

**Detlev Zwick, Ph.D.**  
***Curriculum Vita***

Department of Marketing  
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**Professional Positions »**

2007-present	Associate Professor of Marketing (tenured), Schulich School of Business, York University, Toronto, Canada.
2002-2007	Assistant Professor of Marketing, Schulich School of Business, York University, Toronto, Canada.
2001- 2002	Visiting Professor American University, Washington, DC

**Research Grants and Awards »**

2015	AIF York Grant to generate Placements for Schulich Students (\$12,000)
2009	SSHRC Workshop Grant (\$21,000)
2004	SSHRC Small Grant (\$3500): Project Title "Database Marketing: Making up customers."
2004	Junior Faculty Fund (\$2000)
2000	Winner of the Marketing Science Institute Alden G. Clayton Award for Doctoral Dissertation Proposals (\$5000).
2000-2001	University of Rhode Island Dissertation Fellowship Award for Most Outstanding Proposal (\$10,000).
2000	University of Aalborg, Denmark, Researcher in Residence with the Computer Science Department (\$5000).
2000	AMA-Sheth Foundation Doctoral Consortium Fellow for the University of Rhode Island.

**Courses Thought »**

Digital Marketing MKTG 6525/MKTG 4560

Skills for Leadership MGMT 5150

Doctoral Seminar on Philosophy of Social Science DCAD 7100

## Publications »

### Books »

Zwick, Detlev and Julien Cayla (eds.) (2011). *Inside Marketing: Practices, Ideologies, Devices*. Oxford University Press.

### Special Projects »

Special Issue Editor of:

Special Issue of Marketing Theory (with Bernard Cova and Daniele Dalli) entitled "Critical Perspectives on Consumers' Role as "Producers": Broadening the Debate on Value Co-Creation in Marketing Processes". Publication April Issue, 2011.

Special Issue of Society & Surveillance (with Jason Pridmore, Infonomics and New Media Department, Zuyd University, Netherlands) entitled "Surveillance, Marketing and Consumption" (Volume 8, Issue 2). Publication Spring Issue, 2011.

### Under Review and in Progress »

Darmody, A. & Zwick, D. Affect, Fantasy and 'Social' Services: Towards a critical theory of the service encounter. Under review at Marketing Theory.

Carrington, M. Zwick, D. and Neville, B. "Activists on the Inside: Changing Corporate Responsibility from the Inside Out." Prepared for submission to Journal of Management Studies.

Kosuke, M & Zwick, D. Why are they paying for emoticons?", prepared for International Journal of Cross-Cultural Communication.

### Refereed Journal Articles »

1. Carrington, Michal Jemma, Detlev Zwick, and Benjamin Neville. 2015. "The ideology of the ethical consumption gap." Marketing Theory. First published on July 17, 2015 doi:10.1177/1470593115595674.
2. Zwick, Detlev. 2015. "Defending the Right Lines of Division: Ritzer's Prosumer Capitalism in the Age of Commercial Customer Surveillance and Big Data." The Sociological Quarterly 56(3):484-98.
3. Bradshaw, A. and Zwick, D. (published online 2015) 'The Field of Business Sustainability and the Death Drive: A Radical Intervention. Journal of Business Ethics.
4. Zwick, D. (2014) Book Review: Capitalism - A companion to Marx's economy critique (Routledge) by Johan Fornas, Consumption Markets & Culture.
5. Shultz II, C. J., Peterson, M., Zwick, D., Atik, D. ( 2014 ) 'My Iranian Road Trip – Comments and Reflections on Videographic Interpretations of Iran's Political Economy and Marketing System', Journal of Macromarketing, 34 (1), 87-94.
6. Zwick, D (2013). 'Utopias of the Ethical Economy', Ephemera: theory & politics in organization, 13(2), 393-405.

7. Zwick, D. and Denegri-Knott, J. (2012). 'Tracking Prosumption Work on eBay: Reproduction of Desire and the Challenge of Slow Re-McDonaldization', American Behavioral Scientist, 56(4), 439-458.
8. Pridmore, J., & Zwick, D. (2011). 'Marketing and the Rise of Commercial Consumer Surveillance', Surveillance & Society, 8(3), 269-277.
9. Cova, B., Dalli, D. & Zwick, D. (2011). 'Critical perspectives on consumers' role as 'producers': Broadening the debate on value co-creation in marketing processes', Marketing Theory, 11(3), 231-241.
10. Zwick, D. and J. Denegri-Knott (2009). "Manufacturing Customers: The Database as New Means of Production." Journal of Consumer Culture. 9(2): 221-247.
11. Zwick, D and N. Dholakia (2008), 'Infotransformation of Markets: Introduction to the Special Issue on Marketing and Information Technology', Journal of Macromarketing, 28(4), 318-325.
12. Zwick, D., Bonsu, S. K. and Darmody, A. (2008) 'Putting Consumers to Work: 'Co-Creation' and New Marketing Govern-mentality', Journal of Consumer Culture, 8(2): 163-196.
13. Zwick, D., Denegri-Knott, J. and Schroeder, J. E. (2007), 'Stock Trading as Political Activism? The Social Pedagogy of Wall Street', Journal of Consumer Policy, 30 (3): 177-199.
14. Bonsu, S. K., and Zwick, D. (2007). 'Exploring consumer ethics in Ghana, West Africa', International Journal of Consumer Studies, 31(6), 648-655.
15. Denegri-Knott, J., Zwick, D. and Schroeder, J. E. (2006) 'Mapping Consumer Power: An Integrative Framework for Marketing and Consumer Research', European Journal of Marketing, 40(9-10): 950-971.
16. Zwick, D. and Chelariu, C. (2006) 'Mobilizing the Hijab: Islamic Identity Negotiation in the Context of a Matchmaking Website', Journal of Consumer Behavior 5(4): 380-395.
17. Zwick, D. and Dholakia, N. (2006). "The Epistemic Consumption Object and Postsocial Consumption: Expanding Consumer-Object Theory in Consumer Research." Culture, Markets, and Consumption, 9(1), 17-43.
18. Zwick, D. and Dholakia, N. (2006). "Bringing the Market to Life: Screen Aesthetics and the Epistemic Consumption Object." Marketing Theory, 6 (1), 41-62.
19. Zwick, D. (2005). "Where the Action is: Internet Stock Trading as Edgework." Journal of Computer-Mediated Communication, 11(1). [accessible at: <http://jcmc.indiana.edu/vol11/issue1/zwick.html>]
20. Zwick, D. and Dholakia, N. (2004). "Whose Identity is it Anyway? Consumer Representation in the Age of Database Marketing. Journal of Macromarketing, 24(1), 31-43.
21. Zwick, D. and Dholakia, N. (2004). "Consumer subjectivity in the Age of Internet: the radical concept of marketing control through customer relationship management." Information and Organization, 14, p. 211-236.

22. Dholakia, N. and Zwick, D. (2004). "Cultural Contradictions of the Anytime, Anywhere Economy: Reframing Communication Technology." *Telematics and Informatics*, 21 (2),123-141.
23. Schroeder, J. and Zwick, D. (2004). "Mirrors of Masculinity: Representation and Identity in Advertising Images." *Consumption, Markets, and Culture*, 7(1), 21-51.
24. Zwick, D. and Dholakia, N. (2001). "Contrasting European and American Approaches to Privacy in Electronic Markets: Property Right versus Civil Right." *Electronic Markets*, 11, (4):116-120. (<http://www.electronicmarkets.org/>)
25. Dholakia, N. & Zwick, D. (2001). "Privacy and Consumer Agency in the Information Age: Between Prying Profilers and Preening Webcams." *Journal of Research for Consumers*, 1(1). (<http://www.jrconsumers.com/>).
26. Irwin, R.L., Zwick, D., Sutton, W. (1999). "Measurement of Excellence of American Professional Sport Franchises." *European Journal of Marketing*, 33 (4), 314-327. (Reprinted in *Journal of Consumer Marketing* (1999), 16 (6); 603-615).

### Chapters in Books »

1. Zwick, D. and Bradshaw, A. (2014). 'Capital's new Commons: Customer Communities, Marketing and the Work of the Audience in Communicative Capitalism', in McGuigan, L. and Manzerolle, V. (eds.), *The Audience Commodity in a Digital Age*. New York: Peter Lang.
2. Pridmore, J. and Zwick, D. (2012). 'The Rise of the Customer Database: From Commercial Surveillance to Customer Production', in Belk, R. and Llamas, R. (eds.), *The Routledge Companion to Digital Consumption*. London: Routledge
3. Zwick, D. and Schroeder, J. (2012). 'Stock Trading in the Digital Age: Speed, Agency and the Entrepreneurial Consumer', in Belk, R. and Llamas, R. (eds.), *The Routledge Companion to Digital Consumption*. London: Routledge
4. Zwick, D. (2012). 'Online Investing as Digital Virtual Consumption: Individualism, the Screen and the Production of the Neoliberal Self', in Denegri-Knott, J. and Molesworth, M. (eds.), *Digital Virtual Consumption*. London: Routledge.
5. Zwick, D. and Dholakia, N. (2011). 'Strategic Database Marketing: Customer Profiling as New Product Development', in Penalzoza, L. Toulouse, N., and Visconti, L. (eds.) *Cultural Marketing Management: A Cultural Perspective*. London: Routledge.
6. Dholakia, N., Zwick, D. and Denegri-Knott, J. (2009). 'Technology, Consumers, and Marketing Theory', in Maclaran, P., Saren, M., Stern, B., and Tadajewski, M. (eds.), *The SAGE Handbook of Marketing Theory* (pp. 494-512). London: Sage.
7. Zwick, D., Schroeder, J. and Denegri-Knott, J. (2008) 'Unintended Politics of Investing: The Social Pedagogy of Wall Street', in D. Lilleker and R. Scullion (eds.) *Voters or Consumers: Imagining the contemporary electorate*, pp. 12-34. Newcastle, UK.: Cambridge Scholars Publishing.
8. Dholakia, N., Zwick, D., and Pandya, A. (2005). "Dataveillance and Panoptic Marketspaces." In Laura C. Rivero, Jorge H. Doorn, & Viviana E. Ferraggine (Eds.), *Encyclopedia of Database Technologies and Applications*. Hershey, PA: Idea Book Publishing.

9. Zwick, D. and Dieterle, O. (2005). "The E-Business of Global Sport Sponsorship." In John Amis & T. Bettina Cornwell (Eds.), *Global Sport Sponsorship: A Multidisciplinary Approach*. Oxford: Berg.
10. Andrews, D.L., Pitter, R., & Zwick, D. (2003). "Soccer, race, and suburban space." In Wilcox, R., Andrews, D. L., & Pitter, R. (Eds.), *Sporting dystopias: The making and meaning of urban sport cultures* (pp. 197-220). Albany, NY: State University of New York Press.
11. Dholakia, N., Zwick, D. (2002). "Privacy Concerns in Electronic Markets: A Framework." In N. Dholakia, W. Fritz, R. R. Dholakia, & N. Mundorf (Eds.), *Global E-Commerce and Online Marketing: Watching the Evolution* (pp. 223-229). Greenwich, CT: Quorum Books.
12. Zwick, D. (2001). Reflections on Postmodern Ethnography: Textuality, Representation, and the Subject. In C. Hallinan & J. Hughson (Eds.), *Sporting Tales: Ethnographic Fieldwork Experience* (pp. 45-58). North Sydney: Australian Society for Sports History Incorporated.
13. Zwick, D., & Andrews, D.L. (1999). "The Suburban Soccer Field: The Culture of Privilege in Contemporary America." In G. Armstrong & R. Giulianotti (Eds.), *Football in the Making: Developments in the World Game* (pp. 211-222), London: Macmillan.
14. Andrews, D.L., Pitter, R., Zwick, D., & Ambrose, D. (1998). "Soccer's Racial Frontier: Sport and the Segregated Suburbanization of Contemporary America." In G. Armstrong, & R. Giulianotti (eds.). *Entering the Field: Explorations in Anthropology* (pp. 261-283), Oxford: Berg.

## Conferences & Talks »

Kosuke, M & Zwick, D. "Why are they paying for emoticons?". Presented at the Annual Meeting of the Macromarketing Society, Loyola University, Chicago, June 25-29, 2015.

Zwick, D. & Selimovic, A. "Neoliberal Marketing is Ludo-marketing: Gamification as biopolitical extraction." Presented at the Annual Meeting of the Macromarketing Society, Royal Holloway, July 3-7, 2014.

Keynote speaker at *The Costs of Culture* workshop. Organised by the Centre for Culture, Organisation and Values and sponsored by the Society for the Advancement of Management Studies (SAMS). University of Leicester, School of Management, 14 - 15 May 2014.

## Service »

Editorial board member of the Journal of Macromarketing (since 2011)  
 Editorial board member of Marketing Theory (since 2011)  
 Editorial member of Consumption, Markets and Culture  
 Board Member of the International Society for Markets and Development

Ad Hoc Reviewer:

Journal of Consumer Culture, Journal of Consumer Research, Culture, Markets, and Consumption, New Media and Society, Anthropological Quarterly, Journal of International Business Studies,

