotiating Brand/Fan Community: A Cultural Analysis of Tailgating on a Midwestern American Campus
[presented at Queens University, Belfast, Northern Ireland]

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(with Tonya Bradford)
[presented at the annual conference of the Association for Consumer Research, Vancouver, BC, CA]

Consumption and Spirituality
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2011

Marketing and Consumer Research: Retrospect and Prospect
[presented at the AAA Conference, Montreal, Canada]

A Cultural Analysis of Tailgating on a Midwestern American Campus
(with Tonya Bradford)
[presented at the annual Consumer Culture Theory conference, Evanston, IL]

2010

Qualifying Qualitative Research
[presented at the AMA Doctoral Consortium, Dallas TX]

Refreshing Research in Retailing
[presented at the AMA Doctoral Consortium, Dallas TX]

Putting 'Public' Back into 'Public' Place
(with Laurel Anderson, Stefania Borghini, and Luca Visconti)
[presented at the annual Consumer Culture Theory conference, Madison, WI]

How Commercial and Cultural Hybridity Shape Retail Spectacle
(with Mary Ann McGrath and Nina Diamond)
[presented at the annual Consumer Culture Theory conference, Madison, WI]

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(with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes)
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(with Stefania Borghini and Annamma Joy)

[presented at the EACR conference, London, UK]

2009

Representing Theory: Capturing Place-Making in Commercial and Public Settings
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2008

You Can't Get There From Here (Or Can You?)
[presented at the ACR Doctoral Symposium, San Francisco, CA]

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[presented/facilitated at the annual conference of the Association for Consumer Research,
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(with Laurel Anderson, Stefania Borghini, and Luca Visconti)
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2007

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[presented at the AMA Doctoral Consortium, Tempe, AZ]

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(with Laurel Anderson, Stefania Borghini and Luca Visconti)
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[presented at the Doctoral Symposium of the Association for Consumer Research,
Memphis, TN]

On Engagement
[presented at the MSI conference on Engaging Communities for the Company
and the Brand, Boston, MA]

2006

On the Varieties of Ethnographic Experience
[presented at the MSI Conference on Business Insights from Consumer Culture,
Toronto, Canada]

2005

Deep Hanging Out

[presented at the Workshop on Qualitative Data Analysis, sponsored by ACR, MSI and UNL COBA, Omaha, NE]

Qualitative Research Techniques

[presented at the Chicago AMA Marketing Tool Kit Series, Chicago, IL]

The Caveman Orders Wings

[presented at the American Association of Advertising Agencies Annual Conference, Chicago, IL]

Consumers in the Mist

[presented at Brandworks University, Madison, WI]

Flagship Brandstores: An Update

[presented at the Kellogg Twin Cities Alumni Association Meeting, Minneapolis, MN]

Consumer Insight from Ethnographic Research

[presented at Kellogg MBA Update, Evanston, IL]

Constructing a Past for Today: Appropriating Collective Memory for Identity (Re)Presentation
(with Tonya Williams)

[presented at the annual conference of the Association for Consumer Research, San Antonio, TX]

New Religions, Temple Burns and the Re-enchantment of Belief

(with Robert Kozinets)

[presented at the annual conference of the Association for Consumer Research, San Antonio, TX]

Brands and Brand Relationships

[presented at the ACR Doctoral Consortium, Annual Conference of the Association for Consumer Research, San Antonio, TX]

2004

Making It Mine: Consumers and Attachments to Favorite Brands

(with Robert Kozinets, Stefania Borghini, and Audrey Azoulay)

[presented at the 2004 EMAC Conference, Murcia, Portugal]

American Girl: The Family Brand

(with Robert Kozinets, Nina Diamond, Stefania Borghini, Mary Ann McGrath, and Albert Muniz)

[presented at the annual conference of the Association for Consumer Research]

2003

Girl of Many Lands: Seeing the World Through the ... Eyes of Your *American Girl* Today

(with Robert Kozinets, Nina Diamond, Stefania Borghini, Mary Ann McGrath, and Albert Muniz)

[presented at the Ninth Cross Cultural Research Conference, Rose Hall, Jamaica]

Exploratory Research

[presented at the PhD Project Marketing Doctoral Students Association Seventh Annual Conference, Chicago, IL]

2002

Keynote Address: Culture, Consumption and Marketing: Retrospect and Prospect

[presented at the conference on Elusive Consumption, Center for Consumer Science, Goteborg University, Göteborg, Sweden]

The Crisis of Representation in Consumer Research

[presented at Doctoral Consortium, Thirtieth Annual Conference of the Association for Consumer Research, Atlanta, GA]

Using Creativity to Spark Innovation

[presented at the Thirtieth Annual Conference of the Association for Consumer Research, Atlanta, GA]

Servicescape Design: Practical Aesthetics

[presented at the Thirtieth Annual Conference of the Association for Consumer Research, Atlanta, GA]

2001

Dissertation Management

[Presented at Doctoral Consortium, Twenty-ninth Annual Conference of the Association for Consumer Research, Austin, TX]

Ectopic Poignancy

[Presented at the Twenty-ninth Annual Conference of the Association for Consumer Research, Austin, TX]

Ethnographic Consumer Research, Post 9-11

[Presented at the Twenty-ninth Annual Conference of the Association for Consumer Research, Austin, TX]

2000

Keynote Address: Sumptuary Semiosis: Luxury, Experience and Contextual Inquiry in Marketing Research

[Presented before the Association Française de Marketing, Montreal, Canada]

1998

Nothing But Net: Consumption, Poetry and Research Pluriculture (in the Sixth Moment): An Anthropologist's Perspective
[Presidential Address, Presented at the Twenty-sixth Annual Conference of the Association for Consumer Research, Montreal, Canada]

Alternative Representations: Poetry
[Presented at the Twenty-sixth Annual Conference of the Association for Consumer Research, Montreal, Canada]

1997

Understanding the Review Process
[Presented at the KPMG Peat Marwick Foundation Ph.D. Project Conference, Chicago, IL]

Keynote Address: Some Prescriptions for Re-Placing Markets
[Presented at the Symposium on Retail and Service Environment Atmospherics, Montreal, Canada]

1996

The "Interpretive Turn" in Contemporary Marketing and Consumer Research: Historical Philosophical and Methodological Issues in Fin-de-Siecle Inquiry
[Presented at the Alfred Houle Seminar, Université Laval, Quebec]

Harnessing a Research Stream
[Presented at the American Marketing Association Doctoral Consortium, University of Colorado, Boulder, CO]

1995

Communication in a Global Marketplace
[Presented at the FORTUNE Corporate Communications Seminar, Palm Springs, CA]

Issues and Trends in Qualitative Research
[Presented at the American Marketing Association Doctoral Consortium, Wharton School, Philadelphia, PA]

Sacral Consumption
[Presented at the Twenty-third Annual Conference of the Association for Consumer Research, Minneapolis, MN]

Marketing Magic: Some Remarks
[Presented at the Twenty-third Annual Conference of the Association for Consumer Research, Minneapolis, MN]

1994

Marketing and Diversity

[Presented at the Kellogg Alumni Club of Chicago Program on Targeted Marketing, Chicago, IL]

Cultural Dimensions of Marketplace Behavior

[Presented at the SIETAR/CAPA Interactive Forum on Culture and Business, Schaumburg, IL]

Marketing and Consumer Behavior: Into the Field

[Presented at the Ninety-third Annual Conference of the American Anthropological Association, Atlanta, GA]

1993

Ethnographic Approaches to Attitude Research

[Presented at the Twenty-fourth Annual AMA Attitude Research Conference, Phoenix, AZ]

Latent and Blatant Needs of Marketing Researchers

[Presented at the Marketing Science Institute Conference on New Methods and Applications in Consumer Research, Cambridge, MA]

Informant Brokerage and Social Systems Therapy

[Presented at the Twenty-first Annual Conference of the Association for Con Nashville, TN]

1992

Ethnology and Marketing Research

[Presented at the workshop on Research Traditions in Marketing, European Institute for the Study of Advanced Management, Brussels, Belgium]

Applied Anthropology in Marketing and Consumer Research: The Influence of Demitri B. Shimkin

[Presented at the Fifty-second Annual Meeting of the Society for Applied Anthropology, Memphis, TN]

Cereal Monogamy: Brand Loyalty as Secular Ritual in Consumer Culture

[Presented at the UCLA Branding Camp, Lake Arrowhead, CA]

Postmodern Consumer Research

[Presented at the American Marketing Association Doctoral Consortium, Michigan State University, East Lansing, MI]

Fantasies and Realities of the Self-Gift

[Presented at the Twentieth Annual Conference of the Association for Consumer Research, Vancouver, British Columbia]

Vendors and Product Assortments at a Farmers' Market: Photographic Insights

[Presented at the Twentieth Annual Conference of the Association for Consumer Research, Vancouver, British Columbia]

1991

Postmodernism, Consumer Culture and the Society of the Spectacle: Some Observations
[Presented at the Nineteenth Annual Conference of the Association for Consumer Research, Chicago, IL]

Some Observations on the Pragmatics of Intercultural Project Management
[Presented at the Ninetieth Annual Conference of the American Anthropological Association, Chicago, IL]

1990

The Impact of Cultural Differences on Marketing
[Presented at the Nissan - Historically Black Colleges and Universities Summer Institute, Evanston, IL]

1989

Perspectives on Reviewing Ethnographic Research, with Specific Reference to Arnould (JCR 1989):
An Ethnographic Approach
[Presented at the 20th Annual Conference of the Association for Consumer Research, New Orleans, LA]

The Transition from Anthropology to Marketing
[Presented at the 1989 AMA Winter Educators Conference, St. Petersburg, FL]

1988

Compulsive Desires for Completion in Collectors
(with Melanie Wallendorf and Russell Belk)
[Presented at the American Marketing Association Winter Educator's Conference, San Diego, CA]

1987

Ethnographic Consumer Research
[Presented at the American Marketing Association Doctoral Consortium, New York University, New York]

Anthropology, Business and Development: An Integrative Introduction
[Presented at the Forty-seventh Annual Meeting of the Society for Applied Anthropology, Oaxaca, Mexico]

Reflections on the Economics of Gift Giving
Presented at the 1987 Allied Social Science Association Annual Meetings, Chicago, IL]

The Farmers' Market: An Analysis of an Alternative Marketing System (with Deborah Heisley and Mary Ann McGrath)
[Presented at the 1987 AMA Winter Educators Conference, San Antonio, Texas]

1986

Cereal Monogamy: Brand Loyalty as Secular Ritual in Consumer Culture

[Presented at the Seventeenth Annual Conference of the Association for Consumer Research, Toronto, Canada]

Interpreting Data From the Field

[Presented at the Seventeenth Annual Conference of the Association for Consumer Research, Toronto, Canada]

Consumption Experience: A Critical View

[Presented at the Seventeenth Annual Conference of the Association for Consumer Research, Toronto, Canada]

Macromanagement: Using Ethnology to Enhance Strategic Vision

[Presented at the Eighty-fifth Annual Conference of the American Anthropological Association, Philadelphia, PA]

Ethnobabbity: Retrospect and Prospect

[Presented at the Eighty-fifth Annual Conference of the American Anthropological Association, Philadelphia, PA]

Anthropological Method and Marketing Research: Implications for Contemporary Marketplace Behavior

[Presented at the AMA Conference on Cultural and Subcultural Influences on Consumer Behavior, Chicago, IL]

1985

The Consumer Behavior Odyssey: Returning Context to Consumer Research

[Presented at the Fourth Annual Advertising and Consumer Psychology Conference, Chicago, IL]

The Consumption of Culture and the Culture of Consumption

[Presented at the Thirteenth Annual Conference of the Association for Consumer Research. Las Vegas, NV.]

1983

"Taking Care of Business": Union Circumvention of Occupational Programming

[Presented at the Eighty-second Annual Conference of the American Anthropological Association, Chicago, IL]

WORK IN PROGRESS

Co-creating Aesthetic Experience: Artifact and Process at Burning Man

(with Robert Kozinets and Annamma Joy)

[for submission to *American Anthropologist*]

Spiritual Tourism in Contemporary Life

(with Robert Kozinets)

[for submission to *Annals of Tourism Research*]

Artful Social Systems Therapy: Crafting Consumer Well-Being at the Derry-Londonderry Temple

(with Hilary Downey)

[for submission to *Journal of Services Research*]

Charm Combats Theory: Thirteen Ways of Looking at apprentices

[for submission to *Consumption Markets & Culture*]

Whither the Game Day Experience?

(with Tonya Bradford)

[for submission to the *Journal of Marketing*]

INVITED PRESENTATIONS: ACADEMIC INSTITUTIONS

Duke	Penn State	U. Quebec (Montreal)
U. of Michigan	U. Southern California	U. Southern Denmark, Odense (Denmark)
U. of Florida	U. California, Irvine	Université Laval (Quebec)
U. of Wisconsin	Northern Illinois	London Business School (UK)
UCLA	Institute of Design (IIT)	Dublin City University (Ireland)
Northwestern U.	U. Hawaii	University of Edinburgh (Scotland)
U. of Illinois	Emory U.	University of Ulster (Northern Ireland)
U. of Pittsburgh	Case Western Reserve	University of Exeter (UK)
U. Texas	EIASM (Belgium)	Queen's University (Northern Ireland)
Dartmouth	Keio (Tokyo)	Göteborg University (Sweden)
U. Notre Dame	INSEAD (France)	Bilkent University (Turkey)
Wayne State U	HEC Montreal	U. Sydney (Australia)
	Katholieke Universiteit Leuven (Belgium)	Aalto University (Finland)

DOCTORAL SUPERVISION (including NU and external service)

External Member	Andre Maciel	2014	(U. Arizona - Consumer Behavior)
External Member	Jeppe Linnet	2011	(U. S. Denmark Anthropology)
Chair	Tonya Williams	2007	(Consumer Behavior)
External Member	Gulnar Tumbat	2005	(U. Utah - Marketing)
Member	Adam Duhachek	2004	(Consumer Behavior)
Co-chair	Gary Gebhardt	2004	(Marketing Strategy)
Chair	Benét DeBerry-Spence	2003	(Consumer Behavior)
Chair	Krittinee Nuttavuthisit	2003	(Consumer Behavior)
Chair	Jennifer Chang	1998	(Consumer Behavior)
Member	Lisa Petrison	1998	(Consumer Behavior)
External Member	Elizabeth Chin	1996	(CUNY-Anthropology)
Co-chair	Sonya Grier	1996	(Consumer Behavior)
Member	Bridgette Braig	1996	(Consumer Behavior)
Member	Kent Grayson	1994	(Services Marketing)

External Member	Michael Karesh	1994	(U Chicago-Sociology)
Chair	Seong Yeon Park	1993	(Consumer Behavior)
Member	Aaron Ahuvia	1993	(Consumer Behavior)
Member	Eduardo Camargo	1992	(International Marketing)
Chair	Douglas Holt	1992	(Consumer Behavior)
Member	Deborah Heisley	1990	(Consumer Behavior)
Member	Mary Lee Stansifer	1989	(International Marketing)
Member	Shelly Robbins	1989	(Organization Behavior)
Member	Renee Florsheim	1988	(Consumer Behavior)
Chair	Mary Ann McGrath	1988	(Consumer Behavior)

CONSULTANCIES (1985 - present)

ALEN Industrias	P&O Cruises	Young & Rubicam
Aramark	Princess Cruises	Angus Reid
Arthur Andersen and Co.	Procter and Gamble	Concepts in Marketing Research, Inc.
Bose Corporation	The Quaker Oaks Company	E-Lab
Carnival Cruise Line	Ralston, Purina	Frank J. Corbett, Inc.
CIBA Vision	The Rouse Company	Ideascope
The Coca Cola Company	Sears	Lohs Research Group
Creative Memories	Tetra Pak Americas	Lifestage Matrix Marketing
Cunard	Toyota	Quest, Inc.
General Binding Corporation	Turner Broadcasting	St. James Strategy Group
General Foods	Galileo Group	Strategy First Partners
Glaxo	P.W.S. Kent	Source Inc.
Holland America Line	Cramer Krasselt	The Economics Institute
Hyundai	Foote, Cone & Belding	Nikken Research, Inc.
IDEO	Hill, Holiday	Metropolitan Life
Kodak	Lindsay, Stone and Briggs	Nokia
Moen, Inc.	Ogilvy and Mather	The Upjohn Company
Motorola, Inc.	Saatchi and Saatchi	

August 2017