

August 2, 2017

VITA

NAME: Russell W. Belk
Kraft Foods Canada Chair in Marketing
Schulich School of Business, York University

EDUCATION/PREPARATION/TRAINING	<u>Date</u>	<u>Concentration</u>
Ph.D. University of Minnesota Minneapolis, Minnesota	1972	Marketing
B.S. University of Minnesota Minneapolis, Minnesota	1967	Business

HONORS/PRIZES/AWARDS:

	<u>Date</u>
York University Distinguished Research Professor	2014-present
Kraft Foods Canada Chair of Marketing, York University	2006-present
Emerald Citation of Excellence	2017
Royal Society of Canada Fellow	2017-present
Guest Professor, College of History and Culture, Jishou University and Advanced College of Applied Anthropology, Jishou, Hunan, China	2014-2015
Inaugural Dean's Research Impact Award, Schulich School of Business, York University	2013
Society of Marketing Advances 2013 Distinguished Marketing Scholar Award	2013
First Level Prize, International Conference on Anthropological Perspectives and Local Approaches: Indigenous Applications in Management and Marketing, Shanghai	2013
Best Marketing Paper EnAnPad Conference, XXXIX, with Ronan Quintão and Eliane Brito	2015
Best 2015 Paper, <i>Journal of Marketing Management</i> , "The Rise of	2016

Inconspicuous Consumption,” with Giana Eckhardt and Jonathan Wilson	
Best Paper, Consumer Culture Theory Conference, Collections and Collecting in a Digital Age,” with Rebecca Watkins	2016
Best Paper, Fifth International Business Anthropology Conference, Beijing, “Consumers in an Age of Autonomous Robots”	2016
Highly Commended Paper, <i>Journal of Arts Marketing</i> , Emerald Literati Network Awards for Excellence, “Videography in Marketing Research: Mixing Art and Science,” with Christine Petr and Alain Decrop,	2016
Honorary Visiting Professor, University of Exeter	2013-2016
Visiting Professor, Auckland University of Technology	2012
Universidad de los Andes School of Management <i>Corona Chair</i> , Distinguished Visitor's Program	2010
Distinguished Visiting Scholar, Hong Kong University	2007-2009
Sheth Foundation/ <i>Journal of Consumer Research</i> Award for Long Term Contribution to Consumer Research	2005
Best Professor in Marketing, World Education Congress	2012
Emerald 2012 Award for Excellence 'Highly Commended Paper'	2012
Paul D. Converse Award, American Marketing Association	2004
Sidney Levy Award Runner-up with Gülnur Tumbat	2011
Sidney Levy Award Runner-up with Xin Zhao	2009
Fellow, Association for Consumer Research	Since 1994
Research Fellow, Davidson Institute, University of Michigan	1997-1999
LUMS Visiting Professorship, Lancaster University Management School, England	2006

Visiting Professorship, ESCP-EAP (European School of Management), Paris	2006
William Evans Visiting Fellow, University of Otago, New Zealand	2002
Guest Research Professor, Centrum för konsumentvetenskap (Center for Consumer Science) Göteborg University, Göteborg, Sweden	2003
Honorary Professor, Centrum för konsumentvetenskap (Center for Consumer Science) Göteborg University, Göteborg, Sweden	2003-2006
Honorary Professor, Hong Kong City University	1998-2007
Foundation Visiting Research Professor Edith Cowan University, Perth Australia	1995-2001
Best Reviewer, <i>Journal of Consumer Research</i>	1993, 2000, 2002-2003, 2015-2016
Fulbright Award (Zimbabwe)	1998-1999
Fulbright Award (Romania)	1991-1992
Best Article, <i>Journal of Consumer Research</i>	1989-1991
People's Choice Award, Asia-Pacific Association for Consumer Research Film Festival	2006
Reviewer of the Year, <i>Journal of Advertising</i>	2001
Best Reviewer, <i>Journal of the Academy of Marketing Science</i>	1989
Best Paper Award, Shanghai Marketing Association Conference (with Zhou Nan and Jiang Qingyun)	1998
Runner-up Best Paper, <i>Journal of Consumer Research</i>	2016
Nominee, MBA teaching Award, Seymour Schulich School of Business, York University	2009
Outstanding Graduate Instructor, School of	

Business, University of Utah	1988-1989
Doctoral Teaching Award, David Eccles School of Business, University of Utah	2002-2003
Carl Bode Award (Best <i>Journal of American Culture</i> article of the year)	1987
Kinear Best Paper Award Nominee, <i>Journal of Public Policy and Marketing</i>	1998-2000
N. Eldon Tanner Chair in Business Administration	1986-2006
Fellow, American Psychological Association	Since 1986
University of Utah Distinguished Research Award	1985-1986
American Marketing Association Sheth Doctoral Consortium, Faculty	1982, 1985, 1986, 1987, 1990, 1996, 2003 (invited), 2004, 2005, 2007, 2011 (invited), 2013, 2014 (invited), 2016, 2017
Association for Consumer Research Doctoral Symposium Faculty	2001, 2004, 2005, 2006, 2007 (co-chair), 2008, 2009, 2012, 2013, 2014, 2015, 2016, 2017, 2018
ANZMAC Doctoral Consortium Faculty	2011, 2014
XII International Congress in Arts and Cultural Management Doctoral Colloquium Faculty	2013
Academy of Indian Marketing Sheth Doctoral Consortium Faculty	2012, 2013, 2014, 2015, 2016, 2017 (invited), 2018
Society for Consumer Psychology Doctoral Consortium Faculty	2013 (invited)
American Marketing Association Faculty Consortium on Global	1991

Marketing, Faculty

University of Illinois MBA Association
Outstanding Professor Runner-up 1976-1977

American Marketing Association Dissertation
Competition Runner-up 1973

American Marketing Association Doctoral
Consortium Fellow 1971

WORK HISTORY/EXPERIENCE:

Dates: 2006-Present
Rank: Professor and Kraft Foods Canada Chair in Marketing
Department: Marketing Area, York University
Position: Faculty

Dates: 2007-2010
Rank: Distinguished Visiting Scholar
Department: Marketing, Hong Kong University
Position: Research Scholar

Dates: 1986 to 2006
Rank: N. Eldon Tanner Professor of Business Administration
Department: Marketing Department, University of Utah
Position: Faculty

Dates: 2006
Rank: Distinguished Visiting Professor
Department: Marketing Department, Lancaster University Management School
Position: Faculty

Dates: 2003
Rank: Guest Research Professor
Department: Centrum för konsumentvetenskap (Center for Consumer Science)
Göteborg University, Göteborg, Sweden
Position: Faculty

Dates: 2002
Rank: Guest Research Professor
Department: Marketing Department, University of Otago, Dunedin, NZ
Position: Faculty

Dates: 1999

Rank: Visiting Professor
Department: Davidon Institute, University of Michigan
Position: Faculty

Dates: 1998-1999
Rank: Lecturer and Researcher
Department: Faculty of Management and Administration, Africa University, Zimbabwe
Position: Fulbright Scholar

Dates: 1995-1997 (during Northern Hemisphere summers)
Rank: Foundation Visiting Research Professor
Department: Marketing Department, Edith Cowan University, Perth, Western Australia
Position: Faculty

Dates: 1991-1992
Rank: Lecturer
Department: Faculty of Economic Science, University of Craiova, Romania
Position: Fulbright Scholar

Dates: 1985
Rank: Visiting Professor of Marketing
Department: Faculty of Business Administration, University of British Columbia
Position: Faculty

Dates: 1981 to 1986
Rank: Professor
Department: Marketing Department, University of Utah
Position: Faculty

Dates: 1980-1981
Rank: Associate Professor
Department: Marketing Department, University of Utah
Position: Faculty

Dates: 1979-1980
Rank: Visiting Associate Professor
Department: Marketing Department, University of Utah
Position: Faculty

Dates: 1977-1980
Rank: Associate Professor
Department: Commerce Department, University of Illinois
Position: Faculty

Dates: 1974-1977

Rank: Assistant Professor
Department: Commerce Department, University of Illinois
Position: Faculty

Dates: 1972-1974
Rank: Assistant Professor
Department: Marketing Department, Temple University
Position: Faculty

Dates: 1970-1972
Rank: Teaching Associate
Department: Marketing Department, University of Minnesota
Position: Doctoral Student/Ph.D. Candidate

Dates: 1967-1970
Rank: Research Assistant
Department: Marketing Department, University of Minnesota
Position: Master's and Doctoral Student

TEACHING RESPONSIBILITIES/ASSIGNMENTS: (Since 1984 only)

<u>Date</u>	<u>Course No./Title</u>	<u>No. of Students</u>
November, 2017	Masterclass: Visual Methods in Social Science Research, Art Gallery of South Australia, Adelaide	20
November, 2017	Masterclass: Research Methodologies: Disruption, Dynamism and Doing Good	25
August, 2017	Consumer Insights: Qualitative Consumer and Marketing Research, Indian Institute of Technology, Madras	30
May, 2017	Qualitative Data Analysis Workshop, Auckland University of Technology	25
April, 2017	Creating a Conceptual Contribution, Consumption, Culture and Marketing Seminar, Stockholm	35
Winter 2017	Consumer Insights: Qualitative Consumer Research	26
Winter, 2016	Consumer Insights: Qualitative Consumer	22

	Research	
Winter, 2016	Consumer Culture Theory	8
November, 2015	Doing Qualitative Research in a Digital Era, Internet and Mobile Association of India, Delhi	35
November, 2015	The Art of Doing Qualitative Research in a Digital Era, Delhi, India	35
September, 2015	Qualitative Research in a Digital Age, Research Center for Technology and Innovation Management, Rennes, France	30
September, 2015	Qualitative Research Workshop, MICA, Ahmedabad, India	30
July, 2015	Consumer Insights Workshop, FGV, EASP, Sao Paulo, Brazil	32
June, 2015	Creating a Conceptual Contribution, Consumption Theory Seminar, Bilkent, Turkey	35
Winter, 2015	Consumer Insights: Qualitative Consumer and Marketing Research	14
July-August, 2014	Addressing Cultural Differences in a Globalizing World, Border Crossings Seminar, University of Texas, Pan-American	8
July-August, 2014	Researching the Global and the Local Border Crossings Seminar, University of Texas, Pan-American	8
May, 2014	CCT Research: Past, Present, and Future Seminar, Center of Consumption Studies at COPPEAD (Federal University of Rio de Janeiro, Brazil)	40
May, 2014	Culture and Consumer Studies Workshop, East China University of Science and Technology, Shanghai, China	38

May, 2014	Qualitative Methods Seminar, Indian School of Business, Hyderabad, India	35
Winter, 2014	Consumer Culture theory Seminar, with Robert Kozinets	7
Winter, 2014	Consumer Insights: Qualitative Consumer and Marketing Research	15
October, 2013	Visual Consumption Research Workshop, Association for Consumer Research, Chicago	30
June, 2013	Consumption Theory Seminar, Bilkent, Turkey	38
June, 2013	Qualitative Research Methods Workshop, Oklahoma State University	17
May, 2013	Qualitative Consumer Research Workshop, Tucson, Arizona	40
Winter, 2013	Consumer Insights	14
Winter, 2012	Consumer Culture Theoretics (with Rob Kozinets)	9
Winter, 2012	Consumer Insights	25
June, 2012	Videography Workshop, Monash University, Melbourne	21
September, 2011	Consumer Culture Theory Seminar, Tilburg University, Netherlands	14
June, 2011	Consumption Theory Seminar, Bilkent, Turkey	30
June, 2011	Videographic Methods Seminar, Tours University, France	50
Winter, 2011	Consumer Research	30
Winter, 2011	Marketing Management	55
January, 2010	The 11 th ISMD International Conference on Beyond Global Markets PhD Seminar, Hanoi,	20

Vietnam

Fall, 2009	Qualitative Research Methods, University of Hong Kong, PhD Seminar	12
July, 2009	Interpretive Consumer Research Workshop, Institut de Gestien, Universite de Rennes, France	15
June, 2009	Consumption Theory Seminar, Bilkent, Turkey	37
June, 2009	Qualitative Research Seminar, Seoul, Korea	35
Fall, 2008	Consumer Videography in the Real World Tec de Monterrey University, Toluca, Mexico	25
Summer, 2008	Globalization Seminar, University of Texas, Pan-American	20
Winter, 2008	Marketing	55
Winter, 2008	Consumer Behavior	35
Winter, 2008	Consumer Culture Theoretics (with Rob Kozinets)	9
June, 2007	Consumption Theory Seminar, Bilkent, Turkey	25
May, 2007	Videography Workshop, York University	39
Fall, 2006	Marketing 7880, Visual Research Methods	6
Fall, 2006	Marketing 4700/6700, Consumer Behavior	29
June, 2006	Qualitative Consumer Research Workshop, University of New South Wales, Sydney Australia	37
June, 2006	Visual and Projective Methods Workshop, Auckland University, Auckland, New Zealand	35
Spring, 2006	Doctoral Symposium and Roundtable on Using Projective Methods in Interpretive Research, Lancaster University Management School, UK	20
Spring, 2006	Research Forum on Consumer Behaviour,	25

	Consumer Research, and Consumption, Selected Topics for 21 st Century Consumption Studies, Lancaster University Management School, UK	
Spring, 2006	Research Forum on Consumer Behaviour, Consumer Research, and Consumption, You Ought to be in Pictures, Lancaster University Management School, UK	25
Fall, 2005	Marketing 7820, Global Consumer Culture	5
Fall, 2005	Marketing 6700, Consumer Behavior	14
Fall, 2005	Marketing 4770, Consumer Behavior	25
Summer, 2005	Marketing Theory Workshop, Bilkent University Turkey	30
Summer, 2005	Videography Workshop, Salt Lake City, Utah	27
Spring, 2005	Marketing 6700, Consumer Behavior	12
Spring 2005	Marketing 7880, Visual Research and Analysis Methods	4
November 2004	Consumer Behavior, Claremont Graduate School	35
June, 2004	Visual Methods, Semiotics Seminar, University of Southern Denmark	21
May, 2004	Risk Workshop, Public Policy & Marketing Conference	25
Spring, 2004	Marketing 7800, Global Consumer Culture	7
Spring, 2004	Marketing 6700, Consumer Behavior	9
December, 2003	Marketing Scholars Forum, Peiking University, Beijing, China	42
August, 2003	Videography Workshop, Griffith University Gold Coast, Australia	16
June, 2003	Videography Workshop, Göteborg University, Göteborg, Sweden	15

Feb-Mar, 2003	Videography Workshop, Hong Kong Baptist University and City University of Hong Kong	25
Fall, 2002	Mktg. 6770, Consumer Behavior	28
Fall, 2002	Mktg. 7880, Visual Research and Analysis Methods	4
Southern Hemisphere Winter, 2002	Mktg. 626, Ethnographic and Naturalistic Methods of Consumer Research (Otago University, New Zealand)	20
Summer, 2002	The Cultural Dimension of Business Research (University of Southern Denmark)	25
Summer, 2002	Ethnographic and Naturalistic Methods in Consumer Research (Hong Kong Baptist University)	30
Summer, 2002	Videography Workshop, University of Utah,	28
Spring, 2002	Mktg. 6770, Consumer Behavior	22
Spring 2002	Mktg. 7880, History of Consumer Culture	6
Spring, 2001	Mktg. 4770, Consumer Behavior	50
Spring, 2001	Mktg. 6770, Consumer Behavior	6
Spring, 2001	Mktg. 7880, Creativity in the Research Process	8
Spring, 2001	Mktg. 7880, Visual Research Methods	6
Southern Hemisphere Winter, 2001	Interpretivist Research Methods (with Eric Arnould, Linda Price, & Steve Kates; Monash University, Melbourne)	30
Southern Hemisphere Winter, 2000	Qualitative and Interpretive Research (Monash University, Melbourne)	20
Southern Hemisphere Winter, 2000	Qualitative Research Methods (Universidad Autónoma de Bucaramanga, Colombia)	12
Summer, 2000	The Cultural Dimension of Business Research (University of Southern Denmark)	16

Spring, 2000	Mktg. 4770, Consumer Behavior (2 sections)	75
Spring, 2000	Mktg. 6910, Consumer Behavior	5
Spring, 2000	Mktg. 7980, Advanced Consumer Behavior: Critical Analysis of Consumer Society	3
Southern Hemisphere Winter, 1999	MBA Consumer Behavior (Africa University)	20
Southern Hemisphere Summer, 1999	MBA International Marketing (Africa University)	26
Southern Hemisphere Summer, 1999	MBA Consumer Behavior (Africa University)	7
Southern Hemisphere Spring, 1998	MBA Marketing Research (Africa University)	27
Spring, 1998	Mktg 477, Consumer Behavior	45
Spring, 1998	Mktg 781, Advanced Consumer Behavior: Sex, Food, Money, and Consumer Desire	6
Winter, 1998	Mktg 446, Qualitative Marketing Research (Team-taught with Janeen Costa)	9
Winter, 1998	Mktg 646, Qualitative Marketing Research (Team-taught with Janeen Costa)	19
December, 1997	Qualitative Research Seminar, Edith Cowan University, Perth, Australia	12
Summer, 1997	Mktg 301, Principles of Marketing (Consumer Behavior Segment)	125
Spring, 1997	Mktg 301, Principles of Marketing	110
Spring, 1997	Mktg 477, Consumer Behavior	41
Winter, 1997	Mktg 446, Qualitative Marketing Research (Team-taught with Janeen Costa)	10
Winter, 1997	Mktg 646, Qualitative Marketing Research	20

(Team-taught with Janeen Costa)

Summer, 1996	Mktg 301, Principles of Marketing (Consumer Markets Segment)	200
Spring, 1996	The Cultural Dimension of Business Research (Doctoral Seminar, through Odense University, Svendborg, Denmark)	15
Winter, 1996	Mktg. 446, Qualitative Marketing Research (team taught with Janeen Costa)	20
Winter, 1996	Mktg. 646, Qualitative Marketing Research (team taught with Janeen Costa)	15
Fall, 1995	Mktg. 301, Principles of marketing	145
Fall, 1995	Mktg. 786, Qualitative Research Foundations	3
Summer, 1995	Qualitative Research Methods in the Management Sciences, (Doctoral Seminar, European Institute for Advanced Studies in Management, Leuven, Belgium)	38
Spring, 1995	Mktg. 780, History of Consumer Culture	3
Winter, 1995	Mktg. 677-1, Consumer Behavior	7
Winter, 1995	Mktg. 677-2, Consumer Behavior	27
Spring, 1994	Mktg 377, Consumer Behavior	19
Spring, 1994	Mktg. 788, Property, Possessions, and Materialism Seminar	5
Winter, 1994	Mktg. 377, Consumer Behavior	29
Aug-Sept, 1993	Advanced Consumer Behavior (Edith Cowan University)	30
Spring, 1993	Mktg. 787, Advanced Consumer Research Seminar	12
Spring, 1993	Mktg. 677, Consumer Behavior	25

Winter, 1993	Mktg. 377, Consumer Behavior	26
Spring, 1992	International Marketing (Romania)	29
Spring, 1992	Marketing (Romania, 7 sections)	305
Spring, 1992	Food Consumer Behavior (Romania)	53
Fall, 1991	Consumer Behavior (Craiova, Romania)	8
Spring, 1991	Mktg. 377, Consumer Behavior	43
Spring, 1991	Mktg. 688, Marketing Research	21
Fall, 1990	Mktg. 786, Qualitative Research Seminar	10
Winter, 1990	Mktg. 677, Consumer Behavior	25
Spring, 1990	Mktg. 377, Consumer Behavior	35
Spring, 1990	Mktg. 788, Property, Possessions, and Materialism Seminar	8
Spring, 1989	Mktg. 377, Consumer Behavior	30
Spring, 1989	Mktg. 788, Advanced Consumer Research Seminar	5
Winter, 1989	Mktg. 688, Marketing Research	24
Spring, 1988	Mktg. 603, Survey of Marketing	32
Spring, 1988	Mktg. 788, Qualitative Research in Marketing Seminar	5
Autumn, 1987	Mktg. 677, Consumer Behavior	33
Winter, 1987	Mktg. 377, Consumer Behavior	36
Winter, 1987	Mktg. 345, Marketing Research	29
Winter, 1986	Mktg. 345, Marketing Research	41
Winter, 1986	Mktg. 677, Consumer Behavior	26

Autumn, 1985	Mktg. 603, Survey of Marketing	62
Spring, 1985	Mktg. 677, Consumer Behavior	20
Winter, 1985	Mktg. 345, Marketing Research	34
Winter, 1985	Mktg. 797, Experimental Design	5
Autumn, 1984	Mktg. 603-1, Survey of Mktg.	29
Autumn, 1984	Mktg. 603-2, Survey of Mktg.	30
Spring, 1984	Mktg. 688, Marketing Research	6
Spring, 1984	Mktg. 780, Research in Cons. Behavior	4

GRADUATE STUDENTS SUPERVISED

<u>Role</u>	<u>Name</u>	<u>Level</u>	<u>Date</u>
Chair	Arundhati Bhattacharyya	PhD	2016 (York University)
External Examiner	Marat Bakpayev	PhD	2016, Neoma Business School, Reims, France
External Examiner	Wang Sun Liu	PhD	2016, Hong Kong Polytechnic University
External Member	Katharina Hellwig	PhD	2016, HEC Lausanne University, Switzerland
Member	Aby K. Abraham	PhD	2016, XLRI School of Business and Human Resources, Jamshedpur India
Coorientador	Ronan Torres Quintão	PhD	2015, Fundação Getulio Vargas, Escola De Administração De Empresas De São Paulo, Brazil
External Examiner	Mathieu Alemany Oliver	PhD	2015, Aix en Provence University, France

External Examiner	Julie Masset	PhD	2015, Namur University, Belgium
Co-Chair	Tanvir Ahmed	PhD	2014, La Trobe University, Australia
Chair	Amanda Earley	PhD	2014 (York University)
Member	Benjamin Rosenthal	PhD	2014, Fundação Getulio Vargas in São Paulo, Brazil
External Examiner	Chihling Liu	PhD	2014, Manchester Business School, UK
External Examiner	Aimee Huff	PhD	2013, University of Western Ontario, Canada
External Examiner	Itir Binay	PhD	2012, Monash University, Australia
Outside Examiner	Joel Hietanen	PhD	2012, Aalto University, Finland
Chair	Eric P. H. Li	PhD	2012 (York University)
Member	Ajnesh Prasad	PhD	2012 (York University)
Chair	Ahir Gopaldis	PhD	2011 (York University)
Chair	Sarah.Scarbrough-Wilner	PhD	2011 (York University)
Co-Chair	Jashim Khan	PhD	2011, Auckland University of Technology, New Zealand
Outside Examiner	R. M. Vikas	PhD	2011, Indian Institute of Management, Calcutta
Member	Jonathan Bean	PhD	2011, University of California, Berkeley, Architecture
Outside Examiner	Kit Wah Lydia Siu	Master's	2010, Chinese University of Hong Kong, Anthropology

Outside Examiner	Greg Stratton	PhD	2010 (Edith Cowan University, Australia)
Outside Examiner	Marcus Phipps	PhD	2010 (Monash University, Australia)
Member	Marie-Agnes Permentier	PhD	2009 (York University)
Opponent	Sofia Ulver-Sneistrup	PhD	2008 (Lund University, Sweden)
Outside Examiner	Daniela Spanjaard	PhD	2008 (Sydney University of Technology, Australia)
Chair	Doan Nguyen	PhD	2008. (University of Utah)
Member	Natalie Barfuss	PhD	2007 (University of Utah)
Member	Wei Luo	PhD	2007 (University of Utah)
Member	Domen Bajde	PhD	2006 (University of Lubjlana, Slovenia)
Member	Yu Chen	PhD	2006 (HEC, Paris)
Co-Chair	Dalia Farrag	PhD	2006 (University of Alexandria, Egypt)
Member	Leighann Nielsen	PhD	2006 (Queens University, Canada)
Outside Examiner	Andrew Jardine	PhD	2006 (University of Otago, New Zealand)
Outside Examiner	Madeline Ogilvie	PhD	2005 (Edith Cowan University, Australia)
Chair	Zhao Xin	PhD	2005 (University of Utah)
Member	Chunlian Dong	PhD	2005 (University of Kentucky)
Outside Examiner	Sharon Schembri	PhD	2005, Queensland University,

Australia

Chair	Gülnur Tumbat	PhD	2005 (University of Utah)
Chair	Hillary Leonard	PhD	2005 (University of Utah)
Member	Deirdre Guion	PhD	2005 (University of Utah)
Member	David Toumajian	PhD	2005 (University of Utah)
Co-Chair	Joel Watson	Ph.D.	2004 (University of Utah)
Chair	Mimi Negus	University Studies	2004 (University of Utah)
Outside Reader	Tamás Kocsis	PhD	2002 (Budapest University of Economic Sciences and Public Administration)
Member	Chen-Hsing Hsu	PhD	2002 ((University of Utah)
Member	Rohit Varman	PhD	2002 (University of Utah)
Member	Seon Lee	M.S.	2001 (University of Utah)
Co-Chair	Dalia Farrag	M.S.	2001 (Alexandria University, Egypt)
External Examiner	John Lewis	Ph.D.	2000 (Sussex University, England)
Co-Chair	Ronald Groves	Ph.D.	1999 (University of Queensland, Australia)
Member	Kimberly Dodson	Ph.D.	2001 (University of Utah)
Member	Marlys Mason	Ph.D.	2001 (University of Utah)
Member	Grace Lee	Ph.D.	1996 (University of Utah)
Member	Steven Kates	Ph.D.	1996 (York University)
Member	Melissa Koerner	Ph.D.	1996 (University of Utah)

Member	Yu-Tsui Lin	M.S.	1994 (University of Utah)
Member	Linnea Curtis	M.S.	1995 (University of Utah)
Member	Greg Payne	Ph.D.	1995 (University of Utah)
Member	James Hsieh	Ph.D.	1992 (University of Utah)
Member	Marjorie McIntyre	Ph.D.	1994 (University of Utah)
Member	Charles Despres	Ph.D.	1994 (University of Utah)
Member	Sandra Powell	Ph.D.	1992 (University of Utah)
Member	Janice Gygi	Ph.D.	1991 (University of Utah)
Chair	John Schouten	Ph.D.	1990 (University of Utah)
Co-Chair	John Bernhardt	Ph.D.	1990 (University of Utah)
Outside Examiner,	Ross Cameron	Ph.D.	1989 (University of New South Wales)
Member	Norma Nickerson	Ph.D.	1989 (University of Utah)
Member	Scott Roberts	Ph.D.	1988 (University of Utah)
Member	Natalie Bartley	Ph.D.	1987 (University of Utah)
Member	Dennis Felts	Ph.D.	1987 (University of Utah)
Member	James McAlexander	Ph.D.	1987 (University of Utah)
Chair	David Laydendorf	University Studies	1985 (University of Utah)
Member	Janice Kurtz	M.S.	1985 (University of Utah)
Member	Denny Kunak	Ph.D.	1985 (University of Utah)
Outside Examiner	David Darby	Ph.D.	1984 (University of New South Wales)
Member	Gary Bamossy	Ph.D.	1983 (University of Utah)

Member	Kenneth Bahn	Ph.D.	1983 (University of Utah)
Member	Clifford Young	Ph.D.	1982 (University of Utah)
Chair	Keith Clarke	PhD	1978 (University of Illinois)

EXTERNAL GRANTS

<u>Dates</u>	<u>Funding Agency</u>	<u>Title</u>	<u>Amount</u>
2014-2015	SSHRC	Psychological Drivers Of the Discrepancy between Traditional and Touchscreen Equipment, with Ying Zhu	\$28,466 cdn
2013-2016	SSHRC	Luxury Brand Consumption in India: A Culture in Transition, with Annamma Joy	\$195,143 cdn
2011-2013	SSHRC	Redemptive Materialism: Re-orienting Religious Experience in Contemporary Consumer Culture, with Sammy Bonsu	\$85,110 cdn
2010-2013	Qatar National Research Fund	Hospitality in Qatar, with Rana Sobh	US\$143,230
2010-12	Yoshida Memorial Foundation	Baby Boomer Construction and Reconstruction of Gender barriers: A Macro and Micro Analysis of Symbolic Meaning of Gift-Giving in Japan with Takeshi Matsui and Yuko Minowa	¥4,000,000
2009-12	Australia Research Council Discovery Grant	Understanding Civil Society Activists, With Timothy Devinney, Joachim Schwalback, Pat Auger, and Ann Gunthorsdottir	AU\$338,000

2007-10	Qatar National Research Fund	Men's and Women's Spaces in Qatari Homes, With Rana Sobh	US\$238,000
2005-09	Hong Kong Social Science Research Council	Materialistic value and status brand consumption among generation cohorts in China, With David Tse and Kineta Hung	HK\$461,360
2002-05	Australia Research Council Discovery Grant	Cross-Cultural Differences in Perceptions of Consumption Ethics, with Timothy Devinney and Giana Eckhardt	AU\$112,000
1985-1987	Marketing Science Institute	Consumer Behavior Odyssey	US\$ 9,600
1986	Needham, Harper and Steers	Consumer Behavior Odyssey	US\$ 4,600
1986	Foote, Cone, and Belding	Consumer Behavior Odyssey	US\$ 3,600
1976-1978	National Endowment for the Arts	Lifestyle of Responses to Changes	US\$57,796

PUBLICATIONS

A. Books and Monographs

Romantic Gift Giving, Yuko Minowa and Russell Belk, eds., forthcoming.

Handbook on the Sharing Economy, Russell Belk, Giana Eckhardt, and Fleura Bardhi, eds., Cheltenham, UK: Edward Elgar, forthcoming.

Consumer Culture Theory, Research in Consumer Behavior, 19, Alladi Venkatesh, Samantha Cross, and Russell Belk, eds., Bingley, UK: Emerald, forthcoming.

Consumer Culture Theory, Research in Consumer Behavior, 18, Diego Rinallo, and Nil Özçaglar-Toulouse, and Russell Belk, eds., Bingley, UK: Emerald, 2017.

Consumer Culture Theory: Research in Consumer Behavior, Vol. 17, ed., with Jeff Murray and Anastasia Thyroff, Bingley, UK: Emerald, 2015.

Review of Marketing Research: Vol. 14: Qualitative Consumer Research, ed., Bingley, UK: Emerald, 2017.

Consumer Culture Theory: Research in Consumer Behavior, ed., with John Schouten and Diane Martin, Bingley, UK: Emerald, 2014.

Russell Belk, Sage Legends in Consumer Behavior, 10-volumes (160 reprinted papers by Russell Belk), each with a different editor and containing an introduction by the editor, comments by three scholars, and an interview with Russell Belk, 2014, New Delhi: Sage:

Legends in Consumer Behavior, Volume 1, Early Work: Situations, Symbolism, and Critiquing the Dominant Paradigm, Hope Jensen Schau, editor.

Legends in Consumer Behavior, Volume 2, An Alternative Approach: Re-enchanting Consumption, John F. Sherry, Jr., editor.

Legends in Consumer Behavior, Volume 3, Materialism and Consumer Culture: Questioning What Matters in Life, Güliz Ger, editor.

Legends in Consumer Behavior, Volume 4, Consumer Sense of Self and Identity, John Schouten, editor.

Legends in Consumer Behavior, Volume 5, Historical and Cultural Approaches to Consumption, Janeen A. Costa and Gary Bamossy, editors.

Legends in Consumer Behavior, Volume 6, Globalism and Consumption, Samuel Bonsu, editor.

Legends in Consumer Behavior, Volume 7, Gift-giving, Sharing, and Consumption Holidays, Cele Otnes, editor.

Legends in Consumer Behavior, Volume 8, Collecting, Luxury, and the Production of Consumer Desire, Søren Askegaard, editor.

Legends in Consumer Behavior, Volume 9, Discipline and Liberation in Consumption, Craig Thompson, editor.

Legends in Consumer Behavior, Volume 10, Magic and Religion in Consumption Practices, Robert Kozinets, editor.

Consumer Culture Theory; Research in Consumer Behavior, Vol. 15, Co-Editor with Linda Price and Lisa Peñaloza, Bingley, UK: Emerald, 2013.

Research in Consumer Behavior: Consumer Culture Theory, Vol. 14, Co-Editor with Søren Askegaard and Linda Scott, Bingley, UK: Emerald, 2012.

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Paradise Lost: The Making of Shangri-La, with Rosa Llamas, 17:45, Toronto: Odyssey Films, 2010.

Remade China, with Eric Ping Hung Li, 22:00, Toronto: Odyssey Films 2009.

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Christmas as Global Consumption Ritual? A Comparison of Japan and China, with Junko Kimura and Xin Zhao, 22:00, Toronto: Odyssey Films, 2008.

The Luxury Value Pyramid: What are the Dimensions of Luxury? with Junko Kimura and Hiroshi Tanaka, Tokyo: Hosei University, 2007, 25:30; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th edition, 2008.

I See What You Mean: The Role of Video in Transformative Consumer Research, Toronto Odyssey Films, 30:00, 2007.

Disney Dreams in China, with Eric Ping Hung Li and Annamma Joy, Toronto: Odyssey Films, 24:09, 2007; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th ed., 2008.

Dirty Little Secret: Home Chaos and Professional Organizers, with Joon Yong Seo and Eric Li, Salt Lake City: Odyssey Films, 28:30, 2006; also in special DVD issue of *Consumption Markets and Culture*, 10 (2), 2007; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th ed., 2008.

The Water War, with Rohit Varman, Indian Institute of Technology, Kanpur, India, 28:18, 2006.

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The Gospel of Prosperity: Charismatic Churches in Ghana, with Samuel K. Bonsu, Salt Lake City, UT: Odyssey Films, 36:30 minutes, 2005.

Consumer Ethics Across Cultures, with Timothy Devinney and Giana Eckhardt, Salt Lake City, UT: Odyssey Films, 26 minutes, 2005; also in special DVD issue of *Consumption Markets and Culture*, 8 (September, 2005).

Santa Claus is Coming to Town: Assimilation of Christmas in Japan, with Junko Kimura, Osaka Japan: Hagomoru University, 14 minutes, 2004; also in special DVD issue of *Consumption Markets and Culture*, as *Christmas in Japan: Globalization Versus Localization*, 8 (September, 2005); distributed with Banwari Mittal, Morris Holbrook,

Sharon Beatty, Priya Raghbir, and Arch Woodside, *Consumer Behavior: How Humans Think, Feel, and Act in the Marketplace*, 2nd ed., 2008.

Consumption in an Intercultural Marriage, with Yasmin Sekhon, Salt Lake City, UT: Odyssey Films, 30 minutes, 2004.

Sinolization of a Western Holiday: The Sweethearts' Christmas, with Xin Zhao, Salt Lake City, UT: Odyssey Films, 20 minutes, 2004; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th ed., 2008.

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Tourist Photos: Signs of Self, Salt Lake City, UT: Odyssey Films, 23 minutes, 2003; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th ed., 2008; recut as *Tourist Photographs: Signs of Self*, in special DVD issue of *International Journal of Culture, Tourism, and Hospitality*, with Joyce Hsiu-yen Yeh, 5 (1), 2011, 345-353; see http://www.emeraldinsight.com/promo/hospitality_research.htm.

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The Cult of Macintosh, with Gülnur Tumbat, Salt Lake City, UT: Odyssey Films, 23 minutes, 2002, distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 6th ed., Prentice Hall, 2004; also in special DVD issue of *Consumption Markets and Culture*, 8 (September, 2005) ; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th ed., 2008.

Recapturing Humanity: Embeddedness in Market Communities, with Rohit Varman and Janeen Arnold Costa, Salt Lake City, UT: Odyssey Films, 30:30 minutes, 2002, distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 6th ed., Prentice Hall, 2004; also in special DVD issue of *Consumption Markets and Culture*, 2005.

Theorizing as a Work of Art: Heretical Consumer Research, Salt Lake City, UT:

Odyssey Films, 2002, 68 minutes; also cut as 8 minute video, 2002.

Interpreting Performance Art: Theorizing Consumer Research, Salt Lake City, UT: Odyssey Films, 2002, 73 minutes.

A Reader Response Analysis of Global and Local Appeals in Chinese Consumer Advertising, with Nan Zhou, Salt Lake City, UT: Odyssey films, 2001, 21:30 minutes, distributed with Eric Arnould, Linda Price, and George Zinkhan, *Consumers*, Burr Ridge, IL: McGraw Hill, 1st ed., 2002, 2nd ed. 2004; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th ed., 2008.

The Rendezvous as Bounded Utopia, with Janeen Costa, Salt Lake City, UT: Odyssey films, 2001, 21:30 minutes.

Bridge Climb: Interpretations, Salt Lake City, UT: Odyssey Films, 2001, 24 minutes with Ronald Groves and Paul Williams.

Sydney Harbour Bridge Climb, with Ronald Groves, Edith Cowan University (Perth, Western Australia), 24 minutes, 2001.

Dream House, Salt Lake City, UT: Odyssey Films, 2001, 42 minutes.

Local and Global Models of Consumption in Zimbabwe, Salt Lake City, UT: Odyssey Films, 2000; distributed with Michael Solomon, *Consumer Behavior: Buying, Having, and Being*, 8th ed., 2008.

Consumption Lifestyles of the New Elite in Zimbabwe, Salt Lake City, UT: Odyssey Films, 2000, 22 minutes, distributed with Eric Arnould, Linda Price, and George Zinkhan, *Consumers*, Burr Ridge, IL: McGraw Hill, 1st ed., 2002, 2nd ed. 2004.

Romancing the Stone: Aestheticizing, Mythologizing, and Reifying Stone Sculptures in Zimbabwe, with Ronald Groves, Edith Cowan University (Perth, Western Australia), 1999, 18 minutes.

Where are All the Penguins? The Experience of Tourism to Antarctica, with Ronald Groves, Edith Cowan University (Perth, Western Australia), 1998, 37 minutes; recut as *Once in a Lifetime: Travel as Sacred Experience*, 17:30 minutes, 1999.

“Consumer Behavior: A Series of Issues from the Leading Edge,” series, Edith Cowan University (Perth, Western Australia), 1997.

Concepts and Perspectives, with Ronald Groves, Dominique Bouchet, Morris Holbrook, Douglas Holt, and Michael Solomon, 32 minutes

Specialty Magazines and the Desire to Desire, 28 minutes

Possessions and the Extended Self, 29 minutes

Cosmogony and Commodification: Meaning Modification in a Marketing Channel, with Ronald Groves, 41 minutes

The Apotheosis of Las Vegas, 35 minutes

Collecting as Luxury Consumption, 40 minutes

Doing Cultural and Historical Research, 25 minutes

Aboriginal Art as a Commodity: Meaning Modification in a Marketing Channel, with Ronald Groves, Perth, Western Australia: Edith Cowan University, 57 minutes, 1997; recut as *The Marketing Channel Makes Meaning for Australian Aboriginal Art*, 18 minutes, 1999.

Cultural Aspects of Consumer Research; Association for Consumer Research Second Asia Pacific Conference, Plenary Panel, (with Dominique Bouchet and Robert Lawson), distributed with *Asia-Pacific Advances in Consumer Research*, Vol. 2, Ronald Groves and Russell W. Belk, eds., Provo, UT: Association for Consumer Research, 90 minutes, 1996.

"Qualitative Consumer Research" series, Edith Cowan University (Perth, Western Australia) and SBS television network, approximately 26 minutes each, 1994:

4. *Observation*

5. *Analysis and Interpretation*

6. *The Role of the Computer*

7. *Preparing the Report*

8. *Assessing and Improving Research Quality*

11. *In Search of a Paradigm--When Words and Pictures are Better than Numbers and Charts*, (Part 1), with Ronald Hill, Geoffrey Kiel, and Robert Armstrong.

12. *In Search of a Paradigm--When Words and Pictures are Better than Numbers and Charts*, (Part 2), with Ronald Hill, Geoffrey Kiel, and Robert Armstrong.

13. *From Dreamtime to Screentime: The Impact of Consumer Culture on Australian Aborigines*, (Part 1), with Ronald Groves.

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Deep Meaning in Possessions, with Melanie Wallendorf, 40 minutes, Cambridge, MA: Marketing Science Institute and Consumer Behavior Odyssey, 1987, distributed with 2nd edition of Michael R. Solomon, *Consumer Behavior*, Needham Heights, MA: Allyn and Bacon, 1994.

F. Other

“Human Leadership and Brand Leadership: A Comparison,” *Achieving Equilibrium: Asia in the Progress of Globalization, Conference Handbook*, Hong Kong: City University of Hong Kong Press, 2004, 20-21.

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INVITED SPEECHES AND LECTURES (Since 1985)

<u>Date</u>	<u>Presentation</u>	<u>Sponsor</u>
December, 2017	Consumer Masks and Bluffs	Kolkata India Institute of Management, Annual Conference
December, 2017	Consumers and Technology Keynote Speech	Pan-IMM Conference, Lucknow, Institute of Management, Lucknow
November, 2017	No Assemblage Required: Toward Original Theory Generation	Ehrenberg-Bass Institute for Marketing Science Institute, Adelaide
October, 2017	Humility versus Humiliation: Old Age as Unmasking	Humility in an Age of Commerce Conference, University of Michigan
July, 2017	No Assemblage Required, Keynote	Consumer Culture Theory Conference, Anaheim, California
June, 2017	Consumer Masks and Bluffs,	Aston Marketing Research Camp,

	Keynote Speech	Aston Business School, Birmingham, UK
June, 2017	Machines as Beings, Beings as Machines	Aston Marketing Research Camp, Aston Business School, Birmingham, UK
June, 2017	Consumer Masks and Bluffs	Lancaster University Management School, Lancaster, UK
June, 2017	Extended Self in a Digital World	Lancaster University Management School, Lancaster, UK
June, 2017	The Roots of Ideas: Where they Come From and How they Spread Plenary Talk	American Marketing Association Sheth Doctoral Consortium, Iowa City, Iowa
May, 2017	Sweet Little Nothings, Keynote Address	Gift Conference, Budapest, Hungary
May, 2017	Robotic Extended Self	Auckland University of Technology
May, 2017	Consumer Masks and Bluffs	Auckland University of Technology
May, 2017	Uses of the Visual in Research and Teaching	Auckland University of Technology
May, 2017	Uses of the Visual in Research and Teaching	University of Melbourne
May, 2017	Teaching and Keeping up with Technology	University of Melbourne
December, 2016	Technology, Luxury, and the Poor, Keynote Address	IBAICM Conference, Kuala Lumpur, Malaysia
November, 2016	Gift-Giving to the Dead in China, Keynote Address	Gift Conference, Budapest, Hungary
November, 2016	Consumption Masks	Copenhagen Business School, Denmark
November, 2016	Digital and Robotic Extended Self	Copenhagen Business School, Denmark
November,	Consumption Masks	Southern Denmark University, Odense,

2016		Denmark
October, 2016	The Sharing Economy and, Collaborative Consumption, Keynote Speech	9 th Latin American Retail Conference, Sao Paulo, Brazil
October, 2016	Technology, Luxury, and the Poor	COPPEAD Business School, Rio de Janeiro, Brazil
October, 2016	Seeking Transcendence and Blurring Boundaries	Copenhagen Business School, Denmark
October, 2016	Robots and Cyborgs, keynote speech	World Marketing Summit, Tokyo
October, 2016	Daniel Miler, Social Media	Association for Consumer Research Conference, Berlin, Germany
September, 2016	Sharing without Caring	International Conference on Corporate Sustainability and Responsibility, Berlin
August, 2016	Writing a Conceptual Paper	Pontifica Universidad Católica de Chile Santiago, Chile
July, 2016	Non-monetary Constraints on Technology Adoption by the Poor In India, with Arundhati Battacyarra	International Society for Marketing and Development, Lima, Peru
July, 2016	When All that Glitters is Gold: An Ethnographic Investigation of Subcultural Sensory Consumption In India, with Tanuka Ghoshal and] Rishtee Batra	Consumer Culture Theory Conference, Lille, France
July, 2016	Collections and Collections in a Digital Age, with Rebecca Watkins	Consumer Culture Theory Conference, Lille, France
July, 2016	The Body as a Place: Enacting Utopias through Tattoo Consumption, with Dominique Roux	Consumer Culture Theory Conference, Lille, France
July, 2016	The End of Flat Ontologies: When Machines Rule the World	Consumer Culture Theory Conference, Lille, France

June, 2016	Advertising and the Rise of Consumer Desire in China	Shantou University Institute of Business Anthropology, Shantou, China
June, 2016	Advertising and the Rise of Consumer Desire in China	Shantou University, Shantou, China
June, 2016	Consumers In an Age of Autonomous Robots, Keynote Address	5 th International Conference on Applications of Anthropology in Business, Brijing
June, 2016	Advertising and the Rise of Consumer Desire in China	Renmin University, Beijing
June, 2016	Consumer Culture Theory	AMA Sheth Doctoral Consortium, University of Notre Dame, Indiana
May, 2016	The Robots and Cyborgs are Coming	Marketing Forum, Brisbane, Australia
May, 2016	The Sharing Economy: Pluses and Minuses	University of Queensland, Brisbane. Australia
May, 2016	Qualitative Research and Data Analysis	University of Queensland, Brisbane, Australia
May, 2016	Creating and Publishing Marketing Theory	University of Queensland, Brisbane, Australia
May, 2016	Long-time Teaching Lessons: What Works for Me	University of Melbourne, Melbourne, Australia
May, 2016	Sharing and Collaborative Consumption	University of Melbourne, Melbourne, Australia
May, 2016	The Social Side of Sharing. Shared Moments Within Peer-To-Peer Hospitality Platforms, with Katharina Hellwig and Felicitas Morhart	EMAC Conference, Oslo, Norway
January, 2016	Three Future Sharing Scenarios: True Sharing, Collaborative Consumption, and Entrepreneurial Robotics, Keynote Address	Second International Workshop on the Sharing Economy, Paris

January, 2016	Consumer Culture Theory	Academy of Indian Marketing/AMA Sheth Doctoral Consortium, Gaziabad, India
December, 2015	Avatars, Robots, and Cyborgs	HEC, Lausanne, Switzerland
December, 2015	Owned Money, with Jashim Kahn	ANZMAC Conference, Sydney
December, 2015	Inconspicuous Religious Consumption, with Aila Kahn and Louise Young	ANZMAC Conference, Sydney
November, 2015	Avatars, Robots, and Cyborgs	University of Western Sydney
November, 2015	Qualitative Marketing Research	University of Western Sydney
November, 2015	Robots in Japan and the West	International Conference of the Asian Marketing Association, Tokyo Keynote Speech
November, 2015	Better Qualitative Data Collection and Analysis	Waseda University, Tokyo
November, 2015	Research Perspectives keynote Speech	Society of Marketing Advances Doctoral Consortium, San Antonio
October, 2015	Selecting Projects, Mentors, and Research Streams	Association for Consumer Research Doctoral Colloquium, New Orleans
October, 2015	Avatars, Robots, and Cyborgs	Oklahoma State University, Stillwater, Oklahoma
October, 2015	Conceptual Contributions	Oklahoma State University, Stillwater, Oklahoma
September, 2015	Sharing and Collaborative Consumption on Digital Platforms And its Effects on Brands	MICA, Ahmedabad, India
September, 2015	Robots, Cyborgs, and Self-Ownng Machines: Contemporary Consumption Trends	MICA, Ahmedabad, India

September, 2015	Robots, Cyborgs, and Avatars	Lille University, France
September, 2015	How to Write a Conceptual Paper	Lille University, France
September, 2015	Avatars, Robots, and Cyborgs	CCMS, Université Catholique de Louvain and the University of Namur, Belgium
September, 2015	The Importance of Culture in Contemporary Marketing	MICA, Ahmedabad, India
June, 2015	Object Agency and the Extended Object	Asia Pacific Association for Consumer Research Conference, Hong Kong
June, 2015	Exclusivity: Developing Understanding, with Aby Abraham, Sanjay Patro, and Debasis Pradhan	Consumer Culture Theory Conference, Fayetteville, Arkansas
June, 2015	Consuming Robots, Avatars, and Cyborgs	Society for Consumer Psychology Conference, Vienna, Austria.
May, 2015	Things Owning Things, Keynote Speech	Applications of Anthropology in Business Conference, Tianjin, China
May, 2015	Avatars, Robots, and Cyborgs	Suzhou University, China
May, 2015	Visual and Projective Qualitative Consumer Research Methods	Suzhou University, China
May, 2015	Things Owning Things, keynote Speech	Fourth International Conference on Applications of Anthropology in Business
May, 2015	Collaborative Consumption and the Sharing Economy: A Growing Economic Trend based on Non-Ownership, Keynote address	International Association of African Business and Development, Nairobi, Kenya
April, 2015	Can We Share More? Keynote Address	Workshop on Collaborative Consumption, Université de Namur, Namur, Belgium
April, 2015	The Digital and Robotic Extended	Aix en Provence MBAs, Toronto

	Self	
March, 2015	Brand as Extended Object	Brand Camp, Obergurgl, Austria
March, 2015	Moats and Bridges: Subdisciplines In Consumer Research, Fireside Talk	Brand Camp, Obergurgl, Austria
March, 2015	Consumption Tradition and Change In a Wealthy Muslim Society: Covered Women in Qatar and UAE With Rana Sobh	Society for Applied Anthropology, Pittsburgh
February, 2015	Can We Share More?	University of Edinburgh, Scotland
February, 2015	Tin Men, and Cyborgs, and and Posthumans, Oh My!	University of Edinburgh, Scotland
January, 2015	Avatars, Robots, & Cyborgs	AIM Sheth Doctoral Consortium, Dubai
December, 2014	Visual and Projective Qualitative Research Techniques	Lahore University Management School, Lahore, Pakistan
December, 2014	Qualitative Research Tools and Consumer Insights for Branding	Islamabad Branding Conference Islamabad, Pakistan
December, 2014	Qualitative Research Workshop	International Marketing Conference, IIM Calcutta, Kolkata, India
December, 2014	Qualitative Methods in the Era of Big Data, Rethinking Marketing Panel	International Marketing Conference, IIM Calcutta, Kolkata, India
December, 2014	Can We Share More? Keynote	International Marketing Conference, IIM Calcutta, Kolkata, India
December, 2014	Unpacking Young Chinese Consumers' Insatiable Desire for Luxury, with Tanvir Ahmet, Gillian Mort, and Clare D'Souza	ANZMAC, Brisbane
December, 2014	Psychological Ownership and Payment Modes: The Case for "Owned Money" with Jashim Kahn	ANZMAC, Brisbane

December, 2014	Conceptualizations of Perceptions of ANZMAC, Brisbane Payment Mode, with Jashim Kahn	
November, 2014	Visual and Projective Methods in CCT Research	Australasian CCT and Interpretive Research Workshop, Brisbane
November, 2014	Tips for a Creative, Sustained and Fun Career, Keynote Speech	ANZMAC Doctoral Consortium, Brisbane
November, 2014	Can We Share More? Keynote Speech	Design for Sharing Conference, London
October, 2014	Digital Consumption, Social Media, and the Extended Self	Research in Marketing Camp, Johnson School of Management, Cornell University
October, 2014	Tin Men and Cyborgs and Posthumans! Oh my!	Association for Consumer Research Doctoral Symposium, Baltimore
October, 2014	Morality in the Marketplace: Sharing in a Post-Ownership World	Association for Consumer Research Perspectives Session, Baltimore
October, 2014	Alternative Conceptualizations of The Extended Self	Association for Consumer Research Conference, Baltimore
October, 2014	Branding Masculinity: Tracing the Cultural Foundations of Brand Meaning, with Elizabeth Hirschman	Association for Consumer Research Conference, Baltimore
October, 2014	Consumer Ownership and Sharing, J-ACR with Linda Price	Association for Consumer Research Conference, Baltimore
October, 2014	Conformity, Uniqueness and Social Class Mobility: Consumer Self Identity in the Yard with Elizabeth Hirschman and Ayalla Ruvio	Association for Consumer Research Conference, Baltimore
July-August, 2014	Researching the Global and the Local	Border Crossings PhD Seminar, University of Texas, Pan-American, Edinburgh, Texas
July-August,	Addressing Cultural Differences in	Border Crossings PhD Seminar,

2014	a Globalizing World	University of Texas, Pan-American, Edinburgh, Texas
July, 2014	Extended Self in a Digital World, Keynote Address	International Congress of Applied Psychology, Paris
July, 2014	Objectification and Anthropomorphism of the Self: Self as Brand, Self as Avatar	International Sociology Association World Congress of Sociology, Yokohama, Japan
July, 2014	Consumer Insights in China and India: Methods and Findings from Consumer Culture Theory	2014 China India Insights Conference, Lijiang, China
July, 2014	Globalization and Marketing Ideology	Macromarketing/International Society of Marketing and Development Conference, London
June, 2014	The Rise of Sharing and Collaborative Consumption: Implications for Business and Consumers	Changing Behavior: Deep Dive into Consumer Insights Conference, Helsinki
June, 2014	Unboxing the Digital Extended Self	Consumer Culture Theory Conference, Helsinki
May, 2014	Ownership and the Identities of People and Things	Nordlys Lecture, University of Tromsø, Tromsø, Norway
May, 2014	You are What You Can Access: Sharing and Collaborative Consumption, Keynote Address	International Communications Association Pre-Conference on Sharing, Seattle
May, 2014	Is Everything for Sale? Commodification and its Consequences	International Conference on Applications of Anthropology in Business, Jishou, China
May, 2014	You are What You Can Access: Sharing and Collaborative Consumption Online, Keynote Address	5th International Meeting of Consumer Behavior, Center of Consumption Studies at COPPEAD (Federal University of Rio de Janeiro, Brazil)
May, 2014	The Labors of the Odysseans: The Legacy of the Odyssey	Doctoral Workshop, 5 th International Meeting of Consumer Behavior at COPPEAD (Federal University of Rio De Janeiro, Brazil)

April 2014	Co-Construction of the Digital Extended Self, Keynote Address	19 th International Conference on Corporate and Marketing Communications, Milan
April, 2014	Qualitative Research	Indian School of Business, Hyderabad
April, 2014	You Are What You Can Access: Sharing and Collaborative Consumption Online	Indian School of Business, Hyderabad
February, 2014	Visual Methods and Consumer Insights	University of Western Sydney, Sydney Australia
February, 2014	Sharing and Sustainability	University of Western Sydney, Sydney Australia
February, 2014	Tips for a Creative, Sustained, and Fun Career	University of Western Sydney, Sydney Australia
February, 2014	Visual and Projective Methods in Business Research	University of Western Sydney, Sydney Australia
January, 2014	The Art of Ethnography	Listening to Consumers in Marketing in Emerging Economies: Pre-Conference workshop, Lucknow, India, with Güliz Ger
January, 2014	Legends in Consumer Behavior	Listening to Consumers in Marketing in Emerging Economies, Lucknow, India
January, 2014	Leveraging the Power of Consumer Insights	Listening to Consumers in Marketing in Emerging Economies, Lucknow, India, with Güliz Ger
January, 2014,	The Digital Extended Self	Institute of Management Technology, Ghaziabad, India
January, 2014	Building Bridges in Consumer Research	Academy of Indian Marketing, Ahmedabad, India
November, 2013	Qualitative and Visual Consumer Research	University of British Columbia, Okanagan
November, 2013	You are What You Can Access	University of British Columbia, Okanagan

November, 2013	Post Ownership Sustainability	Reduce, Reuse, Recycle – Environmental, Economic and Social Challenges from a Consumer’s Perspective Conference, Borås, Sweden
November 2013	Managing Your Career: Tips for a Creative, Sustained, and Fun Career	Society of Marketing Advances Doctoral Consortium, Hilton Head, South Carolina
November, 2013	You are What You Can Access: Sharing and Collaborative Consumption Online, Keynote Speech for Distinguished Marketing Scholar Award	Society of Marketing Advances Conference Hilton Head, South Carolina
November, 2013	The Extended Self Unbound	Society of Marketing Advances Conference, Hilton Head, South Carolina
November, 2013	Extended Self in a Digital World, Keynote Speech	Conference on Consumer Research and Marketing: Frontiers of Theory, Method and Practice, Bangkok
November, 2013	Qualitative and Visual Consumer and Marketing Research, Keynote Speech	Conference on Consumer Research and Marketing: Frontiers of Theory, Method and Practice Doctoral Consortium, Bangkok
November, 2013	Digital Consumption and the Extended Self	Chulalongkorn University, Bangkok
October, 2013	Consumer Culture Theory	Association for Consumer Research, Doctoral Colloquium, Chicago
September, 2013	The End of Ownership	University of Lausanne, Switzerland
September, 2013	Extended Self in a Digital World Keynote Speech	International Conference on Strategic Innovative Marketing, Prague
September, 2013	The End of Ownership? Keynote Speech	The Psychology of Ownership Conference, Vienna
September, 2013	Extended Self in a Digital World	Iowa State University

August, 2013	Reinterpreting Collections through Online Collaborative Participation	International Committee for Museum Ethnography, Rio de Janeiro, Brazil
June, 2013	Analyzing Visual/Video Data	Qualitative Analysis Workshop, Consumer Culture Theory Conference, Tucson, AZ
June, 2013	Managing Your Career	American Marketing Association-Sheth Doctoral Consortium Ann Arbor, Michigan
June, 2013	Visual Methods in Arts and Cultural Management Research	XII International Congress in Arts and Cultural Management Doctoral Colloquium, Bogota, Colombia
May, 2013	Sharing and Collaborative Consumption	Advanced International Forum on Applied Anthropology, Jishou, China
May, 2013	Visual and Projective Methods in Cultural Research, Keynote Address	International Conference on Anthropological Perspectives and Local Approaches: Indigenous Applications in Management and Marketing, Shanghai
May, 2013	The Consumer in a Digital Age	University of Exeter, Exeter, UK
May, 2013	Visual Methods and Analysis	University of Exeter, Exeter, UK
May, 2013	Consumer Behavior Theory	Consumer Behavior Theory Seminar, Bilkent University, Bilkent, Turkey
May, 2013	The Digital Extended Self: Enchantment in the Marketplace	Aix en Provence Study Group, Schulich School of Business, York University
March 7-10 2013	Extended Self in a Digital World, Keynote Address	Anthropology of Markets and Consumption Conference, Irvine, CA
January 9-11 2013	The Digital Consumer, Keynote Address	IIMA Conference on Marketing in Emerging Economies, Ahmedabad, India
January 11, 2013-03-26	Indian Consumer Insights, Keynote Speech	Nirma International Conference on Management, Ahmedabad, India
November 15-	Qualitative Consumer Insights	Marketing Science Institute Fall Board

16, 2012		Meeting
November 8- 10, 2012	Extended Self in a Digital World	University of Manitoba
November, 2012	Hospitality as an Empty Ritual Protocol, with Rana Sobh	ANZMAC Conference, Adelaide, Australia
October, 2012	Plenary Panel	Association for Consumer Research Doctoral Symposium, Vancouver
October, 2012	Post Ownership Sustainability Keynote address	Sustainability Business Practices Conference, Laramie, Wyoming
September, 2012	Visual Methods and Consumer Insights, Keynote Address	Consumer Behavior and Marketing: New Approaches in Consumer Research and Prospects, Kuala Lumpur, Malaysia
August, 2012	Extended Self in a Digital World	Consumer Culture Theory Conference, Oxford
July, 2012	Consumer Behavior (with Jagdish Sheth)	Academy of Indian Marketing Conference, Bengaluru, India
July, 2012	Consumer Choice	Academy of Indian Management-American Marketing Association Sheth Foundation Doctoral Consortium on Marketing in Emerging Markets, Bengaluru, India
July, 2012	Consumer Affect, Attitudes, & Persuasion	Academy of Indian Management American Marketing Association Sheth Foundation Doctoral Consortium on Marketing in Emerging Markets, Bengaluru, India
July, 2012	Enhancing Motivations for Sharing: Marketing's Role in Global Betterment	La Trobe University, Melbourne
July, 2012	Videography Workshop	Monash University, Melbourne
July, 2012	Qualitative Methods -- Consumer Insights	Auckland University of Technology, New Zealand
July, 2012	Visual Ethnography Roundtable	University of Auckland, New Zealand

July, 2012	Qualitative Research in a Digital Age	Auckland University of Technology New Zealand
July, 2012	Who are You When You're Online?	Asia Pacific Association for Consumer Research, Queenstown, New Zealand
June, 2012	Sharing Strategies for a Better World, A Smaller Footprint, and 50% Off Everything, Keynote Address	ICAR Symposium, Brisbane
June, 2012	The Digital Consumer	8 th Royal Bank International Research Seminar, Shanghai, Keynote Address
May, 2012	Sharing, Moral Dilemmas, and The Internet	Keynote Speech, Moral Decision Making Conference, Queens University, Kingston, Canada
May, 2012	Fomenting Revolution or Rites of Rebellion? Consumer Autonomous Power and the Internet	International Society of Markets and Development, Casablanca
May, 2012	Performing Ethnicity in China	International Society of Markets and Development, Casablanca
May, 2012	Digital Extended Self	Aix-en-Provence University, France
May, 2012	Publishing	Aix-en-Provence University, France
March, 2012	Sharing for a Better World	World Marketing Summit, Dhaka, Bangladesh
November, 2011	The Digital Consumer, Keynote Address	ANZMAC Conference, Perth
November, 2011	Visual Methods in Consumer	ANZMAC Doctoral Colloquium, Perth, Keynote Address
November, 2011	Consumer Behavior Odyssey Redux	ANZMAC Conference, Perth
October, 2011	Plenary Panel	Association for Consumer Research, St. Louis, Missouri
October, 2011	Sheth Foundation Tribute, Long	Association for Consumer Research, St.

	Term Contribution talk	Louis, Missouri
October, 2011	Fellows Roundtable	Association for Consumer Research, St. Louis, Missouri
October, 2011	Gift Giving Among Baby Boomers With Takeshi Matsui	Consumption and Well-Being in the Aging Society: Advancing Research on Older Consumers Workshop, Tokyo
October, 2011	Consumer Culture Theory Approaches to the Study of Older Consumers and Their Well-Being	Consumption and Well-Being in the Aging Society: Advancing Research on Older Consumers Workshop, Tokyo
October 2011	Politicized Brand Ideoscape and the Mythology of Nation-Building	William A. Kern Seminar, Rochester Institute of Technology, Rochester, NY, with Xin Zhao
September 21 2011	The Digital Consumer	Tilburg University
July, 2011	The Digital Consumer, Plenary Address	Daniel Kahneman Lecture, International Confederation of the Advancement of Behavioral Economics and Economic Psychology Conference (International Association for Research in Economic Psychology and Society for the Advancement of Behavioral Economics), Exeter, UK
July, 2011	The Digital Consumer, with Robert Kozinets and Henri Weijo	Consumer Culture Theory Conference, Evanston, IL
June, 2011	Domains of Privacy and Hospitality in Arab Gulf Homes	Asia Pacific Association for Consumer Research Conference
June 2011	Politicized Brand Ideoscape and the Mythology of Nation-Building	Marketing Scholar Forum IX (Sponsored by Peking University, Fudan University, Hong Kong University, MSI, and Sheth Foundation, Beijing, China, with Xin Zhao)
June, 2011	The Digital Consumer: Magic in In the Marketplace	Tours Université, Tours, France
June, 2011	Scientific Films	Tours Université, Tours, France

June, 2011	From Consumer Phenomenon to Theory Construction	Tours Université, Tours, France
June, 2011	Projective Methods	Tours Université, Tours, France
June, 2011	Thinking about and Researching The Consumer in a Non-linear World	Tours Université, Tours, France
June, 2011	The Digital Consumer, Keynote Address	Asia Pacific Association for Consumer Research, Beijing
June, 2011	Consumer Behavior Theory	PhD Workshop, Bilkent, Turkey
June, 2011	Sharing in an Internet Age	OICD Conference, Geneva
April, 2011	The Digital Consumer: Magic in the Marketplace	Qatar University, Doha
April, 2011	Luxury Consumption and Envy	Qatar University, Doha
February, 2011	There Will be Pancakes in Heaven	Society for Consumer Psychology Conference, Atlanta, with Elizabeth Hirschman and Ayalla Ruvio
February, 2011	The Digital Consumer: Magic in the Marketplace	Columbia University Marketing Department
December, 2010	The Digital Consumer, Keynote Speech	Sixth International Research Symposium, Asian Center for Brand Management, Hong Kong
December, 2010	Domains of Privacy in Arab Gulf Homes	Acadamy of Indian Marketing International Conference, New Delhi
September, 2010	Thinking about and Researching The Consumer in a Non-linear World	Universidad de los Andes, Bogota, Colombia
September, 2010	Shangri-La: The Making of a Tourist Myth	Universidad de los Andes, Bogota, Colombia
September, 2010	Hospitality Across Cultures	Universidad de los Andes, Bogota, Colombia
September, 2010	Yours, Mine, and Ours: Owning, Extended Self, and Sharing	Universidad de los Andes, Bogota, Colombia

September, 2010	Shangri-La: The Local Effects of Constructing a Tourist Paradise, with Rosa Llamas	Global Marketing Conference, Tokyo
September, 2010	Tourism, Hospitality, and Experience Marketing	Keio University, Tokyo
July, 2010	Luxury in the Gulf States	Luxury Experience Barcelona, ESERP Business School, Barcelona, Spain
July, 2010	Envy and Luxury	Luxury Experience Barcelona, ESERP Business School, Barcelona, Spain
July, 2010	Benign and Malicious Envy	Academy of Marketing, Keynote Speech, Coventry, UK
July, 2010	Paradise Lost: The Making of Shangri-La, with Llamas	European Association for Consumer Research Conference, London, England
June, 2010	Visualizing Nationhood in Anti-Consumption, with Rohit Varman	ICAR/NACRE 2010 Symposium, Marseilles, France
June, 2010	Privatization and Commodification as Threats to Public goods and the Public Good	Consumer Culture Theory Conference, Madison, Wisconsin
April, 2010	Sharing in Three Cultures, with Rosa Llamas	Pacific Sociological Association Annual Meeting, Oakland, CA
April, 2010	Benign Envy	Tri-University Conference (Rhode Island, Massachusetts, Connecticut), Keynote speech
March, 2010	Consumer Culture in Chinese Death Ritual Consumption, with Xin Zhao	Association for Asian Studies Philadelphia
March, 2010	Sharing	Cultural Psychology Group, York University
February, 2010	Possessions as an Extension of the Conflict between Selves: The Case of Transgenders' Self-identity, with Ayalla Ruvio	Society for Consumer Psychology Conference, St. Petersburg, Florida
January, 2010	Shangri-La: Messing with a Myth, with Rosa Llamas	International Conference of Marketing and Development, Hanoi, Vietnam

September, 2009	Sharing, Gift-Giving, and Commodity Exchange	University of Hawaii, Schilder School of Business
July, 2009	Sharing	Institut de Gestien, Universite de Rennes, France
July, 2009	Projective Methods	Institut de Gestien, Universite de Rennes, France
July, 2009	Visual Methods of Data Collection Data Analysis and Presentation	Institut de Gestien, Universite de Rennes, France
July, 2009	From Consumer Phenomenon to Theory Construction: Interpretivism	Institut de Gestien, Universite de Rennes, France
July, 2009	Thinking about and Researching the Consumer in a Non-linear World	Institut de Gestien, Universite de Rennes, France
July 2009	Patriotic Shoppers and Treasonous Merchants: Advertising Nationalism In 1930s Shanghai, with Xin Zhao	Young & Rubicam, New York City
June, 2009	From Consumer Phenomenon to Theory Construction: Interpretivism	Bilkent University PhD Workshop on Marketing Theory, Bilkent, Turkey
June, 2009	Thinking about and Researching the Consumer in a Non-linear World	Bilkent University PhD Workshop on Marketing Theory, Bilkent, Turkey
June, 2009	Contemporary Issues in Consumer Research	Marketing Scholar Forum VII: Current Challenges in Research in Marketing, Hong Kong, Keynote Speech,
June, 2009	Social Change and Gendered Gift-Giving: Historical Analysis of Valentine's Day in Japan, with Yuko Minowa and Olga Khomenko	CHARMS Conference, Leicester, UK
June, 2009	Thinking About and Researching the Consumer in a Non-linear World	Korean Marketing Management Association, Pussan, Korea, Keynote Speech
June, 2009	Projective Techniques	Korean Research Association Workshop, Seoul, Korea

June, 2009	Visual Data Collection	Korean Research Association Workshop, Seoul, Korea
June, 2009	Application of Ethnography in Marketing Research	Korean Survey Research Organization, Keynote Address, Seoul, Korea
May, 2009	Marketing, Celebrity, and Envy	American Advertising Association Conference, Beijing
May, 2009	Doing Great Research	Interuniversity Forum, City University of Hong Kong
May 2009	Patriotic Shoppers and Treasonous Merchants: Advertising in 1930s Shanghai with Xin Xhao	University of New South Wales, Sydney, Australia
March 2009	Patriotic Shoppers and Treasonous Merchants: Advertising Nationalism in 1930s Shanghai	Instituto de Empresa/ IE Business School, Madrid, with Xin Xhao
February, 2009	Clean and Dirty	Society for Personality and Social Psychology Conference, Tampa, FLA
December, 2008	Yours, Mine, and Ours: Owning, Extended Self, and Sharing	Qatar University School of Business
October, 2008	Inside/Outside Consumer Research	Doctoral Symposium, Association for Consumer Research, San Francisco
October, 2008	From Saver Society to Consumer Society: The Case of the East European Consumer, with Eleonora Axelova	Association for Consumer Research Conference, San Francisco
October, 2008	The Role of Consumption in the Organization of Urban Space: The Case of Neo-Bohemia, with Yesim Ozalp	Association for Consumer Research Conference, San Francisco
October, 2008	Consuming Gendered Space in Islam, with Rana Sobh	Association for Consumer Research Conference, San Francisco
October, 2008	Compensatory Consumption (discussant)	Association for Consumer Research Conference, San Francisco
October,	From Consumer Phenomenon to	Georgetown University, Washington,

2008	Theory Construction Using Multi-Method Research	D.C.
September, 2008	Yours, Mine, and Ours: Owning, Extended Self, and Sharing	Sydney University, Sydney NSW
September, 2008	Yours, Mine, and Ours: Owning, Extended Self, and Sharing	Monash University, Melbourne, VIC
September, 2008	Doing Great Research	Monash University, Melbourne, VIC
September, 2008	Visual and Projective Techniques in Consumer Research	Monash University, Melbourne, VIC
August, 2008	Videography Workshop	Latin American Association for Consumer Research, Sao Paulo, Brazil
August, 2008	Yours, Mine, and Ours: Owning, Sharing	Conspicuous Consumption & Extended Self, Interdisciplinary Conference, Cornell University, Ithica, New York
July, 2008	Envy and Consumer Behavior	Interuniversity Seminar, City University, Hong Kong
June, 2008	From Consumer Phenomenon to Theory Construction	Hong Kong Baptist University
June, 2008	Santa Claus is Coming to Town: Asian Christmas, Globalism, Localism, and Commercialism	Marketing Scholars Forum, Beijing Keynote Speaker
June, 2008	From Consumer Phenomenon to Theory Construction, with David Tse	Marketing Scholars Forum, Beijing
June, 2008	Social Change and Gendered Gift Giving Rituals: A Historical Analysis of Valentine's Day in Japan with Yuko Minowa and Yuko Knomenko	9 th ACR Conference on Gender, Marketing, and Consumer Behavior, Boston
June, 2008	The Making of the New Bohemia With Yesim Ozalp and Detlev Zwick	Consumer Culture Theory Conference, Boston

June, 2008	Christmas as Global Consumption Ritual? A Comparison of Japan and China, with Junko Kimura and Xin Zhao	Consumer Culture Theory Conference, Boston
June, 2008	The Great CCT vs. CMS Smackdown (Panel)	Consumer Culture Theory Conference, Boston
June, 2008	Yours, Mine, and Ours: Owning, Extended Self, and Sharing	Consumer Culture Theory Conference, Boston
May, 2008	Consumer Insight/Consumer Cool	Dentsu Advertising, Tokyo
May, 2008	A Comparison of Consumer Culture Theory and Other Models of Consumer Behavior	Japan Association of Marketing and Distribution Annual Conference, Keynote address, Tokyo
May, 2008	Historic Lessons for Contemporary Marketing and Development: The Case of China Before Communism And After Mao	Markets, Globalization & Development: Embedded Culture(s) of Marketing and the Consumer, Edinburgh, Texas
May, 2008	Holy Days, Holidays, and Holiday: Confrontations, Cultures, and Consumption	Markets, Globalization & Development: Embedded Culture(s) of Marketing and Edinburgh, Texas
April, 2008	Consumer Culture and Society	Issues in Marketing Forum, Keynote Address, Oakland University, Michigan
November, 2007	Multimethod Consumer Research	University of South Florida
November, 2007	The Meanings of Cool: Transformations within Global Consumer Culture	University of South Florida
October, 2007	Multimethod Consumer Research	Association for Consumer Research Doctoral Symposium, Memphis, TN
October, 2007	Multimethod Consumer Research	University of Guelph, Guelph, ON
September, 2007	Brands, Property, and the Internet: Fencing and Farming the Electronic Commons	Royal Bank International Research Seminar, Montreal, Plenary Speaker

August, 2007	Brands, Property, and the Internet: Fencing and Farming the Electronic Commons	Japan Marketing Association, Tokyo
August, 2007	The Meanings of Cool: Transformations within Global Consumer Culture	The PhD Project, Keynote Address, Washington, D. C.
July, 2007	Desire on Fire: A Naturalistic Inquiry of Chinese Death Ritual Consumption, with Xin Zhao	European Association for Consumer Research, Milan
July, 2007	I See What You Mean: The Role of Video in Transformative Consumer Research	Transformative Consumer Research Conference, keynote address, Dartmouth University
June, 2007	Brands, Property, and the Internet: Fencing and Farming the Electronic Commons	Marketing Scholar Forum V, Shanghai
June, 2007	Conspicuous Sharing and Presentation of Self: A Netnography of Consumption-oriented Blogs in China	City University of Hong Kong, Hong Kong, with Xin Zhao
May, 2007	Spectacular Consumption and Conspicuous Sharing: A Netnography of Consumption-oriented Blogs in an Emerging Consumer Society, with Xin Zhao	Consumer Culture Theory Conference Toronto
May, 2007	White Skin in Asia, with Eric Li, Hyun Min, Shalini Bahl, and Junko Kimura	Consumer Culture Theory Conference Toronto
April, 2007	Is Sharing an Alternative to Private Ownership, with Rana Sobh	International Business Research Conference, Dubai
January, 2007	“Why Not Share Rather than Own?”	Mid-Northwest Consumer Behavior Winter Carnival Research Camp, Ivey Business School, University of Western Ontario, London, Ontario.
November, 2006	“The Meanings of Cool: Transformations within Global	University of Texas, Pan American University, Marketing Department

	Consumer Culture”	
November, 2006	“You Ought to be in Pictures”	University of Texas, Pan American University, Business School
November, 2006	“Why Not Share Rather than Own?”	University of Texas, Pan American Marketing Department
October, 2006	“Why Not Share Rather than Own?”	Consumer Culture & Civic Participation Conference, Madison, WI
September, 2006	Keynote Address, “The Meanings of Cool: Transformations within Global Consumer Culture”	Suffolk University, Globalism Conference, Boston
August, 2006	Envy and Eminem: Marketing What Is Invidiously Cool	International Society for Research on Emotions annual meeting, Atlanta, GA, With Kelly Tian and Heli Paavola
August, 2006	Weaving a Web: Subaltern Consumers, Rising Consumer Culture and Media	Consumer Culture Theory Conference, Notre Dame, With Rohit Varman and Ram Manohar Vikas
August, 2006	The Meanings of Cool: Transformations within Global Consumer Culture	Consumer Culture Theory Conference, Notre Dame, With Kelly Tian and Heli Paavola
June, 2006	Qualitative Consumer Research Workshop	University of New South Wales, Sydney Australia
June, 2006	Visual and Projective Methods Workshop	University of Auckland, New Zealand
June, 2006	Cool: With or Without Borders, Keynote Address	Asia-Pacific Association for Consumer Research Conference, Sydney
June, 2006	Advertising Liminality: Advertising as Liminal Space of Social Transformation in China, with Xin Zhao	Asia-Pacific Association for Consumer Research Conference, Sydney
June, 2006	Why Don’t Consumers Behave Ethically? The Social Construction Of Consumption, with Giana Eckhardt and Timothy Devinney	Asia-Pacific Association for Consumer Research Conference Film Festival, Winner Peoples’ Choice Award

June, 2006	The Gospel of Prosperity: Charismatic Churches in Ghana, with Sammy Bonsu	Heretical Consumer Research Conference, Sydney
June, 2006	Why Not Share Rather than Own? Keynote Address	Marketing Scholar's Forum, Hong Kong
June, 2006	Why Not Share Rather than Own?	Anti-Consumption Symposium, Auckland University, New Zealand
June, 2006	Sharing versus Gift-Giving	York University, Toronto
May, 2006	Remembrances of Things Past: Silent Voices of Collections	Traffic, Velocity, Assembly, Dispersal and Networks Workshop, Getty Research Institute
May, 2006	Cool Consumption	Dublin City University, Ireland
April, 2006	Ownership, Ego, Sharing, and Counterfeiting	ESRC Research Seminar on Identities Birmingham, UK
April, 2006	Using Projective Methods in Interpretive Research	Lancaster University Management School Doctoral Symposium and Roundtable, UK
April, 2006	Cool Consumption	Lancaster University, UK
April, 2006	Tourist Photography: Signs of Self	Centre for Mobilities Research Seminar, Sociology Department, Lancaster University, UK
April, 2006	Selected Topics for 21 st Century Consumption Studies	Lancaster University Management School Forum, UK
April, 2006	You Ought to be in Pictures	Lancaster University Management School Forum, UK
April, 2006	Consumer Ethics	Material Culture Studies Group, Sociology Department, Lancaster University, UK
March, 2006	The Meanings of Cool: Transformations within Global Consumer Culture	York University, Toronto
February,	The Meanings of Cool:	Duke University Marketing Department

2006	Transformations within Global Consumer Culture	
January, 2006	Filmmaking Workshop With Robert Kozinets	Association for Consumer Research Latin-American Conference, Monterrey, Mexico
January, 2006	Ownership, Ego, and Sharing	To Buy or to Hire Seminar, Institut pour la Ville en Mouvement, Paris
January, 2006	Seminar on Visual Methods of Data Collection and Analysis	ESCP-EAP University, Paris
October, 2005	“Interpretive & Visual Methods”	Association for Consumer Research, Doctoral Consortium, San Antonio
June, 2005	“Remembrances of Things Past: Silent Voices in Collections”	European Association for Consumer Research, Göteborg, Sweden
June, 2005	“Cool Consumption”	Japan Marketing Association, Tokyo, Japan
June, 2005	“Christmas in Japan” with Junko Kimura	Japan Association for Consumer Studies, Yamanashi, Japan
June, 2005	“Cool Consumption”	Japan Association for Consumer Studies, Yamanashi, Japan
May/June, 2005	“Symbolism and the Morality of Consumption”	PhD Seminar on Consumption Theory, Bilkent University, Ankara, Turkey
May, 2005	“The Collection and Analysis of Visual Data”	Workshop on Qualitative Data Analysis, Omaha, Nebraska
April/May, 2005	“Emergence of Consumer Cultures: A Cross-Cultural and (Art) Historical Comparison,” with Güliz Ger	Conference on Historical Analysis & Research in Marketing, Long Beach, CA
April, 2005	“Consumer Ethics Across Cultures:	Center for Responsible

	An Interpretive Elicitation Approach” Business, Metrics with Timothy Devinney and Giana Eckhardt	Conference
March, 2005	“Why Give Gifts?”	Workshop on Consumption, Gaeta, Italy
February, 2005	“From Hand to Hand, From Time to Time: Creating, Collecting, and Caring,” Keynote Address	International Quilt Study Center Conference, Lincoln, Nebraska
February, 2005	“Consumer Ethics Across Cultures” with Timothy Devinney and Giana Eckhardt	Marketing Department, University of Nebraska
October, 2004	Videography Workshop, with Robert Kozinets	Association for Consumer Research Conference, Portland, Oregon
October, 2004	“Interpreting the Brand”	Association for Consumer Research Doctoral Consortium, Portland, OR
June, 2004	"Visual Data," Semiotic, Textual, and Visual Analysis”	Advanced Qualitative Methods Seminar, University of Southern Denmark
June, 2004	"Visual Analysis," Semiotic, and Visual Analysis”	Textual Advanced Qualitative , Methods Seminar, University of Southern Denmark
June, 2004	"Visual Data Collection, Analysis, and Presentation"	American Marketing Association Sheth Foundation Doctoral Consortium, Texas A & M University, College Station, TX
May, 2004	"Researching Risky Consumption"	Researching Risk: Public Policy and Social Dimensions Workshop and Doctoral Seminar, Salt Lake City, UT
April-May, 2004	Possessions, Self, and the Sacred	Paul D. Converse Symposium, University of Illinois
April, 2004	What’s Wrong with Globalism? Keynote address	International Academy of African Business and Development, Atlanta

March-April, 2004	Collecting Branded Goods	Approaches to the History of Collecting Workshop, University of Southern California-Getty Program for the History of Collecting and Display
March, 2004	Tourist Photos: Signs of Self; The Cult of Macintosh	Marketing Department Concordia University, Montreal, Canada
March, 2004	Possessions, Self, and the Sacred	HEC, Montréal, Canada
March, 2004	The Cult of Macintosh; Possessions, Self, and the Sacred	Brigham Young University Marriott School of Business
December, 2003	Brand Disguise and Global/Local Branding Issues	Marketing Scholars' Forum, Beijing, China
August, 2003	Videography workshop	Griffith University School of Business, Gold Coast, Australia
August, 2003	"Tourist Photography"	Griffith University School of Business, Gold Coast, Australia
July, 2003	"The Cult of Macintosh"	Bilkent University School Of Business, Turkey
July, 2003	"Money to Burn: Consumption By the Dead in China"	Bilkent University School of Business, Turkey
July, 2003	"Tourist Photos: Signs of Self" (Video)	Conference on Tourism and Photography, Sheffield, UK
June, 2003	"Consumer Desire," with Güliz Ger	9th Interdisciplinary Conference on Research in Consumption, Vienna
June, 2003	Gift Giving Seminar	SIFO, Center for Consumer Science (CFK) Göteborg University, Sweden
June, 2003	Videography workshop	Center for Consumer Science (CFK), Göteborg University, Sweden

June, 2003	Videography workshop	Center for Consumer Science (CFK), Göteborg University, Sweden
May, 2003	Global versus Local Television Advertising Appeals in Zimbabwe And People's Republic of China	University of Kentucky Marketing, Sociology, and Anthropology Departments
April, 2003	Shoes: Their Meanings in a Contemporary Society	Göteborg University, Sweden
April, 2003	Consumer Research in Sweden, Panel with Bo Wickström, Karl Erik Gustafsson , and Karin Ekström	Center for Consumer Science (CFK) and Göteborg University, Sweden
March, 2003	Advertising in 1920s Shanghai: Globalization and Localization in the World of Calendar Advertising	<i>Robert Mittelstaedt Doctoral Symposium</i> , Lincoln, Nebraska, with
February-March, 2003	Video Ethnography Seminar	Hong Kong Baptist University and Hong Kong City University
July-August, 2002	Ethnographic and Naturalistic Methods of Consumer Research	Marketing Department, Otago University, New Zealand
August, 2002	The Cult of Macintosh	Marketing Department of Marketing, University of Auckland, New Zealand
August, 2002	Global versus Local Television Advertising Appeals in Zimbabwe And People's Republic of China	Anthropology Department and Center for the Study of Agriculture, Food, and Environment, Otago University, New Zealand
August, 2002	The Human Consequences of Consumer Culture: A Historical And Cultural Perspective	Otago University, New Zealand
August, 2002	The Cult of Macintosh	Marketing Department, Otago University, New Zealand
June, 2002	"The Human Consequences of Consumer Culture: An Historical and Cultural Perspective"	Keynote Speech, Centrum för konsumentvetenskap, Göteborg, Sweden
June, 2002	"Conceptualizing Video (Theory,	Videography Workshop, Salt

	Interpretation, and Other Objectives) ,” with Rob Kozinets	Lake City, Utah
June, 2002	“Selecting Media and Equipment” With Mel Halbach	Videography Workshop, Salt Lake City, Utah
June, 2002	“Working with a Crew”	Videography Workshop, Salt Lake City, Utah
June, 2002	“Using Camcorders, Part I”	Videography Workshop, Salt Lake City, Utah
June, 2002	“Editing,” with Rob Kozinets and Mel Halbach	Videography Workshop, Salt Lake City, Utah
June, 2002	“Editing in Final Cut Pro,” with Mel Halbach	Videography Workshop, Salt Lake City, Utah
June, 2002	“Scripting and Conducting the Documentary,” with Mel Halbach	Videography Workshop, Salt Lake City, Utah
June, 2002	“Doing Cultural Research that Matters”	The Cultural Dimension of Business Research IV, Nyborg, Denmark
June, 2002	“Doing Cultural Research in a Global World: Rationales and Examples, Methods and Issues	The Cultural Dimension of Business Research IV, Nyborg, Denmark
May, 2002	“Life in the Glocal Village: How Arnold Schwarzenegger Meets Hello Kitty”	Keynote Speech, Culture, Consumption, and Marketing Communication Conference, Hong Kong
May, 2002	“Ethnographic and Naturalistic Methods of Consumer Research”	Hong Kong Baptist University, Communications Department
May, 2002	“Shoes: Meanings in a Contemporary Society”	City University of Hong Kong, Marketing Department
May, 2002	“Las Vegas as Farce, Consumption as Play”	City University of Hong Kong, Marketing Department
October, 2001	Globalization and Cross-Cultural Differences in Consumption	Association for Consumer Research Doctoral Consortium, Austin, TX

October, 2001	The Role of Consumption in the Simulated Game of Life: 1860, 1960, & 2000	HCR 2001 Conference, Austin, TX
July, 2001	Shoes and Self	8 th Interdisciplinary Conference on Research in Consumption, la Sorbonne, Paris
July, 2001	Global Brands as Wolves in Sheep's Clothing	Australian Graduate School of Management, Sydney
July, 2001	Multiple Perspectives in Marketing and Consumer Research, with Linda Price and Eric Arnould	Monash University, Melbourne
July, 2001	Bridge Climb: Interpretations of Climbing the Sydney Harbour Bridge	Monash University, Melbourne
July, 2001	Global and Local Branding	Monash University, Melbourne
July, 2001	The Meanings of Shoes in Contemporary Society	Monash University, Melbourne
July, 2001	The Method of Videography in Consumer Research	Monash University, Melbourne
July, 2001	Current Issues and Future Concerns In Consumer Research in Marketing	Monash University, Melbourne
June, 2001	Specialty Magazines and Flights of Fancy : Feeding the Desire to Desire	European Association for Consumer Research, Berlin
June, 2001	Global Brands as Wolves in Sheep's Clothing	City University of Hong Kong
June, 2001	Luxury Consumption and the Desire To Desire	City University of Hong Kong
May, 2001	Specialty Magazines and Flights of Fancy	City University of Hong Kong
November, 2000	Global Brands in Local Markets	Victoria and Albert Museum, London
November,	Local and Global Models of	Business at Breakfast, DESB,

2000	Consumption in Zimbabwe	University of Utah
October, 2000	Consumption Patterns of the New Elite in Zimbabwe	Social Science History Association Conference, Pittsburgh
September, 2000	The Internet and Marketing, the 21 st Century Challenge	V Salón Internacional de Mercados, Bucaramanga, Colombia
August, 2000	The Digital Divide: Global Technology and Local Culture	Keynote address, V Salón Internacional de Mercados, Bucaramanga, Colombia
July, 2000	Speciality Magazines, the Internet, and the Desire to Desire	Monash University Executive Roundtable, Melbourne
July, 2000	The Experience of Consumer Desire	Monash University School of Business, Melbourne
July, 2000	Speciality Magazines, the Internet, and the Desire to Desire	Executive Breakfast, Monash University, Melbourne
June, 2000	Consumption, Culture, and Markets: Doing Cultural Research	The Cultural Dimensions of Business Research Seminar IV, Snoghoej Hoejskole, Denmark
April, 2000	Materialism from a Global View	Positive Psychology Meeting, Quality of Life Research Center, Peter F. Drucker School of Management, Claremont Graduate School.
March, 2000	“The Experience of Consumer Desire”	Behavioral Research Laboratory Stanford University
January, 2000	“Spirit in the Stone: The Role of Stone Sculptures in Carving a Post-Colonial African Nation,” Video, with Ron Groves	Society of Marketing and Development 7 th International Conference, Accra, Ghana
January, 2000	“The New Elite: Consumption Aspirations, and Obligations of Indigenous Managers, Professionals And Entrepreneurs in Zimbabwe,” Video	Society of Marketing and Development 7 th International Conference, Accra, Ghana
January, 2000	“Fallacies of Marketing and Development”	Society of Marketing and Development 7 th International

		Conference, Accra, Ghana
December, 1999	“Consumer Desire: A Multi-Method, Multi-Cultural Study”	University of Wisconsin, Marketing Department
December, 1999	“Multimedia Research and Uses of Computers in Qualitative Analysis	University of Wisconsin, A.C. Nielson Institute
December 1999	"China's Export Advertising: 1978-1988" (Best Paper Award) (with Zhou Nan and Jiang Qingyun)	Shanghai Marketing Association Conference
November, 1999	“Fallacies of Marketing and Development”	University of Michigan, William Davidson Institute
November, 1999	“Possessions, Materialism, and Desire”	University of Michigan, Doctoral Seminar
October, 1999	“Romancing the Stone: Aestheticizing, Mythologizing, and Reifying Stone Sculptures in Zimbabwe” video, with Ron Groves	Association for Consumer Research Annual Conference, Columbus, OH
October, 1999	“Aboriginal Art as Commodity” video, with Ron Groves	Association for Consumer Research Annual Conference, Columbus, OH
September, 1999	“Pimps for Paradise: Missionaries Monetary Funds, and Marketers”	Marketing Paradiso Conference, Belfast, Northern Ireland
September, 1999	“Once in a Lifetime: Tourism as a Sacred Experience, ” with Ronald Groves	Marketing Paradiso Conference, Belfast, Northern Ireland
September, 1999	“The Future of Consumer Research, ” Keynote Address	Consumption and Representation Conference, Plymouth, England
September, 1999	“The Marketing Channel Makes Meaning for Aboriginal Art, ” video, with Ronald Groves	Consumption and Representation Conference, Plymouth, England
August, 1999	“The Silent Language of Gifts”	Seventh Interdisciplinary Conference on Research in Consumption, Ankara, Turkey

July, 1999	“Accounting for Materialism in Four Cultures”	Griffith University, Gold Coast, Queensland, Australia
July, 1999	“Chocolate Delights: Consumer Indulgence and Gender”	Griffith University, Gold Coast, Queensland, Australia
April, 1999	“Making Use of Advances in Instructional Technology, ”	Africa University, Mutare, Zimbabwe
March, 1999	Keynote Speech, “Collecting as the Epitome and Antithesis of Materialism”	NORSAM Conference, Lillehammer, Norway
February, 1999	“Leaping Luxuries and Consumers in Developing Countries”	Manicaland Rotary Club, Zimbabwe
February, 1999	“Where Are All the Penguins? Antarctic Flights as Tourist Experience,” with Ronald Groves	CAUTHE Ninth National Research Conference, Adelaide, Australia
October, 1998	“Developments in Teaching Technologies:	Mutare Teachers College, Zimbabwe
July, 1998	“Leaping Luxuries and Transitional Economies”	Davidson Institute, University of Michigan
June, 1998	“Luxury Beverage Consumption in Hong Kong,” with Ronald Groves	Asia Pacific Association for Consumer Research Conference, Hong Kong
April, 1998	Keynote Address, “The Future of Consumer Research”	Japan Marketing Association World Marketing Conference, Tokyo
April, 1998	“New Trends in American Consumer Research”	Dentsu, Inc., Information Technology Center, Tokyo
March, 1998	“Luxury and Consumer Desire: Some Effects of Cultural Context”	University of South Florida
February, 1998	“Luxury and Consumer Desire Some Effects of Cultural Context”	University of Minnesota
November, 1997	“Globalization and Hyperreality: Culture in the Age of Ronald McDonald”	City University of Hong Kong

November, 1997	“Visual Methods in Consumer Research”	University of Hong Kong City University
September, 1997	Keynote Speech, “The Goblin and the Huckster: A Story of Consumer Desire for Sensual Luxury”	Marketing Illuminations, Spectacular, Belfast, Northern Ireland
August, 1997	“Art, Art Collecting, and Consumer Culture in the Dutch Golden Age and Late Ming China,” with Güliz Ger	Sixth Interdisciplinary Conference on Research in Consumption, "Consumption and Aesthetics," Oslo
June, 1997	Plenary Speech, “Everyday Life in Post-Communist Romania”	International Conference on for Eastern European Consumers” Marketing and Development, Mangalia, Romania
June, 1997	“Coping Strategies of Eastern European Consumers”	Eastern European Marketing Conference, Rijeka, Croatia
May, 1997	Keynote Speech, "Holidays as Life Cycle Events in the Construction of the American Self"	Multidisciplinary Conference on Holidays, Ritual, Festival, Celebration, and Public Display, Bowling Green Ohio
May, 1997	“Globalization and Hyperreality: Culture in the Age of Ronald McDonald”	Business at Breakfast, University of Utah
March, 1997	Key Speech, “Culture in the Age of Ronald McDonald: Globalism, Consumerism, and the Future”	Conference on Communication from Individualistic and Collectivistic Perspectives, Fullerton, CA
November, 1996	“Visual Methods of Qualitative Research”	Vrije Universiteit, Amsterdam
November, 1996	“Projective Research Techniques”	Marketing Department, University of California, Irvine
November, 1996	“Visual Methods in Consumer Research”	Marketing Department, University of California, Irvine
October, 1996	“An Agenda for Consumer Research”	Heretical Marketing Workshop, Phoenix, AZ

August, 1996	“Cultural and Historical Consumer Research”	American Marketing Association Doctoral Consortium, Boulder, CO
July, 1996	“Collecting as Luxury Consumption”	Griffith University, Gold Coast, Queensland, Australia
July, 1996	“The Glorification of Las Vegas”	Griffith University, Gold Coast, Queensland, Australia
July, 1996	“Cross Cultural Consumer Research”	Association for Consumer Research Asia Pacific Conference, Perth, Australia
July, 1996	“Cultural and Historical Consumer Research”	Charles Sturt University, New South Wales, Australia
April, 1996	“Doing Cross-Cultural Research in a Global World: Rationales, Examples, Methods, and Issues for Future Research”	The Cultural Dimension of Business Research Seminar, Odense University, Denmark
February, 1996	“A Post-Positivist Perspective on Consumer Behavior”	Consumer Behavior Roundtable, Distance Education, University of Utah
September, 1995	“Specialty Magazines and Flights of Fancy: Feeding the Desire to Desire”	University of Washington, 1995 Marketing Camp
September, 1995	“The Work of Art in an Age of Hyperreality: Learning from Las Vegas”	Marketing Escatology Conference, Belfast, Northern Ireland, Key Speaker
September, 1995	“Learning from the Other, the Stranger, the Weird”	the European Institute for Advanced Studies in Management, Leuven, Belgium, Doctoral Seminar on Qualitative Research Methods in the Management Sciences
September, 1995	“How to Ask Qualitative Research Questions”	European Institute for Advanced Studies in Management, Leuven, Belgium, Doctoral Seminar on Qualitative Research Methods in the Management Sciences

September, 1995	“Improving Qualitative Research Quality”	European Institute for Advanced Studies in Management, Leuven, Belgium Doctoral Seminar on Qualitative Research Methods in the Management Sciences
August, 1995	“Specialty Magazines and Flights of Fancy: Feeding the Desire to Desire”	Fifth Interdisciplinary Conference on Research in Consumption, Keynote Speech, Lund, Sweden
August, 1995	Consumer Desires: Some Effects of Wishing, Wanting, and Waiting	Inaugural Valentine Prevan Lecture, Edith Cowan University, Perth, Australia
August, 1995	“Marketing models for Less Affluent Societies”	Cultural Approaches to Marketing Seminar, Odense University, Denmark
July, 1995	“Marketing and the Multiple Meanings of Aboriginal Art,” with Ronald Groves	Research Rendezvous, Edith Cowan University and Curtin University, Perth, Western Australia
June, 1995	Keynote Speech, “The Role of Consumer Desire in Contemporary Economic Development”	International Society for Marketing and Development, Beijing
June, 1995	“Consumer Wishes, Desires, and Wants”	City University of Hong Kong
May, 1995	“Aboriginal Consumer Culture”	The World History Symposium: Multiculturalism in Global Perspective, Salt Lake City
February, 1995	“Altruism and Gift Giving Winter Conference”	Society for Consumer Psychology, San Diego
February, 1995	“Doing Qualitative Cross-Cultural Research: Why and How”	Center for International Business Research, Research Rendezvous, Salt Lake City
December, 1994	“Collecting as Materialism: Its Effects on the Household”	International Association for Research in Economic Psychology, Personal and Household Finances

		Workshop, Key Speaker, Exeter, England
November, 1994	Consumer Desire in the New Romania	American Anthropological Association Annual Meeting, Atlanta
September, 1994	Interpretations of Aboriginal Consumption (with Ronald Groves)	Australian Marketing Conference, Adelaide, Australia
June, 1994	Globalism, Localism, Hegemony, and Resistance in "Third World Consumer Culture (with Güliz Ger)	Association for Consumer Research Asia Pacific Conference, Singapore
June, 1994	Altruism and Gift Giving	Association for Consumer Research Asia Pacific Conference, Singapore
June, 1994	AIDS and Thai Students	Association for Consumer Research Asia Pacific Conference, Singapore
September 1993	Ethnicity and Consumption in Romania (with Magda Paun)	International Sociology of Consumption Conference, Amsterdam
August 1993	In Search of a Paradigm: When Words and Pictures are better than Numbers and Charts (Public Debate with Geoffrey Kiel, Ronald Hill, and Robert Armstrong)	Edith Cowan Symposium, Perth, Australia
June 1993	Battling Worldliness in the New Zion: Mercantilism versus Homespun in 19th Century Utah	Sixth Conference on Marketing History and Marketing Thought, Atlanta
April 1993	Gift-Giving as Agapic Love: An Alternative to the Exchange Paradigm	University of Colorado Graduate School of Business
March 1993	The Process of Non-Positivist Research	University of Missouri, College of Business and Public Administration

January 1993	Materialism and Consumer Desire In Countries in Two Different Stages of Marketization (with Güliz Ger)	International Conference on Marketing and Development, San Jose, Costa Rica
January 1993	Barriers to Entrepreneurship in Turkey and Romania (with Güliz Ger)	International Conference on Marketing and Development, San Jose, Costa Rica
May 1992	Non-Verbal Communication	S pt mîinii Cultural-™tii↔ific, Facultateade Litere, Istorie, ™i Drept, Universitatea Din Sibiu, Sibiu Romania
April 1992	Dating, Money, Sex, and Gift-Giving	Bilkent University, Ankara, Turkey
March 1992	American Business Operations	Faculty of Economics, University of Craiova, Craiova, Romania
March 1992	Dating, Money, Sex and Gift-Giving	American Studies Center, Woodrow Wilson Center, Cluj-Napoca University, Romania
February, 1992	Tourism as Panacea or Poison for Developing Countries	Keynote Speech, Australasian Marketing Educators' Conference,Perth
February, 1992	Marketing and Consumption in Romania Since the Revolution	Australasian Marketing Educators' Conference, Perth
February, 1992	What is Consumer Behavior?	Australasian Marketing Educators' Conference, Perth
February, 1992	Hyperreality and Globalization	Edith Cowan University, Perth Australia
February, 1992	What is Consumer Behavior?	Edith Cowan University, Perth Australia
January, 1992	Tourism as Panacea or Poison for Developing Countries	INSEAD, Fontainebleau, France
December, 1991	Moving and the Meanings of Possessions	Vrije Universiteit, Amsterdam

October, 1991	Implicatii ale turismului in Economia Tarilor Lumii a Treia	Management [i]i Gestiune în Economia de Piat Simpozion, Universitatea din Craiova, Rom nia
September, 1991	Consumer Behavior Research	Third International Sociology of Consumption Conference, York, England
August, 1991	International Consumer Behavior	University of Utah, History Department
July, 1991	Teaching and Researching International Consumer Behavior	American Marketing Association Faculty Consortium on Global Marketing, Washington, D. C.
July, 1991	Mountain Men, Native Americans, and Trick-or-Treaters: Three Interpretations of Buckskinning	International Visual Sociology Association, Rochester, New York
April, 1991	International Tourism: Panacea or Poison? The Case of Nepal	University of Utah, Department of Economics
November, 1990	Dating, Money, Gift-Giving, and Sex	Acadia University (2 lectures), Nova Scotia, Canada
November, 1990	Possessions: Implications for Marketers and Consumers	Twentieth Annual Atlantic Schools of Business Conference, Prince Edward Island, Canada
October, 1990	Can't Buy Me Love: Dating, Money, and Gifts	University of Utah Department of Communication
September, 1990	Possessions and the Sense of Past	Duke University, Department of Marketing
August, 1990	Qualitative Field Research with Consumers: What, Why, and How	American Marketing Association Doctoral Consortium, Duke University
April, 1990	What Can We See From the Content of Foreign Advertisements: Towards a Comprehensive Framework, (with Wei-na Lee and	American Academy of Advertising Conference

	David K. Tse)	
November, 1989	New Methods for Visual and Computer Presentation	School of Business, Iowa State University
November, 1989	Decoding American Consumption Holidays	Marketing and Textiles and Clothing Departments, Iowa State University: Dorothy Austin Lecture
November, 1989	Uses of Qualitative Research	Textiles and Clothing Department, Iowa State University
November, 1989	Consumption Patterns of the Nouveaux Riches	Textiles and Clothing and Marketing Departments, Iowa State University
November, 1989	Collecting and Gender	Textiles and Clothing Department Iowa State University
November, 1989	Money: Both Sacred and Profane	Business At Breakfast, University of Utah
November, 1989	Homes and Favorite Possessions of Indian Immigrants to the U.S., (with Raj Mehta)	Built Form & Culture Research Conference on Intercultural Processes
November, 1989	Gender Identity, Immortality, and Collecting: A Case Study of "Mouse" and Man (with Melanie Wallendorf)	American Studies Association Annual Conference
November, 1989	Of Mice and Men: Gender Identity in Collecting (with Melanie Wallendorf)	Winterthur Museum Conference on The Material Culture of Gender/The Gender of Material Culture
September, 1989	Societal Aspects of Collecting (with Melanie Wallendorf)	Second Conference on the Sociology of Consumption
June, 1989	Measuring Materialism Cross-Culturally: Reliability, Validity, and Some Results (with	2nd Regional Conference of the of the International Association for Cross-Cultural Psychology

Güliz Ger)

June, 1989	A Visual Study of Homes and Favorite Possessions of Rural and Urban Indians and Indian Immigrants to the U.S. (with Raj Mehta)	Joint International Conference on Visual Studies of Society, Amsterdam, Co-sponsored by Commission of Visual Anthropology, European Association, and Society for Visual Anthropology
June, 1989	From Ghoulies and Ghosties: Naturalistic Approaches to Answering the Consumption Questions that Haunt Halloween	Administrative Sciences Association of Canada Annual Meeting, Montreal
July, 1989	The Consumption Patterns of Nouveaux Riches (with Janeen Costa)	International Summer Institute for Semiotic and Structural Studies
July, 1989	Discovering the Meanings of American Consumption Holidays (withMelanie Wallendorf)	International Summer Institute for Semiotic and Structural Studies
July, 1989	The Ineluctable Mysteries of Possessions	European Congress of Psychology, Amsterdam
April, 1989	What Consumers Can Tell Us: Some Results From the Consumer Behavior Odyssey	Third Annual National Conference on Undergraduate Research
February, 1989	Conducting and Evaluating Naturalistic Consumer Research	Concordia University, Montreal
February, 1989	Visual Images of Consumption: What You See and What You Get	American Marketing Association Winter Educators' Conference, Tampa
February, 1989	Naturalistic Inquiry	York University (Toronto)
October, 1988	Addictive Aspects of Collecting Collecting Behavior (with Melanie Wallendorf and John Sherry)	Association for Consumer Research
October,	Sacred and Profane Aspects of	Association for Consumer

1988	Aspects of Money, (with Melanie Wallendorf)	Research
August, 1988	The Future of Post-Positivist Research	American Marketing Association Educators' Conference
July, 1988	Video Research on Consumption (with Melanie Wallendorf)	International Visual Sociology Association
July, 1988	Consumer Culture in Developing Countries	Second International Conference on Marketing and Development, Budapest
June, 1988	Third World Consumer Culture	Association for International Business, Western Regional Meeting, Claremont, CA
June, 1988	Using Ethnographic Methods for Case Development (with Melanie Wallendorf)	University of Western Ontario Seminar on Case Development
May, 1988	Deep Meaning in Possessions Sense of Self, and Materialism	University of Utah Department of Psychology
May, 1988	Qualitative Consumer Research (with Melanie Wallendorf)	Fifth Annual Qualitative Research Conference, Windsor, Ontario
March, 1988	Collecting Behavior (with Melanie Wallendorf and Scott Roberts)	Popular Culture Association Conference, New Orleans
January, 1988	Sacred and Profane Aspects of Money (with Melanie Wallendorf)	International Sociology of Consumption Conference, Oslo
December, 1987	Consumption Aspirations and Material Values	2nd American Marketing Association Cultural and Subcultural Values Conference, Chicago
November, 1987	Deep Meaning in Possessions	University of Rhode Island
November, 1987	Consumption Identity Work	University of Connecticut

October, 1987	Consumption Identity Work	Labatt Seminar, Montreal
August, 1987	Conceptual Theory	American Marketing Association Doctoral Consortium
March, 1987	How to Succeed in Business Without Really Thinking	Kansas State University
February, 1987	Consumer Behavior Odyssey	Appalachian State University
April, 1987	Consumer Behavior Odyssey	University of Pittsburgh
May, 1987	Disposition and Variety- seeking as Post-Purchase Processes (Discussant)	Academy of Marketing Science Annual Conference
November, 1986	Deep Meaning in Possessions	Marketing Science Institute, Cambridge, MA
October, 1986	Happy Thought (Presidential Address)	Association for Consumer Research
September, 1986	Macro Consumer Behavior Issues in Developing Economies	Network of Development and Marketing, Istanbul, Turkey
August, 1986	The Consumer Behavior Odyssey	American Marketing Association Doctoral Consortium
July 1986	Possessions and Extended Sense of Self	International Semiotics and Marketing Conference
May 1986	Symbolic Consumption of Art and Culture	Association for Cultural Economics, Avignon, France
May, 1986	Status Symbols and Individualism in U.S. and Japanese Advertising	Fourteenth Annual Research Seminar in Marketing, Hieres, France
April, 1986	A Modest Proposal: Rethinking Consumer Behavior	University of British Columbia and University of Washington Marketing Faculties

		Annual Meeting, Vancouver, BC
April, 1986	Care of Special Possession	Society for Economic Anthropology, Champaign, Illinois
April, 1986	A Modest Proposal: Rethinking Consumer Behavior	University of Kansas
February, 1986	The Going Got Weird. (with Elizabeth Hirschman)	American Marketing Association Winter Educators Conference
February, 1985	Rigor Versus Relevance	American Marketing Association Winter Educators' Conference
November, 1985	A Modest Proposal for Creating a Discipline Of Consumer Behavior	University of California, Irvine
August, 1985	Unobtrusive Cross-cultural Research	American Marketing Association Educators' Conference
August, 1985	Macro Approaches to Consumer Behavior (with Elizabeth Hirschman)	American Marketing Association Doctoral Consortium
May, 1985	Issues in the Intention- Behavior Discrepancy	American Marketing Association Attitude Research Conference, Lake Tahoe, CA
May, 1985	How and Why to Study Macro Issues Regarding Interactions Among Consumption and Culture	American Marketing Association Theory Workshop Blacksburg, VA
April, 1985	Primary versus Secondary Process Thinking	University of Florida
April, 1985	Vital Organ Donation, Giving, and Sense of Self Consumer Research, Snowbird, Utah	Fourth Annual Health Care Conference, Association for
March, 1985	Living in the Material World	Cottonwood Hospital Board of Governors' Retreat, Salt Lake City
February,	Individual Determinism	American Marketing Association

1985	and Japanese Print Advertising	Winter Educators' Conference
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5. CONSULTING (Since 1985)

<u>Dates</u>	<u>Client/Firm</u>
2008	Environics, Toronto
2001	Gibson, Dunn, & Crutcher LLP Lawyers, Washington, D.C.
1998, 2007	Dentsu Advertising, Tokyo
1991	Young & Rubicam Advertising, New York
1987	Lowe Marschalk Advertising, New York
1986	Et al. Advertising, Salt Lake City
1985	Market Street, Salt Lake City
1985	R. J. Reynolds (Harry and David)

PROFESSIONAL SOCIETIES (Since 1985)

<u>Dates</u>	<u>Activity</u>	<u>Society/Organization</u>
Offices:		
2011-2014	Director	Consumer Culture Theory Consortium
2000-2003	President	International Society for Marketing and Development
1993-1997	Director	International Society for Marketing and Development
1986	President	Association for Consumer Research
1984-1985	Director	Association for Consumer Research
Conference Chair/Program Committee Roles		
2016	Chair	Association for Consumer Research Fellow's

		Award Committee
2015	Session Chair	“Sharing as a Social Phenomenon,” Association for Consumer Research Conference, New Orleans
2015	Program Committee	Association for Consumer Research
2014	Judge	Levy Award
2014	Session Chair	Self and Identity at Association for Consumer Research Conference, Baltimore
2013	Advisory Council	World Brands Congress
2013	Co-Chair	Applied Anthropology in China Conference, Shanghai
2013	Chair	Macromarketing Doctoral Consortium, Toronto
2013	Advisory Council	World Educational Congress Council, Mumbai, India
2012	Program Committee	North American Association for Consumer Research Conference, Vancouver
2012	Program Committee	Asia Pacific Association for Consumer Research Conference, Queenstown, New Zealand
2010	Track Chair	Association of Indian Marketing Conference, New Delhi, India
2009	Program Committee	Asia-Pacific Association for Consumer Research Conference, Hyderabad, India
2008	Program Committee	Association for Consumer Research Conference
2007	Co-Chair	Association for Consumer Research Doctoral Symposium
2007	Judge	Marketing Science Institute Dissertation Competition
2007	Advisory Board	INFORMS Marketing Science Conference
2006	Co-Chair	Consumer Culture Theory Conference, Notre

		Dame University
2006	Co-Convener	Asia Pacific Association for Consumer Research Doctoral Consortium
2004-2007	Peer Reviewer	Fulbright Senior Specialists Program
2004	Judge	Marketing Science Institute, Academic- Practitioner Research Proposal Competition
2003	Program Committee	Association for Consumer Research Annual Conference, Toronto
2002-2010	Co-Chair	Association for Consumer Research Film Festival, North American ACR
2005-2010	Co-Chair	Association for Consumer Research Film Festival, European ACR
2006-2010	Co-Chair	Association for Consumer Research Film Festival, Latin America ACR
2011	Co-Chair	Association for Consumer Research Film Festival, Asia-Pacific ACR
2005	Co-Chair	Video Ethnography Workshop: Issues of Representation, Presentation, and Technique, Salt Lake City, UT
2002	Co-Chair	Video Ethnography Workshop: Issues of Representation, Presentation, and Technique, Salt Lake City, UT
2002	Track Chair	Academy of Marketing Science Annual Meeting, Valencia, Spain
2002	Program Committee	Association for Consumer Research Annual Conference, Atlanta, Georgia
2001	Program Committee	Association for Consumer Research Meeting, Austin, Texas
1999	Co-Chair	7 th Interdisciplinary Conference on Research in Consumption, Ankara

1998-present	Scientific (Program) Committee	International Research Seminar in Marketing, Aix-en-Provence, France
1997	Scientific (Program) Committee	International Association for Research in Economic Psychology Conference, Valencia, Spain
1996	Co-Chair	Association for Consumer Research Asia Pacific Conference
1989	Program Committee	Association for Consumer Research Annual Conference
1988-1990	Steering Committee	International Conference on Marketing and Development
1986-1987	Co-chair	American Marketing Association Winter Educators' Conference
1985-1986	Program Committee	American Marketing Association Attitude Research Conference
1984	Co-chair	American Marketing Association Educators' Conference
1985	Track Chair	Academy of Marketing Science Annual Conference
1984-1990, 1998	Judge	American Marketing Association Dissertation Competition
1995, 2000	Judge	Marketing Science Institute Dissertation Competition

Editorial Roles

2017	Editor	Special issue on Conceptual Contributions, <i>Journal of Marketing Management</i>
2016-present	Senior Advisor	<i>Journal of Marketing Management</i>
2016-present	Advisory Board	<i>Journal of Holiday Studies</i>
2016-present	Chief Advisor	<i>Lakshya International Journal of Research in</i>

		<i>Commerce and Management</i>
2015	Advisory Board	<i>Journal of China Marketing</i>
2015-present	Editorial Board	<i>University Research Journal (India)</i>
2014-2015	Special Issue Co-Editor	<i>Journal of Business Research</i> special issue on Leaving Pleasantville: Transforming Beyond Self in Everyday Life
2014-2016	Special Issue Co-Editor	<i>Journal of the Association for Consumer Research</i> on Ownership and Sharing
2014-present	International Advisory Board	<i>Decision</i>
2014-present	Editorial Board	<i>Annals of Social Responsibility</i>
2013-present	Editorial Board	<i>International Journal of Business Anthropology</i>
2012-2013	Special Issue Co-Editor	<i>Journal of Macromarketing</i> special issue on Anti-consumption
2012-present	Editorial Board	<i>Journal of Marketing in Emerging Economies</i>
2012-present	Editorial Review Board	<i>Journal of Islamic Marketing</i>
2012-present	Senior Advisory Board	<i>Journal of Islamic Marketing</i>
2012-2013	Editorial Review Board	<i>Academy of Marketing Science Review</i>
2011-present	International Editorial Advisory Board	<i>International Journal of Innovation and Business Strategies</i>
2010-present	International Advisory Board	Academy of Indian Marketing
2010-present	Editorial Advisory Board	<i>International Journal of Consumer Research</i>
2010-present	Scientific Committee	<i>Perspectives Culturelles de la Consommation</i>
2014-present	Co-Editor	<i>Journal of Videography</i>

2009-present	Editorial Board	<i>Journal of Historical Research in Marketing</i>
2008-present	Editorial Advisory Board	<i>Asian Journal of Business Research</i>
2008-present	Editorial Board	<i>Journal of International Business Studies</i>
2007-present	Board Member	International Society of Marketing and Development
2006-present	Advisory Board	<i>Applied Economics Research Bulletin</i>
2005-present	Editorial Board	<i>Qualitative Marketing Research</i>
2004-2005	Co-Editor	<i>Consumption, Markets, and Culture</i> , Special DVD Issue on Visual Issues in Consumption
2007	Co-Editor	<i>Consumption, Markets, and Culture</i> , 2 nd Special DVD Issue on Visual issues in Consumption
2004-present	Editorial Board	<i>Journal of African Business</i>
2002-present	Advisory Board	<i>Behavioral Marketing Abstracts</i>
2000	Judge	Ferber Award, <i>Journal of Consumer Research</i>
2001-present	Editorial Board	<i>Journal of Research for Consumers</i>
2000-present	Editorial Board	<i>Advertising and Society Review</i>
2000-present	Editorial Board	<i>International Quarterly Journal of Marketing</i>
1999-present	Advisory Board	<i>Journal of Consumer Culture</i>
1999-2002	Editorial Board	<i>Journal of Consumer Affairs</i>
1996	Co-Editor	<i>Journal of Marketing and Public Policy</i> , Special Issue on International Marketing and Public Policy
1995-2009	Book Board	<i>Journal of Macromarketing</i>
2004-present	Editorial Board	<i>Journal of Macromarketing</i>
1995-present	International	<i>Material Culture</i>

	Advisory Board	
1991-2002	Associate Editor	<i>Visual Sociology</i>
1987-1990	Associate Editor	<i>Marketplace Exchange</i>
1990-1992	Co-editor	PWS-Kent Editors' Series
1986-1991	Editorial Board	<i>Journal of the Academy of Marketing Science</i>
1992-1998	Editorial Board	<i>Journal of Public Policy and Marketing</i>
1991-present	General Advisory Board	International Business Press
1991-present	Editorial Board	<i>Journal of Advertising</i>
1993-1998	Associate Editor	<i>Journal of Economic Psychology</i>
1991-1993	Editorial Board	<i>Journal of Economic Psychology</i>
1991-present	Editorial Board	<i>Consumption, Markets. and Culture</i>
1991-present	Editorial Board	<i>Journal of Promotion Management</i>
1991-present	Editor	<i>Research in Consumer Behavior</i>
1984-1991	Editor	<i>Advances in Non-profit Marketing</i>
1984	Co-Editor	<i>American Marketing Association Educators' Proceedings</i>
1985-present	Editorial Board	<i>Asian Journal of Marketing/Singapore Marketing Review</i>
1984-1986	Advisory Board	<i>Methodological Innovations in Consumer Behavior</i>
1984-1985	Advisory Editor	<i>Journal of Consumer Research</i>

1979-1987	Editorial	<i>Journal of Consumer Research</i>
1989-1993	Board	
1999-2005		
2011-present		
2005-2011	Associate Editor	<i>Journal of Consumer Research</i>
1985-1987	Editorial Board	<i>Journal of Marketing Research</i>
1978-1987	Editorial Board	<i>Journal of Marketing</i>
1987-present	Editorial Board	<i>Journal of International Consumer Marketing</i>
1983-1998	Editorial Board	<i>Journal of Business Research</i>
1981-2009	Editorial Board	<i>Journal of Retailing</i>
1981-1989	Editorial Board	<i>Empirical Studies of the Arts</i>

Discussant/Session Chair Roles

October, 2017 Chair		ACR Fellows Session, Association for Consumer Research Annual Conference, San Diego
October, 2016 Chair		Daniel Miller Session, Association for Consumer Research Annual Conference, Berlin
July 2015	Discussant	Advancing the Conversation in Liquid Consumption session, Consumer Culture Theory Conference, Lille, France
October, 2015, Chair		Sharing session, Association for Consumer Research, New Orleans
October, 2011 Chair		Giving Roundtable, Association for Consumer Research, St. Louis
July, 2010,	Discussant	Novel Extensions of the Extended Self, European Association for Consumer Research, London
October, 2008	Discussant	Compensatory Consumption, Association for Consumer Research Conference, San Francisco

September, 2006	Discussant	Access versus Ownership in Consumer Research, Association for Consumer Research Conference, Orlando
June, 2006	Discussant	Consumer Film Session, HCR Conference, Sydney, Australia
June, 2006	Discussant	Just for Fun: The Social Dynamics of Fantasy, Play and Fun Session, Asia-Pacific Association For Consumer Research Conference
October, 2005	Discussant	Consumer Culture Theory Session, Association for Consumer Research
June, 2004	Discussant	Nostalgia and Authenticity Session, European Association for Consumer Research, Goteborg, Sweden
June, 2004	Discussant	New Perspectives on Collecting Session, European Association for Consumer Research, Goteborg, Sweden
June, 2004	Chair	Peace, Prosperity, and Globalization session, International Conference on Marketing and Development, Thessalonki,, Greece
May, 2004,	Chair	Post-Material and Postmodern Consumption Session, Asia Pacific Association for Consumer Research Conference, Seoul, Korea
October, 2001	Chair	“The Chinese Consumer Revolution” session, Association for Consumer Research Conference, Austin, TX.
October, 2001	Chair	“Macro Perspective” session, Association for Consumer Research Doctoral Symposium, Austin, TX
June, 2001	Discussant	“The Re-emergence of the body in Consumer Behavior Research” session, European Association for Consumer Research Meeting, Berlin
June, 2001	Discussant	“Provocative Consumer Research and New Developments in Marketing” session, European Association for Consumer

		Research Meeting, Berlin
October, 2000	Chair	“Videography versus Written Ethnography in Consumer Research” session, Association for Consumer Research annual meeting
January, 2000	Session Chair	Two Visual Studies of Development Issues in Contemporary Zimbabwe, 7th International Conference on Marketing and Development, Accra, Ghana
June, 1998	Gift Giving Session Discussant	Association for Consumer Research Asia-Pacific Conference
July, 1996	Roundtable Chair, Qualitative Research	Association for Consumer Research Asia-Pacific Conference
October, 1994	Session Chair	Association for Consumer Research Conference, Salt Lake City, UT
June, 1994	Session Chair	Association for Consumer Research, Asian Pacific Conference
October, 1993	Discussant	Old and New Models of Consumption session Association for Consumer Research Conference
October, 1993	Discussant	The "Masculine Mystique": Men's Involvement In gift-giving, Gift Receipt, and Gift Occasions session, Association for Consumer Research Conference
February, 1993	Session Chair	Introspection in Theory Construction Marketing Research Session, American Marketing Association Winter Educators' Conference
January, 1993	Session Chair	Consumer Desires session, 4th International Conference on Marketing and Development, San José, Costa Rica
June, 1992	Discussant	Association for Consumer Research European Summer Conference
June, 1992	Discussant	Eastern Europe Session, Association for Consumer Research European Summer Conference

June, 1991	Discussant	Money, Ownership, Prostitution, and Pornography, Gender and Consumer Behavior Conference
June, 1991	Session Chair	Gift-giving, Gender and Behavior Conference
October 1990	Session Chair	Disposition and Acquisition in Processes of Transition and Identity Reconstruction, Association for Consumer Research
November 1989	Discussant	American Studies Association International Convention
February 1989	Session Chair	American Marketing Association Winter Educators' Conference
February 1989	Discussant	American Marketing Association Winter Educators' Conference
1987	Session Chair	Academy of Marketing Science Annual Conference