

ELA VERESIU

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EDUCATION

- Ph.D. Marketing, *summa cum laude*
2015 Witten/Herdecke University, Witten, Germany
Advisor: Professor Dr. Birger P. Priddat
- i.B.B.A. International Bachelor of Business Administration with Honors
2009 Marketing and Finance Specialization, *With Distinction Graduate*
Schulich School of Business, York University, Toronto, Canada

ACADEMIC APPOINTMENTS

- Assistant Professor Marketing Department, Schulich School of Business
July 2015-Present York University, Toronto, Canada
- Course Instructor Faculty of Liberal Arts & Professional Studies
Jan.-Apr. 2015 York University, Toronto, Canada
- Course Instructor Chair of Strategic Marketing
Apr. 2011-Sept. 2013 Witten/Herdecke University, Witten, Germany

RESEARCH INTERESTS

My research program focuses on understanding the sociopolitical dynamics of markets and consumption systems. Specifically, my studies uncover how consumer subjectivities and market offerings are shaped in complex institutional networks of stakeholders.

HONORS/AWARDS

- 2018 Faculty Mentor, North American Doctoral Research Colloquium, Toronto, Canada.
Program Committee, 14th Conference on Gender, Marketing, and Consumer Behavior, Dallas, TX.
Associate Editor, Winter AMA Academic Conference 2019, Austin, TX.
- 2017 York University Research Leader Award
Faculty Mentor, ACR Doctoral Symposium, San Diego, CA.
Faculty Mentor, CCT Doctoral Student QDA Workshop, Long Beach, CA.
Program Committee, Consumer Culture Theory Conference, University of California at Irvine, CA.
- 2016 30 Under 30 Marketing Leader Winner, Marketing Magazine
- 2015 Weber Shandwick Schulich Marketers Rising Star Award
Faculty Mentor, ACR Doctoral Student Symposium, New Orleans, LA.

Program Committee, Consumer Culture Theory Conference, University of Arkansas, Fayetteville, AR.

Participant, Inaugural Women in Marketing Leadership Conference, New York, NY.

GRANTS/SCHOLARSHIPS

- | | |
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| 2011 | European Research Council
Advanced Grant (€250,000 EUR) |
| 2010-2015 | Graduate Fellowship and Full Tuition Scholarship
Witten/Herdecke University (€90,000 EUR) |
| 2010-2013 | Travel Grants
Witten/Herdecke University (€8,000 EUR) |
| 2007 | Ontario International Education Opportunity Scholarship (\$2,500 CAD) |
| 2005 | York University Entrance Scholarship (\$2,000 CAD) |

REFEREED JOURNAL ARTICLES

(media coverage available at <http://ela-veresiu.com/media>)

3. Veresiu, Ela and Markus Giesler (2018), "Beyond Acculturation: Multiculturalism and The Institutional Shaping of an Ethnic Consumer Subject," *Journal of Consumer Research*, forthcoming.
2. Castilhos, Rodrigo B., Pierre-Yann Dolbec and Ela Veresiu (2017), "Introducing a Spatial Perspective to Analyze Marketing Dynamics," *Marketing Theory*, 17 (1), 9-29. *Lead Article
1. Giesler, Markus and Ela Veresiu (2014), "Creating the Responsible Consumer: Moralistic Governance Regimes and Consumer Subjectivity," *Journal of Consumer Research*, 41 (October), 840-857.

BOOK CHAPTERS

1. Veresiu, Ela and Markus Giesler (2018), "Neoliberalism and Consumption," in *Consumer Culture Theory*, eds. Eric J. Arnould and Craig J. Thompson, Thousand Oaks, CA: Sage Publishing, forthcoming.

MANUSCRIPTS UNDER REVIEW

2. "Spatial Consumer Acculturation: Poor Immigrants' Responses to State-Sponsored Structural Conditions," single author, under 2nd round minor review, *Consumption, Markets & Culture*.
1. "Consumer Enactment of Devaluing Marketplace Myths: Insights from a Multisited Ethnography of "Gypsies," 1st of 2 authors, preparing 1st round revision, *Journal of Consumer Research*.

SELECT MANUSCRIPTS IN PROGRESS

4. "Shaping the Empathetic Consumer Subject: An Analysis of the Uber Ride-Hailing Platform," 2nd of 3 authors, preparing for submission, *Journal of Consumer Research*.
3. "Nostalgicising: A Performative Theory of Nostalgic Consumption," 1st of 3 authors, preparing for submission, *Journal of Consumer Research*.
2. "Ideological Landscaping: The Material-Semiotic Shaping of Nature Consumption," 1st of 2 authors, preparing for submission, *Journal of Consumer Research*.
1. "From Bitcoin to Blockchain: Making Technology Consumable," 2nd of 3 authors, preparing for submission, *Journal of Marketing*.

REFEREED CONFERENCE PROCEEDINGS

11. Veresiu, Ela and Markus Giesler (2016), "Market-Mediated Multiculturalization: The Institutional Shaping of the Ethnic Consumer Subject," in *NA-Advances in Consumer Research*, Vol.44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 257-263.
10. Brunk, Katja H., Benjamin J. Hartmann, and Ela Veresiu (2016), "The Politicization of Markets: Exploring the Interplay Between Politics and Markets," in *NA-Advances in Consumer Research*, Vol.44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 257.
9. Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2015), "Designing a Sharing Economy through the Process of Market Empathization," in *NA-Advances in Consumer Research*, Vol.43, ed. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 152-156.
8. Veresiu, Ela, Pierre-Yann Dolbec, and Rodrigo Castilhos (2014), "Conceptualizing the Space of Markets: How Spatiality Influences Market Dynamics," in *NA-Advances in Consumer Research*, Vol. 42, ed. June Cotte and Stacy Wood, 265-270.
7. Brunk, Katja H., Luca M. Visconti and Ela Veresiu (2013), "Expanding the Theoretical Boundaries of Consumer Acculturation: Investigating the Role of Institutional Forces and Nostalgia," in *NA-Advances in Consumer Research*, Vol. 41, ed. Simona Botti and Aparna Labroo, 94.
6. Veresiu, Ela and Markus Giesler (2013), "Fiddler on the Street: How Roma Refugees Enact Host Cultural Images of Nostalgic Otherness," in *NA-Advances in Consumer Research*, Vol. 41, ed. Simona Botti and Aparna Labroo, 94-99.
5. Veresiu, Ela (2012), "Myth Market Collaboration: Transforming a Culturally Contaminated Area into a Thriving Tourism Market," in *NA-Advances in Consumer Research*, Vol. 40, ed. Zeynep Gürhan-Canli, Cele Otnes, and Rui Zhu, Duluth, MN: Association for Consumer Research, 129-133.

4. Veresiu, Ela, Luca Visconti and Markus Giesler (2011), "Servicescapes: Spaces of Representation and Dispute in Ethnic Consumer Identity Construction," Special Session Summary, in *NA-Advances in Consumer Research*, Vol. 39, ed. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, 125-129.
3. Veresiu, Ela and Markus Giesler (2011), "Ethnic Entrepreneurship: Creating an Identity-Enhancing Assemblage of Public and Private Servicescapes in the Global City," in *NA-Advances in Consumer Research*, Vol. 39, ed. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, 125-126.
2. Veresiu, Ela and Markus Giesler (2011), "Ethnic Entrepreneurs: The Identity-Enhancing Tactics of Global City Consumption," in *NA-Advances in Consumer Research*, Vol. 38, ed. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 69-71.
1. Veresiu, Ela and Markus Giesler (2011), "Consuming the City: How Global Structures Facilitate Resistance to Ethnic Co-optation," in *E-Advances in Consumer Research*, Vol. 9, ed. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research, 48-49.

INVITED TALKS

- 2018 "Shaping the Empathetic Consumer Subject: An Analysis of the Uber Ride-Hailing Platform," HEC Lausanne, Switzerland, Feb.02.
- 2017 "Market Mediated Multiculturalization: The Institutional Shaping of an Ethnic Consumer Subject," and "Consumer Culture Theorizing," Edwards School of Business, University of Saskatchewan, Saskatoon, Canada, Sept. 29.
- 2015 "Shifting to a Platform Business: How Empathy Mitigates Consumer Risk," John Molson School of Business, Concordia University, Montreal, Canada, Nov. 27.
- 2012 "Reclaiming Hitler's Hill: Commercial Mythmaking as a Collaborative Process," University Lille 2 Droit et Santé and Skema Business School, Lille, France, July 14.
- "Becoming a Wizard: Managing the Liminality Between Muggle & Magic," and "Ethnic Entrepreneurs: Global City Consumer Acculturation in Anthropological Perspective," PhD CRiAC Colloquium and Seminar, University of Bath School of Management, Bath, U.K., May 9.

CONFERENCE PARTICIPATION

Chaired Symposia

10. "Technological Systems in the Making: Techno Social Imaginaries," co-chaired with Behice Ece Ilhan and Ahmet Suerdem (2017), Consumer Culture Theory Conference, University of California at Irvine, CA.

9. "The Politicization of Markets: Exploring the Interplay Between Politics and Markets," co-chaired with Katja H. Brunk and Benjamin J. Hartmann (2016), Association for Consumer Research, Berlin, Germany.
8. "Consumer Culture Theorists' Role in the Big Data Movement," co-chaired with Henri Weijo (2016), Consumer Culture Theory Conference, Skema Business School, Lille, France.
7. "Scrutinizing the So-Called Sharing Economy," co-chaired with Anton Siebert (2015), Consumer Culture Theory Conference, University of Arkansas, Fayetteville, AR.
6. "The Space for Markets: Exploring the Role of Sociospatial Relations on Market Dynamics," co-chaired with Rodrigo Castilhos and Pierre-Yann Dolbec (2014), Consumer Culture Theory Conference, Aalto University, Helsinki, Finland.
5. "Expanding the Theoretical Boundaries of Consumer Acculturation: Investigating the Role of Institutional Forces and Nostalgia," co-chaired with Katja H. Brunk and Luca M. Visconti (2013), Association for Consumer Research North American Conference, Chicago, IL.
4. "The Value of Using Neo-Institutional Theory to Explore Changes in Markets and Consumption Fields," co-chaired with Anton Siebert (2013), Consumer Culture Theory Conference, University of Arizona, Tucson, AZ.
3. "Advancing the Theoretical and Managerial Boundaries of Market Creation," co-chaired with Anton Siebert (2013), AMA Winter Marketing Educators Conference, Las Vegas, NV.
2. "Expanding the Theoretical Boundaries of Commercial Mythmaking," (2012), Consumer Culture Theory Conference, University of Oxford, Oxford, U.K.
1. "Servicescapes: Spaces of Representation and Dispute in Ethnic Consumer Identity Construction," co-chaired with Luca M. Visconti and Markus Giesler (2011), Association for Consumer Research North American Conference, St. Louis, MO.

Roundtable Participation

3. Coleman, Catherine A., Jan Brace-Grovan, Benedatta Cappellini, David Crockett, Hounaida El Jurdi, Eileen Fischer, Robert Harrisson, Wendy Hein, Gerri Henderson, Guliz Ger, Nacima Ourahmoune, Lisa Penaloza, Melea press, Laurel Steinfield, Lorna Stevens, Linda Tuncay Zayer, Laurel Steinfield, and Ela Veresiu (2018), "Exploring the Epistemological Space for Fairytale Transformations: A Consumer Culture Theory Perspective of Social Change and Justice," Consumer Culture Theory Conference, University of Southern Denmark, Odense, Denmark.
2. Russel Belk, Benedetta Cappellini, Aron Darmody, Beth DeFault, Amber Epp, Eileen Fischer, Markus Giesler, Jim McAlexander, Cele C. Otnes, Hope Jensen Schau, Srinivas Venugopal, Ela Veresiu, and Madhu Viswanathan (2013), "Consumption and Heritage," in *NA-Advances in Consumer Research*, Vol. 41, ed. Simona Botti and Aparna Labroo, 781.

1. Ashlee Humphreys, Eminegul Karababa, Gokcen Coskuner-Balli, Ela Veresiu, Dannie Kjeldgaard, Melea Press, Eric J. Arnould, John W. Schouten, Jeff B. Murray, and Markus Giesler (2012), "Market System Dynamics: the Value of and the Open Questions Associated With Studying Markets in Consumer Culture Theory", in *NA-Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 1096-1097.

Paper Presentations

26. Veresiu, Ela, Thomas Derek Robinson, and Ana Babic Rosario (2018), "Reflective Nostalgia in Post-Socialist Cartoon Consumption: Rethinking the Temporal Dynamics of a Consumable Past," Consumer Culture Theory Conference, University of Southern Denmark, Odense, Denmark.

25. Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2018), "Shaping the Empathetic Consumer Subject: An Analysis of the Uber Ride-Hailing Platform," Consumer Culture Theory Conference, University of Southern Denmark, Odense, Denmark.

***Presentation with Dr. Frederick Wherry, Professor of Sociology at Princeton University**

24. Ertimur, Burcak, Ela Veresiu, and Markus Giesler (2018), "What Even is Blockchain? Making Radical Technology Consumable," Consumer Culture Theory Conference, University of Southern Denmark, Odense, Denmark.

23. Ertimur, Burcak, Markus Giesler, and Ela Veresiu (2018), "From Bitcoin to Blockchain: Making Technology Consumable," Winter Marketing Educators Conference, New Orleans, LA.

22. Ertimur, Burcak, Markus Giesler, and Ela Veresiu (2017), "Marketplace Protocols in the Making: The Case of Blockchain Technology," Consumer Culture Theory Conference, University of California at Irvine, CA.

21. Giesler, Markus, Valarie Zeithaml, and Ela Veresiu (2017), "Xqual: Understanding Customer Perceptions Of Experience Quality," Winter Marketing Educators Conference, Orlando, FL.

20. Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2017), "Marketplace Empathization: Consumer Risk Mitigation in Platform Markets," Winter Marketing Educators Conference, Orlando, FL.

19. Veresiu, Ela and Markus Giesler (2016), "Market-Mediated Multiculturalization: The Institutional Shaping of the Ethnic Consumer Subject," in *NA-Advances in Consumer Research*, Vol.44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 257-263.

18. Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2016), "Doppelgänger Brand Images and Big Data: The Strategic Value of Marketplace Interactomes," Consumer Culture Theory Conference, Skema Business School, Lille, France.

17. Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2015), "Designing a Sharing Economy through the Process of Market Empathization," in NA-Advances in Consumer Research, Vol.43, ed. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 152-156.
16. Giesler, Markus and Ela Veresiu (2015), "Designing a Market Orientation" Summer Marketing Educators Conference, Chicago, IL.
15. Giesler, Markus, Ela Veresiu and Anton Siebert (2015), "Designing a Sharing Economy: The Sociology of Empathy," Consumer Culture Theory, The University of Arkansas, Fayetteville, AR,
14. Giesler, Markus and Ela Veresiu (2015), "The Sociological Shaping of Consumer Values into a Market Orientation," Winter Marketing Educators Conference, San Antonio, TX.
13. Castilhos, Rodrigo, Pierre-Yann Dolbec and Ela Veresiu (2014), "Conceptualizing the Space of Markets: How Spatiality Influences Market Dynamics," Association for Consumer Research North American Conference, Baltimore, MD.
12. Veresiu, Ela and Markus Giesler (2014), "Market-Based Multiculturalization and the Formation of the Acculturating Consumer Subject," Consumer Culture Theory Conference, Aalto University, Helsinki, Finland.
11. Giesler, Markus and Ela Veresiu (2014), "Managing Consumer-Brand Relationships in the Age of Conscious Capitalism," Brands and Brand Relationships Conference, Boston, MA.
10. Veresiu, Ela and Markus Giesler (2013), "Fiddler on the Street: How Roma Refugees Enact Host Cultural Images of Nostalgic Otherness," Association for Consumer Research North American Conference, Chicago, IL.
9. Veresiu, Ela and Markus Giesler (2013), "Sustaining Contested Institutional Fields: The Case of Historically Responsible Tourism," Consumer Culture Theory Conference, University of Arizona, Tucson, AZ.
8. Giesler, Markus and Ela Veresiu (2013), "The P.A.C.T. Routine: How Appeals to Ethical Consumerism Sustain the Invisible Hand," Anthropology of Markets and Consumption Conference, University of California Irvine, Irvine, CA.
7. Veresiu, Ela (2013), "Strategic Servicescaping: The Materialization of Meaning in a Historical Commercial Place," Winter Marketing Educators Conference, Las Vegas, NV.
6. Veresiu, Ela (2012), "Strategic Servicescaping: The Materialization of Meaning in a Politically Contested Servicescape," Association for Consumer Research North American Conference, Vancouver, Canada.
5. Veresiu, Ela and Markus Giesler (2012), "Reclaiming Hitler's Hill: Commercial Mythmaking as a Collaborative Process," Consumer Culture Theory Conference, University of Oxford, Oxford, U.K.

4. Giesler, Markus and Ela Veresiu (2012), "Sustaining Faith in the Invisible Hand: A Dialectical Theory of Commercial Mythmaking and Capitalism," Consumer Culture Theory Conference, University of Oxford, Oxford, U.K.
 3. Veresiu, Ela and Markus Giesler (2011), "Ethnic Entrepreneurship: Creating an Identity Enhancing Assemblage of Public and Private Servicescapes in the Global City," Association for Consumer Research North American Conference, St. Louis, MO.
 2. Veresiu, Ela and Markus Giesler (2010), "Ethnic Entrepreneurs: The Identity-Enhancing Tactics of Global City Consumption," Association for Consumer Research North American Conference, Jacksonville, FL.
 1. Veresiu, Ela and Markus Giesler (2010), "Consuming the City: How Global Structures Facilitate Resistance to Ethnic Co-optation," Association for Consumer Research European Conference, Royal Holloway, University of London, Egham, U.K.
- *Presentation with Dr. Saskia Sassen, Robert S. Lynd Professor of Sociology at Columbia University**

WORKSHOP PARTICIPATION

- | | |
|------|---|
| 2016 | Idea Camp, Schulich School of Business, York University, Toronto, Canada.
Consumer Behavior Camp, Ivey Business School, Western University, London, Canada. |
| 2015 | Consumer Behavior Camp, Ivey Business School, Western University, London, Canada.
Research Celebration Day, Schulich School of Business, York University, Toronto, Canada. |
| 2014 | Schulich Idea Camps, Schulich School of Business, York University, Toronto, Canada.
COERB Research Incubator, Schulich School of Business, York University, Toronto, Canada.
Consumer Behavior Camp, Ivey Business School, Western University, London, Canada. |
| 2013 | Schulich Idea Camps, Schulich School of Business, York University, Toronto, Canada.
Research Celebration Day, Schulich School of Business, York University, Toronto, Canada.
Winter AMA Doctoral Symposium, Winter Marketing Educators' Conference, Las Vegas, NV.
Consumer Behavior Camp, Ivey Business School, Western University, London, Canada. |
| 2012 | Consumption Theory: Canon of Classics, University of Oxford, UK. |

CCT Workshop on Methodology, University of London, Royal Holloway, UK.

- 2011 Consumer Behavior Camp, Ivey Business School, Western University, London, Canada.
- 2010 Doctoral Workshop “Qualitative Methods and Cultural Perspectives of Consumption” University Lille 2 Droit et Santé, Lille, France.
Consumer Behavior Camp, Ivey Business School, Western University, London, Canada.

COURSE DESIGN AND TEACHING MATERIALS

4. Veresiu, Ela (2014), “AP/ADMS 3120: Gender Issues in Management,” 13-week elective course re-developed for the Faculty of Liberal Arts and Professional Studies, School of Administrative Studies, York University, Canada.
3. Veresiu, Ela (2012), “The Marketing of Innovations,” 13-week elective course co-developed for the MBA program, Witten/Herdecke University, Germany.
2. Veresiu, Ela (2012), “Introducing the Apple T.V.,” business case study developed for the BA program, Witten/Herdecke University, Germany.
1. Veresiu, Ela (2011), “Target Wo[men]: Gender-Based Marketing Strategies,” 13-week elective course developed for the MBA program, Witten/Herdecke University, Germany.

TEACHING SCHEDULE

2018	Marketing Management (MBA, MKTG 5200)	two sections
	Social Media for Marketing & Management (MBA)	one section
	Social Media for Marketing & Management (BBA)	one section
	<i>Schulich School of Business, York University</i>	
2017	Marketing Management (MBA, MKTG 5200)	one section
	Social Media Marketing (BBA, MKTG 4226)	one section
	<i>Schulich School of Business, York University</i>	
2016	Customer Experience Design (MBA, MKTG 6800)	one section
	Marketing Management (MBA, MKTG 5200)	two sections
	<i>Schulich School of Business, York University</i>	
2015	Customer Experience Design (MBA, MKTG 6800)	one section
	<i>Schulich School of Business, York University</i>	
	Gender Issues in Management (BBA, AP/ADMS 3120)	one section
	<i>Faculty of Liberal Arts & Professional Studies, York University</i>	
2014	Customer Experience Design (MBA, MKTG 6800, guest)	two classes

	Entertainment Culture and Marketing (MBA, MKTG 6321, guest) one class <i>Schulich School of Business, York University</i>	
2013	Entertainment Marketing (BBA, MKTG 4321, guest) <i>Schulich School of Business, York University</i>	two classes
	The Marketing of Innovations (MBA, elective) *Overall evaluation: 4.76 (1-5 scale, department mean = 4.71)	one section
	Consumer Behavior (MBA, elective, guest instructor)	two classes
	Marketing Management (BBA, core, co-taught) <i>Chair of Strategic Marketing, Witten/Herdecke University</i>	one section
2012	Target Wo[men] (MBA, elective) * Overall evaluation: 4.88 (1-5 scale, department mean = 4.76)	one section
	The Marketing of Innovations (MBA, elective, co-taught)	one section
	Marketing Management (BBA, core) *Overall evaluation: 4.85 (1-5 scale, department mean = 4.84) <i>Chair of Strategic Marketing, Witten/Herdecke University</i>	two sections
2011	Target Wo[men] (MBA, elective) *Overall evaluation: 4.93 (1-5 scale, department mean = 4.71)	two sections
	Marketing Management (BBA, core, co-taught) *Overall evaluation: 4.86 (1-5 scale, department mean =4.76)	one section
	Consumer Behavior (BA, elective, co-taught) <i>Chair of Strategic Marketing, Witten/Herdecke University</i>	one section
2010	Marketplace Drama (MBA, elective, teaching assistant)	one section
	Critical Marketing (MBA, elective, teaching assistant)	one section
	Marketing Management (BBA, core, teaching assistant) <i>Chair of Strategic Marketing, Witten/Herdecke University</i>	one section
2009	Video Ethnography (MBA, elective, teaching assistant)	one section
	Entertainment Marketing (MBA, elective, teaching assistant)	one section
	Marketing Management (BBA, core, teaching assistant)	one section
	Marketing.net (BBA, elective, teaching assistant) <i>Chair of Strategic Marketing, Witten/Herdecke University</i>	one section

UNIVERSITY SERVICE

2018	Ph.D. Program Representative, Marketing Area Course Director, MBA, Marketing Core Course MKTG 5200 Moderator, Alumni Panel, Women in Business, KPMG, Toronto
2017	Vice Chair, Student Affairs Committee, Schulich School of Business Faculty Member, Equis Assessment Visit, Schulich School of Business
2016-2018	Faculty Member, Student Affairs Committee, Schulich School of Business

- 2016 Faculty Member, Experience Schulich Day, York University
Faculty Member, LMS Advisory Committee, Schulich School of Business
Faculty Member, AMBA Assessment Visit, Schulich School of Business
- 2015 Faculty Member, Experience Schulich Day, York University
Faculty Speaker, MBA Schulich Marketing Association Welcome Reception, York University
Faculty Member, MBA Perspective Students Event, The Miles S. Nadal Management Centre, Schulich School of Business, York University
Faculty Member, Fireside Chat, The Miles S. Nadal Management Centre, Schulich School of Business, York University
- 2010-2013 Thesis Co-Supervisor, (5 B.B.A and 5 M.Sc. theses), Chair of Strategic Marketing, Witten/Herdecke University
- 2010 Program Coordinator: Critical Marketing Series with Dr. Jeff B. Murray, Chair of Strategic Marketing, Witten/Herdecke University

Student Coaching L'Oréal Brandstorm (*team placed 2nd at nationals*), Chair of Strategic Marketing, Witten/Herdecke University

PROFESSIONAL SERVICE

- 2018-Present Reviewer, European Journal of Marketing (1 manuscript)
Reviewer, Marketing Letters (1 manuscript)
Reviewer, ACR Gender, Marketing and Consumer Behavior Conference (1 competitive paper)
- 2017-Present Reviewer, Journal of Marketing (2 manuscripts)
Reviewer, Journal of Business Ethics (1 manuscript)
Reviewer, Journal of the Association for Consumer Research (1 manuscript)
- 2015-Present Reviewer, Journal of Consumer Research (5 manuscripts)
Reviewer, Special Issue Marketing Theory (1 manuscript)
Reviewer, Journal of Business Research (1 manuscript)
- 2015 Reviewer, Australian and New Zealand Marketing Academy (1 competitive paper)
- 2014 Reviewer, International Marketing Review (1 manuscript)
- 2013-Present Reviewer, Consumption, Markets and Culture (9 manuscripts)
- 2013 Reviewer, European Marketing Academy Conference (6 competitive papers)
- 2012-Present Reviewer, AMA Winter Marketing Educators' Conference (6 competitive papers)

2011-Present Reviewer, Consumer Culture Theory Conference (3 special sessions, 13 competitive papers, 3 posters)
Reviewer, Association for Consumer Research North American Conference (2 competitive papers, 4 working papers, 5 posters)

2010-2015 Trainee reviewer, Journal of Consumer Research (3 manuscripts)

PROFESSIONAL AFFILIATIONS

Consumer Culture Theory Consortium, since 2013

American Marketing Association, since 2012

Association for Consumer Research, since 2009

INDUSTRY EXPERIENCE

2007-2009 Co-Founder, Chief Financial Officer, Public Relations Canada
ToRo Arts Group, Toronto, Canada

LANGUAGES

English, French, Romanian

CITIZENSHIP

Dual: Canadian and Romanian (European Union Member)