

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

Department of Marketing  
Schulich School of Business  
York University, Toronto, Canada

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**Education »**

PhD (Marketing) University of Rhode Island, USA  
MS University of Memphis, USA  
MS University of Cologne, Germany

**Professional Positions »**

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

**Service »**

2020-present Interim Dean, Schulich School of Business, York University, Toronto, Canada  
2018-2020 Associate Dean, Academic, Schulich School of Business, York University,  
Toronto, Canada.  
2013-2018 Undergraduate (BBA/iBBA) Program Director, Schulich School of  
Business, York University, Toronto, Canada.

**Research Grants and Awards »**

2019 AIF – Developing Cross-Cultural Competencies for Business Students  
2015 AIF – Teaching Innovation Grant (\$10,000) for Project titled “Developing a Sustainable  
Placement Program for iBBA Students”  
2009 SSHRC Workshop Grant (\$21,000). Project Title: “Inside marketing: Practices, ideologies,  
devices”  
2004 SSHRC Small Grant (\$3,500): Project Title “Database Marketing: Making up customers”  
2004 Junior Faculty Fund (\$2,000)  
2000 Winner of the Marketing Science Institute Alden G. Clayton Award for Doctoral Dissertation  
Proposals (\$5,000)  
2000-2001 University of Rhode Island Dissertation Fellowship Award for Most Outstanding Proposal  
(\$10,000)  
2000 University of Aalborg, Denmark, Researcher in Residence with the Computer Science  
Department (\$5,000)  
2000 AMA-Sheth Foundation Doctoral Consortium Fellow for the University of Rhode Island

## Courses Taught »

MBA: Leadership Skills, Digital Marketing Strategy

BBA: Digital Marketing Strategy

Doctoral Seminar (DCAD 7100) on Philosophy of Knowledge in the Social Sciences

## Publications »

### Books »

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

### Special Projects »

Special Issue Editor of:

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

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

### Under Review & In Preparation »

Carrington, M & Zwick, D. 'Hiding in Plain Sight: Ethical Marketing Agency and the Making of an Activist Marketer.' Under review with Marketing Theory.

Charitsis, V., Bradshaw, A. & Zwick, D. 'Selling your (digital) self or going into the supermarket and buying what you need with your good data.' Prepared for submission to Marketing Theory.

### Refereed Journal Articles »

1. Darmody, A. and D. Zwick (2020). "Manipulate to empower: Hyper-relevance and the contradictions of marketing in the age of surveillance capitalism." Big Data & Society 7(1).
2. Zwick, D. (2018). No longer violent enough?: Creative destruction, innovation and the ossification of neoliberal capitalism Journal of Marketing Management.
3. Charitis, V., Zwick, D., & Bradshaw, A. (2018). Creating Worlds that Create Audiences: Theorising Personal Data Markets in the Age of Communicative Capitalism. TripleC, 16(2), 820-834.
4. Carrington, M., Zwick, D., and Neville, B. (2018) Activism and Abdication on the Inside: The Effect of Everyday Practice on Corporate Responsibility. Journal of Business Ethics.
5. Zwick, D. and A. Bradshaw (2016). "Biopolitical Marketing and Social Media Brand Communities." Theory, Culture & Society 33(5): 91-115.

6. Carrington, M., Zwick, D. & Neville, B. (2016) 'The ideology of the ethical consumption gap'. Marketing Theory, 16(1), 21-38.
7. Bradshaw, A., & Zwick, D. (2016). The Field of Business Sustainability and the Death Drive: A Radical Intervention. Journal of Business Ethics, 136(2), 267-279.
8. Zwick, D. (2015) 'Defending the Right Lines of Division: Prosumer Capitalism in the Age of Commercial Customer Surveillance and Big Data.' The Sociological Quarterly.
9. Zwick, D. (2014) Book Review: Capitalism - A companion to Marx's economy critique (Routledge) by Johan Fornas, Consumption Markets & Culture.
10. Shultz II, C. J., Peterson, M., Zwick, D., Atik, D. ( 2014 ) 'My Iranian Road Trip – Comments and Reflections on Videographic Interpretations of Iran's Political Economy and Marketing System', Journal of Macromarketing, 34 (1), 87-94.
11. Zwick, D (2013). 'Utopias of the Ethical Economy', Ephemera: theory & politics in organization, 13(2), 393-405.
12. Zwick, D. and Denegri-Knott, J. (2012). 'Tracking Prosumption Work on eBay: Reproduction of Desire and the Challenge of Slow Re-McDonaldization', American Behavioral Scientist, 56(4), 439-458.
13. Pridmore, J., & Zwick, D. (2011). 'Marketing and the Rise of Commercial Consumer Surveillance', Surveillance & Society, 8(3), 269-277.
14. Cova, B., Dalli, D. & Zwick, D. (2011). 'Critical perspectives on consumers' role as 'producers': Broadening the debate on value co-creation in marketing processes', Marketing Theory, 11(3), 231-241.
15. Zwick, D. and J. Denegri-Knott (2009). "Manufacturing Customers: The Database as New Means of Production." Journal of Consumer Culture. 9(2): 221-247.
16. Zwick, D and N. Dholakia (2008), 'Infotransformation of Markets: Introduction to the Special Issue on Marketing and Information Technology', Journal of Macromarketing, 28(4), 318-325.
17. Zwick, D., Bonsu, S. K. and Darmody, A. (2008) 'Putting Consumers to Work: 'Co-Creation' and New Marketing Govern-mentality', Journal of Consumer Culture, 8(2): 163-196.
18. Zwick, D., Denegri-Knott, J. and Schroeder, J. E. (2007), 'Stock Trading as Political Activism? The Social Pedagogy of Wall Street', Journal of Consumer Policy, 30 (3): 177-199.
19. Bonsu, S. K., and Zwick, D. (2007). 'Exploring consumer ethics in Ghana, West Africa', International Journal of Consumer Studies, 31(6), 648-655.
20. Denegri-Knott, J., Zwick, D. and Schroeder, J. E. (2006) 'Mapping Consumer Power: An Integrative Framework for Marketing and Consumer Research', European Journal of Marketing, 40(9-10): 950-971.
21. Zwick, D. and Chelariu, C. (2006) 'Mobilizing the Hijab: Islamic Identity Negotiation in the Context of a Matchmaking Website', Journal of Consumer Behavior 5(4): 380-395.

22. Zwick, D. and Dholakia, N. (2006). "The Epistemic Consumption Object and Postsocial Consumption: Expanding Consumer-Object Theory in Consumer Research." Culture, Markets, and Consumption, 9(1), 17-43.
23. Zwick, D. and Dholakia, N. (2006). "Bringing the Market to Life: Screen Aesthetics and the Epistemic Consumption Object." Marketing Theory, 6 (1), 41-62.
24. Zwick, D. (2005). "Where the Action is: Internet Stock Trading as Edgework." Journal of Computer-Mediated Communication, 11(1). [accessible at: <http://jcmc.indiana.edu/vol11/issue1/zwick.html>]
25. Zwick, D. and Dholakia, N. (2004). "Whose Identity is it Anyway? Consumer Representation in the Age of Database Marketing." Journal of Macromarketing, 24(1), 31-43.
26. Zwick, D. and Dholakia, N. (2004). "Consumer subjectivity in the Age of Internet: the radical concept of marketing control through customer relationship management." Information and Organization, 14, p. 211-236.
27. Dholakia, N. and Zwick, D. (2004). "Cultural Contradictions of the Anytime, Anywhere Economy: Reframing Communication Technology." Telematics and Informatics, 21 (2),123-141.
28. Schroeder, J. and Zwick, D. (2004). "Mirrors of Masculinity: Representation and Identity in Advertising Images." Consumption, Markets, and Culture, 7(1), 21-51.
29. Zwick, D. and Dholakia, N. (2001). "Contrasting European and American Approaches to Privacy in Electronic Markets: Property Right versus Civil Right." Electronic Markets, 11, (4):116-120. (<http://www.electronicmarkets.org/>)
30. Dholakia, N. & Zwick, D. (2001). "Privacy and Consumer Agency in the Information Age: Between Prying Profilers and Preening Webcams." Journal of Research for Consumers, 1(1). (<http://www.irconsumers.com/>).
31. Irwin, R.L., Zwick, D., Sutton, W. (1999). "Measurement of Excellence of American Professional Sport Franchises." European Journal of Marketing, 33 (4), 314-327. (Reprinted in Journal of Consumer Marketing (1999), 16 (6); 603-615).

### Chapters in Books »

1. Zwick, D. and Dholakia, N. (forthcoming). Digital Marketing: From Customer Profiling to Computational Marketing Analytics. In L. Peñaloza, N. Toulouse & L. M. Visconti (eds.), *Marketing Management: A Cultural Perspective*, Routledge.
2. Zwick, D. and Bradshaw, A. (2018). Biopolitical Marketing and the Commodification of Social Contexts. In M.Tadajewski (ed.) *Companion to Critical Marketing*, Routledge.
3. Zwick, D., & Denegri Knott, J. (2018). Biopolitical Marketing and Technologies of Enclosure. In O. Kravets, P. Maclaran, S. Miles & A. Venkatesh (Eds.), *The Sage handbook of consumer culture* (1st edition. ed., pp. 333-348).
4. Zwick, D. and Bradshaw, A. (2014). 'Capital's new Commons: Customer Communities, Marketing and the Work of the Audience in Communicative Capitalism', in McGuigan, L. and Manzerolle, V. (eds.), *The Audience Commodity in a Digital Age*. New York: Peter Lang.

5. Pridmore, J. and Zwick, D. (2012). 'The Rise of the Customer Database: From Commercial Surveillance to Customer Production', in Belk, R. and Llamas, R. (eds.), *The Routledge Companion to Digital Consumption*. London: Routledge
6. Zwick, D. and Schroeder, J. (2012). 'Stock Trading in the Digital Age: Speed, Agency and the Entrepreneurial Consumer', in Belk, R. and Llamas, R. (eds.), *The Routledge Companion to Digital Consumption*. London: Routledge
7. Zwick, D. (2012). 'Online Investing as Digital Virtual Consumption: Individualism, the Screen and the Production of the Neoliberal Self', in Denegri-Knott, J. and Molesworth, M. (eds.), *Digital Virtual Consumption*. London: Routledge.
8. Zwick, D. and Dholakia, N. (2011). 'Strategic Database Marketing: Customer Profiling as New Product Development', in Penaloza, L. Toulouse, N., and Visconti, L. (eds.) *Cultural Marketing Management: A Cultural Perspective*. London: Routledge.
9. Dholakia, N., Zwick, D. and Denegri-Knott, J. (2009). 'Technology, Consumers, and Marketing Theory', in Maclaran, P., Saren, M., Stern, B., and Tadajewski, M. (eds.), *The SAGE Handbook of Marketing Theory* (pp. 494-512). London: Sage.
10. Zwick, D., Schroeder, J. and Denegri-Knott, J. (2008) 'Unintended Politics of Investing: The Social Pedagogy of Wall Street', in D. Lilleker and R. Scullion (eds.) *Voters or Consumers: Imagining the contemporary electorate*, pp. 12-34. Newcastle, UK.: Cambridge Scholars Publishing.
11. Dholakia, N., Zwick, D., and Pandya, A. (2005). "Dataveillance and Panoptic Marketspaces." In Laura C. Rivero, Jorge H. Doorn, & Viviana E. Ferraggine (Eds.), *Encyclopedia of Database Technologies and Applications*. Hershey, PA: Idea Book Publishing.
12. Zwick, D. and Dieterle, O. (2005). "The E-Business of Global Sport Sponsorship." In John Amis & T. Bettina Cornwell (Eds.), *Global Sport Sponsorship: A Multidisciplinary Approach*. Oxford: Berg.
13. Andrews, D.L., Pitter, R., & Zwick, D. (2003). "Soccer, race, and suburban space." In Wilcox, R., Andrews, D. L., & Pitter, R. (Eds.). *Sporting dystopias: The making and meaning of urban sport cultures* (pp. 197-220). Albany, NY: State University of New York Press.
14. Dholakia, N., Zwick, D. (2002). "Privacy Concerns in Electronic Markets: A Framework." In N. Dholakia, W. Fritz, R. R. Dholakia, & N. Mundorf (Eds.), *Global E-Commerce and Online Marketing: Watching the Evolution* (pp. 223-229). Greenwich, CT: Quorum Books.
15. Zwick, D. (2001). Reflections on Postmodern Ethnography: Textuality, Representation, and the Subject. In C. Hallinan & J. Hughson (Eds.), *Sporting Tales: Ethnographic Fieldwork Experience* (pp. 45-58). North Sydney: Australian Society for Sports History Incorporated.
16. Zwick, D., & Andrews, D.L. (1999). "The Suburban Soccer Field: The Culture of Privilege in Contemporary America." In G. Armstrong & R. Giulianotti (Eds.). *Football in the Making: Developments in the World Game* (pp. 211-222), London: Macmillan.
17. Andrews, D.L., Pitter, R., Zwick, D., & Ambrose, D. (1998). "Soccer's Racial Frontier: Sport and the Segregated Suburbanization of Contemporary America." In G. Armstrong, & R. Giulianotti (eds.). *Entering the Field: Explorations in Anthropology* (pp. 261-283), Oxford: Berg.

## Conferences & Talks »

Zwick, D. and Darmody, A. (2018). Towards a Theory of Digital Marketing: Big Data, Surveillance and the Utopia of a Post-Marketing World.

Invited talk at the *New Lines of Insight: Big Data and the Analytically Driven Organization - Big Data Surveillance Workshop*, Stirling Highland Hotel, 4-5 June 2018, Stirling, Scotland.

Darmody, A and Zwick, D. (2017) Affect, Fantasy and 'Social' Services: Towards a critical theory of the service encounter. Presented at the Annual CCT conference, Anaheim, California, July 9-12.

Zwick, D. (2017). "Digital Marketing, Biopolitical Marketing and the Utopia of a Post- Marketing World." Capitalism, Marketing and Critique Conference London, May 24-25, 2017.

Zwick, D. (2017) Invited Talk. Digital Consumption Research Network. "Digital Marketing as Biopolitics". University of Gothenburg, May 17-19.

Vassilis Charitsis, Alan Bradshaw and Zwick, D. (2017). "Selling Your (Digital) Self Or Going Into The Supermarket And Buying What You Need With Your Good Data". 9th Workshop on Interpretive Consumer Research, Stockholm, Sweden, April 27-28, 2017.

Zwick, D. and Bradshaw, A. (2016) Big Data and Biopolitical Marketing: Contradictions of Surveillance Capitalism. Presented at the Annual Meeting of the Macromarketing Society, Dublin, 12-15 July 2016.

Zwick, D. & Kosuke, M. "Why are they paying for emoticons?" Presented at the Annual Meeting of the Macromarketing Society, 2015.

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

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

## Service »

Editorial board member of the Journal of Macromarketing (since 2011)

Editorial board member of Marketing Theory (since 2011)

Editorial member of Consumption, Markets and Culture

Board Member of the International Society for Markets and Development

### Ad Hoc Reviewer:

Journal of Consumer Culture, Theory Culture & Society, New Media & Society, Journal of Consumer Research, Culture, Markets, and Consumption, Anthropological Quarterly,

Journal of Macromarketing

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