



ERIC JOHN ARNOULD

Visiting Professor, Department of Marketing
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LONG TERM EMPLOYMENT

- 2013-2016 Professor, Department of Marketing and Management, & Social Science Chair, Danish Institute for Advanced Studies, Southern Denmark University, 55 Campusvej 5230 Odense-M, DK
- 2011-2013 Professor of Consumer Marketing, School of Management, University of Bath, Claverton Down, Bath UK BA2 7AY
- 2010-2013 Visiting Adjunct Professor of Marketing, Department of Marketing and Management, Southern Denmark University, Odense 5230 M, DK
- 2007-2010 Distinguished Professor of Marketing & Sustainable Business Practice, Director PhD Program, Department of Management and Marketing, University of Wyoming
- 2005-2007 PETSMAST Distinguished Professor, Retailing and Consumer Sciences, University of Arizona, Tucson, Arizona
- 2003-2005 E.J. Faulkner College Professor and Interim Director CBA Agribusiness Programs, University of Nebraska, Lincoln, Nebraska
- 2000-2005 Professor of Marketing, University of Nebraska, Lincoln, Nebraska
- 1999-2000 Associate Professor of Marketing, University of Nebraska, Lincoln, Nebraska
- 1994-1998 Associate Professor of Marketing. University of South Florida, Tampa, Florida, (tenured 1996)
- 1991-1994 Associate Professor of Marketing, California State University, Long Beach.
- 1989-1991 Assistant Professor of Anthropology, University of Colorado at Denver.
- 1986-1989 Research Associate, Bureau of Applied Research in Anthropology and Research Scientist, Office of Arid Lands Studies, University of Arizona, Tucson, Arizona.
- 1983-1986 Specialist in Social Impact Evaluation, Planning Ministry, Niger Republic and Institute for Development Anthropology, Binghamton, New York.
- 1976-1980 Research Assistant and Field Supervisor, Niger Natural Resources Planning Project, University of Arizona and Service Départemental du Plan, Zinder, Niger Republic.

CONSULTING EXPERIENCE

Abt & Associates, Associates in Rural Development, CARE, Chemonics, Consortium in International Development, CVS, Dvorak Expeditions, E/DI, HJ Heinz, INTEL, JCPenney, Rainbird Corporation, TransFair USA, United Nations Environmental Program, United States Agency for International Development, Vera Institute of Justice, Vertical Communications.

SHORT-TERM WORK/PART-TIME EMPLOYMENT

- Spring 2011 Visiting Professor, IAE-Sorbonne, Université Paris I, France
- Spring 2011 Visiting Professor, HEC, Jouy-en-Josas, France
- Summer 2009 Miscellaneous Graduate Teaching, Dauphine University, Paris, France
- Summer 2009 Miscellaneous Graduate Teaching, Lille 2 University, Lille, France
- Summer 2009 Seminar in Qualitative Data Analysis, Dongguk University, Seoul, Korea
- Fall 2008 Advanced Market Research Seminar, 1 day, University of Georgia, Atlanta, GA, USA
- Spring 2008 Miscellaneous Graduate Teaching, Dauphine University, Paris, France
- Spring 2008 Miscellaneous Graduate Teaching, IAE, Sorbonne, Université Paris I.
- Fall 2006 Advanced Market Research Seminar, 1 day, University of Georgia, Atlanta, GA, USA
- Fall 2005 MBA Education, 3 days, EAP-ESCP, Paris, France
- Summer 2004 MBA Education, 12 days, University of Ljubljana, Slovenia
- Summer 2004 Executive Education, 2 days, EAP-ESCP, Paris, France
- 1996-1997 Visiting Professor of Marketing, Odense University, Odense Denmark.
- 1982-1983 Teaching Associate, Department of Marketing, University of Arizona, Tucson, Arizona.
- 1981 Technical Writer. 1) Man and the Biosphere Project, Arid Lands Information Center, University of Arizona, Tucson, Arizona; 2) Women in Development Program, International Agricultural Programs, University of Arizona / Consortium for International Development. Tucson, Arizona.
- 1981 Teaching Associate. Department of Anthropology, University of Arizona, Tucson, Arizona.

- 1975-1976 Teaching Assistant. Department of Anthropology, University of Arizona, Tucson, Arizona.
- 1974-1975 Assistant to Dr. Paul Lazarsfeld, Evaluator. Pretrial Services Agency/ Vera Institute for Justice, New York, New York.

COURSES TAUGHT

- Undergraduate: Consumer/Buyer Behavior, Economic Anthropology, Global Value Chains, Human Branding in Luxury, International Marketing, and Seminar in International Marketing; Introduction to Sustainable Business Practices, Principles of Marketing/Basic Marketing.
- Master's/ MBA/ Exec MBA: Consumer Culture Theory, Listening to the Voices of the Market, Resource-Based Theory in Retailing and Consumer Studies, Marketing Concepts, International Marketing Management, Cross-Cultural Consumer Behavior, Survey of Consumer Behavior, Culture and Marketing, Advanced Seminar in Qualitative Methods, Globalization and Marketing; Introduction to Sustainable Business Practices, Cultural Marketing Strategy, Research Methods for Marketing.
- Ph.D.: Behavioral Theory (anthropological and sociological contributions to marketing and consumer behavior research); Canon of Classics (foundational social science theory); Qualitative Data: Theory, Methods, Applications; Resource Theory in Retailing and Consumer Sciences

PUBLICATIONS

Forthcoming

Fetish, magic, marketing, Eric Arnould, Julien Cayla, Delphine Dion, in *Magical Capitalism*, Timothy de Waal Malefyt and Brian Moeran, eds. Palgrave.

The Contextual Nature of Value and Value Cocreation. in RF Lusch & SL Vargo (eds), *Handbook of Service-Dominant Logic*, Sage Publications, Anu Helkkula, Apramey Dube & Eric Arnould.

2018

Consumer Movements and Collective Creativity: The Case of Restaurant Day, *Journal of Consumer Research*, Henri A. Weijo, Diane M. Martin and Eric J. Arnould. <https://doi.org/10.1093/jcr/ucy003>.

Marcel Mauss. *The Routledge Companion to Canonical Authors in Consumption Theory*, London: Routledge, 43-53-

Marshall Sahlins. *The Routledge Companion to Canonical Authors in Consumption Theory*, London: Routledge, 69-76

2017

Programmatic Authenticity: Culinary Place Branding in Greenland, *Handbook of Place Branding*, ed. Campelo Adriana, Gloucestershire, UK: Edward Elgar Publishing: Søren Askegaard, Dannie Kjeldgaard, Eric Arnould, 108-123.

Redressing an Alleged Lacuna: Scholarly Models for an Engaged Ethnology of Consumer Culture. *Contemporary Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, London and New York: Routledge, 225-250.

Ruminations on the Current State of Consumer Ethnography, *Routledge Handbook on Consumption*, Bente Halkier, Terhi-Anna Wilska, and Monica Truninger, ed, London and New York: Routledge, Robert V. Kozinets and Eric J Arnould, 47-56.

Fetish, Magic, Marketing, *Anthropology Today*, 33 (2), 28–32, Eric Arnould, Julian Cayla, Delphine Dion

2016

Persona-fied brands: managing branded persons through persona, *Journal of Marketing Management*, 32 (February), 121-148, Delphine Dion and Eric Arnould. 10.1080/0267257X.2015.1096818.

Why do the Indians Wear Adidas? Or, Culture Contact and the Relations of Consumption, *Journal of Business Anthropology*, 5 (1), 6-36, Richard R. Wilk and Eric J. Arnould, <http://ej.lib.cbs.dk/index.php/jba/issue/view/687/showToc>.

Rethinking Old Thoughts, *Journal of Business Anthropology*, 5 (1), 45-53, <http://ej.lib.cbs.dk/index.php/jba/issue/view/687/showToc>.

2015

Consumer Culture Theory: Ten Years Gone (and Beyond), in *Research in Consumer Behavior*, 17, eds. Anastasia Thyroff, Jeff B. Murray, and Russell W. Belk, eds. Bingley, UK: Emerald Group Publishing, 1-21, Eric J. Arnould and Craig J. Thompson. ISBN: 978-1-78560-323-5

Consumer Fetish: Commercial Ethnography and the Sovereign Consumer, *Organization Studies*, 36 (October), 1361-1386, Eric Arnould and Julien Cayla. DOI: 10.1177/0170840615580012

Mutuality: critique and substitute for Belk's "sharing," *Marketing Theory*, 16 (March), 75-99, Eric J Arnould and Alexander S Rose, DOI: 10.1177/1470593115572669

Practice Consumption and Value Creation: Advancing the Practice Theoretical Ontology of Consumption Community, *Psychology and Marketing*, 32(3, March): 319–340, Benjamin Hartmann, Caroline Wiertz and Eric Arnould, DOI: 10.1002/mar.20782

2014

Préface. *Regards croisés sur la consommation, Tome 1 – Du fait social à la question du sujet*, Eric Rémy et Philippe Robert-Demontrond, eds., **Cormelles-le-Royal, France** : Versus, 9-12.

Mise au point : du concept de « partage » à la mutualité en « *consumer research* », *Revue de M.A.U.S.S.*, 2014/2 (44, Novembre), 217-228, Eric J. Arnould and Alexander Rose.

Tillage practices and identity formation in High Plains farming. *Journal of Material Culture*, 19 (December), 355-373. Katherine Strand, Eric Arnould and Melea Press DOI: 10.1177/1359183514552240

Les perspectives culturelles de la recherche en marketing en faveur du développement durable dans les pays en développement, *Recherche et Applications en Marketing*, 29 (3, July), 99-103, DOI: 10.1177/0767370114527677.

Préface. *Repenser le commerce: Vers une perspective socio-culturelle de la distribution*, Isabelle Collin-Lachaud, ed. Cormelles-le-Royal, France: Editions Management et Société, Collection Societing, 11-16.

Ideological Challenges to Changing Strategic Orientation in Commodity Agriculture, *Journal of Marketing*, 78 (November), 103-119, <http://dx.doi.org/10.1509/jm.13.0280>, Melea Press, Eric J. Arnould, Jeff B. Murray, and Katie Strand.

Narrative Transparency: Adopting a Rhetorical Stance, *Journal of Marketing Management*, 30 (13-14, October), 1353-1376, Press, Melea and Eric Arnould. DOI: 10.1080/0267257X.2014.925958

Brand charismatic legitimacy and marketing of adoration. In *The Management of Luxury: A Practitioners' Handbook*, ed by Prof. Dr. Sven Reinecke, Benjamin Berghaus, and Prof. Dr. Günter Müller-Stewens, London: Kogan Page, 173-182, Delphine Dion and Eric Arnould

Living in Business Schools, Writing Consumer Culture, In *Handbook of Anthropology in Business*, Rita Denny and Patti Sunderland, eds. Left Coast Press, 116-134, Eric J. Arnould & Craig J. Thompson.

Strategic Uses for Ethnographic Stories: Using What Your Customers Do, Feel, and Say to Transform Your Business, *MIT Sloan Management Review*, 55 (Winter); 56-62 Id. <http://sloanreview.mit.edu/x/55223>, Julian Cayla Robin Beers and Eric Arnould.

Rudiments of a value praxeology, *Marketing Theory*, 13 (4, November), 129–133. DOI: 10.1177/1470593113500384

2013

DIY Home Improvement as Men's Therapeutic Labor, *Journal of Consumer Research*, 40 (August), 298-316, Risto Moisio, Eric J. Arnould and James W. Gentry

Discursivity, Difference, and Dialogue: Genealogical Reflections on the CCT Heteroglossia, *Marketing Theory*, 13 (June), 149-174, Craig T. Thompson, Eric J. Arnould and Markus Giesler

Ethnographic Stories for Market Learning, *Journal of Marketing*, 77(July), 1-16, Julien Cayla and Eric J. Arnould.

Socializing to Co-Produce: Pathways to Consumers' Financial Well-Being, *Journal of Services Research*, 16 (November), 549–563, Lin Guo, Eric J. Arnould, Tom Gruen and Chuanyi Tang.

2012

Gettysburg Re-Imagined: The Role of Narrative Imagination in Consumption Experience, *Consumption, Markets and Culture*, 15 (September), 261-286, Athinodoros Chronis, Eric J. Arnould, and Ronald D. Hampton.

Liquid Relationship to Possessions, *Journal of Consumer Research*, 39 (October), 510-529. Fleura Bardhi, Giana Eckhardt and Eric Arnould

2011

How Does Organizational Identification Form? A Consumer Behavior Perspective, *Journal of Consumer Research*, 38 (December), 650-666, Melea Press and Eric Arnould

American Pastoralism: Linking Post-War Suburbia and Community Supported Agriculture, Melea Press and Eric Arnould, *Journal of Consumer Culture*, 11(2) 168–194. doi:10.1177/1469540511402450.

Fair Trade and Producers' Quality of Life: Evidence from the Coffee Channel, *Journal of Macromarketing*, 31 (September), 276-290, Stephanie Oneto and Eric Arnould.

Marketing Organizations and Sustainable Marketing, in *Sustainable Business Practices: Challenges, Opportunities, and Practices*, George Basile, James Hershauer, and Scott G. McNall, eds., Praeger Press; Eric Arnould and Melea Press.

Market Development in the African Context, in *Marketing Management: A Cultural Perspective*, Luca Visconti, Lisa Penaloza, and Nil Ozcalar-Toulouse, eds., London and New York: Routledge, 93-109, with Benet DeBerry Spence and Sammy K. Bonsu

Retail Luxury Strategy: Assembling Charisma through Art and Magic, *Journal of Retailing*, 87 (December), 502-520, Delphine Dion and Eric J. Arnould

Transformative Outcomes of Identification Formation and Narrative Transparency, in *Advances in Consumer Research*, 38, eds., Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research, Melea Press, Eric J. Arnould

Consumer Culture in Africa, in *Encyclopedia of Consumer Culture*, Dale Southerton, ed., Washington, DC: CQ Press/Sage Publications.

Global Consumer Culture, in *Wiley International Encyclopedia of Marketing*, eds. Jagdish Sheth and Naresh Malhotra, Vol. 1, International Marketing, Daniel Bello and David Griffith, eds. London and New York: John Wiley & Sons Limited.

2010

The Ageing Consumer and Intergenerational Transmission of Cherished Possessions, in *The Aging Consumer: Perspectives from Psychology and Economics*, ed. Aimee Drolet, Norbert Schwarz and Carolyn Yoon, New York: Routledge, with Carolyn Folkman Curasi and Linda L. Price.

2009

Does Fair Trade Deliver on Its Core Value Proposition? Effects on Income, Educational Attainment, and Health in Three Countries, *Journal Public Policy and Marketing*, 28 (September), 186-201, with Alejandro Plastina and Dwayne Ball.

How Brand Communities Create Value, *Journal of Marketing*, 73 (September), 30-51, with Hope Jensen Schau and Albert Muniz, Jr.

Constraints on Sustainable Energy Consumption: Marketing and Public Policy Challenges and Opportunities, *Journal of Public Policy and Marketing*, 28 (Spring), 102-113, Melea Press and Eric J. Arnould.

Reflexive Culture's Consequences, in *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*, Cheryl Nakata, ed. Macmillan/Palgrave, 101-122; with Søren Askegaard and Dannie Kjeldgaard.

« Électricité | Échapper au marché, » *Courrier de la planète*, no 87, 57-58 ;
<http://www.courrierdelaplanete.org/87/article1.php>.

2008

A Cultural Approach to Branding in International Marketing, *Journal of International Marketing*, 16 (4), 86-112, with Julian Cayla.

Commercial Mythology and the Global Organization of Consumption, *Advances in Consumer Research*, vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 67-71.

Service-Dominant Logic and Resource Theory, Special Issue of JAMS on Service Dominant Logic, *Journal of the Academy of Marketing Science*, (36:1), 21-24.

2007

Consumer Culture Theory (and We Really Mean Theoretics): Dilemmas and Opportunities Posed by an Academic Branding Strategy. In *Consumer Culture Theory*, Vol. 11 of Research in Consumer Behavior, eds. Russell Belk and John F. Sherry, Jr., Oxford, UK: Elsevier, 3-22, Eric Arnould and Craig Thompson.

Service-Dominant Logic and Consumer Culture Theory: Natural Allies in an Emerging Paradigm. In *Consumer Culture Theory*, Vol. 11 of Research in Consumer Behavior, eds. Russell Belk and John F. Sherry, Jr., Oxford, UK: Elsevier, 57-78, Eric Arnould.

Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala, in *Product and Market development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers*, Jose Antonio Rosa and Madhu Viswanathan, eds. Oxon, UK: Elsevier, 319-340, Eric J. Arnould, Alejandro Plastina and Dwayne Ball.

Can Consumers Escape the Market? *Critical Marketing: Defining the Field*, Michael Saren, Pauline Maclaran, Christine Goulding, Richard Elliott, Avi Shankar, Miriam Catterall, eds., Oxford: Butterworth-Heinemann, 140-156.

Should Consumer Citizens Escape the Market? *ANNALS of Political and Social Science*, 611 (May), 96-111.

Context Matters: Selecting Research Contexts for Theoretical and Managerial Insights, Linda Price, Eric Arnould and Risto Moisio, in *Handbook of Qualitative Research Methods in Marketing*, Russell W. Belk, ed., Armonk, NY: Edward Elgar, 106-125.

Consuming Experience: Retrospect and Prospect, in *Consuming Experiences*, A. Carù and B. Cova, eds., London, Routledge, 185-194.

2006

Review article, *Home Cooking in the Global Village: Caribbean Food from Buccaneers to Ecotourists*, Richard Wilk, *New York: Berg, 2006, Journal of Consumer Culture*.

Market Oriented Ethnography Revisited, *Journal of Advertising Research*, 46 (September), 251-262, Eric Arnould and Linda Price.

Getting a Manuscript to Publication Standard, *Design Research Quarterly* 1, (1, September), 21-23, Eric Arnould.

Service-Dominant Logic and Consumer Culture Theory: Natural Allies in an Emerging Paradigm, Invited commentaries on Vargo and Lusch, *Marketing Theory*, 6 (September), 293-295.

Deep Engagement with Consumer Experience: Listening and Learning with Qualitative Data, in *Handbook of Marketing Research*, Rajiv Grover and Marco Vriens, eds. Thousand Oaks, CA: Sage Publications, 51-82, Eric J. Arnould and Amber Epp.

Toward a Cultural Resource-Based Theory of the Customer, in *The New Dominant Logic in Marketing*, Robert F. Lusch and Stephen L. Vargo, eds., Armonk, NY: M. E. Sharpe, 91-104, Eric J. Arnould, Linda L. Price, and Avinash Malshe.

Consumer Culture Theory: Retrospect and Prospect, Session Summary, *European Advances in Consumer Research*, 7, eds. Karin Ekstrom and Helen Brembeck, Duluth, MN: Association for Consumer Research, 605-607.

Toward a Culturally-Informed Resource-based Theory of the Customer, Session Summary, *European Advances in Consumer Research*, 7, eds. Karin Ekstrom and Helen Brembeck, Duluth, MN: Association for Consumer Research, 6-9.

2005

"Thrift Shopping: Combining Utilitarian Thrift and Hedonic Treat Benefits," *Journal of Consumer Behaviour*, 4 (4), 223-233, Fleura Bardhi and Eric J. Arnould.

"Extending The Dramaturgical Framework in Marketing: The Role of Drama Structure, Drama Content, and Drama Interaction in Shopping Performances," *Journal of Consumer Behaviour*, 4(4), 246-256, Risto Moisis and Eric J. Arnould.

"Dynamic Transformations of an Indigenous Market Cluster: The Leatherworking Industry in Niger," *Journal of the Academy of Marketing Science*, 33 (Summer), 254-274, Eric J. Arnould and Jakki J. Mohr. Citation of Excellence, Top 50 management papers of 2005, Emerald Management Reviews.

"Post-Assimilationist Ethnic Consumer Research: Qualifications and Extensions," *Journal of Consumer Research*, 31 (June), 160-171, Søren Askegaard, Eric J. Arnould, and Dannie Kjeldgaard.

"Animating the Big Middle," *Journal of Retailing*, 81 (2), 89-96.

"Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 31 (March), 868-883, Eric J. Arnould and Craig J. Thompson.

"Hypermodernity and the New Millennium: Scientific Language as a Tool for Marketing Communications," *Marketing Communication: Emerging Trends and Developments*, Allan J. Kimmel, ed., Cambridge: Oxford University Press, 236-255, Elisabeth Tissiers-Desbordes and Eric J. Arnould.

Special Session Summary Twenty Years of Consumer Culture Theory: Retrospect and Prospect, *Advances in Consumer Research*, 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN : Association for Consumer Research, Pages: 129-130. Eric J. Arnould and Craig Thompson.

2004

"Between Mothers and Markets: Ruptures and Continuities in Families' Homemade Food Traditions," *Journal of Consumer Culture*, 4 (November), 361-384, Risto Moisis, Eric J. Arnould and Linda L. Price.

"How Individuals' Cherished Possessions Become Families' Inalienable Wealth," *Journal of Consumer Research*, 31 (December), 609-622, Carolyn Curasi, Linda Price and Eric Arnould

Inalienable Wealth in North American Households, in *Values and Valuables: From the Sacred to the Symbolic* eds. Cynthia Werner and Duran Bell, Walnut Creek, CA: Altamira, 209-230, Eric J. Arnould, Carolyn Folkman Curasi, and Linda L. Price.

Ritual Desire and Ritual Development: An Examination of Family Heirlooms in Contemporary North American Households," *Contemporary Consumption Rituals: A Research Anthology*, eds. Cele C. Otnes

and Tina M. Lowry, Matwah, NJ: Lawrence Erlbaum Publishing, 237-268, Carolyn Folkman Curasi, Eric J. Arnould and Linda L. Price.

Consumers, 2nd edition, an undergraduate textbook, McGraw-Hill/Irwin, Eric J. Arnould, Linda L. Price and George Zinkhan.

Beyond the Sacred-Profane Dichotomy in Consumer Research, *Advances in Consumer Research*, 31, Barbara B. Kahn and Mary Frances Luce, eds., Valdosta, GA: Association for Consumer Research.

Review article, *Time, Space, and the Market: Retrospectives Rising*, Stephen Brown and John F. Sherry, Jr, editors, M.E. Sharpe, 2003, *ACR Newsletter*.

2003

"Implementing a Customer Orientation: Extension of Theory and Application," *Journal of Marketing*, 67 (October), 67-82, Karen Norman Kennedy, Jerry R. Goolsby, and Eric J. Arnould.

Understanding the Intergenerational Transmission of Cherished Possession: Insights for Estate Planning, Trust Officers and Other End-of-life Professionals," *Journal of Financial Services Marketing*, 7 (June), 369-383, Carolyn Folkman Curasi, Linda L. Price, and Eric J. Arnould.

"Good to the Last Drop™: perspectives on Thrift and Frugality," *European Advances in Consumer Research*, 6, Darach Turley and Stephen Brown, eds. Valdosta, GA: Association for Consumer Research, 321-324.

2002

"Designing Ethnography: A Postscript," *Creating Breakthrough Ideas: The Collaboration of Anthropologists and Designers in the Product Development Industry*, ed. Susan Squires and Bryan Byrne, Westport, CT: Bergin & Garvey, 215-220.

Consumers, 1st edition, an undergraduate textbook, Irwin/McGraw-Hill, Eric J. Arnould, Linda L. Price and George Zinkhan.

Understanding Consumer Cultures: Contributions of Practicing Anthropologists, *Advances in Consumer Research*, 29, Susan M. Broniarczyk and Kent Nakamoto, eds., Provo, UT: Association for Consumer Research, 361-362.

2001

"Ethnography, Export Marketing Policy, and Economic Development In Niger," *Journal of Public Policy & Marketing*, 20 (Fall), 151-169.

Marketing Challenge in Transition Economies, Proceedings of the Seventh International Conference on Marketing and Development, Olav Jull Sørensen and Eric J. Arnould, eds., Muncie, IN: International Society of Marketing and Development.

2000

Older Consumers' Disposition of Valued Possessions, *Journal of Consumer Research*, 27 (September), 179-201 Linda L. Price, Eric J. Arnould, and Carolyn Folkman Curasi.

Authenticating Acts and Authoritative Performances: Questing for Self and Community, *The Why of Consumption: Contemporary Perspectives on Consumers Motives, Goals, and Desires*, S. Ratneshwar, David Glen Mick, and Cynthia Huffman, eds., New York and London: Routledge, 140-163, Eric J. Arnould and Linda L. Price.

Review article, *The Ethnographer's Method*, Alex Stewart, Thousand Oaks, California, Sage Publications, *Journal of Marketing Research*, XXXVII (May).

Review article, *A Theory of Shopping*, By Daniel Miller, and *Shopping, Place, and Identity*, Daniel Miller, Peter Jackson, Nigel Thrift, Beverly Holbrook, And Michael Rowlands, *Journal of Marketing*, 64 (January).

1999

Commercial Friendships: Service Provider- Client Relationships in Social Context, *Journal of Marketing*, 63 (October), 38-56, Linda L. Price and Eric J. Arnould (won AMA Serv-SIG best paper award)

Making (Consumption) Magic: A Study of White Water River Rafting, *Journal of Contemporary Ethnography*, 28 (1, February), 33-68. Eric J. Arnould, Linda L. Price and Cele Otnes.

Advances in Consumer Research, vol. 27, Linda Scott and Eric Arnould, eds., Provo, UT: Association for Consumer Research.

Identity and Acculturation: The Case of Food Consumption of Greenlanders in Denmark, MAPP Working Paper no. 67, Aarhus: The Aarhus School of Business. Søren Askegaard, Dannie Kjeldgaard and Eric J. Arnould

Applying the Wheel of Consumption to Contexts of Use: the Case of the Disposition of Cherished Possessions, *Innovative Market Research for Breakthrough Product Design*, Conference Summary Report No. 99-113, Cambridge, MA: Marketing Science Institute, 25-26. Eric Arnould and Linda L. Price.

Review article, *A Theory of Shopping*, By Daniel Miller, and *Shopping, Place, and Identity*, Daniel Miller, Peter Jackson, Nigel Thrift, Beverly Holbrook, and Michael Rowlands, *American Ethnologist*, 26 (November), 999-1001.

Review article, Marketing and Modernity, by Mariane Elisabeth Lien, *American Anthropologist*, 100 (December), 25-26.

1998

Communicative Staging of the Wilderness Servicescape, *Service Industries Journal*, 18 (3), 90-115. Eric J. Arnould and Linda L. Price, and Patrick Tierney.

Writing the Differences: Postmodern Pluralism, Retextualization, and the Construction of Reflexive Ethnographic Narratives In Consumer Research, *Consumption, Markets, Culture*, 2 (2, September), 105-160, Craig T. Thompson, Barbara B. Stern, and Eric J. Arnould.

Life Narrative Analysis: A New Approach to Analyzing Consumers' Stories about the Service Encounter, *Psychology and Marketing*, 15 (May), 195-214, Barbara B. Stern, Craig J. Thompson, and Eric J. Arnould

Magical Romance: Commercial Rafting Adventures, *Romancing the Market*, Stephen Brown, ed., London: Routledge, 233-254, Eric J. Arnould, Linda L. Price, and Cele Otnes.

Conducting the Choir: Representing Multimethod Consumer Research, *Representing Consumers*, Barbara B. Stern, ed., London and New York: Routledge, 339-364, Linda L. Price and Eric J. Arnould.

Daring Consumer Ethnography, *Representing Consumers*, Barbara B. Stern, ed., London and New York, Routledge, 85-126.

Communicative Staging of the Wilderness Servicescape, *Service Industries Marketing: New Approaches*, Gillian Hogg and Mark Gabbott, eds., London: Frank Cass, 90-115. Eric J. Arnould and Linda L. Price, and Patrick Tierney. (reimpression of *Service Industries Marketing* paper)

The Wilderness Servicescape, *Servicescapes: The Concept of Place in Contemporary Markets*, John F. Sherry, Jr. ed., NTC Publications, Eric J. Arnould, Linda L. Price and Patrick Tierney, 403-438.

Ethical Concerns in Participant Observation/ Ethnography, Presidential Session on Ethics in Consumer Research, *Advances in Consumer Research*, Vol. 25, Joseph W. Alba and Wes Hutchinson, eds., Provo, UT: Association for Consumer Research,

The Florida Classic: Performing African American Community, *Advances in Consumer Research*, Vol. 25, Joseph W. Alba and Wes Hutchinson, eds., Provo, UT: Association for Consumer Research, 578-584, Miriam B. Stamps and Eric J. Arnould.

1997

Exploring the *Différance*: A Postmodern Approach to Paradigmatic Pluralism in Consumer Research, *Postcards from the Edge*, Stephen Brown and Darach Turley, eds., London: Routledge, 150-189, Craig T. Thompson, Eric J. Arnould, and Barbara B. Stern.

'River Magic': Hedonic Consumption and the Extended Service Encounter, *Contemporary Services Marketing Management: A Reader*, Mark Gabbott and Gillian Hogg, eds., London: Dryden Press, 454-490, reprinted from *Journal of Consumer Research*, 20 (June), 24-45

Magic in the Marketing Age, *Proceedings of the Marketing Illuminations Spectacular*, Stephen Brown, Anne Marie Doherty, Bill Clark, eds., Ulster, UK: University of Ulster, 167-178, Eric J. Arnould, Cele Otnes, and Linda L. Price.

Review article. *The Broken Hoe: Cultural Reconfiguration in Biase Southeast Nigeria*, by David Uru Iyam, *Journal of Political Ecology*, 4, 33-35.

1996

Consumption Rituals of Thanksgiving Day, *Readings in Ritual Studies*, Ronald L. Grimes, ed., Upper Saddle River, NJ: Prentice Hall, 536-551, reprint of 1991 *Journal of Consumer Research* article.

1995

Consumers' Emotional Responses to Service Encounters: The Influence of the Service Provider, *International Journal of Service Industry Management*, 6 (3), 34-63, Linda L. Price, Eric J. Arnould and Sheila Deibler.

Going to Extremes: Managing Service Encounters and Assessing Provider Performance, *Journal of Marketing*, 59 (April), 83-97, Linda L. Price, Eric J. Arnould and Patrick Tierney.

West African Marketing Channels: Environmental Duress, Relationship Management, and Implications for Western Marketing, *Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook*, John F. Sherry, J., ed., Thousand Oaks, CA: Sage Publications, 109-169.

1994

Market-Oriented Ethnography: Interpretation Building and Market Strategy Formulation, *Journal of Marketing Research*, XXXI (November), 484-504, Eric J. Arnould and Melanie Wallendorf.

Service Provider Influence on Consumers' Emotional Responses to Service Encounters, Management of Services: A Multidisciplinary Approach, *Proceedings, 3rd International Research Seminar in Service Management*, Institut d'Administration des Entreprises, Université d'Aix-Marseille III, Aix-en-Provence, France, 581-607, with Linda L. Price and Sheila L. Deibler.

1993

'River Magic': Hedonic Consumption and the Extended Service Encounter, *Journal of Consumer Research*, 20 (June), 24-45, Eric J. Arnould and Linda L. Price.

Opportunities for Consumer Researchers in Third World Food and Nutrition Development Efforts, *Advances in Consumer Research*, Vol. 20, Leigh McAlester and Michael L. Rothschild, eds., Provo, UT: Association for Consumer Research, 172-175.

Discussion Comments: The Transition from Communism to Capitalism, *Advances in Consumer Research*, Vol. 20, Leigh McAlester and Michael L. Rothschild, eds., Provo, UT: Association for Consumer Research, 23-25.

Review article, *Hausa Women in the Twentieth Century*, Edited by Catherine Coles and Beverly Mack, Madison: University of Wisconsin Press, *Ethnohistory*, 40 (2, Spring), 342-343.

1992

Eric J. Arnould

Lessons From Lake Chad: The Linkages of Economy and Environment in Arid Land Development, *Environment*, 34 (6, August), 16-19, Charles F. Hutchinson, Peter Warshall, Janusz Kindler, and Eric Arnould.

1991

'We Gather Together': The Consumption Rituals of Thanksgiving Day, *Journal of Consumer Research*, 18 (June), 13-31, Melanie Wallendorf and Eric J. Arnould.

1990

Changing the Terms of Rural Development: Collaborative Research in Cultural Ecology in the Sahel, *Human Organization*, 49 (4), 339-354.

Review article, *Dud'al. Histoire de famille et histoire de troupeau chez un groupe de Wod'aab'e du Niger*, by Angelo Maliki Bonfiglioli, *American Anthropologist*, 92 (4), 1050-1051.

Review article, *Material Culture and Mass Consumption*, by Daniel Miller, *American Ethnologist*, 17(3), 568-569.

1989

Toward a Broadened Theory of Preference Formation and the Diffusion of Innovations: Cases from Zinder Province, Niger Republic," *Journal of Consumer Research*, 16 (September), 239-267.

Anthropology and West Africa Development: A Critique of Recent Debate, *Human Organization*, 48 (4), 135-147.

Agricultural Development Projects in West Africa as Social Marketing: A Post-Mortem, Proceedings, *Proceedings, Macromarketing Seminar XIV*, Toledo, OH: University of Toledo.

Review article, *The Romantic Ethic and the Spirit of Modern Materialism*, by Colin Campbell, *Journal of Marketing*, 53 (3, Summer), 131-133.

Review article, *Culture and Consumption*, by Grant McCracken, *Journal of Macromarketing*, 9 (1, Spring), 57-58.

Review article, *Culture and Consumption*, by Grant McCracken, *Folklore: Journal of the American Folklore Institute*.

1988

"My Favorite Things": A Cross-Cultural Inquiry into Object Attachment, Possessiveness, and Social Linkage, *Journal of Consumer Research*, 14 (March), 531-547, Melanie Wallendorf and Eric Arnould.

Indigenous Responses to Economic Development: An Introduction, *Urban Anthropology and Studies of Cultural Systems and World Economic Development*, 17 (1), 1-5.

Indigenous Responses to Economic Development, *Urban Anthropology and Studies of Cultural Systems and World Economic Development*, A special issue edited by and Thomas McGuire.

1987

Households, *Encyclopedia of the Social Sciences*, Adam Kuper and Hilda Kuper, eds., London: Routledge & Kegan Paul.

Review article, *Les Societes Zarma-Songhay, (Niger-Mali)*, by Jean-Pierre Olivier de Sardan, *Canadian Journal of African Studies*, 21(1).

1986

Merchant Capital, Simple Reproduction, and Underdevelopment: Peasant Traders in Zinder, Niger, *Canadian Journal of African Studies*, 20 (3), 323-356.

Rice or Millet: The Role of Sociocultural Factors in the Success of Irrigated Agriculture in Niger. *Development Anthropology Network*, 4(1): 6-11.

1985

Evaluating Regional Economic Development: Results of a Regional Systems Analysis in Niger, *Journal of Developing Areas*, 19 (2), 209-244.

1984

Process and Social Formation: Petty Commodity Producers in Zinder, Niger Republic, *Canadian Journal of African Studies*, 18 (3), 501-522.

Why Do the Natives Wear Adidas? Anthropological Approaches to Consumer Research, *Advances in Consumer Research*, 12, 748-758, with Richard R. Wilk.

Households: Historical and Comparative Studies of the Domestic Domain, Robert Netting, Richard Wilk, and Eric Arnould, eds. Berkeley: University of California Press.

Introduction, *Households: Historical and Comparative Studies of the Domestic Domain*, Robert Netting, Richard Wilk, and Eric Arnould, eds. Berkeley: University of California Press, xiii-xxxviii (with Robert Netting and Richard Wilk).

Marketing and Social Reproduction in Zinder, Niger Republic, *Households: Historical and Comparative Studies of the Domestic Domain*, Robert Netting, Richard Wilk, and Eric Arnould, eds. Berkeley: University of California Press, 130-162.

1983

Glimmers and Fancies: Culture and Consumer Behavior, *Advances in Consumer Research*, 10, Richard P. Bagozzi and Alice M. Tybout, eds. Ann Arbor: Association for Consumer Research, 702-704.

1982

Regional Market System Development and Changes in Relations of Production in Three Communities in Zinder, Province, Niger Republic, Ph.D. Dissertation, Tucson, Arizona: Department of Anthropology, University of Arizona.

Households: Changing Form and Function, *Current Anthropology*, 23 (5), 571-575, (with Robert Netting).

Archaeological Sediments: Discourse, Method, and Application, *Multidisciplinary Research at the Grasshopper Pueblo, Arizona*, William Longacre, Sally Holbrook, Michael Graves, eds. Tucson, Arizona: University of Arizona Press, Stephanie Whittlesey, William Reynolds and Eric Arnould.

1981

Petty Craft Production and the Underdevelopment Process in Zinder, *Dialectical Anthropology*, 12, 61-70.

1979

Review article, *Poverty, Population, and Prosperity*, by Polly Hill, *American Anthropologist*, 81, 411-412.

1975

The Taxonomic Implications of the Dahomean Dokpe, *Ikenga*, Nsukka, Nigeria: University of Nigeria.

SUBMISSIONS AND WORK IN PROGRESS

My main research interests at this time focus on broadening and deepening the cultural approach to understanding emerging consumption phenomena, brand dynamics, and consumer creativity.

Managing Brand Dynasties, Delphine Dion and Eric J. Arnould, under 3rd revision, *Journal of Marketing Research*.

Cultural Dimensions of Co-creation of Service Experiences: Western Medicine's Neo-Colonialization of Traditional Chinese Medicine, Any Helkkula, An Chen and Eric Arnould, under review, *Journal of Consumer Research*.

Systematic Small-Player Market Exclusion in an East African Context, Melea Press and Eric Arnould, under 1st revision, *Consumption, Markets & Culture*.

Socializing Consumer Creativity, Mario Campana, Kat Duffy, Gry Eric Arnould, under revision for *Journal of Consumer Research*

Consumer Culture Theory, A textbook, for SAGE Publications, co-edited with Craig J. Thompson.

Representations and Mediations: Brands as Processes, Andrea Hemetsberger, Hans Mühlbacher, Eric J. Arnould, under revision for *Journal of Consumer Research*.

Nordic CCT Research: Conversation in a Wine Bar, for *Nordic Consumer Culture Theory*, Palgrave Macmillan, Benjamin Hartmann and Eric Arnould,

EDITORIAL REVIEW BOARDS

2018 Guest Co-Editor, Special Issue on African Research in Business, *Management et Avenir*
2017 Guest Co-Editor, Special Issue on Visual Analysis, *Recherche et Applications en Marketing*
2017 Senior Editor, *International Journal of Research in Marketing*
2015 Associate Editor, *Journal of Retailing*
2014 Member, Policy Board, *Journal of Consumer Research*
2010- Member, Editorial Board, *Journal of Consumer Research*.
2005- Member, Scientific Committee, *Recherche et Applications en Marketing* (France)
2005- Member, Review Board, *Journal of Marketing*.
1999-2009 Associate Editor, *Journal of Consumer Research*
2002-2011 Member, Review Board, *Journal of Services Research*.
2001- Member, Editorial Board, *Journal of Retailing*
2000- Member, Advisory Board, *Consumption, Markets and Culture*.
1999-2004 Deputy Editor, *Journal of Contemporary Ethnography*
1996-1999,
2006- Member, Editorial Board, *Journal of Marketing*
1995-2005 Member, Editorial Board, *Recherche et Applications en Marketing* (France)
1994-2000 Member, Editorial Board, *Consumption Markets and Culture*
1994-1998 Member, Editorial Board, *Journal of Macromarketing*.
1994-1995 Member, Editorial Board, *Social Marketing*.
1988-1999 Member, Editorial Board, *Journal of Consumer Research*.
itt

AD HOC REVIEWER

Bibliometrica, *Journal of Advertising*; *International Journal of Research in Marketing*; *Journal of the Academy of Marketing Science*; *Journal of Business Anthropology*, *Journal of Marketing Management*; *Journal of Consumer Culture*, Economic and Social Research Council, UK; SSRC, Canada; Agence Nationale de la Recherche, France; Marketing Science Institute Alden Clayton Dissertation Competition.

GRADUATE COMMITTEES

Thomas Derek Robinson	Supervisor, PhD, University of Southern Denmark
Hélène George	Outside Reader, PhD, Université Lille 2
Henry Weijo	Outside Reader, PhD, Aalto University
Kira Stranby	Co-supervisor, PhD, University of Southern Denmark

Eric J. Arnould

Sawyer He	Supervisor, PhD, University of Bath
Amy Yau	Joint Supervisor, PhD University of Bath
Katie Strand	Member, Anthropology, M.A., University of Wyoming
Mark Leech	Member, International Studies, M.A. University of Wyoming
Anna Guyton	Chair, Interdisciplinary Studies in Sustainable Business Practice, University of Wyoming, M.A., 2008-2009, on hold
Courtney Stevens	Interdisciplinary Studies, University of Wyoming, M.A. 2008
Yuan (Susan) Li	Co-Chair, Retailing and Consumer Sciences, University of Nebraska, M.A. 2007
Risto Moisis	Chair, Marketing, University of Nebraska, Ph.D. 2006
Fleura Bardhi	Chair, Marketing, University of Nebraska, Ph.D. 2004
Theodoris Chronis	Marketing, University of Nebraska, Ph.D. 2003
Ahmet Ekici	Marketing, University of Nebraska, Ph.D. 2002
Carolyn Curasi	Marketing, University of South Florida, Ph.D., 1998
Karen Kennedy	Marketing, University of South Florida, Ph.D., 1997
Amina Aliou	Anthropology, University of South Florida, Ph.D., 1999
Donna Romeo	Anthropology, University of South Florida, Ph.D., 1998
Kathy Winsted	Marketing, University of Colorado, Boulder, Ph.D., 1991

OUTSIDE REVIEWER

Julie Baker, Promotion to Full, UT-Arlington, Texas
 Julien Cayla, Promotion to Senior Lecturer, University of Sydney, Australia
 Robert Kozinets, Promotion and Tenure, York University, Canada
 Nancy Ridgeway, Promotion to Full, Richmond University, Virginia

GRANTS, HONORS AND AWARDS

- 2016 Honorary Doctorate of Science in Economics and Business Administration, Aalto University, Helsinki, Finland
- 2016 Building New Cultural Narratives with Big Data: Finding Narrative Solutions to Wicked Problems, ERC Senior Scholars Grant, under preparation.
- 2015 Sustainable Household Energy Management, ForskEl/Energinet DK, not funded.
- 2013 Dean's Award for Research, University of Bath.
- 2011 Best competitive paper, Practice Consumption and Value Creation: Advancing the Practice Theoretical Ontology of Consumption Community, Annual Meetings of the Association for Consumer Research, B. Hartmann, C. Wiertz and E. Arnould
- 2010-2011 Ethnography in Marketing Environments, Award from Marketing Science Institute, Julian Cayla and Eric Arnould, \$15,000.
- 2010 Senior Research Award, College of Business, University of Wyoming

- 2010 Developing an approach to Rural Community Supported Agriculture programs, USDA in collaboration with Wyoming Department of Agriculture, and College of Agriculture, University of Wyoming. ~\$80,000.
- 2009-2011 Drivers of Electrical Energy Demand in the Rocky Mountain Region, a project with the Jackson Hole Energy Sustainability Project, funded by the School of Energy Resources, University of Wyoming. ~\$80,000.
- 2009 Finalist, Page Prize, for Environmental Sustainability Courses, Moore School of Business, University of South Carolina.
- 2009-2010 Marketing opportunities and constraints confronting organic farming operations in the high plains, Organic Research & Extension Initiative Grant, USDA, ~\$500,000.
- 2008-2012 Economic and environmental sustainability of conventional, reduced-input, and organic approaches on western crop-range-livestock farms, USDA, National Research Initiative Competitive Grants Program
- 2006-2007 Best Reviewer, *Journal of Marketing*
- 2006 Citation of Excellence, Top 50 management papers of 2005, Emerald Management Reviews, for "Dynamic Transformations of an Indigenous Market Cluster: The Leatherworking Industry in Niger," *Journal of the Academy of Marketing Science*, 33 (Summer), 254-274, Eric J. Arnould and Jakki J. Mohr.
- 2005 Retail Telephony: The Forgotten Channel, research grant from Vertical Communications, Inc to the Terry J. Lundgren Center for Retailing, Norton School of Family and Consumer Sciences, approx. \$20,000.
- 2005 How to Forge Customer Relationship in Credit Counseling Industry: Antecedents and Consequences of Consumer Commitment, Lin Guo, Eric J. Arnould, Graduate student research grant awarded by Take Charge America Institute, \$2500.
- 2004 Best Researcher, Annual Award, Department of Marketing, University of Nebraska.
- 2003-2004 Best reviewer, *Journal of Services Research*.
- 2004 William Evans Resident Scholar Fellowship, Department of Marketing, University of Otago, Dunedin, NZ (seven presentations)
- 2003 Fall UCARE Undergraduate Research Award, University of Nebraska, for Jennifer Muller
- 2003 Spring UCARE Undergraduate Research Award, University of Nebraska, for Jaime Patera
- 2002 \$50,000 USDA Seed Grant for study of Century Farms in Nebraska, Co-Principle Investigator.

- 1999 AMA Services Special Interest Group, Best Paper Award for “Commercial Friendships: Service Provider-Client Relationships in Social Context,” *Journal of Marketing*, 63 (October), 1999, 38-56, Linda L. Price and Eric J. Arnould.
- 1998 Fellow, Academy of Marketing Science.
- 1996-1997 Faculty Research Excellence Award, College of Business Administration, University of South Florida.
- 1996 Summer Research Award. Division of Sponsored Research, University of South Florida.
- 1995 Outstanding Reviewer. AMA Summer Educator’s Meeting, Washington, DC.
- 1994 Travel Grant. Scholarly and Creative Activities Committee. Office of University Research. California State University Long Beach.
- 1993 Scholarly and Creative Activities Award. Scholarly and Creative Activities Committee. Office of University Research. California State University Long Beach.
- 1993 Nominee for Best Paper, *Journal of Consumer Research*, 1990-1992 for “‘We Gather Together:’ The Consumption Rituals of Thanksgiving Day.”
- 1992 Travel Grant. Scholarly and Creative Activities Committee. Office of University Research. California State University Long Beach.
- 1992 Incentive Grant for Internationalizing the Curriculum. Center for International Education. California State University Long Beach.
- 1991 Best Paper. Domestic Consumption Rituals and the Reproduction of American Households: U.S. Thanksgiving Day. ACR/AMA Households Conference, University of California at Irvine, with Melanie Wallendorf.
- 1982 Post-Doctoral Fellowship. Wenner-Gren Foundation for Anthropological Research. Interdisciplinary Research in Marketing and Anthropology.
- 1980 Dissertation Improvement Grant, Graduate College, University of Arizona.

INVITED TALKS

- 2017 Keynote speaker, 1ère Journée de Recherche sur les Pays d’Afrique (JRPA) Lille, SKEMA, 30 novembre 2017.
- 2016 Keynote Speaker, 26th Annual RESER Conference, 8-10th September, Naples, Italy, 2016
- Keynote Speaker, 1st Annual Emerging Trends in Marketing and Management International Conference, Bucharest, Romania, September 22nd-24th, 2016

- 19ème Colloque international Etienne Thil, Roubaix, France, 12-14 Octobre, 2016
- 2015 Gestion par principes culturels des marques de luxe, 3 July 2015, l'Oréal Luxe, Paris.
- 2014 Keynote Address, Les Journées Normandes de Recherche sur la Consommation, 27 28 to november 2014 – IAE de Rouen, France
- 2014 Keynote Address, Consumer Creativity, Conference on Consume Creativity, Center for Marketing Creativity, ESCP-Europe, London, UK
- 2013 Auto-Ethnography, Heteroglossia in Consumer Culture Theory, and Institutional Power, 18 September, Royal Holloway University.
- 2013 Ideological Challenges in Changing Market Orientation: Perspective from an Agricultural Value Chain, Aston Marketing Camp, Aston Business School, May.
- 2013 Consumer Fetish, Center for Marketing Creativity, ESCP-Europe, London, UK
- 2013 Consumer Fetish, Exeter University, Exeter, UK
- 2012 Retail Heteroglossia, Exeter University, Exeter, UK
- 2011 Retail Luxury Strategy: Assembling Charisma through Art and Magic, Swarovski Honorary Branding Lecture, University of Innsbruck, Austria, January.
- 2011 Retail Luxury Strategy: Assembling Charisma through Art and Magic, HEC, Paris, France, April.
- 2009 Sustainability in the College of Business Orientations and Directions, UW Alumni Ambassadors, 21 January 2009, Denver, CO
- 2009 Evasion from and Participation in the Market: Implications for More Sustainable Energy Consumption, Les Enjeux de la Consommation Durable: Conférence Scientifique, 15-16 January, Sciences Polytechnic, Paris, France.
- 2008 Consumer Anxiety and Energy Consumption, "Climate Change: Politics and Economic Realities," Wyoming Forum, 21-22 November, 2008 Wyoming Business Alliance, Casper, WY
- 2008 Energy and Sustainability: Cultural norms, attitudes, assumptions, and values, Consumer Issues Conference, 25 September, 2008, Laramie, Wyoming
- 2008 Consumer Culture Theory: Dilemmas and Opportunities, April, Dauphine University, Paris, France.
- 2008 Publishing in International Journals, April, Université Paris XII, IAE-Sorbonne, and Dauphine University, Paris France.

- 2006 Can Consumer Citizens Escape the Market, Conference entitled The Politics of Consumption/The Consumption of Politics, 20 October 2006, School of Journalism and Mass Communication, University of Wisconsin, Madison.
- 2006 Share of Heart and Brand Strategy, MSI Conference Business Insights from Consumer Culture, 3-5 May, Toronto, Canada.
- 2006 Ethical Retailing: Evaluating the Value Proposition, Global Retailing Conference, Terry J. Lundgren Center for Retailing, Westin La Paloma Resort, Tucson, AZ
- 2005 Towards a Consumer-centric Theory of Brand Loyalty, November, 29th Annual Conference of the Mexican Marketing Students Association, Monterey Technical institute, Monterrey, Mexico, working with Linda Price, Eric Arnould, Avinash Malshe.
- 2004 Invited Speaker, Department of Marketing, University of Wisconsin-Milwaukee.
- 2002 Invited speaker, Marketing Department, Harvard Business School, Cambridge, MA.
- 2002 Invited Speaker, Inaugural Conference on Elusive Consumption. 23-26 June, Center for Consumer Studies, Göteborg University, Sweden
- 2002 Invited speaker, Service Marketing Conference, 4-5 July, Australian Marketing Institute/ University of Queensland, Brisbane, Australia
- 2002 Invited speaker. Midwest Marketing Camp, 7-9 June, University of Illinois, Champaign-Urbana
- 2001 Invited Speaker, Interpretive Research Symposium, 12-15 July, Monash University, Melbourne, Australia (3 presentations)
- 1999 Applying the Wheel of Consumption to Contexts of Use: The Case of the Disposition of Cherished Possessions, Innovative Market Research for Breakthrough Product Design, Marketing Science Institute, Portland, OR, Eric J. Arnould and Linda L. Price.
- 1995 Symposium Participant. "Spirit Eyes; Human Hands," An Exhibit of African Art from the Harn Collection at the University of Florida. September 15, 1995, Sponsored by the University Art Museum/ College of Fine Arts, USF.
- 1994 (April) Distinguished Visiting Scholar Lecture Series. Department of Marketing, The Business School. University of Wisconsin - Madison.

PROFESSIONAL LEADERSHIP AND SERVICE ACTIVITIES

- 2016 Convenor; Canon of Classics, PhD Seminar, University of Southern Denmark
- 2013 Plenary speaker, CCT Workshop, Consumer Culture Theory Conference, Tucson, AZ

- 2013 Mentor, Aston University Marketing Camp, Birmingham, UK
- 2012 Canon of Classics, 6 day Phd Seminar, Department of Marketing, Southern Denmark University, Oxford, UK
- 2011 Plenary Panel Speaker, Annual Conference of the Association of Consumer Research, St. Louis, MO, 13-16 October.
- 2011 Co-Organizer, Qualitative Data Analysis Workshop, Consumer Culture Theory Conference, Northwestern University, 5-7 July.
- 2010 Organized a pre-conference PhD seminar in sustainable marketing in advance of the 2010 Macromarketing Conference at UW.
- 2010 Moderated the Annual Conference on Sustainable Business organized by the student chapter of the American Marketing Association at UW.
- 2010 Program Committee Association for Consumer Research Annual Conference 2010
- 2010 Program Committee European Association for Consumer Research Annual Conference.
- 2009 Co-Organizer, Roundtable on Sustainability in Consumer Behavior Theory, Annual Conference of the Association for Consumer Research, 22-25 October, Pittsburgh, PA
- 2009 Faculty Mentor, KPMG PhD Project Conference, 5-6 June, Chicago, Illinois
- 2009 Co-Organizer, Qualitative Data Analysis Workshop, Consumer Culture Theory, University of Michigan, 8-11 June.
- Summer 2009 Consumer Culture Theory, 6 day PhD Seminar, Department of Marketing, Bilkent University, Ankara, Turkey
- Summer 2008 Canon of Sociological Classics, 6 day Phd Seminar, Department of Marketing, Southern Denmark University, Odense, Denmark
- 2008 Program Committee, Annual Meetings of the Association for Consumer Research
- 2007 Program Committee, Annual Meetings of the Association for Consumer Research
- 2007 Co-Organizer, Qualitative Data Analysis Workshop, Consumer Culture Week, York University, Toronto, Canada, 23-27 May 2007.
- Spring 2007 Canon of Sociological Classics, 6 day Phd Seminar, Department of Marketing, Southern Denmark University, Odense, Denmark
- 2007 Faculty Mentor, Ph.D. Seminar, Consumption Theory, Bilkent University Ankara, Turkey 11-17 June, 2006.

- 2006 Program Committee, Bi-Annual Meetings of the European Association for Consume Research
- 2006 Program Committee, Annual Meetings of the Association for Consume Research
- 2006 Faculty Mentor, Ph.D. Seminar, Consumption Theory: Canon of Classics, University of Southern Denmark – Odense, DK, August 27-September 1 2006.
- 2005 Faculty Mentor, Doctoral Consortium, 28-29 September, Association for Consumer Research, San Antonio, TX.
- 2005 Faculty Mentor, American Marketing Association/ KMPG PhD Project Consortium, 27-28 July, San Francisco, CA,
- 2005 Workshop Convener, Qualitative Data Analysis Workshop, Co-sponsored by Marketing Science Institute, Association for Consumer Research, College of Business Administration University of Nebraska, 15-20 May, Omaha, NE
- 2004 Faculty Mentor, Doctoral Consortium, 7-8 October, Portland, OR, Association for Consumer Research
- 2002 Faculty Mentor, Doctoral Consortium, 17 October, Atlanta, Georgia, Association for Consumer Research
- 2002 Faculty Mentor, AMA/KPMG Project Marketing Doctoral Students Association Consortium, 1-4 August, San Diego California, Summer Meeting, American Marketing Association
- 2002 Faculty Mentor, AMA Doctoral Consortium, 1-4 August, San Diego California, Summer Meeting, American Marketing Association
- 2000 Faculty Mentor, American Marketing Association Doctoral Consortium, 1-7 August, Ivey School of Business, University of Western Ontario, Canada.
- 2000 Program Co-Chair, Seventh International Conference on Marketing and Development, Accra, Ghana, January 2000.
- 1998 Luncheon Speaker. Marketing Science Institute Multicultural Marketing Conference, 17-20 September, Montreal, Canada
- 1998 Faculty Mentor. American Marketing Association Doctoral Consortium, 10-15 August, University of Georgia, Athens, Ga.
- 1998 Program Co-Chair, Annual Meetings of the Association of Consumer Research, 1-4 October, Montreal, Canada.
- 1997 Faculty Member. Ph.D. Seminar. The Cultural Dimension of International Business, Department of Marketing, Odense University, Odense, Denmark, 17-24 May.

- 1996 Faculty Member. Ph.D. Seminar. The Cultural Dimension of International Business, Department of Marketing, Odense University, Odense, Denmark, April 13-20.
- 1995-1996 Program Committee for Annual Meeting of the Association for Consumer Research.
- 1995 Judge, Ferber Award for Best Article Based on a Doctoral Dissertation published in the *Journal of Consumer Research*.
- 1995 Social Marketing," Southwestern Florida Environment Education Provider's Workshop, Hillsborough Community College, Tampa, FL, with Linda L. Price
- 1994 (April) Presenter, Economic Development and Community Development Conference, Long Beach Leadership, Sponsored by Greater Long Beach Area Chamber of Commerce.
- 1993 Presenter, Marketing for Small Business Entrepreneurs. Project BIG Seminar for Entrepreneurs. Greater Long Beach Chamber of Commerce/ CSULB Extension.
- 1993 Seminar participant. Insider's Guide to the Japanese Market, Cal State University Long Beach/ Long Beach World Trade Center.
- 1993 Seminar Co-Organizer on Marketing and Consumer Behavior, Between visiting German marketing students from the Goethe Institute, Frankfurt, Germany, and students of California State University Long Beach.
- 1992 Acting Member. Policy Board. Association of Consumer Research. Election of new Journal of Consumer Research Editor. 13 December, Chicago, IL.
- 1991-1992 Program Committee for Annual Meeting of the Association for Consumer Research.
- 1990-1992 Member. Advisory Council. Association for Consumer Research.
- 1981 Rapporteur. Wenner-Gren Foundation for Anthropological Research Conference on "The Household: Changing Form and Function", October. Mt. Kisco, New York.

SELECTED CLINICAL REPORTS

- 2013 Ehmke, C. (Ed). (July 2013). *Rural Guide to Community Supported Agriculture*. B1251. Laramie, Wyoming: University of Wyoming; contributor.
- 2007 Fair Trade Impacts on Educational Attainment and Health: A Three Country Comparison, Alejandro Plastina and Eric J. Arnould, White Paper #07-001, Tucson, AZ: Terry J. Lundgren Center for Retailing, University of Arizona.

- 2006 Retail Telephony: Dynamics and Costs of Inbound Call Failure, Prepared under the supervision of Eric J. Arnould, White Paper 06-002, Tucson: Terry J. Lundgren Center for Retailing, University of Arizona.
- 2006 Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala, Eric J. Arnould, Alejandro Plastina and Dwayne Ball, White Paper 06-001, Tucson: Terry J. Lundgren Center for Retailing, University of Arizona.
- 2006 Socio-Economic Impact Study of Transfair Intervention in the Coffee Marketing Channel, Report: Guatemala, Eric Arnould, Alejandro Plastina, Dwayne Ball, Moises Leon, and Yamile Slébi
- 2005 Socio-Economic Impact Study of Transfair Intervention in the Coffee Marketing Channel, Report: Peru, Eric Arnould, Alejandro Plastina, Dwayne Ball, Moises Leon, and Yamile Slébi
- 2005 Socio-Economic Impact Study of Transfair Intervention in the Coffee Marketing Channel, Report: Peru Nicaragua, Eric Arnould, Alejandro Plastina, Christopher Bacon, Dwayne Ball, Moises Leon, and Yamile Slébi
- 2003 Feasibility Study for An International University in West Africa: Synthesis of Focus Group Results Conducted in Burkina Faso, Côte d'Ivoire, Ghana, Mali, and Nigeria, Atlanta, GA: Center for Business and Industry Marketing (CBIM), Department of Marketing, Georgia State University and Agency for Educational Development (AED).
- 1999 Identity and Acculturation: The Case of Food Consumption by Greenlanders in Denmark, MAPP Working paper No. 67. Aarhus, Denmark: Center for Market Surveillance, Research and Strategy for the Food Sector. (Søren Askegaard, Danny Kjelgaard, and Eric J. Arnould)
- 1999 "Cherished Possessions," *Newsletter of the American Anthropological Association*, February. Eric J. Arnould, Linda L. Price, and Carolyn Folkman Curasi.
- 1996 Draft Marketing Plan. Makerere University Biological Field Station (MUBFS). Kampala, Uganda: MUBFS/ Tucson: Consortium for International Development
- 1994 Action Plan for the Development of Onion and Garlic Crops in Niger, Niamey: Niger, USAID. (with Chefferou Mahattan).
- 1994 Base Document. National Seminar on Onion and Garlic Export Marketing. Niamey: Niger, USAID. (with Chefferou Mahattan).
- 1992 Niger. Export Marketing of Nigerien Onions. Agricultural Marketing Improvement Strategies Project. Washington, DC: USAID; Post-Harvest Institute for Perishables, University of Idaho; and Abt & Associates.
- 1991 A Report on Dvorak River Rafting for Summer 1990: Customer Satisfaction and Intentions. Boulder: CO. Report produced by the School of Business Administration.

- 1990 Guidelines for Including Food and Nutrition in Agricultural Projects. Food and Agricultural Cooperative Agreement. DAN-5110-A-00-9095-00. Office of Nutrition, U.S. Agency for International Development. Tucson, AZ: Office of Arid Lands Studies, with Timothy Frankenberger.
- 1990 Barriers to Sustained Development: Embedded Institutions and Arid Resource Management. Arid Lands Newsletter 30 (Fall/Winter): 7-14.
- 1988 Opportunities for Sustained Development: Successful Natural Resources Management in the Sahel. Washington, DC: Energy/Development International and USAID, Shaikh, Asif, Eric Arnould, Kjell Christophersen, Roy Hagen, Joe Tabor, and Peter Warshall.

CONFERENCE PRESENTATIONS

2013

Consumer Fetish, Ethnographic Praxis in Industry Conference, London, 15-17 September.

Auto-Ethnography, Heteroglossia in Consumer Culture Theory, and Institutional Power, Anthropology of Markets & Consumption Mini Conference, March 7-9, 2013, University of California, Irvine, CA

2011

Practice Consumption and Value Creation: Advancing the Practice Theoretical Ontology of Consumption Community, Benjamin J. Hartmann, Caroline Wiertz, Eric Arnould, Annual Meeting of the Association for Consumer Research, St. Louis, 13-16 October.

Consumer Fetish: Videography and the Illusion of the Real, Julien Cayla and Eric Arnould, Consumer Culture Theory Conference, Northwestern University, Evanston, IL, 7-9 July.

Consuming Community Practices – Insights from a European Gardening Community, Benjamin J. Hartmann, Caroline Wiertz, Eric Arnould, Consumer Culture Theory Conference, Northwestern University, Evanston, IL, 7-9 July.

2010

Organic Wheat Marketing in Eastern Wyoming: A Dialectic Approach, International Conference on Business & Sustainability, November 4-5, Melea Press, Katie Strand, Eric Arnould.

Metaacculturation, Association for Consumer Research, October 7-10, Dannie Kjeldgaard, Soren Askegaard, Eric Arnould.

Transformative Outcomes of Identification Formation and Narrative Transparency, Association for Consumer Research, October 7-10. Melea Press and Eric Arnould.

Anthropologies of Consumer Culture, Canon of Classics, Southern Denmark University, August.

From Mauss to Sahlins, Canon of Classics, Southern Denmark University, August.

An Innovative Partnership. Academics with a Public-Private Partnership, AASHE Conference, Denver, June 9-10, Melea Press and Eric Arnould

Consumer Culture Theory and Retailing: Three Waves, Consumer Culture Theory Conference V, Madison, WI, June 6-8, 2010. Eric Arnould Craig Thompson and Markus Geisler.

2009

“Metacculturation’: reflexivity and identity politics in Greenlandic food discourses,” International conference on immigration, consumption and markets, Organised by LSMRC (University Lille 2 & Group ESC Lille), 18-19 May, Søren Askegaard, Dannie Kjeldgaard Eric J. Arnould

“Practices and Consumer Value Creation,” Postmodern Global Consumer Culture, University of Illinois, Champaign, 24-26 April, Hope Schau, Al Muniz and Eric J. Arnould

2008

Can Consumers Resist the Market, Association Française de Marketing, 15-16 May, Paris, France.

Fair Trade impacts: A Three Country Comparison, Association Française de Marketing, 15-16 May, Paris, France, Eric J. Arnould, Alejandro Plastina and A. Dwayne Ball.

Intergenerational Transmission of Cherished Possessions, The Ageing Consumer Conference 2008: perspectives from Psychology and Economics, 3-4 May, Ann Arbor, University of Michigan, Carolyn Folkman Curasi, Eric J. Arnould and Linda L. Price.

Agency, Identity And Materiality: The Storied Life Of A Family And Their Table, Association for Consumer Research, 23-26 October, San Francisco, CA, Amber M. Epp, Linda L. Price, Eric J. Arnould

2007

Consuming Family Dinner Time, Kelli Gutierrez, Association for Consumer Research, October 25 - October 27, 2006, Memphis, TN, *Linda L. Price, and Eric J. Arnould*

Material, Experience, and Materiality, Association for Consumer Research, October 25 - October 27, 2006, Memphis, TN, *Eric J. Arnould, and Linda L. Price,*

Men in No-Man’s Land: Proving Manhood Through Compensatory Consumption, Association for Consumer Research, October 25 - October 27, 2006, Memphis, TN, Risto Moisio, Eric J. Arnould, James W. Gentry, Mariam Beruchashvili

2006 Guardianship and Ownership on Nebraska Century Farms, Carolyn Curasi, Eric Arnould, Linda Price, Special Session on Access versus Ownership in Consumer Research, Association for Consumer Research, September 28 - October 1, 2006, Orlando, FL

- 2006 Service Dominant Logic and Consumer Culture Theory: Natural Allies in an Emerging Paradigm, Consumer Culture Theory Conference, 1-3 August, South Bend, IN: Notre Dame University.
- 2006 Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee, Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers, 2-4 August, University of Illinois at Chicago. Eric Arnould, Alejandro Plastina and Dwayne Ball.
- 2006 Benchmarking without Measures, presented in session entitled Benchmarking Consumer Behavior, American Marketing Association, Summer Educator's Meeting, 4-7 August, Chicago, IL
- 2006 Share of Heart and Brand Strategy, Marketing Science Conference Insights from Consumer Culture, Toronto, Canada
- 2005 Towards a Consumer-centric Theory of Brand Loyalty, The Otago Forum on the Emerging Service-Dominant Logic in Marketing, 19-24 November, University of Otago, Dunedin, NZ, Linda Price, Eric Arnould, Avinash Malshe.
- 2005 Enacting Family Legacy: How Family Themes Influence Consumption Behavior, 29 September –2 October, Association for Consumer Research, San Antonio, TX, Amber Epp and Eric Arnould
- 2005 Making A Home on the Road: A Mobile Concept of Home among Transnational Mobile Professionals, 29 September –2 October, Association for Consumer Research, San Antonio, TX, Fleura Bardhi and Eric Arnould
- 2005 At the Top of The Food Value Chain: Understanding Century Farmer/Ranchers and their Supporting Communities, 15th Annual World Food and Agribusiness Forum, International Food & Agribusiness Management Association, Chicago, 25-28 June, Julie Pennington and Eric Arnould.
- 2005 Can Consumers Escape the Market?, Critical Consumption Seminar, University of Wolverhampton, UK, 24 June 2005.
- 2005 Consumer Culture Theory (CCT): Twenty Years of Research, European Association for Consumer Research, June 15-18, Göteborg, Sweden, Eric Arnould and Craig Thompson,
- 2005 Consumer Projects: Cultural Resources and the Pursuit of Consumer Agency, European Association for Consumer Research, June 15-18, Göteborg, Sweden, Risto Moisio and Eric Arnould.
- 2005 Creating and Enacting Family through Consumption, European Association for Consumer Research, June 15-18, Göteborg, Sweden, Discussant: Eric Arnould
- 2004 Association for Consumer Research Conference, 8-10 October, Portland, OR,
- 2004 Consumer Culture Theory (CCT): Twenty Years of Research Association for Consumer Research Conference, 8-10 October, Portland, OR, Eric Arnould and Craig Thompson.

- 2004 Social and Cultural Dimensions of Continuity in Nebraska Century Farms, Rural Sociological Society Annual Meetings, Sacramento, CA, August 12-15, Eric J. Arnould, Linda L. Price, John C. Allen III, and Peter Bleed.
- 2003 Rethinking the Sacred and the Profane in Postmodernity, Association for Consumer Research, Toronto, 4-7 October, Linda Price and Eric Arnould.
- 2003 Service Providers' 'Road to Hell': Service Betrayal, Consequences and Recovery Attempts, Association for Consumer Research, Toronto, 4-7 October, Eric Arnould, Linda Price, and Fleura Bardhi.
- 2003 Everyday Product Gleaning in the American Midwest, European Association for consumer Research, Dublin, Ireland, 2-7 June, Eric Arnould and Linda Price.
- 2003 Market Clusters: Theoretical Insights from West Africa, 8th International Conference on Marketing and Development, Bangkok, Thailand, 3-7 January.
- 2002 Commercial Betrayal as Service Failure, Frontiers in Services, 27-29 June, Maastricht, the Netherlands, Linda Price, Fleura Bardhi, and Eric Arnould.
- 2002 After Commercial Betrayal, Association for Consumer Research, October, Austin, TX Linda Price, Fleura Bardhi, and Eric Arnould.
- 2001 The Paradoxical Presence and Absence of Consumer Culture in A Third World Context, Special Session: Interrogating Non-Western Consumer Cultures: Are We Really Talking About Postmodern Plurality, Multiple Modernities or Pre-modern Transformations? October, Austin, TX, Association for Consumer Research
- 2001 "Bread of our Mothers:" Ruptures and Continuities in Families and Homemade Food Traditions, 5th International Conference on Consumption Studies, La Sorbonne, Paris, France.
- 2000 Order and Inheritance Ritual, Linda Price and Eric Arnould, Annual Conference of the Association for Consumer Research, October, Salt Lake City, Utah.
- 2000 "Older Consumers' Disposition of Special Possessions," Special Session, "Other People's Things: Disposition and Re-Integration of Possessions", 2000 AMA Winter Educator's Meeting, San Antonio, TX, Linda Price and Eric Arnould and Carolyn Curasi
- 2000 Meaning and Production of 'Homemade,'" Special Session, Households in a Time of Change: Emergent Issues for Consumer Research, AMA Winter Educator's Meeting, San Antonio, TX, Linda L. Price and Eric J. Arnould.
- 1999 The Afterlife of Things: Consumer Legacy in Multi-Generational Perspective, Eric J. Arnould and Linda Price, University of Nebraska - Lincoln, Carolyn Folkman Curasi, Berry College, Association for Consumer Research Conference, Columbus, OH, 1 October 1999

- 1999 Ritual Longing, Ritual Latitude: Shaping Household Descent, Eric J. Arnould, Linda L. Price, and Carolyn Folkman Curasi. Seventh Interdisciplinary Conference on Research on Consumer Behavior, Bilkent University, Ankara, Turkey, 21-24 August.
- 1999 Magical Special Possessions, Eric Arnould and Linda Price, European Association for Consumer Research Conference, HEC, Jouy-en-Josas, France, 24-26 June.
- 1999 Consumer Acculturation of Greenlandic People in Denmark, European Association for Consumer Research Conference, HEC, Jouy-en-Josas, France, 24-26 June.
- 1999 Applying the Wheel of Consumption to New Product Design, MSI Conference Innovative Market Research for Breakthrough Product Design, 4-5 March 1999, Seattle, WA, Eric J. Arnould and Linda L. Price.
- 1997 Ethics in Participant Observation/Ethnography, presented in the Presidential Session on Ethics in Consumer Research, Annual Conference of the Association for Consumer Research, 16-19 October, Denver, Colorado.
- 1997 Hyperculture and Consumption, presented at the Annual Conference of the Association for Consumer Research, 16-19 October, Denver, Colorado, Soren Askegaard and Eric J. Arnould.
- 1997 The Florida Classic: Performing African American Community, presented at the Annual Conference of the Association for Consumer Research, 16-19 October, Denver, Colorado, Miriam B. Stamps and Eric J. Arnould.
- 1997 Magic in the Marketing Age, Marketing Illuminations Conference, 5-7 September, University of Ulster, Belfast, Northern Ireland. Eric Arnould, Cele Otnes, and Linda L. Price.
- 1997 Marketplace Magic: Examples and Implications for Consumer Research, Association for Consumer Research European Conference, 25-28 June, Stockholm, Sweden. Carolyn Curasi, Linda L. Price, and Eric J. Arnould
- 1997 A Meaning Transfer Model of the Disposition Decisions of Older Consumers, Association for Consumer Research European Conference, 25-28 June, Stockholm, Sweden, Carolyn Curasi, Linda L. Price, and Eric J. Arnould.
- 1997 Conducting the Choir: A Macro Perspective on Multi-Method Consumer Research, Society for Macromarketing, 22nd Annual Meetings, 14-16 June, Bergen, Norway. and Linda L. Price.
- 1997 Communicative Staging of the Wilderness Servicescape, AMA Services Marketing Conference, 12-14 June, Dublin, Eric J. Arnould and Linda L. Price.
- 1997 Conducting the Choir: Metaphors for Research After the Crisis of representation, EIASM Conference on Interpretive Consumer Research, 1-12 April 1997, Oxford University.
- 1996 Conducting the Choir: A Strategy for Multi-Method Consumer Research, Annual Conference of the Association for Consumer Research, 10-13 October, Tucson, AZ with Linda L. Price.

- 1996 Inalienable Meanings: The Problem of Intergeneration Disposition of Valued Possessions, Annual Conference of the Association for Consumer Research, 10-13 October, Tucson, AZ, with Carolyn Curasi and Linda L. Price.
- 1996 Commercial Friendships: Service Provider- Client Relationships Dynamics, Fifth Annual Conference, Frontiers in Services, 3-5 October, Nashville, TN. with Angela Hausman and Linda L. Price.
- 1996 The Wilderness Servicescape, 4th International Conference on Services Industry Management, I.A.E.Université Aix-Marseille II, La Londe les Maurs, France, with Linda L. Price and Patrick Tierney.
- 1996 “Why International Business Needs Social Anthropology,” Ph.D. Seminar on The Cultural Dimensions of International Business, Odense University, Denmark.
- 1996 “Performing African American Community: The Florida Classic,” American Marketing Association, Winter Educators’ Meeting, Hilton Head, SC, with Miriam B. Stamps.
- 1995 “Natural Magic: Packaging the Transformative Power of Nature,” Annual Meetings of the Association for Consumer Research, Minneapolis, MN, with Linda L. Price.
- 1995 “Using Participant Observation to Unravel the Emotional Moments of Extended Service Encounters,” Annual Meetings of the Association for Consumer Research, Minneapolis, MN, with Linda L. Price and Angela Hausman.
- 1994 “Affective Dimensions of Ordinary Service Encounters,” AMA Frontiers in Service Conference, Nashville, TN, with Linda L. Price and Sheila Deibler.
- 1994 “Whitewater Framed by Canyon Walls: Playing Games in Nature,” Presented in the Special Topics Session, “Framing Consumption as Play,” Annual Meetings of the Association for Consumer Research, Boston, MA, with Linda L. Price.
- 1994 “The Culture Concept in Marketing: Some Critical Notes,” 19th Annual Meetings of the Society for Macromarketing, 11-14 August, Boulder, Colorado.
- 1994 “Questing for Self and Community in Postmodernity Through Consumption,” 19th Annual Meetings of the Society for Macromarketing, 11-14 August, Boulder, Colorado, with Linda L. Price and Beth Walker.
- 1994 “Affective Dimensions of Ordinary Service Encounters,” Third International Seminar on Service Marketing, La Londes des Maurs, France, University of Aix-Marseilles III, with Linda L. Price and Sheila Deibler.
- 1994 “Analysis of Expectations and Factors that Influence Satisfaction on Ecotourism Trips,” The Fifth International Symposium on Society and Resource Management, with Patrick Tierney and Linda L. Price.

- 1994 "Relationship of Interpretation of Ecotourism Trip Satisfaction and Attainment of National Park Service Objectives," The Second Biannual American River Management Society Symposium on River Planning and Management, with Patrick Tierney and Linda L. Price
- 1993 "Channels Under Duress: Relationship Marketing in West Africa," Invited Speaker, Annual Meeting of the Society for Macromarketing, W. Alton Jones Campus, University of Rhode Island, West Greenwich, RI.
- 1993 "Interactive Marketing in Extended Service Encounters," Invited Speaker, AMA Faculty Consortium on Service Marketing, First Interstate Center for Services Marketing, Arizona State University, Tempe, AZ, 20-23 June.
- 1993 "Service Provider Dimensions Influencing Affective Response to Everyday Service Encounters," 1993 AMA Summer Educators' Meetings, Boston, MA, with Linda L. Price and Sheila L. Deibler.
- 1993 "On the Comparative Method in Cross-Cultural Market Research or The Non-Comparability of Seemingly Comparable Indicators," Presented at the American Marketing Association Winter Educator's Meeting, February. Newport Beach, CA, with Melanie Wallendorf.
- 1993 "Barriers to Entrepreneurship in Niger," Presented at the Fourth International Conference on Marketing and Development, San Jose, Costa Rica, 7-10 January.
- 1992 Remarks prepared for a Presidential Session entitled "Opportunities for Consumer Researchers in Third World Food and Nutrition Development Efforts", Annual Meetings of the Association for Consumer Research, October Vancouver, BC.
- 1992 "Consumer Behavior and the Crisis of Legitimation: Authenticating Acts and Authoritative Performances," Presented at the 1992 Winter Educator's Meeting, American Marketing Association, 15-18 February, San Antonio, TX, with Linda L. Price.
- 1992 "Service Provider-Customer Relations in Extended Hedonic Service Encounters," Presented at the AMA "Frontiers in Services Conference," September 24-26 1992, Vanderbilt University, Nashville, Tennessee, with Linda L. Price.
- 1991 "Nostalgia and Holidays: Ritual Forms of Celebrating the Past," Presented at the Annual Meeting of the Association for Consumer Research. October 17-20, 1991, Chicago, Illinois, with Melanie Wallendorf.
- 1991 "White Water: Extraordinary Experience and Hedonic Aspects of Service Encounters," Presented at the Annual Meeting of the Association for Consumer Research, October 17-20, 1991, Chicago, with Linda L. Price.
- 1991 "Domestic Consumption Rituals and the Reproduction of American Households: U.S. Thanksgiving Day," Presented at the ACR Sponsored 1991 Households Conference. University of California at Irvine, with Melanie Wallendorf.

- 1991 "Market Structure and Nutritional Security in Central Niger, 1978-1987," Presented at the Annual Meeting of the American Anthropological Association, 21-25 November, 1991, Chicago, Illinois.
- 1990 "Domestic Consumption Rituals and the Reproduction of Households: Nigerien Tabaski and American Thanksgiving Day," Presented at the Annual Meetings of the American Anthropological Association, 28 November-2 December, New Orleans, LA, with Melanie Wallendorf.
- 1989 "Agricultural Development Projects in West Africa as Social Marketing," Presented at the Annual Meeting of the Society for Macro-Marketing. 10-14 August, 1989 Toledo, OH.
- 1989 "'Oh Thank God for We Are One': A Cross-Cultural Comparison of the Meanings of Participation in Thanksgiving Rituals", Presented at the Annual Meeting of the Association for Consumer Research, October 19-22, New Orleans, Louisiana, with Melanie Wallendorf.
- 1985 "The Fad that Fizzled: Integrated Rural Development Projects in Niger," Paper presented at the 1985 Annual Meetings of the American Anthropological Association.

CONFERENCE SESSION ORGANIZER

- 2008 Building an Understanding of What Makes Consumer Research Transformative: A Symposium, 11-14 October, Association for Consumer Research, San Francisco, CA.
- 2005 Living Legacies: Exploring Influences on Family Consumption Behavior, 29 September –2 October, Association for Consumer Research, San Antonio, TX
- 2005 Roundtable Workshop in Qualitative Data Analysis, 29 September –2 October, Association for Consumer Research, San Antonio, TX
- 2005 Towards a Culturally-Informed Resource-Based Theory of the Customer, European Association for Consumer Research, 15-18 June, Goteborg, Sweden.
- 2005 Consumer Culture Theory: Twenty Years of Research, European Association for Consumer Research, 15-18 June, Goteborg, Sweden, co-organized with Craig J. Thompson.
- 2004 Consumer Culture Theory: Twenty Years of Research, Association for Consumer Research, 7-10 October, Portland, OR, co-organized with Craig J. Thompson.
- 2002 Co-Organizer. Globalizing Hope and Despair: Cosmetics Consumptionscapes. 16-20 October, Atlanta, GA, Association for consumer Research.
- 2001 Understanding Consumer Culture: Contributions of Practicing Anthropologists, October, Austin, TX, Association for Consumer Research

- 2001 Transformative Consumption Experiences, AMA Winter Educator's Meetings, 17-19 February, Scottsdale, AZ.
- 2000 "Rediscovering Trust, Satisfaction and Loyalty: New Research Directions for Old Topics," AMA 2000 Summer Educator's Meeting, Chicago, IL Linda Price and Eric Arnould.
- 2000 Organizer. Households in a Time of Change: Emergent Issues for Consumer Research, 2000 AMA Winter Educator's Meeting, San Antonio, TX
- 1996 Organizer. Community: A Neglected Dimension in Marketing Thought and Practice, 1996 AMA Winter Educator's Meeting, Hilton Head, NC.
- 1992 Co-Organizer. But Is It Authentic? Post-Modernity and the Crisis of Legitimation, 1992 AMA Winter Educator's Meeting, 15-18 February, San Antonio, Texas.
- 1991 Co-Organizer. The Time of Your Life: Perspectives on Extraordinary Experience. Annual Meeting of the Association for Consumer Research. Chicago, Illinois.
- 1990 Organizer. Ritual and the Reproduction of Domestic Groups. Annual Meeting of the American Anthropological Association. 28 November-2 December 1990, New Orleans, LA.
- 1989 Organizer. Holiday Rituals and Consumption. Annual Meeting of the Association for Consumer Research, October 19-22, New Orleans, Louisiana.
- 1986 Organizer. Anthropological Approaches to Consumer Behavior. Annual Meeting of the Association for Consumer Research, October 11-13, Toronto, Canada.

SELECTED MEDIA REVIEWS OF MY WORK

- 2015 Profile: An ideological challenge to organic commodity farming, *Adjacent Government*, August, <http://www.adjacentgovernment.co.uk/lg-publication-007-pages-index/>
- 2014 Overcoming Organic Farming Obstacles, *International Innovation*, Issue 178, pp.38+40
- 2004 "Inheritance by Default," By Joyce Cohen, *USA Today*, Life, 13 August 2004.
- 1994 "Thanksgiving Plenty Includes Some Foods People Really Hate," by Gary Putka, *Wall Street Journal*, November 23, 1994, A1.
- 1992 "Thanksgiving Snafus: Folks Always Recall Who Ruined Dinner" by Gary Putka. *The Wall Street Journal*. 25 November, A1, A6.
- 1992 "The Day of the Family: Thanksgiving Rituals Served with Relish" by Joel Garreau. *The Washington Post*. 26 November, A1, A41.
- 1991 "Same Stuffing Next Year," by Judith Waldrop, *American Demographics*, 13 (November, 11), 4.

EDUCATION HISTORY

- 1998 Seminar in Teaching International Marketing, 5-9 January, Thunderbird: The American International Graduate School of Business, Phoenix, Arizona.
- 1982-1983 Post-graduate fellowship. Department of Marketing. University of Arizona, Tucson, Arizona.
- 1982 Ph.D. Social Anthropology and Archaeology. University of Arizona, Tucson, Arizona.
- 1976-1978 Coursework. Political Economy and Economic Anthropology. New School for Social Research, New York, New York.
- 1975 M.A. Anthropology. University of Arizona, Tucson, Arizona.
- 1973 B.A. Anthropology. Bard College. Annandale, New York.

PROFESSIONAL ASSOCIATIONS

American Marketing Association, Association for Consumer Research, American Anthropological Association, Society for Economic Anthropology.

LANGUAGES

English, French, Hausa

REFERENCES

On request