

## **ZEYNEP ARSEL**

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### **ACADEMIC EMPLOYMENT**

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

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### **VISITING POSITIONS**

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

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### **ACADEMIC TRAINING**

Ph.D. in Marketing (Minors in Sociology and Anthropology), University of Wisconsin-Madison, 2007  
MBA (with thesis), Middle East Technical University, Ankara, Turkey, 2001  
B.Sc. in Management (Honors), 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)  
Best Special Session, Consumer Culture Theory Conference (2016)  
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- 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

|             |  |           |
|-------------|--|-----------|
| (2018-2019) | Concordia University Aid to Research Related Events, Exhibition, Publication and Dissemination Activities (ARRE) Program (with Marie-Agnès Parmentier) | \$5,000   |
| (2018-2023) | SSHRC Insight Grant (with Pierre-Yann Dolbec (PI) and Eileen Fischer)  | \$180,940 |
| (2017-2018) | JMSB CPA Research Centre Grants (with Nora Baronian (PI), Alexandra Panaccio, Sophie Audousset-Coulier)  | \$9,000   |
| (2017-2018) | JMSB CASA Grant for MSc Thesis Support (with Ghalia Shamayleh)   | \$2,006   |
| (2017-2018) | JMSB CASA Grant for MSc Thesis Support (with Natalia Kaszonyi)   | \$700     |
| (2016-2017) | JMSB CASA Grant for MSc Thesis Support (with Xin Wang)   | \$905     |
| (2016-2017) | JMSB CASA Grant for Postdoctoral Research Support (with Anissa Pomiés)   | \$10,000  |
| (2014-2019) | SSHRC Insight Grant (Principal Investigator)   | \$106,884 |
| (2012-2013) | Bell Center for Business Process Innovation (with Sophie Audousset-Coulier)  | \$14,000  |
| (2011-2013) | Petro Canada Young Innovator, Concordia University   | \$10,000  |
| (2010-2013) | FQRSC Establishment of New Researchers Grant (Principal Investigator)  | \$38,300  |
| (2010-2011) | Concordia University Vice President Seed Funding<br>(declined after receiving a FQRSC grant for the same project)                                      | \$6,977   |
| (2009-2012) | SSHRC Standard Research Grant (Principal Investigator)   | \$53,625  |
| (2008-2009) | ACR Grants for Transformative Consumer Research  | \$500     |

## PUBLICATIONS

### Peer Reviewed Journal Publications (\*indicates publication with a supervised student or postdoctoral researcher)

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

FT-50 Journal, 4\* rating in ABS, 16 citations (Google Scholar)

\*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

5 citations (Google Scholar)

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 Journal, 4\* rating in ABS, 81 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.

FT-50 Journal, 4\* rating in ABS, 247 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*

FT-50 Journal, 4\* rating in ABS, 306 citations (Google Scholar)

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

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

FT-50 Journal, 4\* rating in ABS, 798 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 Journal, 4\* rating in ABS, 752 citations (Google Scholar)

### **Edited Volumes and Books**

*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*)

### **Chapters in Edited Volumes**

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**

Arsel, Zeynep and Jonathan Bean (2018) “Palatial Domesticities: The Material Practices of the Very Wealthy”, *Consumer Culture Theory Conference*, Odense Denmark, 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, Canada

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

- \*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 2017, Montreal Canada (Winner of Best Poster Award, PhD track)
- \*Shamayleh, Ghaliya 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 2017, Montreal Canada (1<sup>st</sup> 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 Presentations**

### **2018**

University of Wisconsin-Madison Marketing Camp, September 2018  
Queens University, March 2018 (rescheduled due to illness in the family)  
Wilfrid Laurier University, Feb 2018  
Lisle & Roslyn Payne Research Symposium, University of Arizona, Jan 2018

### **2017**

Association for Consumer Research Doctoral Consortium, San Diego, Oct 2017  
Universite Paris Est, June 2017  
York University, April 2017

### **2016**

Stockholm Business School, June 2016

### **2015**

Consumer Culture Theory Qualitative Data Analysis Workshop, June 2015  
The Walrus Talks- Being Human, Ottawa, 29 April 2015

### **2014**

ANZMAC Doctoral Colloquium, Brisbane, Dec 2014  
ACR Doctoral Symposium, Baltimore, Oct 2014  
Universite Paris-Est, April 2014  
Chicago Consumer Culture Community, Chicago, April 2014  
York University, April 2014

### **2013**

University of Melbourne, Nov 2013  
Cass School of Business, Sept 2013  
University of Southern Denmark, Aug 2013  
Anthropology of Markets and Consumption Conference, University of California at Irvine, March 2013

### **2012**

Rochester Institute of Technology, Dec 2012  
HEC Lausanne, Sept 2012

## 2011

Concordia University Faculty Research Excellence Showcase, Oct 2011  
Universite Paris-Est, May 2011

## 2006

Concordia University  
University of South Carolina  
University of Warwick

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## TEACHING

Concordia University  
Graduate Seminar in Qualitative Research Methods- MSc and PhD  
Consumer Behavior-Undergraduate  
Strategic Brand Management-MBA  
Cross Cultural Communications and Management- Undergraduate  
Marketing Management- Undergraduate

University of Wisconsin-Madison  
Consumer Behavior- Undergraduate

## SUPERVISION AND THESIS COMMITTEE MEMBERSHIP

### Postdoctoral Supervision

Anissa Pomiés (Concordia University, 2015-2017)

### PhD Supervision

Aya Aboelenien (Concordia University, Phase II and III)  
Tevfik Karatop (Concordia University, Phase II)

### Visiting Doctoral Student Supervision

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

### M.Sc. Thesis Supervision

Carolina da Rocha Melo (Concordia University, expected 2019)  
Marie LeBouthillier (co supervised with Jordan LeBel, Concordia University, expected 2019)  
Ghalia Shamayleh (Concordia University, expected 2018)  
Xin Wang (Concordia University, expected 2018)  
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

Jessica Darveau (Committee Member, HEC Montréal, Phase II and III, expected 2018)  
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)  
Donna Sears (External Examiner, McGill University, 2010)  
Myriam Brouard (HEC Montréal, Phase II and III)  
Virginie Deroubaix (HEC Montréal, Phase II)

### **M.Sc. Thesis Committee**

Yushan Li (Concordia University, expected 2019)  
Sophia Chiovitti (Concordia University, expected 2018)  
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 AND MENTORSHIP 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)

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### **SERVICE**

#### **Editorship**

Associate Editor, Journal of Consumer Research (2018- present, Processed 7 submissions)  
Associate Editor, Consumption Markets and Culture (2016- present, Processed 42 submissions)  
Guest Associate Editor, Journal of Consumer Research (2017)  
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 Review Board, Journal of Marketing (2018-present)  
Editorial Review Board, Journal of Marketing Management (2016-present)  
Editorial Review Board, Journal of Consumer Research (2012-2018)  
Editorial Review Board, Consumption Markets and Culture (2012-2016)  
Policy Board, Mercati & Competitività (2013 – 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, Sociological Forum, Socio-Economic Review

#### **External Assessor**

Advisory Board, Influencer Project (Stockholm School of Economics)  
Promotion to Full Professor, ESSEC (2018)  
University Professor, York University (2016)  
Tenure and Promotion to Associate Professor, Butler University (2015)

#### **Conference Organization**

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  
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**

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  
Sidney Levy Award Judge, 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**

PhD Program Department Representative (2016-)  
M.Sc./PhD Program Committee (2010-2013 and 2015-)  
Department Hiring Committee (Member: 2009-2012 and 2015-2017, Chair: 2016)  
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**

Director, Master's Research Programs-John Molson School of Business (2017-)  
Faculty Academic Programs Committee (*ex-officio*) (2017-)  
Faculty Personnel and Tenure Committee (2016-)  
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)  
University Research Awards Committee (2013)  
Concordia University Faculty Association Council (2012-2013)  
JMSB Representative, School of Graduate Studies Special Individualized Programs (2010-2013)