

## ELA VERESIU

Schulich School of Business, York University, 4700 Keele Street, Toronto, Ontario, M3J 1P3,  
T: +1 416 736 2100, Ext. 33357 E: [everesiu@schulich.yorku.ca](mailto:everesiu@schulich.yorku.ca) W: <http://elaveresiu.com>

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### EDUCATION

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

### ACADEMIC APPOINTMENTS

- July 2024-June 2027 Area Coordinator, Marketing Area, Schulich School of Business,  
York University
- July 2020-Present Associate Professor, Marketing Area, Schulich School of Business,  
York University
- July 2015-June 2020 Assistant Professor, Marketing Area, Schulich School of Business,  
York University
- Jan. 2015-Apr. 2015 Course Instructor, Faculty of Liberal Arts & Professional Studies,  
York University
- Apr. 2011-Sept. 2013 Course Instructor, Chair of Strategic Marketing, Witten/Herdecke  
University

### RESEARCH INTERESTS

Ela Veresiu's research program focuses on understanding and promoting consumer diversity and market inclusion at the interplay of institutions, technology, branding, and identity.

### REFEREED JOURNAL ARTICLES

(full media coverage available at <http://elaveresiu.com/media>; h-index of 10)

1. Veresiu, Ela and Marie-Agnes Parmentier (2025), "Building Age-Inclusive Brands: The Case of 19/99 Beauty," submitted, *Special Issue of the Journal of Product & Brand Management*.
2. Robinson, Thomas Derek and Ela Veresiu (2024), "Timing Legitimacy: Identifying the Optimal Moment to Launch Technology in the Market," *Journal of Marketing*.  
Select Media Coverage: *Financial Post, Orange, Morning News*
3. Hochstein, Rachel, Ela Veresiu, and Colleen Harmeling (2024), "Moralizing Everyday Consumption: The Case of Self-Care," *Journal of Consumer Research*.  
Select Media Coverage: *Phys.org*
4. Veresiu, Ela (2023), "Delegitimizing Racialized Brands," special issue of the *Journal of the Association for Consumer Research: Racism and Discrimination in the Marketplace*, 8 (1), 59-71.  
Select Media Coverage: *The Conversation, Yahoo News, Business World, Phys.org*
5. Hazzouri El, Mohammed, Rowan El-Bialy, Ela Veresiu, and Kelley Main (2023), "Consumer Experiences of (Dis)empowerment with Payday Loan Regulations," *Journal of Consumer Affairs*, 57 (3), 1066-1088.

6. Robinson, Thomas Derek, Ela Veresiu, and Ana Babic Rosario (2022), "Consumer Timework," *Journal of Consumer Research*, 49 (1), 96-111. (Published online in 2021)
7. Robinson, Thomas Derek and Ela Veresiu (2021), "Advertising in a Context Harm Crisis," *Journal of Advertising Special Issue: Advertising and COVID-19*, 50 (3), 221-229.  
**\*Lead Article**  
 Select Media Coverage: *The Conversation, The National Post*
8. Veresiu, Ela and Marie-Agnès Parmentier (2021), "Advanced Style Influencers: Confronting Gendered Ageism in Fashion and Beauty Markets," special issue of *Journal of the Association for Consumer Research: Genders, Markets, and Consumers*, 6 (2), 263-273.  
**\*SSHRC Insight Development Grant; \*Schulich Research Fellowship Winner**  
 Select Media Coverage: *The Conversation, National Post, Radio Television Suisse*
9. Veresiu, Ela (2020), "The Consumer Acculturative Effect of State-Subsidized Spaces: Spatial Segregation, Cultural Integration, and Consumer Contestation," *Consumption, Markets & Culture*, 23 (4), 342-360. (Published online in 2018).
10. Veresiu, Ela and Markus Giesler (2018), "Beyond Acculturation: Multiculturalism and the Institutional Shaping of an Ethnic Consumer Subject," *Journal of Consumer Research*, 45 (3), 553-570.  
**\*Ferber Award Honorable Mention; \*Sidney J. Levy Award Winner**  
 Select Media Coverage: *The Conversation, Foreign Affairs*
11. Castilhos, Rodrigo B., Pierre-Yann Dolbec, and Ela Veresiu (2017), "Introducing a Spatial Perspective to Analyze Marketing Dynamics," *Marketing Theory*, 17 (1), 9-29.  
**\*Lead Article \*Authors listed alphabetically**
12. Giesler, Markus and Ela Veresiu (2014), "Creating the Responsible Consumer: Moralistic Governance Regimes and Consumer Subjectivity," *Journal of Consumer Research*, 41 (3), 840-857.  
**\*Featured in Marketing Science Institute Top Articles to Read**  
 Select Media Coverage: *Fast Company, Pacific Standard, The Baffler, HuffPost, Science Daily*

#### **PEER REVIEWED BOOK CHAPTERS**

1. Veresiu, Ela (2023), "Consumer Culture," in *The Cambridge Handbook of Consumer Psychology 2<sup>nd</sup> Edition*, ed. Cait Lamberton, Derek Rucker, and Stephen Spiller, 500-528.
2. Sharifonnasabi, Zahra, Marius Luedicke, Fleura Bardhi, and Ela Veresiu (2023), "Global Mobilities," in *Consumer Culture Theory 2<sup>nd</sup> Edition*, eds. Eric J. Arnould, David Crockett, Craig J. Thompson, and Michelle Weinberger, Thousand Oaks, CA: Sage Publishing, 249-272.
3. Thompson, Craig J., Eric J. Arnould, and Ela Veresiu (2023), "Market Mythmaking and Consumer Culture," in *Consumer Culture Theory 2<sup>nd</sup> Edition*, eds. Eric J. Arnould, David Crockett, Craig J. Thompson, and Michelle Weinberger, Thousand Oaks, CA: Sage Publishing, 273-306.
4. Veresiu, Ela, Thomas Derek Robinson, and Ana Babic Rosario (2021), "Marketing and Nostalgia: Unpacking the Past and Future of Marketing and Consumer Research on Nostalgia," in *Intimations of Nostalgia: Multidisciplinary Explorations of an Enduring Emotion*, ed. Michael Hviid Jacobsen, 171-190.  
 Select Media Coverage: CBC

- 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, 255-275.

### **PEER REVIEWED CASES**

Baudet, Alex, Ela Veresiu, and Marie-Agnes Parmentier (Forthcoming), “TomboyX: Building an Inclusive Digital Communication Plan,” *Bloomsbury Fashion Business Cases*, London, UK: Bloomsbury Publishing.

### **PEER REVIEWED BOOK REVIEWS**

Veresiu, Ela (2020), “Materializing difference: consumer culture, politics, and ethnicity among Romanian Roma,” *Consumption Markets & Culture*, 24 (5), 514-515.

### **MANUSCRIPTS UNDER REVIEW**

- El-Bialy, Rowan, Eileen Fischer, and Ela Veresiu, “Impacts of Post-Truth Conditions on a Susceptible Market,” preparing revision, *Journal of Consumer Research*.
- Robinson, Thomas Derek, Jessica Chelekis, and Ela Veresiu, “Institutional Role Segmentation: The Case of the Sleep Market,” under review, *International Journal of Research in Marketing*.
- Robinson, Thomas Derek and Ela Veresiu, “Relational Market Legitimacy,” preparing revision, *Marketing Theory*.
- Mal, Carmen, Tana Licsandru, and Ela Veresiu, “Refugees, Consumption, and Discrimination: A Systematic Literature Review,” preparing revision, *Journal of Marketing Management*.

### **MANUSCRIPTS IN PREPERATION**

- Ela Veresiu, Ana Babic Rosario, and Thomas Derek Robinson, “Introducing Nostalgic Customer Experience,” preparing submission *Journal of Retailing*.
- Robinson, Thomas Derek and Ela Veresiu, “Divergent Thinking in Conceptual Marketing Papers: A Methodology,” preparing submission *Journal of the Academy of Marketing Science*.
- Mal, Carmen, Tana Licsandru, and Ela Veresiu, “Shaping and Surviving a Stigmatized Immigrant Consumer Subject Position,” preparing submission, *Journal of Consumer Research*.

### **GRANTS/SCHOLARSHIPS**

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|-----------|---|
| 2024-2027 | Primary Investigator, SSHRC Insight Grant (\$92,763 CAD) “Championing Belonging and Inclusion of Ageing Menopausal Consumers in Canada’s Marketplace”   |
| 2019-2024 | Primary Investigator, SSHRC Insight Development Grant (\$51,405 CAD) “Female Empowerment: Older Women, Social Media, and the Ageist Fashion Industry”   |
| 2021      | Transformative Consumer Research Grant, The Association for Consumer Research (\$500 USD)<br>“Relationship Substitutes: How (Over) Consuming Digital Influencer Content Impacts Consumer Wellbeing” |
| 2019      | Schulich Research Fellowship, York University (\$2,500 CAD)   |

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

**HONORS AND AWARDS**

- 2024-2027 Schulich Research Excellence Fellowship
- 2022 Top 10 PR, Marketing and Communications Professors in Canada, Marketing News Canada  
30 Over 30 Marketing Professors in Canada, Marketing News Canada
- 2020 York University Research Leader Award
- 2019 Ferber Award Honorable Mention  
Sidney J. Levy Award Winner
- 2017 York University Research Leader Award
- 2016 30 Under 30 Marketing Leader Winner, Marketing Magazine
- 2015 Weber Shandwick Schulich Marketers Rising Star Award  
Participant (by invitation only), Inaugural Women in Marketing Leadership Conference, New York, NY

**EDITORIAL EXPERIENCE**

- 2024-2026 Issue Editor, *Journal of the Association for Consumer Research*
- 2019-Present Member, Editorial Review Board, *Consumption Markets & Culture*

**PROFESSIONAL SERVICE: AMERICAN MARKETING ASSOCIATION**

- 2026 Conference Co-Chair, AMA Winter Academic Conference
- 2022 Track Co-Chair, AMA Winter Academic Conference, Las Vegas, NV  
Track Co-Chair, AMA Summer Academic Conference, Chicago, IL
- 2021 Track Co-Chair, AMA Winter Academic Conference, St. Pete Beach, FL
- 2019 Track Co-Chair, AMA Winter Academic Conference, Austin, TX  
Reviewer, CBSIG Conference on Managerially Relevant Consumer Insights (2 competitive papers)
- 2018-Present Reviewer, Howard Dissertation Award, AMA (4 times)
- 2012-Present Reviewer, AMA Winter Academic Conference (2 special sessions, 4 competitive papers)

**PROFESSIONAL SERVICE: ASSOCIATION FOR CONSUMER RESEARCH**

- 2025 Associate Editor, ACR North American Conference
- 2024 Co-Chair Working Papers Track, ACR North American Conference, Paris, FR  
Faculty Mentor, ACR Doctoral Symposium, Paris, FR
- 2021 Faculty Mentor, ACR Doctoral Symposium, Virtual
- 2020 Associate Editor, ACR North American Conference (40 AE reports)
- 2018 Program Committee, ACR Conference on Gender, Marketing, and Consumer Behavior, Dallas, TX  
Reviewer, ACR Gender, Marketing and Consumer Behavior Conference (3 competitive papers)

- 2017 Faculty Mentor, ACR Doctoral Symposium, San Diego, CA
- 2015 Faculty Mentor, ACR Doctoral Symposium, New Orleans, LA
- 2011-Present Reviewer, ACR North American Conference (2 competitive papers, 9 working papers)

**PROFESSIONAL SERVICE: CONSUMER CULTURE THEORY CONSORTIUM**

- 2025 Co-Chair Competitive Papers Track, CCT Conference, London, UK
- 2023-2026 At Large Member, CCTC Board
- 2023 Program Committee, CCT Conference, Lund, Sweden  
“Discourse Analysis” Presentation, CCT PhD Program, Lille, FR, Aug. 30
- 2021-2024 Co-Chair, Qualitative Data Analysis (QDA) Workshop
- 2022 Judge, Sidney J. Levy Award
- 2021 Co-Chair, Virtual QDA Workshop
- 2019 Keynote Co-Speaker, QDA Workshop, Montreal, CA  
Faculty Mentor, QDA Workshop, Montreal, CA  
Program Committee, CCT Conference, Montreal, CA
- 2018 Faculty Mentor, Global CCT PhD Students Group, Odense, Denmark  
Faculty Mentor, North American Doctoral Research Colloquium, Toronto, CA
- 2017 Faculty Mentor, QDA Workshop, Long Beach, CA  
Program Committee, CCT Conference, Irvine, CA
- 2015 Program Committee, CCT Conference, University of Arkansas, AR
- 2011-Present Reviewer, CCT Conference (5 special sessions, 10 competitive papers, 4 working papers)

**INVITED TALKS**

- 2024 “Market Segmentation via Consumer Institutional Roles,” HEC Montreal, Nov.6  
“Shaping and Surviving a Stigmatized Immigrant Consumer Subject Position,”  
Skema Business School, Lille, FR, Feb. 2  
“Building Better Brands Through Inclusive Marketing,” Queen Mary University  
of London, Feb. 1  
“Timing and Pacing in Market Legitimacy Strategies,” with Thomas Derek  
Robinson, London CCT Network, Jan. 31  
“Qualitative Research Methods: From Most Common to Combinations,” Bayes  
Business School, City, University of London, Jan.30
- 2023 “The Cultural Negotiation of Practice Categories: The Case of Self-Care  
Consumption” C4 - Chicago Consumer Culture Community, Dec.1  
“From Racialized to Inclusive Brands” Research Spotlight by Michigan State  
University & Texas A&M University, Nov.3  
“Discourse Analysis,” CCT PhD Program, Lille, FR, Aug. 30  
“Qualitative Methodology,” COPPEAD UFRJ, Rio de Janeiro, BR, May 10.  
“Ideation,” EMGirls Entrepreneurial Competition, Toronto, CA, March 25  
“Rival Market Legitimacies,” with Thomas Derek Robinson, King's College  
London, U.K., Feb. 15.  
“Strategic Inclusive Marketing: Lessons from Indie Brands,” with Marie-Agnes  
Parmentier, University of Liverpool, Jan. 23 and University of Bristol, U.K., Jan.  
30.

- 2022 “How to Avoid Inclusive Washing: Insights from Inclusive Branding,” with Marie-Agnes Parmentier, IAE Paris Sorbonne Business School, FR, Nov. 29.  
 “Building Inclusive Brands,” with Marie-Agnes Parmentier, London College of Fashion, U.K., June 1.
- 2021 “PhD Seminar: Consumer Culture Theory,” Questrom School of Business, Boston University, MA, Nov. 19.  
 “Delegitimizing Racialized Brands,” Institute of Marketing and Communication Management of the Università della Svizzera italiana, Lugano, CH, Oct. 8.  
 “Confronting Gendered Ageism Online,” Scholars' Hub @ Home, York University, CA, Aug. 4.  
 “PhD Seminar: Application of Qualitative Methods,” Lundquist College of Business, University of Oregon, OR, May 7.  
 “Consuming Sleep: Marketized Timeflow Disruption,” Bayes Business School, City University London, U.K., Jan. 14.
- 2020 “Racialized Brands: A By-Product of Cultural Branding,” Lisle and Roslyn Payne Research Symposium, Eller College of Management, University of Arizona, AZ, Jan. 31.  
 “Strategic Image Management: The Materialization of Popular Memories in Historical Servicescapes,” Florida State University, FL, Feb. 28.  
 “Consumer Timework,” Schulich School of Business, York University, CA, Apr. 24.  
 “Consumer Timework,” Business School, City University London, U.K., May 04.  
 “Consumer Timework,” Vrije Universiteit Amsterdam, NL, June 17.  
 “The Spatial-Temporal Shaping of Consumption,” University of Wisconsin-Madison, WI, Postponed.  
 “Consuming Sleep: Marketized Timeflow Disruption,” King’s Business School, London, U.K., Dec.8.
- 2019 “Advanced Style Influencers: How Mature Women Reassemble Gender, Age, and Retirement in Digital Markets,” University of Connecticut, CT, Nov. 01.
- 2018 “Shaping the Empathetic Consumer Subject: An Analysis of the Uber Ride-Hailing Platform,” HEC Lausanne, CH, Feb. 02.
- 2017 “Market Mediated Multiculturation: The Institutional Shaping of an Ethnic Consumer Subject,” and “Consumer Culture Theorizing,” Edwards School of Business, University of Saskatchewan, CA, Sept. 29.
- 2015 “Shifting to a Platform Business: How Empathy Mitigates Consumer Risk,” John Molson School of Business, Concordia University, Montreal, CA, Nov. 27.
- 2012 “Reclaiming Hitler's Hill: Commercial Mythmaking as a Collaborative Process,” University Lille 2 Droit et Santé and Skema Business School, FR, July 14.  
 “Becoming a Wizard: Managing the Liminality Between Muggle & Magic,” and “Ethnic Entrepreneurs: Global City Consumer Acculturation in Anthropological Perspective,” PhD CRiAC Colloquium and Seminar, University of Bath School of Management, U.K., May 9.

## REFEREED CONFERENCE PROCEEDINGS

Zaman, Raisa Tasneem, Ela Veresiu, and Russell Belk (2024), “Neurodiversity, Family

- Consumption, and the Marketplace,” in *NA-Advances in Consumer Research*, forthcoming.
- Hochstein, Rachel E., Colleen M. Harmeling, and Ela Veresiu (2021), “Self-Care: How Consumers Balance Personal Well-Being with the Needs of Others,” in *NA-Advances in Consumer Research*, Vol.49, ed. Tonya Williams Bradford, Anat Keinan, and Matt Thompson, Duluth, MN: Association for Consumer Research, 636-640.
- Veresiu, Ela and Marie-Agnes Parmentier (2020), “#Instagrannies?: How Mature Women Reassemble Aging, Fashion and Retirement in Digital Times,” in *NA-Advances in Consumer Research*, Vol.48, ed. Jen Argo, Hope Schau, and Tina M. Lowrey, Duluth, MN: Association for Consumer Research, 880-885.
- Veresiu, Ela (2019), “Racialized Brands: A By-Product of Cultural Branding,” in *NA-Advances in Consumer Research*, Vol.47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, 315-319.
- 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.
- 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, 288-292.
- Veresiu, Ela, Ana Babic Rosario, and Thomas Derek Robinson (2018), “Nostalgicising: A Performative Theory of Nostalgic Consumption,” in *NA-Advances in Consumer Research*, Vol.46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, 823-824.
- 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.
- Brunk, Katja H., Benjamin J. Hartmann, and Ela Veresiu (2016), “The Politicization of Markets: Exploring the Interplay Between Politics and Markets,” in *NA-Advances in Consumer Research*, Vol.44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 257.
- 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, Pierre-Yann Dolbec, and Rodrigo Castilhos (2014), “Conceptualizing the Space of Markets: How Spatiality Influences Market Dynamics,” in *NA-Advances in Consumer Research*, Vol. 42, ed. June Cotte and Stacy Wood, 265-270.
- Brunk, Katja H., Luca M. Visconti and Ela Veresiu (2013), “Expanding the Theoretical Boundaries of Consumer Acculturation: Investigating the Role of Institutional Forces and Nostalgia,” in *NA-Advances in Consumer Research*, Vol. 41, ed. Simona Botti and Aparna Labroo, 94.
- Veresiu, Ela and Markus Giesler (2013), “Fiddler on the Street: How Roma Refugees Enact Host

- Cultural Images of Nostalgic Otherness,” in *NA-Advances in Consumer Research*, Vol. 41, ed. Simona Botti and Aparna Labroo, 94-99.
- Veresiu, Ela (2012), “Myth Market Collaboration: Transforming a Culturally Contaminated Area into a Thriving Tourism Market,” in *NA-Advances in Consumer Research*, Vol. 40, ed. Zeynep Gürhan-Canli, Cele Otnes, and Rui Zhu, Duluth, MN: Association for Consumer Research, 129-133.
- Veresiu, Ela, Luca Visconti and Markus Giesler (2011), “Servicescapes: Spaces of Representation and Dispute in Ethnic Consumer Identity Construction,” Special Session Summary, in *NA-Advances in Consumer Research*, Vol. 39, ed. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, 125-129.
- Veresiu, Ela and Markus Giesler (2011), “Ethnic Entrepreneurship: Creating an Identity-Enhancing Assemblage of Public and Private Servicescapes in the Global City,” in *NA-Advances in Consumer Research*, Vol. 39, ed. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, 125-126.
- Veresiu, Ela and Markus Giesler (2011), “Ethnic Entrepreneurs: The Identity-Enhancing Tactics of Global City Consumption,” in *NA-Advances in Consumer Research*, Vol. 38, ed. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 69-71.
- Veresiu, Ela and Markus Giesler (2011), “Consuming the City: How Global Structures Facilitate Resistance to Ethnic Co-optation,” in *E-Advances in Consumer Research*, Vol. 9, ed. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research, 48-49.

## **REFEREED CONFERENCE PARTICIPATION**

### **Invited Panels**

- “Inclusive Marketing: Challenges and Opportunities,” chaired by Rachel Hochstein, Participants: Colleen Harmeling, Ela Veresiu, Nitisha Tomar, Maura Scott, Andre Maciel, Nicole Davis, and Rowan El-Bialy, 2025 AMA Winter Academic Conference, Phoenix, AZ.
- “Focused Forum: Collecting Qualitative Consumer Research in a PostTrust Era,” chaired by Rowan El-Bialy, Participants: Alex Atanasova, Giana Eckhardt, Ashlee Humphreys, Robert Kozinets, and Ela Veresiu, 2024 CCT Conference, University of San Diego, CA.
- “Organizational Frontline Research Symposium,” chaired by Colleen Harmeling and Clay Voorhees, 2024 AMA Winter Academic Conference, St. Petersburg, FL.
- “Rethinking Informal Markets,” chaired by Apoorv Khare, Participants: Ela Veresiu, Giridhar.V., Ram Manohar Vikas, Ramendra Singh, Apoorv Khare, ICMD 2021: 16th Biennial Conference of The International Society of Markets and Development, Trichy, India.

### **Chaired Special Sessions**

- “Caregiving: Navigating Tensions of Caring for Self and Others,” co-chaired with Rachel E. Hochstein and Colleen M. Harmeling (2021), ACR North American Conference, Seattle, WA.
- “Latest Insights on Social Responsibility in Today’s Marketplace,” co-chaired with Ana Babic Rosario (2021), AMA Winter Academic Conference, Virtual.
- “Re-Examining Consumer Identity on Digital Platforms,” co-chaired with Linda Tuncay Zayer



- and Marie-Agnes Parmentier (2020), ACR North American Conference, Paris, FR.
- “Consumers, Small-Scale Entrepreneurs, and the Transformation of Markets,” co-chaired with Pierre-Yann Dolbec (2020), AMA Winter Academic Conference, San Diego, CA.
- “Revisiting Retro Branding and Nostalgia Marketing,” co-chaired with Ana Babic Rosario and Thomas Derek Robinson (2019), AMA Winter Academic Conference, Austin, TX.
- “Technological Systems in the Making: Techno Social Imaginaries,” co-chaired with Behice Ece Ilhan and Ahmet Suerdem (2017), CCT Conference, University of California at Irvine, CA.
- “The Politicization of Markets: Exploring the Interplay Between Politics and Markets,” co-chaired with Katja H. Brunk and Benjamin J. Hartmann (2016), ACR North American Conference, Berlin, GER.
- “Consumer Culture Theorists’ Role in the Big Data Movement,” co-chaired with Henri Weijo (2016), CCT Conference, Skema Business School, Lille, FRA.
- “Scrutinizing the So-Called Sharing Economy,” co-chaired with Anton Siebert (2015), CCT Conference, University of Arkansas, Fayetteville, AR.
- “The Space for Markets: Exploring the Role of Sociospatial Relations on Market Dynamics,” co-chaired with Rodrigo Castilhos and Pierre-Yann Dolbec (2014), CCT Conference, Aalto University, Helsinki, FIN.
- “Expanding the Theoretical Boundaries of Consumer Acculturation: Investigating the Role of Institutional Forces and Nostalgia,” co-chaired with Katja H. Brunk and Luca M. Visconti (2013), ACR North American Conference, Chicago, IL.
- “The Value of Using Neo-Institutional Theory to Explore Changes in Markets and Consumption Fields,” co-chaired with Anton Siebert (2013), CCT Conference, University of Arizona, Tucson, AZ.
- “Advancing the Theoretical and Managerial Boundaries of Market Creation,” co-chaired with Anton Siebert (2013), AMA Winter Academic Conference, Las Vegas, NV.
- “Expanding the Theoretical Boundaries of Commercial Mythmaking,” (2012), CCT Conference, University of Oxford, Oxford, UK.
- “Servicescapes: Spaces of Representation and Dispute in Ethnic Consumer Identity Construction,” co-chaired with Luca M. Visconti and Markus Giesler (2011), ACR North American Conference, St. Louis, MO.

### **Knowledge Forum Participation**

- (2019), “Consumption Ideology,” in *NA-Advances in Consumer Research*, Vol.47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, forthcoming.
- (2019), “Assembling Impact: Learning from Consumer Research’s Institutional Entrepreneurs,” in *NA-Advances in Consumer Research*, Vol.47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, forthcoming.

### **Roundtable Participation**

- (2023), “Conceptualizing Consumption Injustices,” Consumer Culture Theory Conference, Lund University, Lund, Sweden.
- (2022), “Morality and Consumer Culture Theory,” Consumer Culture Theory Conference, Oregon State University, Corvallis, OR.
- (2022), “Navigating the Consumer Responsibilization/Abdication Dichotomy,” Consumer

- Culture Theory Conference, Oregon State University, Corvallis, OR.
- (2018), “Exploring the Epistemological Space for Fairytale Transformations: A Consumer Culture Theory Perspective of Social Change and Justice,” Consumer Culture Theory Conference, University of Southern Denmark, Odense, DEN.
- (2013), “Consumption and Heritage,” in *NA-Advances in Consumer Research*, Vol. 41, ed. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 781.
- (2012), “Market System Dynamics: the Value of and the Open Questions Associated With Studying Markets in Consumer Culture Theory,” in *NA-Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 1096-1097.

### **Conference Presentations**

- Hochstein, Rachel E., Colleen M. Harmeling, and Ela Veresiu (2025), “Treat Yourself: How Markets Shape What Consumers Think They Deserve,” Consumer Culture Theory Conference, King’s College London, UK.
- Zaman, Raisa Tasneem, Ela Veresiu, and Russell Belk (2025), “Restabilizing the Family Assemblage: Consumption Practices of Families Facing Enduring Disruptions,” Consumer Culture Theory Conference, King’s College London, UK.
- Baudet, Alex, Marie-Agnes Parmentier, and Ela Veresiu (2025), “The S.A.F.E Framework: Making Digital Marketing More Inclusive,” Consumer Culture Theory Conference, King’s College London, UK.
- Veresiu, Ela and Marie-Agnes Parmentier (2025), “Age-Inclusive Branding in the Beauty Industry,” Consumer Culture Theory Conference, King’s College London, UK.
- Iuliana Mal, Carmen, Tana Licsandru, and Ela Veresiu (2023), “Acculturation Strategies of Stigmatized Groups: A Case of Romanian Immigrants in the UK,” Consumer Culture Theory Conference, Lund University, Lund, Sweden.
- Veresiu, Ela and Marie-Agnes Parmentier (2022), “Building Inclusive Brands,” JAMS Thought Leader Forum, King's College London, UK.
- Veresiu, Ela and Marie-Agnes Parmentier (2022), “Building Inclusive Brands to Disrupt the Fashion and Beauty Institutions,” Consumer Culture Theory Conference, Oregon State University, Corvallis, OR.
- Veresiu, Ela (2022), “Delegitimizing Racialized Brands,” Consumer Culture Theory Conference, Oregon State University, Corvallis, OR.
- Robinson, Thomas Derek, Jessica Chelekis, and Ela Veresiu, “Disruptive Sleep,” Consumer Culture Theory Conference, Oregon State University, Corvallis, OR.
- Hochstein, Rachel E., Ela Veresiu, and Colleen M. Harmeling (2022), “Self-Centered Care Consumption: How Consumers Prioritize Themselves,” Consumer Culture Theory Conference, Oregon State University, Corvallis, OR.
- Hochstein, Rachel E., Colleen M. Harmeling, Ela Veresiu (2022), “Self-Centered Care Consumption: How Wellness Markets Help Consumers Prioritize the Self,” AMA Winter Academic Conference, Las Vegas, NV.
- Robinson, Thomas Derek, Jessica Chelekis, and Ela Veresiu (2022), “Consuming to Sleep,” AMA Winter Academic Conference, Las Vegas, NV.
- Hochstein, Rachel E., Colleen M. Harmeling and Ela Veresiu (2021), “Self-Care: How Consumers Balance Personal Well-Being with the Needs of Others,” ACR North American Conference, Virtual.

- Veresiu, Ela and Marie-Agnes Parmentier (2020), “#Instagrannies?: How Mature Women Reassemble Aging, Fashion and Retirement in Digital Times,” ACR North American Conference, Virtual.
- Veresiu, Ela and Markus Giesler (2020), “Strategic Image Management: The Materialization of Popular Memories in Historical Servicescapes,” AMA Winter Academic Conference, San Diego, CA.
- Giesler, Markus, Ela Veresiu, Nicholas Pendarvis, Amber Epp, Marius K. Luedicke, and Ashlee Humphreys (2020), “Hey Google: How Smart Brands Modulate Consumer Worlds,” AMA Winter Academic Conference, San Diego, CA.
- Giesler, Markus, Ela Veresiu, Nicholas Pendarvis, Amber Epp, Marius K. Luedicke, and Ashlee Humphreys (2019), “Hey Google: How Smart Brands Modulate Consumer Worlds,” The Future of Brands Conference, Columbia University, NYC, NY.
- Veresiu, Ela (2019), “Racialized Brands: A By-Product of Cultural Branding,” ACR North American Conference, Atlanta, GA.
- Veresiu, Ela (2019), “Myth Market Justification: How Racialized Brands Maintain Legitimacy,” CCT Conference, Concordia University, Montreal, CA.
- Veresiu, Ela and Markus Giesler (2019), “Sustaining Contested Institutional Fields: The Materialization of Popular Memories in Historical Servicescapes,” NITMKG2: Bringing Institutional Theory to Marketing, ISC Business School, Paris, France.
- Rosario, Ana Babic, Ela Veresiu, and Thomas Derek Robinson (2019), “The Age of Consumer Nostalgia: Why Marketers Should Tread Carefully Despite the Popularity of Retro,” 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,” ACR North American Conference, Dallas, TX.
- Ertimur, Burcak, Ela Veresiu and Markus Giesler (2018), “Trading Crypto Currency: The Ideological Shaping of Consumer Financial Decision Making,” ACR North American Conference, Dallas, TX.
- Veresiu, Ela, Ana Babic Rosario, and Thomas Derek Robinson (2018), “Nostalgicising: A Performative Theory of Nostalgic Consumption,” ACR North American Conference, Dallas, TX.
- Veresiu, Ela, Thomas Derek Robinson, and Ana Babic Rosario (2018), “Reflective Nostalgia in Post-Socialist Cartoon Consumption: Rethinking the Temporal Dynamics of a Consumable Past,” CCT Conference, University of Southern Denmark, Odense, DEN.
- Ertimur, Burcak, Ela Veresiu, and Markus Giesler (2018), “What Even is Blockchain? Making Radical Technology Consumable,” CCT Conference, University of Southern Denmark, Odense, DEN.
- Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2018), “Shaping the Empathetic Consumer Subject: An Analysis of the Uber Ride-Hailing Platform,” CCT Conference, University of Southern Denmark, Odense, DEN.
- \*Presentation with Dr. Frederick Wherry, Professor of Sociology at Princeton University**
- 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,” CCT Conference, University of California at Irvine, CA.
- Giesler, Markus, 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.
- Veresiu, Ela and Markus Giesler (2016), “Market-Mediated Multiculturation: The Institutional Shaping of the Ethnic Consumer Subject,” ACR North American Conference, Berlin, GER.
- Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2016), “Doppelgänger Brand Images and Big Data: The Strategic Value of Marketplace Interactomes,” CCT Conference, Skema Business School, Lille, FRA.
- Giesler, Markus, Ela Veresiu, and Ashlee Humphreys (2015), “Designing a Sharing Economy through the Process of Market Empathization,” ACR 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,” CCT Conference, The 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.
- Castilhos, Rodrigo, Pierre-Yann Dolbec and Ela Veresiu (2014), “Conceptualizing the Space of Markets: How Spatiality Influences Market Dynamics,” ACR North American Conference, Baltimore, MD.
- Veresiu, Ela and Markus Giesler (2014), “Market-Based Multiculturation and the Formation of the Acculturating Consumer Subject,” CCT Conference, Aalto University, Helsinki, FIN.
- Giesler, Markus and Ela Veresiu (2014), “Managing Consumer-Brand Relationships in the Age of Conscious Capitalism,” Brands and Brand Relationships Conference, Boston, MA.
- Veresiu, Ela and Markus Giesler (2013), “Fiddler on the Street: How Roma Refugees Enact Host Cultural Images of Nostalgic Otherness,” ACR North American Conference, Chicago, IL.
- Veresiu, Ela and Markus Giesler (2013), “Sustaining Contested Institutional Fields: The Case of Historically Responsible Tourism,” CCT 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.
- Veresiu, Ela (2013), “Strategic Servicescapes: The Materialization of Meaning in a Historical Commercial Place,” AMA Winter Academic Conference, Las Vegas, NV.
- Veresiu, Ela (2012), “Strategic Servicescapes: The Materialization of Meaning in a Politically Contested Servicescape,” ACR North American Conference, Vancouver, CA.
- Veresiu, Ela and Markus Giesler (2012), “Reclaiming Hitler’s Hill: Commercial Mythmaking as a Collaborative Process,” CCT Conference, University of Oxford, Oxford, UK.
- Giesler, Markus and Ela Veresiu (2012), “Sustaining Faith in the Invisible Hand: A Dialectical Theory of Commercial Mythmaking and Capitalism,” CCT Conference, University of

Oxford, Oxford, UK.

Veresiu, Ela and Markus Giesler (2011), “Ethnic Entrepreneurship: Creating an Identity Enhancing Assemblage of Public and Private Servicescapes in the Global City,” ACR North American Conference, St. Louis, MO.

Veresiu, Ela and Markus Giesler (2010), “Ethnic Entrepreneurs: The Identity-Enhancing Tactics of Global City Consumption,” ACR North American Conference, Jacksonville, FL.

Veresiu, Ela and Markus Giesler (2010), “Consuming the City: How Global Structures Facilitate Resistance to Ethnic Co-optation,” ACR European Conference, Royal Holloway, University of London, Egham, UK.

**\*Presentation with Dr. Saskia Sassen, Robert S. Lynd Professor of Sociology at Columbia University**

### **WORKSHOP PARTICIPATION**

- 2022 Panelist, Plenary Panel Discussion: The Purpose, Scope and Impact of Research in a Business School, Schulich Research Day, York University.  
Speaker, Expert Conversations III: Research on Equality, Diversity, and Inclusion, Schulich Research Day, York University.
- 2021 Speaker, “Module 5: Marketing,” A Different Booklist Cultural Centre and Schulich School of Business, York University.
- 2020 Speaker, “Introduction to Marketing Webinar Series for Black Youth,” A Different Booklist Cultural Centre and Schulich School of Business, York University.
- 2019 Panelist, “Moving Beyond Pure Profit Maximization: Navigating the Human Side of Business,” Research Celebration Day, Schulich School of Business, York University.
- 2014 Participant, COERB Research Incubator, Schulich School of Business, York University.
- 2013-2016 Participant and Speaker, Idea Camp, Schulich School of Business, York University.
- 2013 Participant, AMA Winter Doctoral Symposium, AMA Winter Academic Conference, Las Vegas, NV.
- 2013-2017 Participant, Research Celebration Day, Schulich School of Business, York University.
- 2012 Participant, Consumption Theory: Canon of Classics, University of Oxford, UK.  
Participant, CCT Workshop on Methodology, University of London, Royal Holloway, UK.
- 2010 Participant, Doctoral Workshop “Qualitative Methods and Cultural Perspectives of Consumption” University Lille 2 Droit et Santé, Lille, FRA.
- 2010-2016 Participant and Speaker, Consumer Behavior Camp, Ivey Business School, Western University.

### **COURSE DESIGN AND TEACHING MATERIALS**

Veresiu, Ela (2023), “Crafting High Impact Research,” co-developed 12-week PhD core course, Schulich School of Business, York University, CA.

Veresiu, Ela (2022), “Unlocking Customer Value Through Tech,” developed 12-week MBA core course, Schulich School of Business, York University, CA.

Veresiu, Ela (2021), “Startup Marketing,” developed 12-week Masters elective course, Schulich School of Business, York University, CA.

Veresiu, Ela (2019), “Marketing Gendernomics,” developed 12-week elective course, for introductory video visit: <http://elaveresiu.com/teaching>

Veresiu, Ela (2014), “AP/ADMS 3120: Gender Issues in Management,” re-developed 12-week elective course for the Faculty of Liberal Arts and Professional Studies, School of Administrative Studies, York University, CA.

Veresiu, Ela (2012), “The Marketing of Innovations,” co-developed 12-week elective course for the MBA program, Witten/Herdecke University, Germany.

Veresiu, Ela (2012), “Introducing the Apple T.V.,” developed business case study for the BA program, Witten/Herdecke University, Germany.

Veresiu, Ela (2011), “Target Wo[men]: Gender-Based Marketing Strategies,” developed 12-week elective course for the MBA program, Witten/Herdecke University, Germany.

### **MASTERS AND BACHELOR LEVEL COURSES TAUGHT**

Crafting High Impact (Consumer) Research (PhD)	Startup Marketing (Master’s)
Unlocking Customer Value through Tech (MBA)	The Marketing of Innovations (MBA)
Social Media for Marketing & Management (MBA, BBA)	Digital Marketing (BBA)
Customer Experience Design (MBA)	Consumer Behavior (BBA)
Gender Issues in Management (BBA)	Target Wo[men] (MBA)
Marketing Management (MBA, Master’s, BBA)	

### **MEMBERSHIP ON DOCTORAL DISSERTATION COMMITTEES**

Raisa Tasneem Zaman, Schulich School of Business, York University (Co-Supervisor)  
PhD Student

Rowan El-Bialy, Schulich School of Business, York University (Co-Supervisor)  
Assistant Professor of Marketing, Eller College of Management, University of Arizona

Rachel Hochstein, College of Business, Florida State University (Committee Member)  
Assistant Professor of Marketing, Henry W. Bloch School of Management, University of Missouri-Kansas City

Gulay Taltekin Guzel, Schulich School of Business, York University (Committee Member),  
Assistant Professor of Marketing, Freeman College of Management, Bucknell University

### **FACULTY ADMINISTRATIVE APPOINTMENTS**

2024-2027 Area Coordinator, Marketing Area, Schulich School of Business, York University

2022 Speaker Series Organizer, Marketing Area, Schulich School of Business, York University  
Plenary Panel Speaker and Expert Conversations Speaker, Research Day, Schulich School of Business, York University  
Faculty Member, Equis Assessment Visit, Schulich School of Business, York University

2018-Present Ph.D. Program Coordinator, Marketing Area, Schulich School of Business, York University  
Moderator, Alumni Panel, Women in Business, KPMG & Schulich School of Business, York University

- 2021-2022 Strategy Committee for the Undergraduate Program, Schulich School of Business, York University  
Marketing Area Representative, Committee for Equity and Community, Schulich School of Business, York University
- 2021 Marketing Area Representative, Undergraduate Program Committee, Schulich School of Business, York University
- 2020-2021 Diversity, Equity and Inclusion Working Group, Schulich School of Business, York University  
Presenter for Marketing Area, A Different Booklist Cultural Centre (ADBCC)-Schulich Certificate Webinar Series, Schulich School of Business, York University
- 2018-2019 Course Director, MBA, Marketing Core Course MKTG 5200, Schulich School of Business, York University
- 2018 Research Speaker, Building Opening: Milestone Moment, Schulich School of Business, York University
- 2017 Vice Chair, Student Affairs Committee, Schulich School of Business, York University  
Faculty Member, Equis Assessment Visit, Schulich School of Business, York University  
MBA Student Coaching, Canada's Next Top Ad Exec (team placed in top 10 at nationals), Schulich School of Business, York University
- 2016-2018 Faculty Member, Student Affairs Committee, Schulich School of Business, York University
- 2016 Faculty Member, Experience Schulich Day, York University  
Faculty Member, LMS Advisory Committee, Schulich School of Business, York University  
Faculty Member, AMBA Assessment Visit, Schulich School of Business, York University
- 2015 Faculty Member, Experience Schulich Day, York University  
Faculty Speaker, MBA Schulich Marketing Association Welcome Reception, York University  
Faculty Member, MBA Perspective Students Event, Schulich School of Business, York University  
Faculty Member, Fireside Chat, The Miles S. Nadal Management Centre, Schulich School of Business, York University
- 2010-2013 Thesis Co-Supervisor, (5 B.B.A and 5 M.Sc. theses), Chair of Strategic Marketing, Witten/Herdecke University, Witten, GER
- 2010 Program Coordinator: Critical Marketing Series with Dr. Jeff B. Murray, Chair of Strategic Marketing, Witten/Herdecke University, Witten, GER  
Student Coaching, L'Oréal Brandstorm (team placed 2nd at nationals), Chair of Strategic Marketing, Witten/Herdecke University, Witten, GER

## **PROFESSIONAL SERVICE**

### **Grants**

- 2022-Present Reviewer, The British Academy, Leverhulme Small Research Grants (3 times)

- 2022 Reviewer, Time-sharing Experiments for the Social Sciences (TESS), funded by the National Science Foundation  
Reviewer, Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant
- 2021 Reviewer, Alden G. Clayton Dissertation Proposal Award, Marketing Science Institute  
Reviewer, Mitacs Accelerate Internship Program, Canada
- 2020 Grant Proposal Reviewer, Swiss National Science Foundation

### **Academic Journals**

- 2023-Present Reviewer, Journal of Marketing Research (2 unique manuscripts)
- 2022-Present Reviewer, Journal of Consumer Psychology (1 unique manuscript)
- 2021-Present Reviewer, Sociological Forum (1 unique manuscript)  
Reviewer, Journal of Advertising (1 unique manuscript)  
Reviewer, Business and Society (1 unique manuscript)  
Reviewer, Canadian Journal of Administrative Sciences (1 unique manuscript)
- 2020-Present Reviewer, Journal of Marketing Management (4 unique manuscripts)  
Reviewer, Journal of the Association for Consumer Research (4 unique manuscripts)
- 2019-Present Reviewer, Journal of Marketing (6 unique manuscripts)  
Reviewer, Journal of Public Policy and Marketing (4 unique manuscripts)  
Reviewer, Journal of Macromarketing (2 unique manuscripts)  
Reviewer, International Journal of Research in Marketing (1 unique manuscript)
- 2018-Present Reviewer, European Journal of Marketing (2 unique manuscripts)
- 2017-Present Reviewer, Journal of Business Ethics (4 unique manuscripts)
- 2015-Present Reviewer, Journal of Consumer Research (13 unique manuscripts)  
Reviewer, Marketing Theory (6 unique manuscripts)  
Reviewer, Journal of Business Research (7 unique manuscripts)  
Reviewer, Australian and New Zealand Marketing Academy Conference (1 competitive paper)
- 2014-Present Reviewer, International Marketing Review (1 unique manuscript)
- 2013-Present Reviewer, Consumption, Markets & Culture (16 unique manuscripts)  
Reviewer, European Marketing Academy Conference (4 competitive papers)
- 2010-2015 Trainee reviewer, Journal of Consumer Research (3 unique manuscripts)

### **PROFESSIONAL AFFILIATIONS**

*Consumer Culture Theory Consortium*, since 2013

*American Marketing Association*, since 2012

*Association for Consumer Research*, since 2009

### **INDUSTRY EXPERIENCE**

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