

MARKUS GIESLER

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EDUCATION

Ph.D.	Marketing, <i>summa cum laude</i> Witten/Herdecke University, Witten, Germany	2005
M.B.A.	Witten/Herdecke University, Witten, Germany <i>summa cum laude</i>	2001
B.A.	Economics, <i>summa cum laude</i> Witten/Herdecke University, Witten, Germany	1999

ACADEMIC APPOINTMENTS

Associate Professor (Tenured 2008)	Schulich School of Business Marketing Department York University	2008–Present
Area Coordinator, Marketing Department	Schulich School of Business York University	2015–2017
Coordinator, Marketing PhD Program	Schulich School of Business York University	2013–2015
Assistant Professor	Schulich School of Business Marketing Department York University	2004–2008
Graduate Faculty Member	Sam M. Walton College of Business Marketing Department University of Arkansas	2012–2013
Visiting Chaired Professor	Strategic Marketing Faculty of Business Witten/Herdecke University	2009–2013

ARTICLES

Puntoni, Stefano, Rebecca Reczek Walker, Markus Giesler, and Simona Botti, "Consumers and Artificial Intelligence: An Experiential Perspective," *Journal of Marketing*, 2020.

Wertenbroch Klaus, Rom Schrift, Joe Alba, Alixandra Barasch, Amit Bhattacharjee, Markus Giesler, Zwebner Y., Sandra Matz, Donald Lehmann, Gideon Nave, Stefano Puntoni, Jeffrey Parker, Yan Zheng, Joshua Knobe (2020), "Autonomy in Consumer Choice," *Marketing Letters*.

Giesler, Markus and Eileen Fischer (2018), "IoT Stories: The Good, the Bad and the Freaky," *GfK Marketing Intelligence Review*, 10 (2), 25-30.

Veresiu, Ela and Markus Giesler (2018), "Beyond Acculturation: Multiculturalism and The Institutional Shaping of an Ethnic Consumer Subject," *Journal of Consumer Research*, 45 (October), 553-570.

Brunk, Katja H., Markus Giesler, and Benjamin J. Hartmann (2018), "Creating a Consumable Past: How Memory Making Shapes Marketization," *Journal of Consumer Research*, 44 (April), 1325-1342.

Giesler, Markus and Craig J. Thompson (2016), "Process Theorization in Consumer Culture Research," *Journal of Consumer Research*, 43 (December), 497-508. [invited tutorial].

Giesler, Markus and Eileen Fischer (2016), "Market System Dynamics," *Marketing Theory*. 1-6.

Giesler, Markus and Ela Veresiu (2014), "Creating the Responsible Consumer: Moralistic Governance Regimes and Consumer Subjectivity," *Journal of Consumer Research*, 41 (October), 840-857.

Thompson, Craig J., Eric J. Arnould, and Markus Giesler (2013), "Discursivity, Difference, and Disruption: Genealogical Reflections on the CCT Heteroglossia," *Marketing Theory*, 13 (June), 149-174.

Giesler, Markus (2012), "How Doppelgänger Brand Images Influence the Market Creation Process: Longitudinal Insights from the Rise of Botox Cosmetic," *Journal of Marketing*, 76 (November), 55-68.

Luedicke, Marius K., Craig J. Thompson and Markus Giesler (2010), "Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand-Mediated Moral Conflict," *Journal of Consumer Research*, 36 (April), 1016-1032.

Giesler, Markus (2008), "Conflict and Compromise: Drama in Marketplace Evolution," *Journal of Consumer Research*, 34 (April), 739-753. (lead article, based on dissertation thesis).

Giesler, Markus (2006), "Consumer Gift Systems," *Journal of Consumer Research*, 33 (September), 283-290. (based on master thesis).

CHAPTER PUBLICATIONS

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

Giesler, Markus and Markus Luedicke (2007), "Brand Communities and Their Social Antagonists: Insights from the Hummer Case," in *Consumer Tribes*, eds. Bernhard Cova, Robert V. Kozinets and Avi Shankar, Elsevier/Butterworth-Heinemann.

Giesler, Markus (2005), "Cybernetic Gift Giving and Social Drama," in *Cybersounds: Essays on Virtual Music Culture*, Michael D. Ayers (ed.), New York: Peter Lang.

Giesler, Markus (2003), "Collective Risk," in *Risiko: Wittener Jahrbuch fuer Ökonomische Literatur*, Wolfgang Benkert (ed.), Marburg: Metropolis.

Giesler, Markus, Mali Pohlmann and Claudia Mennicken (2001), "The Song Behind the Screen: Musical Cyberconsumption in a Global World," in *Cross-Cultural Research*, Scott M. Smith (ed.), Oahu: Brigham Young University, 325-349.

REFEREED PROCEEDINGS

Veresiu, Ela and Markus Giesler (2018), "Consumer Enactment of Devaluing Marketplace Myths: Insights from a Multi-sited Ethnography of Gypsies," in *NA-Advances in Consumer Research*, Vol.46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, forthcoming.

Ertimur, Burcak, Ela Veresiu and Markus Giesler (2018), "Trading Crypto Currency: The Ideological Shaping of Consumer Financial Decision Making" in *NA-Advances in Consumer Research*, Vol.46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, forthcoming.

Hartmann, Benjamin J., Katja H. Brunk and Markus Giesler (2018), "The Production and Consumption of Retro Brands Beyond Meaning Revival," in *NA-Advances in Consumer Research*, Vol.46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, forthcoming.

- Veresiu, Ela and Markus Giesler (2016), "Market-Mediated Multiculturalization: The Institutional Shaping of the Ethnic Consumer Subject," in *NA-Advances in Consumer Research*, Vol.44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 257-263.
- Hartmann, Benjamin J., Katja H. Brunk and Markus Giesler (2016), "Brand Retrofication: How East German Consumers Animate a Retro Brand Market to Create a Revisionist Eastern Consumption Culture," in *NA-Advances in Consumer Research*, Vol.44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 257-263.
- Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2015), "Designing a Sharing Economy through the Process of Market Empathization," in *NA-Advances in Consumer Research*, Vol.43, ed. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 152-156.
- Veresiu, Ela and Markus Giesler (2014), "Fiddler on the Street: How Roma Refugees Enact Host Cultural Images of Nostalgic Otherness," in *NA-Advances in Consumer Research*, Vol. 41, 94-99.
- Giesler, Markus (2013), "Beyond the Social System: Understanding Markets as Consumers," in *NA-Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui Zhu, 129-133.
- Siebert, Anton and Markus Giesler (2013), "Market System Dynamics: The Value of, and the Open Questions Associated with, Studying Markets in Consumer Culture Theory," in *NA-Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui Zhu, 1096-1097.
- Veresiu, Ela and Markus Giesler (2012), "Ethnic Entrepreneurship: Creating an Identity-Enhancing Assemblage of Public and Private Servicescapes in the Global City," in *NA-Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, 125-126.
- Veresiu, Ela, Luca Visconti and Markus Giesler (2012), "Servicescapes: Spaces of Representation and Dispute in Ethnic Consumer Identity Construction," Special Session Summary, in *NA-Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, 125-129.
- Giesler, Markus and Robin Canniford (2012), "How Consumers Rhetorically Align the Interests of Multiple Social Networks," in *NA-Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, 153-154.

- Tumbat, Gulnur and Markus Giesler (2011), "Risk Acculturation Through Marketplace and Technology," in *NA-Advances in Consumer Research*, Vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 889-891.
- Veresiu, Ela and Markus Giesler (2011), "Ethnic Entrepreneurs: The Identity-Enhancing Tactics of Global City Consumption," in *NA-Advances in Consumer Research*, Vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 69-71.
- Veresiu, Ela and Markus Giesler (2011), "Consuming the City: How Global Structures Facilitate Resistance to Ethnic Co-optation," in *European Advances in Consumer Research*, Vol. 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research, 48-49.
- Giesler, Markus, Marius K. Luedicke, and Leah Carter (2009), "American Self-Enhancement Culture and the Cyborg Consumer: Consumer Identity Construction Beyond the Dominance of Authenticity," in *NA-Advances in Consumer Research*, Vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 72-75.
- Luedicke, Marius K. and Markus Giesler (2009), "Host Culture Responses to Brand-Related Acculturation: Legitimation Struggles Between German and Turkish BMW Owners in Germany," in *NA-Advances in Consumer Research*, Vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 135-138.
- Luedicke, Marius K. and Markus Giesler (2008), "Contested Consumption in Everyday Life," in *NA-Advances in Consumer Research*, Vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 812-813.
- Giesler, Markus and Gulnur Tumbat (2008), "The Consumption of Performance: A Critical Restaging," Special Session Summary, in *Proceedings of the First Consumer Culture Theory Conference*, eds. Russell W. Belk and John F. Sherry.
- Giesler, Markus and Marius K. Luedicke (2008), "The Sharer with a Thousand Faces: Heroic Identity Transformation in the War on Downloading," in *Proceedings of the First Consumer Culture Theory Conference*, eds. Russell W. Belk and John F. Sherry.
- Giesler, Markus and Marius K. Luedicke (2007), "Towards a Narratology of Brands," in *European Advances in Consumer Research*, Vol. 8, eds. Stefania Borghini, Mary Ann McGrath and Cele C. Otnes, Duluth, MN: Association for Consumer Research, 419-420.
- Giesler, Markus and Marius K. Luedicke (2007), "How Does Drama Drive Market Evolution: The Co-Optation of Music Downloading," in *European Advances in Consumer Research*, eds. Stefania Borghini, Mary Ann McGrath and Cele C. Otnes, Duluth, MN: Association for Consumer Research, 527-530.

- Giesler, Markus (2007), "Research Adventures in Co-Optation: News from the Field," Special Session Summary, in *European Advances in Consumer Research*, eds. Stefania Borghini, Mary Ann McGrath and Cele C. Otnes, Duluth, MN: Association for Consumer Research, 527.
- Humphreys, Ashlee and Markus Giesler (2007), "Access versus Ownership in Consumer Research," Special Session Summary, in *NA-Advances in Consumer Research*, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 696.
- Giesler, Markus and Ashlee Humphreys (2007), "Tensions between Access and Ownership in the Media Marketplace," in *NA-Advances in Consumer Research*, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 696-700.
- Giesler, Markus and Gulnur Tumbat (2007), "Reconsidering Dramaturgy in Consumer Culture Research," in *NA-Advances in Consumer Research*, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 488.
- Giesler, Markus and Marius K. Luedicke (2007), "The War on Downloading: A Music Marketplace Drama in Four Acts," in *NA-Advances in Consumer Research*, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 488-490.
- Giesler, Markus and Jonathan Schroeder (2005), "The Sounds of Consumption: Listening to the Musical Landscape," in *European Advances in Consumer Research*, Vol. 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden: Association for Consumer Research, 498.
- Giesler, Markus (2005), "Music as Prophecy: Listening to the Sonic Cyborgs," in *European Advances in Consumer Research*, Vol. 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden: Association for Consumer Research, 500-501.
- Luedicke, Marius K. and Markus Giesler (2005), "Brand Systems: A Conceptual Framework for the Sociological Analysis of Brand Phenomena," in *European Advances in Consumer Research*, Vol. 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden: Association for Consumer Research, 520-521.
- Giesler, Markus and Marius K. Luedicke (2005), "Negotiating Distinctions: How Brands Become Cultural Resources," in *European Advances in Consumer Research*, Vol. 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden: Association for Consumer Research, 10-11.

- Giesler, Markus and Mali Pohlmann (2005), "The Symbolic Meaning of Body Parts in Images: The Case of Hands in Advertisements," in *European Advances in Consumer Research*, Vol. 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden: Association for Consumer Research, 6-9.
- Giesler, Markus and Alladi Venkatesh (2005), "Reframing the Embodied Consumer as Cyborg: A Posthumanist Epistemology of Consumption," in *NA-Advances in Consumer Research*, Vol. 32, eds. Geeta Menon and Akshay R. Rao, MN: Association for Consumer Research, 661-669.
- Giesler, Markus (2004), "Consuming Cyborgs: Researching Posthuman Consumer Culture," Special Session Summary, in *NA-Advances in Consumer Research*, Vol. 31, eds. Barbara E. Kahn and Mary Frances Luce, Provo, UT: Association for Consumer Research, 400-402.
- Giesler, Markus (2004), "Consuming Cyborgs: Posthuman Consumer Culture and its Impact on the Conduct of Marketing," in *NA-Advances in Consumer Research*, Vol. 31, eds. Barbara E. Kahn and Mary Frances Luce, Provo, UT: Association for Consumer Research, 400-402.
- Giesler, Markus (2004), "Brand Systems and Protest Systems," in *Proceedings of the 30th International Research Seminar in Marketing*, La Londe les Maures, France.
- Giesler, Markus and Mali Pohlmann (2004), "The Rise of Posthuman Consumer Culture: Cybernetic, Circuits, Cultural Logic and Political Dynamics," in *Proceedings of the Digital Communities Conference*, Organizing in a Networked World, Stockholm, Sweden.
- Giesler, Markus (2003), "Social Systems in Marketing", in *European Advances in Consumer Research*, Vol. 6, eds. Darach Turley and Stephen Brown Provo, UT: Association for Consumer Research, 249-256.
- Giesler, Markus and Mali Pohlmann (2003), "The Antropology of File Sharing: Consuming Napster as a Gift," in *NA-Advances in Consumer Research*, Vol. 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 273-279.
- Giesler, Markus and Mali Pohlmann (2003), "The Social Form of Napster: Cultivating the Paradox of Consumer Emancipation," in *NA-Advances in Consumer Research*, Vol. 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 94-100.

VIDEOGRAPHIES

Giesler, Markus and Mali Pohlmann (2002), "The Elizabeth Smart Case: Enactment of a Suburban Nightmare," 1st Annual ACR Film Festival, Association for Consumer Research Conference, October 2002, Atlanta.

Giesler, Markus and Mali Pohlmann (2002), "Remixing the Sonic Reality of Consumption," Video Collage, Heretical Consumer Research (HCR) 2002 Conference, October 2002, Atlanta.

CONFERENCE PRESENTATIONS

Giesler, Markus, Katja H. Brunk and Benjamin J. Hartmann (2019), "Cultural Retro Branding in the German Ostalgie Market," AMA Winter Academic Conference, Austin, TX.

Veresiu, Ela and Markus Giesler (2018), "Consumer Enactment of Devaluing Marketplace Myths: Insights from a Multi-sited Ethnography of Gypsies," Association for Consumer Research North American Conference, Dallas, TX.

Ertimur, Burcak, Ela Veresiu and Markus Giesler (2018), "Trading Crypto Currency: The Ideological Shaping of Consumer Financial Decision Making" Association for Consumer Research North American Conference, Dallas, TX.

Hartmann, Benjamin J., Katja H. Brunk and Markus Giesler (2018), "The Production and Consumption of Retro Brands Beyond Meaning Revival," Association for Consumer Research North American Conference, Dallas, TX.

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

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

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

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

Markus Giesler, Valarie Zeithaml, and Ela Veresiu (2017), "Xqual: Understanding Customer Perceptions of Experience Quality," AMA Winter Academic Conference, Orlando, FL.

- Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2017), "Marketplace Empathization: Consumer Risk Mitigation in Platform Markets," AMA Winter Academic Conference, Orlando, FL.
- Brunk, Katja H., Benjamin J. Hartmann and Markus Giesler (2017), "Brand Retrofication: How Old Brands Disrupt New Markets," AMA Winter Academic Conference, Orlando, FL.
- Veresiu, Ela and Markus Giesler (2016), "Market-Mediated Multiculturalism: The Institutional Shaping of the Ethnic Consumer Subject," Association for Consumer Research North American Conference, Berlin, Germany.
- Hartmann, Benjamin J., Katja H. Brunk and Markus Giesler (2016), "Brand Retrofication: How East German Consumers Animate a Retro Brand Market to Create a Revisionist Eastern Consumption Culture," Association for Consumer Research North American Conference, Berlin, Germany.
- Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2016), "Doppelgänger Brand Images and Big Data: The Strategic Value of Marketplace Interactomes," Consumer Culture Theory Conference, Skema Business School, Lille, France.
- Giesler, Markus, Benjamin J., Hartmann, and Katja H. Brunk (2016), "Nostalgic Consumption as Ideological Translation," Brands and Brand Relationships Conference, Toronto, Canada.
- Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2015), "Designing a Sharing Economy through the Process of Market Empathization," Association for Consumer Research North American Conference, New Orleans, LA.
- Giesler, Markus, and Ela Veresiu (2015), "Designing a Market Orientation" AMA Summer Academic Conference, Chicago, IL.
- Giesler, Markus, Ela Veresiu and Anton Siebert (2015), "Designing a Sharing Economy: The Sociology of Empathy," Consumer Culture Theory, University of Arkansas, Fayetteville, AR.
- Siebert, Anton and Markus Giesler (2015), "Emotional Consumption Systems and Consumers' Negotiations of Competing Logics of Love," Consumer Culture Theory, University of Arkansas, Fayetteville, AR.
- Giesler, Markus and Ela Veresiu (2015), "The Sociological Shaping of Consumer Values into a Market Orientation," AMA Winter Academic Conference, San Antonio, TX.
- Veresiu, Ela and Markus Giesler (2014), "Market-Based Multiculturalism and the Formation of the Acculturating Consumer Subject," Consumer Culture Theory, Aalto University, Helsinki, FI.

- Veresiu, Ela and Markus Giesler (2013), "Fiddler on the Street: How Roma Refugees Enact Host Cultural Images of Nostalgic Otherness," Association for Consumer Research North American Conference, Chicago, IL.
- Veresiu, Ela and Markus Giesler (2013), "Sustaining Contested Institutional Fields: The Case of Historically Responsible Tourism," Consumer Culture Theory Conference, University of Arizona, Tucson, AZ.
- Giesler, Markus and Ela Veresiu (2013), "The P.A.C.T. Routine: How Appeals to Ethical Consumerism Sustain the Invisible Hand," Anthropology of Markets and Consumption Conference, University of California Irvine, Irvine, CA.
- Giesler, Markus (2012), "Instituting the Invisible Hand: How Neo-liberal Governmentality Shapes Consumer Culture," Association for Consumer Research North American Conference, Vancouver, CA.
- Siebert, Anton and Markus Giesler (2012), "The Market Shaping of Emotions: Asserting Western-Style Romantic Intimacy in Indonesia," Consumer Culture Theory Conference, University of Oxford, UK.
- Giesler, Markus and Ela Veresiu (2012), "Sustaining Faith in the Invisible Hand: A Dialectical Theory of Commercial Mythmaking and Capitalism," Consumer Culture Theory Conference, University of Oxford, UK.
- Veresiu, Ela and Markus Giesler (2012), "Reclaiming Hitler's Hill: Commercial Mythmaking as a Collaborative Process," Consumer Culture Theory Conference, University of Oxford, UK.
- Veresiu, Ela and Markus Giesler (2011), "Ethnic Entrepreneurship: Creating an Identity Enhancing Assemblage of Public and Private Servicescapes in the Global City," Association for Consumer Research Conference, St. Louis, MO.
- Giesler, Markus and Robin Canniford (2011), "How Consumers Rhetorically Align the Interests of Multiple Social Networks," Association for Consumer Research Conference, St. Louis, MO.
- Giesler, Markus (2011), "How to Build a "Blue Ocean" Market in a "Red Ocean" of Culturally Competing Interests," Consumer Culture Theory Conference, Northwestern University, Evanston, IL.
- Gulnur, Tumbat and Markus Giesler (2010), "Risk Acculturation Through Marketplace and Technology," Association for Consumer Research Conference, Jacksonville, FL.
- Veresiu, Ela and Markus Giesler (2010), "Ethnic Entrepreneurs: The Identity-Enhancing Tactics of Global City Consumption," Association for Consumer Research Conference, Jacksonville, FL.

- Veresiu, Ela and Markus Giesler (2010), "Consuming the City: How Global Structures Facilitate Resistance to Ethnic Co-optation," European Association for Consumer Research Conference, Royal Holloway University of London, UK. (presentation with Saskia Sassen)
- Arnould, Eric, Craig Thompson, and Markus Giesler (2010), "Three Waves of CCT: On Transcending Anachronistic Rhetorical Conventions," Consumer Culture Theory Conference, University of Wisconsin, Madison, WI.
- Crockett, David K., Markus Giesler, Marius K. Luedicke, and Craig Thompson (2009), "Exploring the Cultural Constitution of Resource-Intensive Lifestyles," Consumer Culture Theory Conference, University of Michigan, Ann Arbor, MI.
- Giesler, Markus, Marius K. Luedicke, and Leah Carter (2008), "American Self-Enhancement Culture and the Cyborg Consumer: Consumer Identity Construction Beyond the Dominance of Authenticity," Association for Consumer Research Conference, San Francisco, CA.
- Luedicke, Marius K. and Markus Giesler (2008), "Host Culture Responses to Brand-Related Acculturation: Legitimation Struggles Between German and Turkish BMW Owners in Germany," Association for Consumer Research Conference, San Francisco, CA.
- Giesler, Markus, Marius K. Luedicke, and Kai-Uwe Hellman (2008), "Nation of Frauds or Network of Cyborg Consumers? Authenticating Adventures in American Self Enhancement Culture," Consumer Culture Theory Conference, Boston, MA.
- Luedicke Marius K. and Markus Giesler (2007), "Contested Consumption in Everyday Life," Association for Consumer Research Conference, Memphis, TN.
- Giesler, Markus and Marius K. Luedicke (2007), "How Does Drama Drive Market Evolution: The Co-Optation of Music Downloading," European Association for Consumer Research Conference, Milan, Italy.
- Giesler, Markus and Marius K. Luedicke (2007), "Towards a Narratology of Brands," European Association for Consumer Research Conference, Milan, Italy.
- Giesler, Markus and Marius K. Luedicke (2007), "Ideological Contestation in the BMW Brand Community," Consumer Culture Theory Conference, York University, Toronto, Canada.
- Giesler, Markus (2006), "On Dramatography: Investigating Change in Consumption," Association for Consumer Research Conference, Orlando, FL.
- Giesler, Markus and Ashlee Humphreys (2006), "Tensions between Access and Ownership in the Media Marketplace," Association for Consumer Research Conference, September 2006, Orlando, FL.

- Giesler, Markus (2006), "The Sharer with A Thousand Faces: Heroic Identity Transformation in the War on Downloading," Inagural Consumer Culture Theory Conference, University of Notre Dame, South Bend, IN.
- Giesler, Markus (2005), "Music as Posthumanist Prophecy: Listening to the Sonic Cyborgs," European Association for Consumer Research Conference, Göteborg, Sweden.
- Giesler, Markus and Jonathan Schroeder (2005), "The Sounds of Consumption: Listening to the Musical Landscape," European Association for Consumer Research Conference, Göteborg.
- Luedicke, Marius K. and Markus Giesler (2005), "Brand Systems: A Conceptual Framework for the Sociological Analysis of Brand Phenomena," European Association for Consumer Research Conference, Göteborg, Sweden.
- Giesler, Markus and Marius K. Luedicke (2005), "Negotiating Distinctions: How Brands Become Cultural Resources," European Association for Consumer Research Conference, Göteborg, Sweden.
- Giesler, Markus and Mali Pohlmann (2005), "The Symbolic Meaning of Body Parts in Images: The Case of Hands in Advertisements," European Association for Consumer Research Conference, Göteborg, Sweden.
- Giesler, Markus and Alladi Venkatesh (2004), "Reframing the Embodied Consumer as Cyborg: A Posthumanist Epistemology of Consumption," Association for Consumer Research Conference, Portland, OR.
- Giesler, Markus (2003), "Consuming Cyborgs: Posthuman Consumer Culture and its Impact on the Conduct of Marketing," Association for Consumer Research Conference, Toronto, Canada. (presentation with Erik Davis)
- Giesler, Markus (2003), "Social Systems in Marketing," European Association for Consumer Research Conference, Dublin, Ireland.
- Giesler, Markus (2003), "Brand Systems and Protest Systems," 30th International Research Seminar in Marketing, La Londe les Maures, France.
- Giesler, Markus and Mali Pohlmann (2003), "The Rise of Posthuman Consumer Culture: Cybernetic, Circuits, Cultural Logic and Political Dynamics," Digital Communities: Organizing in a Networked World, Stockholm, Sweden.
- Giesler, Markus and Mali Pohlmann (2002), "The Anthropology of File Sharing: Consuming Napster as a Gift," Association for Consumer Research Conference, October 2002, Atlanta, GA.

Giesler, Markus and Mali Pohlmann (2002), "The Social Form of Napster: Cultivating the Paradox of Consumer Emancipation," Association for Consumer Research Conference, Atlanta, GA.

Giesler, Markus (2002), "Remixing the Sonic Reality of Consumption," Theory Performance, Heretical Consumer Research (HCR) 2002 Conference, Atlanta, GA.

Giesler, Markus and Mali Pohlmann (2002), "The Elizabeth Smart Case: Enactment of a Suburban Nightmare," 1st Annual ACR Film Festival, Association for Consumer Research Conference, Atlanta, GA.

INVITED PRESENTATIONS

- 2021 ESSEC School of Management, France (on Zoom)
 Eller College of Business, University of Arizona (on Zoom)
- 2020 University of Oxford (postponed due to Covid-19)
 University of Munster, Germany (postponed due to Covid-19)
 Emory University (postponed due to Covid-19)
 Doctoral Seminar, University of Connecticut (on Zoom)
 Doctoral Seminar, Harvard Business School (on Zoom)
 City University, London (on Zoom)
 Doctoral Seminar, HEC Montreal (on Zoom)
 SKEMA Business School, France (on Zoom)
- 2019 Thought Leaders' Conference on Marketing and Privacy, Florence, Italy
 University of Cologne, Germany
 University of Dortmund, Germany
- 2018 VOYA Colloquium, University of Connecticut, CT
 University of Wisconsin-Madison, WI
 Brand Camp 4, Obergurgl, Austria
 HEC Lausanne, Switzerland
 University of Munster, Germany
 Technical University Munich (Heilbronn), Germany
 Fields Institute Blockchain Symposium, Toronto, Canada
 Marketing Matters (Wharton Business Radio with Barbara Khan)
 MSI Scholars Conference, Breckenridge, CO
 MSI (Marketing Science Institute) Immersion, Boston, MA
- 2017 Consumers and Consumption, Yale University, CT
 Zicklin School of Business, Baruch College, NY
 University of Illinois Urbana-Champaign, College of Business, IL
 C4, Chicago Consumer Culture Community, Chicago, IL
 JAMS VU Amsterdam Thought Leaders Conference, Amsterdam, Netherlands

- 2016
 Smith School of Business, Queen's University, Kingston, Canada
 University of Illinois Urbana-Champaign, College of Business, IL
 Royal Holloway, University of London, United Kingdom
 Connect Schulich Alumni Forum, York University, Canada
 Fireside Conference, Camp Walden, Canada
 Faculty of Science, York University, Toronto, Canada
- 2015
 Concordia University, Montreal, Canada
 Richard Ivey School of Business, London, Canada
 York University Circle Lecture, Toronto, Canada
 Fireside Chat, Schulich School of Business, York University, Toronto, Canada
 Kellogg-Schulich EMBA Gala, Toronto, Canada
 Johan Arndt Conference, Norwegian School of Economics, Norway
 TEDx Speaker, York University, Toronto, Canada
 University of Arizona, Eller College of Business, AZ
- 2014
 University of Wisconsin-Madison, WI
 Télécom Ecole de Management, Paris, France
 University of California, Irvine, CA
 Taylor & Francis Editor Roundtable, Toronto, Canada
 Center for Responsible Business, Toronto, Canada
 Business Council for the United Nations, NY
- 2013
 HEC Montreal, Quebec, Canada
 University of California, Irvine, CA
 Richard Ivey School of Business, London, Canada
 Sunnybrook Research Institute, Toronto, Canada
- 2012
 William A. Kern Lecture, Rochester Institute of Technology, Rochester, NY
 University of Lille, France
 University of Munster, Germany
 University of Southern Denmark, Odense, Denmark
 King's College, London, UK
- 2011
 University of Bath, UK
 Visiting Doctoral Student Workshop, University of Arkansas, AR
 Richard Ivey School of Business, London, Canada
- 2010
 Richard Ivey School of Business, London, Canada
 Vienna University of Economics and Business, Austria
 University of Exeter, UK
- 2009
 Chamber of Commerce, Bochum, Germany
 University of Arkansas, AR

- 2008 INSEAD, Fontainebleau, France
EDHEC, Lille, France
HEC, Paris, France
University of Innsbruck, Austria
University of Exeter, UK
- 2007 London Business School, UK
University of Innsbruck, Austria
- 2006 Digital Lifestyle Day Munich, Germany
ARD Radioday, Cologne, Germany
Deutscher Marketing Tag, Dusseldorf, Germany
- 2005 Research in Motion, Milan, Italy
Eller College, University of Arizona, AZ
- 2004 University of California, Irvine, CA
- 2003 Harvard Business School, Boston, MA
Stockholm University School of Business, Sweden
Schulich School of Business, York University, Toronto, Canada
University of South Florida, Tampa, FL
HEC, Paris, France

HONORS/AWARDS

- 2020 Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, Indiana University (postponed to 2021 due to Covid-19)
Marketing Strategy Consortium, University of Texas at Austin, McCombs School of Business (moved to virtual event December due to Covid-19)
Gambrinus Fellowship, Technical University of Dortmund, Germany
- 2019 Guest Editor, Special Issue on Managing and Measuring the Customer Experience, GfK Marketing Intelligence Review
Ferber Award Honorable Mention (with Ela Veresiu)
Keynote Speaker, GfK Marketing Intelligence Review Conference 2019, Nuremberg, Germany
Keynote Speaker, AMA Virtual Conference on Design Thinking
Keynote Speaker, MSI Webinar on Consumer AI
Keynote Speaker, French Association of Marketing
Co-Chair, AMA Winter Academic Conference, Austin, TX (with Son K. Lam and Xueming Luo)
Co-Chair, Qualitative Data Analysis Workshop, CCT Conference, Concordia University, Montreal, Canada (with Ashlee Humphreys and Linda Tuncay Zayer)

- 2018 Associate Editor, Journal of Marketing
Marketing Science Institute Scholar
Faculty Mentor, ACR Doctoral Symposium, Dallas, TX
Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, University of Leeds, UK
Faculty Mentor, 6th AIM-AMA Sheth Foundation Doctoral Consortium, Bengaluru, India
Program Committee, CCT Conference, Odense, Denmark
- 2017 Co-chair, John A. Howard/ AMA Doctoral Dissertation Award
Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, University of Iowa, IA
Faculty Mentor, 5th AIM-AMA Sheth Foundation Doctoral Consortium, Mumbai, India
Co-Chair, ACR Doctoral Symposium, San Diego, CA (with Lauren Block)
Co-Chair, Qualitative Data Analysis Workshop, CCT Conference, University of California, Irvine, CA (with Cele Otnes and Linda Tuncay Zayer)
Curator, Winter AMA Conference, Orlando, FL
- 2016 Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, University of Notre Dame, IN
Faculty Mentor, 4th AIM-AMA Sheth Foundation Doctoral Consortium, New Delhi, India
Netnography Panel, AMA Winter Academic Conference, Las Vegas, NV
Co-Chair, Consumer Culture Theory Track, AMA Winter Academic Conference, Las Vegas, NV (with Ashlee Humphreys)
Program Committee, CCT Conference, Université de Lille 2, Lille, France
- 2015 Faculty Mentor, ACR Doctoral Symposium, New Orleans, LA
Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, London Business School, UK
Faculty Mentor, Qualitative Data Analysis Workshop, CCT Conference, University of Arkansas, AR
Outreach Committee Member, CCT Conference, University of Arkansas, AR
Seymour Schulich Fellowship in Research Achievement 2015
- 2014 “40 Most Outstanding Business-School Professors Under 40 in the World,”
Poets & Quants
“8 Business School Professors on the Rise” *CNN/Money/Fortune*
Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, Northwestern University, IL
Program Committee, CCT Conference, Aalto University School of Business, Finland
Program Committee, ACR Conference, Baltimore, MD
Faculty Mentor, ACR Doctoral Consortium, Baltimore, MD
Faculty Mentor, Doctoral Consortium, SCP Conference, Miami, FL

Faculty Mentor, 1st Australian Interpretive CCT Workshop, Brisbane, Australia
Faculty Mentor, Doctoral Colloquium, ANZMAC Conference, Brisbane, Australia
At-Large Member, Consumer Culture Theory Consortium Board
Listed as the most publicly profiled York professor in the global media in the 2013-2014 York University Accountability Report

- 2013 Seymour Schulich Award for Teaching Excellence Finalist (BBA)
Program Committee, ACR Conference, Chicago, IL
Program Committee, CCT Conference, University of Arizona, AZ
Faculty Mentor, Qualitative Data Analysis Workshop, CCT Conference, University of Arizona, AZ
Faculty Mentor, AMA Winter Academic Conference Doctoral Symposium, Las Vegas, NV
Co-Chair, Consumer Culture Theory Track, AMA Winter Academic Conference, Las Vegas, NV (with Ashlee Humphreys)
Reviewer, John A. Howard/ AMA Doctoral Dissertation Award
- 2012 Seymour Schulich Award for Teaching Excellence Finalist (MBA)
Seymour Schulich Fellowship in Research Achievement
Program Committee Member, Asia-Pacific ACR Conference, Queenstown, NZ
Faculty Speaker, Qualitative Data Analysis Workshop, CCT Conference, Royal Holloway, University of London, UK
Reviewer, John A. Howard/ AMA Doctoral Dissertation Award
Graduate Faculty Member, Sam M. Walton College of Business, University of Arkansas, AR
- 2011 Program Committee Member, ACR Conference, St. Louis, MO
Faculty Speaker, ACR Doctoral Consortium, St. Louis, MO
Faculty Speaker, Qualitative Data Analysis Workshop, CCT Conference, Northwestern University, Evanston, IL
Faculty Speaker, Consumption, Markets, and Culture Workshop, Bilkent University, Turkey
- 2010 Co-Chair, Doctoral Colloquium, EACR Conference (with Avi Shankar), Royal Holloway, University of London, UK
Faculty Speaker, ACR Doctoral Consortium, Jacksonville, FL
Reviewer, Sheth Foundation Dissertation Grant Competition
- 2009 Co-Chair, Consumer Culture Theory Conference (with David B. Wooten), University of Michigan, MI
Co-Chair, Qualitative Data Analysis Workshop (with Eric J. Arnould and David B. Wooten), University of Michigan, MI

- 2008 Seymour Schulich Award for Teaching Excellence Finalist (BBA)
 “Canada’s Top 40 Under 40” Award, Dean’s nomination
 Faculty Speaker, ACR Doctoral Consortium, San Francisco, CA
 Faculty Speaker, ACR Latin America Doctoral Consortium, Sao Paulo, Brazil
 Faculty Speaker, AMA Doctoral Consortium, San Diego, CA
 Program Committee, ACR Conference, San Francisco, CA
- 2007 Seymour Schulich Award for Teaching Excellence Award (2nd place)
 Seymour Schulich Award for Teaching Excellence Finalist (MBA)
 Faculty Speaker, Qualitative Data Analysis Workshop, CCT Conference, York
 University, Toronto, Canada
 Faculty Speaker, EACR Doctoral Consortium, Milan, Italy
 Faculty Speaker, ACR Doctoral Consortium, Memphis, TN
- 2006 Faculty Speaker, ACR Doctoral Consortium, Orlando, FL
- 2005 Listed as the most publicly profiled York professor in the global media in the
 2004-2005 York University Accountability Report
- 2003 Erasmus Scholarship, Stockholm University, Sweden
- 2002 ACR Film Festival “Best Short Feature” Award (inaugural competition)

GRANTS/FELLOWSHIPS

- 2012 *Seymour Schulich Fellowship in Research Achievement* (\$2,500)
- 2007 *Seymour Schulich Fellowship in Research Achievement* (\$2,500)
- 2005 *SSHRC Project Selection* (\$30,000)
- 2004–2008 *Dean’s Fellowship* (\$90,000)

PROFESSIONAL ORGANIZATION

- 2013–2018 *Consumer Culture Theory Consortium*, At Large Member
- 2008–2013 *The Sidney J. Levy Award* (<http://levyaward.org>), Funding and Administration

ASSOCIATE EDITORSHIPS/EDITORIAL BOARDS

2021-2023 *Journal of Consumer Research*, Co-Editor
2018–2020 *Journal of Marketing*, Associate Editor
2016–2018 *Journal of Marketing*, Editorial Review Board Member
2013–2020 *Journal of Consumer Research*, Editorial Review Board Member
2020- *Journal of Consumer Psychology*, Editorial Review Board Member
2017– *Marketing Letters*, Editorial Review Board Member
2011– *Consumption, Markets, and Culture*, Editorial Advisory Board Member
2014– *Journal of Markets and Business Systems*, Editorial Review Board Member
2014– *Business and Society*, Editorial Review Board Member

OTHER ACADEMIC SERVICES

Ad Hoc Reviewer *Journal of Consumer Psychology*, *Journal of Consumer Culture*, *Journal of Macromarketing*, *Journal of Marketing Management*, *European Journal of Marketing*, *Berkeley Journal of Sociology*, *Journal of International Business Studies*, *Journal of Computer Mediated Communication*, *American Journal of Sociology*, *American Marketing Association Conferences*; *Association for Consumer Research Conferences*; *European Association for Consumer Research Conferences*, *Consumer Culture Theory Conferences*

COURSE DEVELOPMENT

Designing Competitive Customer Experiences (Kellogg-Schulich EMBA Program)
Customer Experience Design (12-week MBA elective course)
Entertainment Marketing and Culture (12-week MBA elective course)
Marketing Strategy (12-week Ph.D. level course)

MEMBERSHIP ON DOCTORAL DISSERTATION COMMITTEES

Kelley Cours Anderson, ongoing, Texas Tech University (External Examiner)
Gulay Taltekin, ongoing, Schulich School of Business, York University (Committee Member)
Luciana Velloso, ongoing, Schulich School of Business, York University (Committee Member)
Birgit Schneidmueller, 2016, York University (External Examiner)
Ahmed Benmecheddal, 2016, Université de Lille 2, France (External Examiner)
Anton Siebert, Witten/Herdecke University, Germany (External Examiner)
Pierre-Yann Dolbec, 2015, Schulich School of Business, York University (Committee Member)
Ela Veresiu, 2015, Witten/Herdecke University, Germany (External Examiner)
Amanda Earley, 2014, Schulich School of Business, York University (Committee Member)
Anastasia Thyroff, 2013, University of Arkansas (Committee Member)
Janice Denegri-Knott, 2010, University of Exeter, UK (External Examiner)
Marius K. Luedicke, 2006 University of St. Gallen (Committee Member)

VISITING SCHOLARSHIPS

School of Business
Stockholm University
Sweden

2003–2004

Kellogg School of Management
Marketing Department
Northwestern University

2000–2003