

# Eileen Fischer

Professor of Marketing & Anne and Max Tanenbaum Chair of Entrepreneurship and Family Enterprise  
Schulich School of Business, York University  
[efischer@yorku.ca](mailto:efischer@yorku.ca)

## Academic Appointments

2018 Visiting Professor, University of Melbourne  
2016 University Professor, York University  
2015 Honorary Visiting Professor, Bayes Business School, London, UK  
2006 Max and Ann Tanenbaum Chair in Entrepreneurship and Family Enterprise  
2004 Professor of Marketing, York University  
1993 Associate Professor (tenured) of Marketing, York University  
1988 Assistant Professor of Marketing, York University

## Honours and Awards (Last 5 Years)

2025 Fellow of the Association for Consumer Research  
2024 Best reviewer awards, Journal of Marketing & Journal of Consumer Research  
2022 Honorary Doctorate in Economics, University of St. Gallen  
2022 Lifetime Research Achievement Award, Schulich School of Business  
2021 Best Reviewer Award, Journal of Consumer Research  
2020 Best Reviewer Award, Journal of International Business Studies & Journal of Marketing

## Recognitions (Last 5 Years)

2025 Visiting Speaker, ESSEC Business School, Paris, France  
2025 Visiting Speaker, Telfer School of Business, Ottawa Ontario  
2025 Visiting Speaker, Ted Rogers School of Management Toronto Metropolitan University  
2024 Marketing Camp Featured Speaker, University of Wisconsin-Madison  
2023 Faculty Fellow, American Marketing Association Sheth Doctorial Consortium, Oslo  
2023 Visiting Speaker, NHH, Bergen, Norway  
2022 Visiting Speaker, Bayes School of Business, London, England  
2022 Paper Development Workshop Mentor, SKEMA University, Lille, France  
2021 Visiting Speaker, SKEMA University, Lille, France  
2020 Visiting Speaker, London School of Fashion & University of Liverpool  
2019 Visiting Speaker: Hitotsubashi University, Tokyo; Cass Business School, London, UK  
2019 Faculty Mentor: Theory in Qualitative Research Seminar, Ankara Turkey & Qualitative Data Analysis Workshop, Montreal, Quebec  
2018-2023 Faculty Mentor: European Marketing Association Conference, Advanced Consumer Behavior Track  
2018 Visiting Speaker: Columbia University, New York; University of Strathclyde, Glasgow

## Editorships

2025-present Associate Editor, *Journal of Marketing*  
2025-present Associate Editor, *Journal of International Business Studies*  
2022-2025 Methods Editor, *Journal of International Business Studies*  
2018-present Associate Editor, *Journal of Marketing Research*  
2014-2017 Co-editor of *Journal of Consumer Research*  
2010-2014 Marketing Field Editor, *Journal of Business Venturing*  
2009-2014 Associate Editor of *Journal of Consumer Research*

## Editorial Boards

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2025-present	Member, Editorial Review Board, <i>International Journal of Research in Marketing</i>
2024-present	Member, Editorial Review Board, <i>Journal of Consumer Psychology</i>
2018-present	Member, Editorial Review Board, <i>Journal of Marketing</i>
2022-present	Member, Editorial Review Board, <i>Journal of International Business Studies</i>
2018-present	Member, Editorial Review Board, <i>Journal of Consumer Research</i>
2014-present	Member, Board of Review, <i>Journal of Business Venturing</i>
2007-present	Member, Editorial Review Board <i>Consumption, Culture and Markets</i>
2002- present	Member, Editorial Review Board <i>Entrepreneurship: Theory and Practice</i>

### Professional Service:

#### Association for Consumer Research

2021	Past President & Chair of Nominating Committee
2020	President
2019	President Elect

#### Consumer Culture Theory Consortium

2017-2020	Past President & Chair of Nominating Committee
2014-2017	President
2011-2014	Vice President & President Elect

#### Academy of Management Entrepreneurship Division

2010-2011	Chair of Nominating Committee
2009-2010	Division Chair
2008-2009	Division Chair Elect
2007-2008	Program Chair
2006-2007	Professional Development Workshop Chair

### Articles in Refereed Journals

- Giesler, M. and Fischer, E. 2026. Market system dynamics: moral, ontological and posthuman stakes. *Marketing Theory*, forthcoming.
- Hartmann, A. and Fischer, E. 2026. From adaptation to disruption: structured ambivalence as a catalyst for consumer-led institutional work. *Journal of Consumer Research*, forthcoming.
- Reuber, A.R. and Fischer, E. 2025. Looking beyond institutional influences on social entrepreneurs: Key issues and an agenda for future IB research on social venture impact *Journal of International Business*. <https://doi.org/10.1057/s41267-025-00819-6>
- Sandicki, O., Saatcioglu, B., & Fischer, E. 2025. Creating and maintaining digital third places: Orchestrating interaction ritual chains at a distance. *Journal of Retailing*. <https://doi.org/10.1016/j.jretai.2025.08.001>
- Bentsen, K., Fischer, E., and Pedersen, P. E. (2025). "It's a tough job, but somebody's got to do it": Committed consumers' voluntary emotion work in alternative market systems. *Journal of Consumer Psychology*, 35(4):584-601 <https://doi.org/10.1002/jcpy.1454>
- Jafari, A, Sandicki, O. and Fischer, E. 2024, "Claiming Market Ownership: Territorial Activism in Stigmatized Markets," *Journal of Business Research*, Volume 175.
- Scaraboto, D. and Fischer, E. 2024.. "Restless platformance: how prosumer practices change platform markets." *Marketing Theory*. 24(1), 45-63.
- Fischer, E., and Giesler, M. 2023. A rhizomatic reflection on market systems dynamics research. *AMS Review*, 13(3), 196-199.
- Fischer, E. 2023. Mining the metaphor of market driving to propel productive research. *Industrial Marketing Management*. 113(August): 345-347
- Fischer, E. and Taltekin-Guzel, G. 2023. The case for qualitative research. *Journal of Consumer Psychology*. 33 (1), 259-272.

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- Kardes, F., Fischer, E., Spiller, S., Labroo, A., Bublitz, M., Peracchio, L. and Huber, J. 2022. Commentaries on “An intervention-based abductive approach to generating testable theory.” *Journal of Consumer Psychology*. 32 (1), 194-207.
- Welte, J.B, Cayla, J. and Fischer E. 2022. Navigating contradictory logics in the field of luxury retailing. *Journal of Retailing*. 98 (3), 510-526.
- Reuber, A.R. and Fischer, E. 2021. Putting qualitative international business research in context(s). *Journal of International Business* 53, 27-38.
- Dolbec, P., Fischer, E. and Canniford, R. 2021. Something old, something new: enabled theory building in qualitative marketing research. *Marketing Theory* 21(4), 443-461
- Reuber, A.R. and Fischer, E. 2021. Relying on the engagement of others: a review of the governance choices facing social media platform start-ups. *International Small Business Journal* 40(1), 3-22.
- Bajde, D., Fischer, E. M., Cochoy, F., & Brown, S. (2021). Splashing in deep waters of theory: A commentary section on Sandberg and Alvesson’s (2020) “Meanings of theory”. *Marketing Theory*, 21(3), 415-432.
- Parmentier, M.A. and Fischer, E. 2021. Working it: Managing professional brands in prestigious posts. *Journal of Marketing*, 85 (2) 110-128.
- Smith, A. and Fischer, E. 2020. Pay attention, please! Person brand building in organized online attention economies. *Journal of the Academy of Marketing Science*. 49(2), 258-279.
- Maciel, A. and Fischer, E. 2020. Collaborative market driving: How peer firms can develop markets through collective action. *Journal of Marketing*. Vol. 84(5) 41-59.
- Slade-Schantz, A., Fischer, E., Liu, A. and Levesque, M. 2019. Spoils from the spoiled: strategies for entering stigmatized markets. *Journal of Management Studies*. 56(7), 1260-1286.
- Fischer, E. (2019). An assemblage theoretic perspective on a career in progress. *Journal of Historical Research in Marketing*, 11(1), 35-50.
- Fischer, E. Gopaldas, A. and Scaraboto, D. 2017. Why papers are rejected and how to get yours accepted: advice on the construction of interpretive consumer research articles. *Qualitative Market Research*: 20 (1): 60 – 67.
- Reuber, R., Fischer, E. and Coviello, N. 2016 Deepening the dialogue: new directions for the evolution of effectuation theory. (Dialogue essay). *Academy of Management Review*. 41(3), 536-540.
- Figueiredo, B. A. Gopaldas and E. Fischer. 2016. The construction of qualitative research articles: a conversation with Eileen Fischer. *Consumption, Markets and Culture*. 20(4), pp.297-305.
- Fischer, E. (2015) Toward more marketing research on gender inequality. *Journal of Marketing Management*. 31 (15-16): 1718-1722.
- Dolbec, P.Y and Fischer, E.. 2015. Refashioning a field? Connected consumers and institutional dynamics in an aestheticized market, *Journal of Consumer Research*, 41 (6), 1447-1468.
- Parmentier, M. and Fischer, E. 2015. Things fall apart: the dynamics of brand audience dissipation. *Journal of Consumer Research*, 41 (February), 1228-1251.
- Tuncay Zayer, L., Otnes, C. and Fischer, E. 2015. The nature and implications of consumers’ experiential framings of failure in high-risk service contexts. *Journal of Service Research* 18 (3) 303-317.
- Cumming, D., Fischer, E. and Peridis, T. 2015. Publicly funded business advisory services and entrepreneurial internationalization. *International Small Business Review*. 33: 824-839
- Fischer, E. and Reuber, R. 2014. Online entrepreneurial communication: mitigating uncertainty and increasing differentiation via Twitter. *Journal of Business Venturing*. 29(4) 565-583.
- Fischer, E., R. Castilhos and M. J. Fonseca. 2014. The qualitative Interview in marketing and consumer research: paradigmatic approaches and guideline. *Brazilian Journal of Marketing*, 13 (4), 67-79.
- Scaraboto, D. and Fischer, E. 2013. Frustrated fashionistas: an institutional theory perspective on consumer quests for greater choice in mainstream markets, *Journal of Consumer Research* 39 (6) 1234-1257. (Reprinted in *International Perspectives of Marketing Theory*, eds M, Tadajewski and R. Cluley, Sage.)
- Parmentier, M., Fischer, E. and Reuber, R. 2013. Positioning person brands in established organizational fields. *Journal of the Academy of Marketing Science*. 41(3): 373-387.

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- Smith, A., Chen, Y. and Fischer, E. 2012, How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26 102–113
- Parmentier, M and Fischer, E. 2012. How athletes build their brands. *International Journal of Sport Management and Marketing*, 11 (1/2), 106-124.
- Cumming, D. and Fischer, E. 2012. Publicly funded business advisory services and entrepreneurial outcomes. *Research Policy*.41, 467– 481.
- Fischer, E., 2012. Financial insecurity and deprivation. *Journal of Consumer Research*, 39 (5), vii-x.
- Reuber, R. and Fischer, E. 2011. International entrepreneurship in Internet-enabled markets. *Journal of Business Venturing*, 26 (6), 660-679.
- Fischer, E. and Reuber, R. 2011. Social interaction via new social media: (how) can Interactions on Twitter affect effectual thinking and behavior? *Journal of Business Venturing*, 26 (1), 1-18.
- Reuber, R. and Fischer, E 2011. When nobody knows your name: country of origin as a reputational signal for online businesses. *Corporate Reputation Review* 14(1), 37-51.
- Parmentier, M. and Fischer, E. 2011. You can't always get what you want: unsustainable identity projects in the fashion system," *Consumption, Markets & Culture*. 14 (1) 7-27.
- Reuber, R. and Fischer, E. 2010. Organizations behaving badly: when are discreditable actions likely to damage organizational reputation? *Journal of Business Ethics*. 93:39–50.
- Reuber, R. and Fischer, E. 2009. Signalling reputation in international online markets. *Strategic Entrepreneurship Journal*.3, 371-388.
- Tan, J., Fischer, E., Mitchell, R. and Phan, P. 2009. At the centre of the action: innovation and technology strategy research in the small business setting. *Journal of Small Business Management*, 47 (3, July), 255-262.  
Translated in Chinese and reprinted in *Management World* November 2009.
- Wei, M. Fischer, E. and Main, K. 2008. An examination of the effects of activating persuasion knowledge on consumer response to brands engaging in covert marketing, *Journal of Public Policy and Marketing*, 27 (1, Spring), 34-44.
- Fischer, E., Otnes, C. and Tuncay, L. 2007. Pursuing Parenthood: Integrating Cultural and Cognitive Perspectives on Persistent Goal Striving. *Journal of Consumer Research* 34 (4), 425-440.
- Fischer, E. and Reuber, R. 2007. The good, the bad and the unfamiliar: The challenges of reputation formation facing new firms. *Entrepreneurship: Theory and Practice*. 31 (1) 53-75.  
*Ranked among the top 10 in "Top Article Downloads" from Wiley Blackwell Synergy in 2007*
- Reuber, R. and Fischer, E. 2007. Don't rest on your laurels: reputational change and young technology-based ventures. *Journal of Business Venturing*. 22 (3) 363-387.
- Reuber, R. and Fischer, E. 2005. The company you keep: how young firms in different competitive contexts signal reputation through their customers. *Entrepreneurship Theory and Practice*, 29, 1 (January), 57-78.
- Fischer, E. and Reuber, R. 2004. Contextual antecedents and consequences of relationships between young firms and distinct types of dominant exchange partners. *Journal of Business Venturing*, 19 (5) 681-706.
- Fischer, E. and Reuber, R. 2003. Support for rapid growth firms: a comparison of the views of founders, government policy makers and private sector resource providers. *Journal of Small Business Management*, 41 (4) 346 –365.
- Fischer, E. and Reuber, R. 2003. Targeting export support to SMEs: owners' international experience as a segmentation basis. *Small Business Economics*. 20, 69-82.
- Reuber, R. and Fischer, E. 2002. Foreign sales and small firm growth: the moderating role of the management team. *Entrepreneurship, Theory and Practice*. Fall, 29-45.
- Chung, E. and Fischer, E. 2001. When conspicuous consumption becomes inconspicuous: the case of the migrant Hong Kong consumers. *Journal of Consumer Marketing*.
- Chung, E. and Fischer, E. 1999. Embeddedness: socializing the social construction of ethnicity. *International Journal of Sociology and Social Policy*, 19 (9/10).

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- Chung, E. and Fischer, E. 1999. It's who you know: intra-cultural differences in ethnic product consumption, *Journal of Consumer Marketing*.
- Reuber, R. and Fischer, E. 1999. Reconceptualizing entrepreneur's experience. *Journal of Small Business Management*. 37 (2/April), 30-45.
- Fischer, E., Gainer, B. and Bristor, J. 1997. The sex of the service provider: does it influence perceptions of service quality? *Journal of Retailing*, 73 (3), 361-382.
- Fischer, E. Reuber, R., Hababou, M., Johnson, W. and Lee, S. 1997. The role of socially constructed temporal perspectives in the emergence of rapid growth firms. *Entrepreneurship: Theory and Practice*. 22 (2, Winter), 13-30.
- Reuber, R. and Fischer, E. 1997. The influence of the management team's international experience on the internationalization behaviors of SMEs. *Journal of International Business* 28 (4), 807-825. Reprinted in *International Entrepreneurship*, eds. B. Oviatt and P. McDougall, Edward Elgar, 2007.
- Bristor and E. Fischer. 1995. Exploring simultaneous oppressions: towards the development of consumer research in the interest of diverse women, *American Behavioral Scientist*, 38 (4), 526-536. Reprinted in "Marketing and Consumer Behavior Research in the Public Interest", ed. Ron Hill, Sage, 1995.
- Arnold, S. and Fischer, E. 1994. Hermeneutics and consumer research. *Journal of Consumer Research*, 21(1), 55-70. (Reprinted in *Consumer Behavior as a Field of Study, Volume 1*, ed. Margaret Hogg, London: Sage, Chapter 3).
- Fischer, E. and Bristor, J. 1994. A feminist poststructural analysis of the rhetoric of marketing relationships. *International Journal of Research in Marketing*, 11, 317-331.
- Fischer, E. and Arnold, S. 1994. Sex, gender identity, gender role attitudes and consumer behavior. *Psychology and Marketing*, 11 (2, March/April), 163-18
- Reuber, R. and E. Fischer. 1994. Entrepreneur's experience, expertise, and the performance of technology based Firms. *IEEE Transactions on Engineering Management*, 41 (4): 365-374.
- Bristor, J. and E. Fischer. 1993. Feminist theory and consumer research. *Journal of Consumer Research*, 19 (4), 518-536. (Reprinted in "Consumer Behavior as a Field of Study, Volume 1", ed. Margaret Hogg, London: Sage, Chapter 4. And reprinted in *Philosophy of Marketing*, ed. M. Tadajewski, J. O'Shaughnessy, and M. Hyman, Sage, 2013).
- Fischer, E., R. Reuber and L. Dyke. 1993. A theoretical overview and extension of research on sex, gender and entrepreneurship. *Journal of Business Venturing*, 8 (1993): 151-168. (Reprinted in "Women Entrepreneurs," eds P. Greene, C. Brush, N. Carter, E. Gatewood, & M. Hart, Cheltenham: Edward Elgar Publishing, Chapter 4.)
- Dyke, L., E. Fischer and R. Reuber. 1992. An inter-industry examination of the impact of experience on entrepreneurial performance. *Journal of Small Business Management*, 30 (4) 72-87.
- Fischer, E. 1992. Sex differences and small-business performance among Canadian retailers and service Providers. *Journal of Small Business and Entrepreneurship*, 9 (4), 2-13.
- Reuber, R. and E. Fischer. 1992. Does entrepreneurial experience matter? *Journal of Small Business and Entrepreneurship*, 9 (4), 50-62. Also presented at the International Conference on Small Business, June 1992, Toronto, Ontario, where it received the C.D.C. International Publishing Award for the best paper on the dynamics of entrepreneurship.
- Reuber, R. L. Dyke and E. Fischer. 1992. Gender role stereotypes and women business owners: impacts on external resource provision by consultants. *Canadian Journal of Administrative Studies*, 8 (4), 244-250.
- Fischer, E. R. Reuber and L. Dyke. 1990. The impact of entrepreneurial teams on the financing experiences of Canadian ventures. *Journal of Small Business and Entrepreneurship*, 7 (4) (July-September), 13-22.
- Fischer, E. and S. Arnold. 1990. More than a labor of love: gender roles and Christmas gift shopping. *Journal of Consumer Research*, 17 (December), 333-345.

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## Editorials in Refereed Journals

- Coleman, C., Fischer, E. and Tuncay-Zayer, L. (2021). A research agenda for (gender) troubled times: striving for a better tomorrow. *Journal of the Association for Consumer Research*, 6 (2) <https://www.journals.uchicago.edu/doi/10.1086/713187>.
- Dahl, D., E. Fischer, G. Johar, and V. Morwitz. (2017). Making sense from (apparent) senselessness: The JCR lens. *Journal of Consumer Research* 44 (4): 719-723.
- Giesler, M. and E. Fischer. 2017. Market system dynamics, 17 (1) *Marketing Theory*. 1-6
- Dahl, D., E. Fischer, G. Johar, and V. Morwitz, 2016. Tutorials in consumer Research. *Journal of Consumer Research*, 42 (1). 1-2.
- Dahl, D. E. Fischer, G. Johar and V. Morwitz. 2015. The evolution of JCR: a view from its editors' eyes. *Journal of Consumer Research*, 41 (1) 1-4.
- Dahl, D. E. Fischer, G. Johar and V. Morwitz. 2014. Meaningful Consumer Research. *Journal of Consumer Research*, 40 (1),1-3.
- R. Reuber & E. Fischer. 2011. Marketing (in) family firms. *Family Business Review* 24(3),193-6.

## Books

- Belk, R. E. Fischer and R. Kozinets. 2013. *Qualitative Consumer and Marketing Research*. Thousand Oaks CA: Sage

## Edited Books

- Sherry, J. and E. Fischer, *Currents in Consumer Culture Theory*. 2017. New York, NY: Routledge.
- Sherry, J. and E. Fischer, *Explorations in Consumer Culture Theory*. 2009. Abingdon, UK: Routledge.

## Book Chapters

- Guzel, G. T. and Fischer, E. (forthcoming) Influencers as innovation conduits: An analysis of the cosmetics market. In H.Cocker, *Routledge Companion to Influencer Marketing*.
- Guzel, G. and E. Fischer 2025. Rituals revised: how beauty influencers impact grooming rituals. In C. Otnes and T. Lowrey *Rituals, Consumption and Marketing*, 102-115. Taylor and Francis.
- Fischer, E. and M. Giesler 2025. Market system dynamics: key processes, biases and research opportunities. In S. Geiger, K. Mason, N. Pollock, P. Roscoe, A. Ryan, S. Schwarzkopf and P. Trompette (eds) *Market Studie: Mapping, Theorizing and Impacting Market Actions* pp. 428-437. Cambridge University Press.
- Fischer, E. and M.A. Parmentier. 2024. Building marketing theory using archival data: understanding alternative approaches. In R. Belk and C. Otnes. *Handbook of Qualitative Research*, pp. 309-319. Edward Elgar Publishing
- Fischer, E. and P.Y. Dolbec. 2024. Let the good times roll: reflections on template creep and replicability concerns in contemporary qualitative research. In R. Belk and C. Otnes. *Handbook of Qualitative Research Methods in Marketing, 2<sup>nd</sup> edition*, pp. 69-78. Edward Elgar Publishing
- Fischer, E., M.A. Parmentier, C. Russell and H. Schau. 2023. What are audiences and why do they matter? In E. Arnould, D. Crockett, C. Thompson and M. Weinberger, *Consumer Culture Theory 2<sup>nd</sup> Edition*, pp. 327-336. Sage.
- Baudet, A., Parmentier, M.A., and Fischer, E. 2022. Considering the impacts of transgressive behaviors among interactive online audiences. In, R. Belk and R. Lamas (eds). *Digital Markets* London: Routledge. 205-217.
- Otnes, C and Fischer, E.. 2022. Feminist brands: what are they, and what's the matter with them? In P. Maclaran, L. Stevens and O. Kravets *The Routledge Companion to Marketing & Feminism*. Routledge, 75-89.
- G. Von Richthofen and E. Fischer. 2019. Airbnb and hybridized logics of commerce and hospitality, R.

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- Belk, G. Eckhardt & F. Bardi (eds). *Handbook on the Sharing Economy*. Edward Elgar, Chapter 14.
- M.A. Parmentier and E. Fischer. 2018. What's new? Institutional work in updating taste. In Z. Arsel and J.Bean (eds.). *Taste, Consumption and Markets*. New York: Routledge, 77-94.
- J. Handelman and E. Fischer. 2018. Contesting Understandings of Contestation: Rethinking Perspectives on Activism, In O. Kravets, P. Maclaran, S. Miles & A. Venkatesh (eds), *The Sage Handbook of Consumer Culture*, London: Sage, 256- 272
- E. Fischer. 2017. A Reflection on the Institutionalization of Consumer Culture Research. In N. Özçağlar-Toulouse, D. Rinallo, and R. Belk (eds.) *Consumer Culture Theory*, Volume 18, xv-xxi
- D. Scaraboto and E. Fischer. 2015. Triggers, Tensions, and Trajectories: Toward an understanding of the dynamics of consumer enrollment in uneasily intersecting assemblages. In R. Canniford and D. Bajde (eds) *Assembling Consumption: Researching Actors, Networks and Markets*. Routledge: 172-186.
- R. Reuber, E. Fischer, and A. Morgan-Thomas. 2014. Understanding eINVs through the lens of prior research in entrepreneurship, international business and international entrepreneurship. In *Routledge Companion to International Entrepreneurship*, Eds. S. Fernharber and S. Prashantham, Routledge, 165-185.
- M. Parmentier and E. Fischer. 2013. Interactive online audiences. In, R. Belk and R. Lamas (eds). *Digital Markets* London: Routledge. 171-181
- A. Gopaldas and E. Fischer. 2012. Beyond Gender: Intersectionality, Culture, and Consumer Behavior. In C. Otnes and L. Tuncay Zayer (eds.), *Gender, Culture and Consumer Behavior*, Psychology Press, 393-410
- J. Ozanne and E. Fischer. 2012. Sensitizing principles of social change methodologies. In Mick, D. G., Pettigrew, S. Pechmann, C. and Ozanne, J. (eds.) *Transformative Consumer Research for Personal and Collective Well-Being* New York: Routledge, 89 -106.
- E. Fischer, C. Otnes, B. Winegard, E.Lee, S. Wilner. 2009. Are we there yet? Co-producing success and failure in a consumer-intensive service contexts. In J. Sherry and E. Fischer (eds.) . *Explorations in Consumer Culture Theory*, Abingdon, UK: Routledge., 101-113.
- A. Supapol, E. Fischer and Y. Pan. 2008. Developing economies as dynamic sets of founding conditions with imprinting impacts on firms. In P. Phan, S. Venkataraman and R. Velamuri. (eds.), *Entrepreneurship in Emerging Regions Around the World*,. Cheltenham UK: Edward Elgar, Chapter 8.
- A.R. Reuber & E. Fischer. 2007. The influence of the management team's international experience on the internationalization behaviours of entrepreneurial firms. In B.M. Oviatt & P.P. McDougall (eds.).*International Entrepreneurship*. Edward Elgar, Northampton, MA: 413-431
- M. Parmentier and E. Fischer. 2007. Working to consume the model life: Consumer agency under scarcity. In R. Belk and J. Sherry (eds.) *Consumer Culture Theory: Research in Consumer Behavior*, Vol 11, Oxford, UK: Elsevier, JAI Press.23-40.
- E. Fischer and C. Otnes. 2006. Breaking new ground: Developing grounded theories in marketing and consumer behaviour. In R. Belk, ed., *Handbook of Qualitative Research Methods in Marketing*, Cheltenham, UK: Edward Elgar: 19-30.
- E. Fischer and R. Reuber. 2002. Industrial clusters and BDS for SMEs in developing countries, In G. Wignaraja (ed.) *Competitiveness Strategy and Industrial Performance in Developing Countries: A Manual for Policy Analysis*, London: Routledge:143-178.
- E. Fischer. 1999. A postmodern analysis of the implications of the discourse of mass customization for marginalized and prized consumers. In M. Catterall, P. McLaran and L. Stevens (eds.) *Marketing and Feminism*, London: Routledge.
- R. Reuber and E. Fischer. 1999. Domestic market size and the internationalization of small and medium-sized enterprises. In A. M. Rugman and R.W. Wright (eds). *Research in Global Strategic Management* 7, JAI Press Inc., Stamford CT: 85-100

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- E. Fischer, B. Gainer and J. Bristol. 1998. Exploring gendered servicescapes. In J. Sherry (ed.) *Servicescapes: The Concept of Place in Contemporary Markets*, Chicago: NTC/Contemporary Publishing, 565-590.
- E. Fischer, S. Arnold and B. Gainer. 1996. Gift-giving and charitable donating: How (dis) similar are They? In C. Otnes and R. Belatrimi (eds.), *Gift Giving: A Research Anthology*, Bowling Green, OH: Popular Press, 175-194.
- E. Fischer and B. Gainer. 1994. Masculinity and the consumption of organized sport. In J. Costa (ed.) *Gender and Consumer Behavior*, Thousand Oaks, CA: Sage, 84-103.

### Proceedings Edited

- E. Fischer and D. Wardlow, Editors. 1998. *Gender, Marketing and Consumer Behavior*, Volume 4, CA: San Francisco.

### Refereed Conference Proceedings

- D. Scaraboto, A. Blanchette and E. Fischer, 2010. More to Loathe than to Love? The Reinforcement and Contestation of Stigma in the Reality T.V. Show "More to Love". In *European Advances in Consumer Research*, Vol. 9. Alan Bradshaw, Chris Hackley and Pauline MacLaran, eds. Duluth, Minnesota: Association for Consumer Research.
- E. Fischer & M. Parmentier. 2010. Doing Qualitative Research with Archival Data: Making Secondary Data a Primary Resource, *Advances in Consumer Research*, Eds. Margaret Campbell, Jeffrey Ingram and Rik Pieters. Abstract only.
- M. Parmentier & E. Fischer. 2010. Branded Like Beckham? An Examination of Dynamic Processes in Human Branding. *Advances in Consumer Research*, Eds. Margaret Campbell, Jeffrey Ingram and Rik Pieters. Abstract only.
- D. Scaraboto & E. Fischer. 2009. From individual coping to institutional entrepreneurship: consumers confronting stigma. *Advances in Consumer Research*, Eds. Margaret Campbell, Jeffrey Ingram and Rik Pieters. Abstract only.
- M. Parmentier & E. Fischer. 2007. Pick Me, Pick Me! An Extension of Theory Regarding Human Branding, *Advances in Consumer Research*, Eds. Angela Lee and Dilap Soman (Chose to publish abstract only.)
- K. Main, M. Wei, & E. Fischer. 2007. Avoiding the Debt Trap: How Attributional Retraining Can Influence Consumers: Perceived Control Over and Behavioural Intentions Towards Debt. forthcoming in *Advances in Consumer Research*, Eds. Angela Lee and Dilap Soman (Chose to publish abstract only.)
- R. Rebecca & E. Fischer. 2007. Firm Reputation in a Context of Low Familiarity," *Frontiers of Entrepreneurship Research* 27 (10), Article 8. Available at: <http://digitalknowledge.babson.edu/fer/vol27/iss10/8>
- C. Otnes, E. Fischer, L. Tuncay & A. Rodrigues. 2005. A Grounded Typology of Consumer Conceptualizations of Failure. *Advances in Consumer Research*. (Chose to publish abstract only.)
- L. Tuncay, E. Fischer & C. Otnes. 2004. Confronting Gender Ideology and Crafting Gender Identity. *Proceedings of the 7<sup>th</sup> Gender, Consumer Behavior and Marketing Conference*. (Chose to publish abstract only.)
- C. Otnes, E. Fischer, & L. Tuncay. 2003. A Grounded Typology of Consumer Coping Strategies. *Advances in Consumer Research*. (Chose to publish abstract only.)
- E. Fischer and R. Reuber. 2003. The Nature and Origin of Reputations Among New Firms. Proceedings of the Administrative Sciences Association of Canada Conference, Halifax, NS. Winner of the Best Entrepreneurship Paper Award
- E. Fischer and R. Reuber. 2002. Dealing with dominant exchange partners: An examination of the nature and implications of relationships between young firms and dominant customers in distinctive

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- competitive contexts. *Theoretical Issues in Entrepreneurship*. Proceedings of the Lally-Darden Entrepreneurship Conference.
- E. Fischer and R. Reuber. 2001. Exploring Variation in the Initiation of Internationalization by New and Growing Firms. *AMA Winter Educators' Conference Proceedings*, 88-89 (chose to publish abstract only).
- E. Fischer. 2001. Rhetorics of Resistance, Discourses of Discontent: Special Session Summary. *Advances in Consumer Research*.
- E. Fischer. 2000. The Ties that Bind Consuming, The Consuming Ties that Bind, *Proceedings of the 5<sup>th</sup> Gender, Consumer Behavior and Marketing Conference*.
- E. Fischer. 2000. Consuming Contemporaneous Discourses. A Postmodern Analysis of Food Advertisements Targeted Toward Women. *Advances in Consumer Research*, Vol. 27.
- R. Reuber and E. Fischer. 2000. Dynamic Capabilities, Foreign Sales and Small Firm Performance. *Proceedings of the Council for Small Business and Entrepreneurship*. Winner of the Best Paper Award.
- E. Chung and E. Fischer. 1999. Ethnicity's Indefinite Substance: Toward Theory-Based Measurement of Ethnic Identification. *Society for Consumer Psychology 1999 Winter Conference Proceedings*, 133-140.
- R. Reuber and E. Fischer. 1998. High Growth / Low Growth Industry Differences in Patterns of Job Creation by SMEs: The Impact of Social Capital. *Frontiers of Entrepreneurship Research*, 414-425.
- R. Reuber and E. Fischer. 1997. The Effect of Strategic and Social Characteristics on the Establishment of Foreign Partnerships by Small Canadian Firms, *New Frontiers in Entrepreneurship: Proceedings of the Council for Small Business and Entrepreneurship*, 14, 99-110. Winner of the Canadian Federation of Independent Business Award for Best Conference Paper.
- E. Fischer and R. Reuber. 1996. Diversity vs. Duration: The Relationship Between Experience and Internationalization of Owner-Managed Firms. *ASAC Proceedings (Entrepreneurship)* 17, 27-39.
- E. Fischer and R. Reuber. 1996. Effective Internationalization by Small and Medium Sized Canadian Software Firms: The Impact of Top Management Group Characteristics. *Support Systems in Entrepreneurial Societies: Proceedings of the Council for Small Business and Entrepreneurship*, 13, 219-233.
- E. Fischer, J. Bristor and B. Gainer. 1995. Creating or Escaping Community?: An Exploratory Study of Internet Consumers' Behaviors. *Advances in Consumer Research*, Vol. XXIII, 178- 182.
- E. Fischer and R. Reuber. 1995. Experiences Predictive of International Performance for Small Canadian Technology Based Firms. *Entrepreneurship in the New Economy: Proceedings of the Canadian Council for Small Business and Entrepreneurship*, 12, 55-70. Winner of the Best Paper in the International Field Award.
- E. Fischer and R. Reuber. 1995. The Importance of Market Orientation for Emergent Firms. *Frontiers in Entrepreneurship Research*, 90-104.
- E. Fischer and B. Gainer. 1993. Baby Showers: A Rite of Passage in Transition. *Advances in Consumer Research*, Vol. 20, 320-324.
- E. Fischer and S. Arnold. 1993. Woman in a Material World: Two Interpretations of a Consumer Case Study. *Proceedings of the Conference on Materialism*, 181-187.
- R. Reuber and E. Fischer. 1993. The Learning Experiences of Entrepreneurs. *Frontiers in Entrepreneurship Research*, ed. K.H. Vesper, Babson College, Wellesley, MA, 234-24
- J. Bristor and E. Fischer. 1991. Some Implications of Feminist Theory for Consumer Research. *Proceedings of the Conference on Gender and Consumer Behavior*, pp. 115-123.
- B. Gainer and E. Fischer. 1991. To Buy or Not to Buy? That is Not the Question: Female Ritual in Home Shopping Parties. *Advances in Consumer Research*, Vol. 18, pp. 597-604.
- E. Fischer and B. Gainer. 1991. I Shop Therefore I Am: The Role of Shopping in the Social Construction of Women's Identities. *Proceedings of the Conference on Gender and Consumer Behavior*, 350-357.

- R. Reuber, L. Dyke and E. Fischer. 1990. Experientially Acquired Knowledge and Entrepreneurial Venture Success: *Academy of Management Best Paper Proceedings*, pp. 69-73. *Winner of the Best Paper Award for the Entrepreneurship Division.*
- R. Reuber, L. Dyke and E. Fischer. 1990. Using a Tacit Knowledge Methodology to Define Expertise. *Proceedings of the 1990 ACM SIGBDP Conference on Trends and Directions in Expert Systems*, Orlando, Florida 262-274.
- E. Fischer, R. Reuber, L. Dyke and Y. Tang. 1990. The Critical Incident Approach to Investigating the Tacit Marketing Knowledge of Entrepreneurial Manufacturers. *Research at the Marketing/Entrepreneurship Interface*, eds. Gerald Hills, Raymond LaForge and Harold Welsch, Chicago: The University of Illinois at Chicago, pp. 43-54.
- E. Fischer. 1990. Rules: An Enriching Construct for Marketing Behavioral Theory. *Marketing Theory and Applications*, Vol. 1, Chicago, Illinois: American Marketing Association, pp. 18-23.
- E. Fischer. 1990. Regularities, Rules and Consumer Behaviour: Tangencies Between Positivist and Interpretive Approaches to Research. *Advances in Consumer Research*, Vol. 17, Provo, Utah: Association for Consumer Research, pp. 19-24.

### **Presentations at Refereed Conferences**

- Fischer, E. and A.R. Reuber. 2025. How digital content platforms lower entry barriers for women entering entrepreneurship. OECD/ICSB Signature Conference, Paris, France.
- Hartman, A. and E. Fischer. 2025. Market structured ambivalence: a conceptual framework for institutional contradictions in consumer markets. 2025. Consumer Culture Theory Conference, London, England.
- Fischer, E., M.A. Parmentier and G. Brooks. 2025. Person brand scandal dynamics: insights from the case of (Kan)Ye. Consumer Culture Theory Conference, London, England.
- Fischer, E., M.A. Parmentier and G. Brooks. 2025. When productized person brands perform brand betrayal. American Marketing Association Conference, Phoenix, Arizona.
- Fischer, E. and L. Tuncay. 2024. Defining and doing impactful research. Association for Consumer Research Conference, Bali.
- Dolbec, P.Y., E. Fischer and G. Shamayleh. 2023. Failing to reconfigure: the breakdown of collocated practices and the transformation of social life. Association for Consumer Research Conference, Seattle, Washington.
- Trujillo-Torres, L., L. Mimoun and E. Fischer. 2022. Consumer stigma and family formation in the fertility technologies market. Consumer Culture Theory Conference, Corvallis, Oregon
- Maciel, A. and E. Fischer. 2019. Collaborative Market Driving: Conceptualizing Collective Action in Market Orientation Strategies. Association for Consumer Research, Atlanta, Georgia.
- Dolbec, P.Y. and E. Fischer. 2019. Changing markets by triggering socio-cognitive transformations: How Tesla Boosted the Electric Car Market. AMA Winter Academic Conference, Austin, Texas.
- Welte, J.B., J. Cayla and E. Fischer. 2019. Crafting Customer Experience in Contexts of Logic Multiplicity: Lessons from the Field of Luxury. Consumer Culture Theory Conference, Montreal.
- Bensen, K. and E. Fischer. 2019. Moral multiplicity, Moral policing and Market Growth: A Tale of Two Markets. Consumer Culture Theory Conference, Montreal.
- Velloso, L. and E. Fischer, 2018. Brand Relationships in a "Post-Fact" World. Association for Consumer Research Conference. Dallas, Texas.
- Scaraboto, D. and E. Fischer. 2018. Exiting Etsy? When Collaboration Among Market Co-Creators Come Undone. Association for Consumer Research Conference. Dallas, Texas.
- Scaraboto, D. and E. Fischer. 2018. Rescuing Etsy? How Co-creators Help Firms Cope with Competing Logics
- Parmentier, M. and E. Fischer. 2018. Working it: How Person Brands Protect Their Equity From Co-branding Partners Consumer Culture Theory Conference, Odense, Denmark.
- G. Taltekin and E. Fischer. 2018. When a House Can't Be Your Home: How Markets Manage Supply Scarcity. Consumer Culture Theory Conference, Odense, Denmark.

## Eileen Fischer

- Velloso, L. and E. Fischer. 2017. Where Do We Go from Here? Consumer-Brand Relationships After Brands Do Bad. Association for Consumer Research Conference, San Diego CA.
- Parmentier, M. and E. Fischer. 2017 (Re)making tastes: examining institutional work in the field of high fashion, Consumer Culture Theory Conference, Anaheim, CA.
- Tuncay, L. C. Otnes and E. Fischer. 2016. Exploring patient-provider relationships in preference-based health care choices, Association for Consumer Research Conference, Berlin, Germany.
- Parmentier, M. and E. Fischer. 2016. Sewing Patterns: How Institutional Work Contributes to Brand Narrative Stability in the Ever Changing Field of High Fashion, CCT Conference, Lille, France.
- Scaraboto, D. and E. Fischer. The Beginning of the End?: How Participants Navigate Disruptions in Hybrid Economies. 2016. CCT Conference Lille, France.
- Parmentier, M. and E. Fischer. 2015. Managing successive cobranding alliances in fashion firms. Presented at 2015 Global Fashion Management Conference, Florence, Italy
- Reuber, R. and E. Fischer. 2015. Making multiples: how do firms simultaneously create multiple market opportunities? Presented at Academy of Management Conference, Vancouver, B.C.
- Reuber, R. and E. Fischer. 2015. A longitudinal perspective on opportunity creation. ACERE, University of Adelaide, Australia.
- Fischer, E. 2014. Appropriations of ANT and assemblage theories in management research: What can we learn from our neighbours? Association for Consumer Research, Baltimore MA.
- Reuber, A.R. & Fischer, E. 2014. Reimagining Twitter: The interplay between opportunity creation and exploitation processes. Presentation at the Entrepreneurship Research Exemplars Conference, University of Denver, March.
- Fischer, E., R. Kozinets, M. Parmentier and S. Wilner, 2013. Crafting Consumer Research Contributions from Qualitative Data: An Institutional Theory Perspective. *Interpretive Consumer Research Conference*, Brussels, Belgium.
- Dolbec, P. and E. Fischer 2013. Re-fashioning a Field? How consumers unintentionally change institutional practices and institutional Work. *European Association for Consumer Research Conference*, Barcelona, Spain.
- Darmody, A. and E. Fischer 2013. Heritage Lost or Found? Sociality and Fullness in the Irish Theme Pub. *European Association for Consumer Research Conference*, Barcelona, Spain.
- Dolbec, P. and E. Fischer. 2012. Institutional Dynamics when Consumers Coalesce in Aestheticized Product Markets. Association for Consumer Research Conference, Vancouver, BC.
- Fischer, E. and R. Reuber. 2012.. Entrepreneurial Narratives Online: Influencing Stakeholder Engagement Through Twitter. Academy of Management Conference, Boston, MA
- Scaraboto, D. and E. Fischer. 2011. “Give Me Versace!”: Can Consumers Cultivate Institutional Changes in Markets?” Presented at the 6<sup>th</sup> Annual Consumer Culture Theory Conference, Evanston, Illinois.
- Scaraboto, D. and E. Fischer. 2011. “Just Like Us, But Different”: Fat Acceptance Activists’ Readings of Plus-Sized Sources in Advertising.” Presented at the 6<sup>th</sup> Annual Consumer Culture Theory Conference, Evanston, Illinois.
- Reuber, R. and E. Fischer. 2011. An Investigation of the Implications for Effectuation of Social Interaction Enabled by the Use of Microblogging. Presented at the 8<sup>th</sup> Annual Australian Graduate Studies in Entrepreneurship Conference, Melbourne Australia.
- Cumming, D., E. Fischer, T. Peridis and R. Reuber. 2010. Publicly Funded Business Advisory Services and Entrepreneurial Internationalization Knowledge. Presented at the Thirteenth McGill International Entrepreneurship Conference on New Frontiers in International Entrepreneurship, Montreal, Quebec.
- Parmentier, M. and E. Fischer. 2010. Consuming Wannabes: Towards an Understanding of Relationship Formation Between Consumption Communities and Aspiring Celebrities. Presented at First International Colloquium on Consumer-Brand Relationships, Winter Park, Florida, US.
- Fischer, E. and R. Reuber. 2010. Branding by Founders: The Dynamics Between CEO and Company

## Eileen Fischer

- Branding for Young Firms Using Social Media. Presented at 6<sup>th</sup> Annual International Conference of the Academy of Marketing's Special Interest Group on Brand, Corporate Identity, and Reputation, Barcelona, Spain.
- M. Parmentier, E. Fischer and R. Reuber. 2009. High equity human brands versus celebrities: how can they influence organizational reputations? Thirteenth International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Amsterdam, Netherlands (Abstract Refereed).
- Lohrke, F., B. Bird, B. Nagy, E. Fischer & R. Reuber, R. 2009. Are new ventures illegitimate, disreputable, untrustworthy, or routineless? A liability of newness review and research agenda. Presented at the Babson College Entrepreneurship Research Conference, Wellesley, Massachusetts. (Abstract refereed).
- Reuber, R. and E. Fischer. 2008. Evolution in the focus of international entrepreneurship inquiry: an overview of recent studies and a prospective research agenda. Presented at the 11<sup>th</sup> McGill International Entrepreneurship Conference, Dunedin, New Zealand. (Abstract Refereed)
- Reuber, R. and E. Fischer. 2008. Country-of-origin as a reputational signal for online businesses. Twelfth International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Reputation Institute, Beijing, China, May. (Abstract Refereed)
- Fischer, E., R. Reuber, and S. Law. 2007. Negatively Stereotyped or Simply Unfamiliar?: An Examination of the Reputational Challenges Associated with Organizational Newness, European Academy of Management Conference, Paris, France.
- Reuber, R., E. Fischer and Y. Deutsch. 2005. Reputational change in technology-based firms. EFMD Conference on Entrepreneurship, Innovation and Small Business, IESE Business School. Barcelona, Spain.
- Reuber, R. E. Fischer, S. Melanson and Y. Deutsch. 2005. Winning designs: Reputational changes in technology-based firms. Babson Kauffman Entrepreneurship Research Conference, Wellesley, MA.
- Fischer, E., A. R. Reuber and S. Law. 2005. Assessing new service firms: Does positive trump negative? Babson Kauffman Entrepreneurship Research Conference, Wellesley, MA.
- Fischer, E. and L. Peñalosa. 2005. Communities beyond the brand. Association for Consumer Research Conference, San Antonio, September.
- Fischer, E. and R. Reuber. 2003. Reputation Within Audiences: How Audience Characteristics Matter for Firms Building New Reputations. Academy of Management Conference, Seattle, WA.
- Fischer, E. and R. Reuber. 2001. Towards A Grounded Theory of the Role of Customers in the Early Evolution of New Firms. Babson Entrepreneurship Research Conference, Sweden.
- Fischer, E., A. Ahmad and J. Stone. 2001. Creative Resistance: An Examination of Creativity in Contrasting Activist Communities. American Marketing Association Winter Educator's Conference. Phoenix, Arizona.
- Fischer, E.. 2000. Evolution in Rhetorics of Resistance: An Analysis of the Emergence of the Anti-Brand Movement. Association for Consumer Research, Salt Lake City, Utah.
- Fischer, E. and R. Reuber. 2000. Understanding the initiation of internationalization by new and growing firms. Babson Kaufmann Entrepreneurship Research Conference, Wellesley, MA.
- Reuber, R. and E. Fischer. 2000. An Industry Based Contingency Perspective on Small Firm Internationalization Growth and Overall Firm Growth: The Moderating Role of the Management Team. Academy of Management, Toronto, Ontario.
- Fischer, E. and P. Wayne. 1998. Eating Out: Good Foods and Bad Foods Go Public. Paper presented at the Association for Consumer Research Conference, Montreal, Quebec.
- Gainer, B. and E. Fischer. 1998. Between Buyer Relationships and Philanthropic Behavior. Paper presented at the Association for Consumer Research Conference, Montreal Quebec.
- Gainer, B. and E. Fischer. 1998. Horizontal Embeddedness and Consumer Behavior Towards the Arts. American Marketing Association Winter Educator's Conference, Austin, Texas.

## Eileen Fischer

- Fischer, E. and R. Reuber. 1996. The Impact of Top Management Groups on the Internationalization of Small and Medium Sized Software Firms. Babson College Entrepreneurship Conference, Seattle.
- Fischer, E., B. Gainer and J. Bristor. 1996. Exploring Gendered Servicescapes. Third Gender and Consumer Behavior Conference, Salt Lake City, Utah.
- Reuber, R. and E. Fischer. 1995. Reconceptualizing Entrepreneurs' Expertise. Academy of Management Conference, Vancouver.
- Fischer, E. and R. Reuber. 1995. How (In)Applicable are Theories Regarding Large Firm Internationalization for SMEs? Canadian Council for Small Business and Entrepreneurship, Thunder Bay.
- Fischer, E. and B. Gainer. 1994. The Relationship Between Sex, Gender Identity and Charitable Giving. Association of Consumer Research Conference, Boston.
- Fischer, E. 1993. Does Marketing Discourage Community? A Poststructuralist Feminist Analysis. Macromarketing Conference, Rhode Island.
- Fischer, E. and J. Bristor. 1993. In Search of Community in the Consumer Research Literature. Association for Consumer Research Conference, Nashville, Tennessee.
- Fischer, E. and Kate Halpenny. 1993. The Nature and Influence of Idealized Images of Men in Advertising. Second Gender and Consumer Behavior Conference, Salt Lake City, Utah.
- Fischer, E. and B. Gainer. 1993. Women and Arts, Men and Sports: Two Phenomena or One? Second Gender and Consumer Behavior Conference, Salt Lake City, Utah.
- Fischer, E. and J. Bristor. 1992. Postmodern Feminist Thought: An Overview and Some Implications for Marketing. American Marketing Association Winter Educator's Conference, San Antonio, Texas.
- Fischer, E. and J. Bristor. 1992. The Gender of the Consumer: a Feminist Perspective on the Marketing Concept. The Conference on Gender and Consumer Behavior, Salt Lake City, Utah.
- Fischer, E. and J. Bristor. 1991. A Feminist Poststructural Perspective on Workplace Experience and Expertise. The Administrative Sciences Association of Canada Conference, Niagara Falls.
- Fischer, E.. 1989. 'Tis the Season to be Jolly? Tensions and Triumphs in Christmas Shopping. Association for Consumer Research Conference, New Orleans.
- Fischer, E.. 1986. A Structuration Theoretic Perspective on the Macromarketing Concept. Annual Macromarketing Seminar, Boulder Colorado.

### Practitioner Publications and Reports

- Reuber, R. and E. Fischer. 2011. Building International Sales in the Digitized Economy: Best Practices for SMEs. Publication 11-301, International Trade & Investment Centre, Conference Board of Canada.
- Fischer, E. and R. Reuber. 2010. The State of Entrepreneurship in Canada. Industry Canada Report.
- Fischer, E. and R. Reuber. 2008. Which SMEs Internationalize most extensively and effectively: A literature review and examination of implications for Canadian SME policy. Publication 08-338, International Trade & Investment Centre, Conference Board of Canada.
- Fischer, E. and R. Reuber (2002) *Leveraging Customers Relationships to Drive Growth: CEO Perspectives*. Toronto: Ministry of Economic Development and Trade, Innovation and Business Development Branch.
- Reuber, R. and E. Fischer (2000) *Commonwealth Trade and Enterprise Paper 3: Industrial Clusters and SME Promotion in Developing Countries* London: Commonwealth Secretariat.
- Orser, B., E. Fischer, S. Hooper, R. Reuber and A. Riding. 1999. *Beyond Borders: Canadian Businesswomen in International Trade*. Ottawa: Department of Foreign Affairs & International Trade Canada.
- Barnard, P., E. Fischer, R. Reuber and D. Rumball. 1998. *Elusive Gazelles: Rapid Growth Firms in Canada*. 1998.

## Eileen Fischer

- Reuber, R. and E. Fischer. 1998. Business Valuation: Small Successes. *CA Magazine*, January-February 1998, 36-37.
- Fischer, E. and R. Reuber. 1997. Selling to Asian Markets: Partnership Strategies for Canadian SMEs, for the APEC Study Centre in Canada.
- Reuber, R. and E. Fischer. 1997. Must Borders be Barriers for Canadian Software Product SMEs? *Centre for International Business Newsletter*.
- Fischer, E. and R. Reuber. 1997. Successful Internationalization of Small and Medium-Sized Canadian Software Product Firms: Crossing Borders Without Barriers. Bank of Montreal's Institute for Small Business, January.
- Reuber, R. and E. Fischer. 1993. When Should You Invest in Experience? *AboutFACE* 1,1 (August/September): 7-9.

### External Research Grants

- 2018-2022 Insight Grant Social Sciences & Humanities Research Council of Canada (SSHRC): Complexity and market dynamics." Co-investigator (with P. Doblec and Z. Arsel), (\$180,940)
- 2015-2020 Insight Grant SSHRC. Understanding the dynamics of opportunity creation processes: what are the causes and consequences of opportunity motility? Co-investigator (with R. Reuber), (\$207,049)
- 2016-2018 Insight Development Grant SSHRC. The celebrification of brands and the development of nascent markets. Co-investigator (with P. Dolbec), (\$55,000)
- 2013-2015 Insight Development SSHRC Grant, Hybrid Organizations in Digital Markets: Building Brand Strength and Organizational Legitimacy. Principle Investigator (with R. Reuber) (\$74,328)
- 2012-2014 Insight Development SSHRC Grant, Designing Brands in an Aesthetic Market: An Investigation in the Field of Fashion. Co-investigator (with Marie-Agnes Parmentier) (\$71,886).
- 2009-2012 Standard Research Grant, SSHRC. *An Investigation of the Benefits of Internationalization for Young Firms & Small Firms in Canada*. Co-investigator (with R. Reuber) \$76,565.
- 2009-2012 Standard Research Grant, SSHRC. *The Dynamics of Reputation in Young Firms*. Principle investigator. (with R. Reuber) \$70,200.
- 2008-2011 SSHRC Grant for *Business Advisory Hubs: What is Their Role in Stimulating Innovation and Economic Development* (\$155,500) (with Douglas Cumming and Theo Peridis)
- 2008-2015 SSHRC Strategic Knowledge Cluster Grant for *International Entrepreneurship Strategic Knowledge Cluster* (collaborator on grant; principle investigator Dr. Rod McNaughton of University of Waterloo) (\$1.95 Million)
- 2006-2009 SSHRC Grant for *The Development of Reputation in Young Firms* (with Rebecca Reuber) (\$168,173)
- 1999-2004. A SSHRC Major Collaborative Research Initiative Grant was awarded in the amount of \$2.4 million, to the "Entrepreneurship Research Alliance." A team of 21 researchers from 12 North American universities are involved. From this source, the following specific grants have been received.
- *Reputation Building by Emerging Organizations* (\$30,250) (with R. Reuber, 2002-2004)
  - *Towards a Grounded Theory of the Roles of Customers in New Firms* (\$23,500) (with R. Reuber 2001)
  - *Industry Differences and the Internationalization of SMEs* (\$20,150) (with R. Reuber, 2000);
  - *Understanding Segmentation Bases for SME Support Programs* (\$26,900) (with R. Reuber, 2000);
  - *The Consequences of Domestic Market Size* (\$16,400) (with R. Reuber, 1999);
  - *Marketing Government Export Support Programs* (\$28,300) (with R. Reuber, 1999).

## Eileen Fischer

- 1997 Research Grant, Manulife Financial, Toronto-Dominion Bank and the Centre for International Business (1997). *Internationalization of Canadian SMEs - Industry Comparisons* (\$10,000) (with R. Reuber).
- 1996-1999 SSHRC Strategic Research Grant *Effective Internationalization by Canadian SMEs* (\$56,000) (with R. Reuber).
- 1996 Bank of Montreal, Institute for Small Business *The Importance of Teams to the Internationalization of Small Canadian Software Firms* (\$23,000) (with R. Reuber).
- 1991-1994 SSHRC Strategic Research Grant *Experience and Expertise in Global Venturing* (\$87,391) (with R. Reuber).
- 1990-1991 SSHRC Standard Research Grant, *The Development of a Measure of Consumer Gender Role Attitudes* (\$26,286).
- 1989-1991 SSHRC Strategic Research Grant, *The Impact of Experiential Learning on Entrepreneurial Success* (\$39,900) (with L. Dyke and R. Reuber)

### Masters and Bachelor Level Courses Taught

Research Analysis (EMBA)	Introductory Marketing (MBA, BBA)
Buyer Behavior (MBA, BBA)	Management Skills (MBA)
Management Consulting (MBA)	Entrepreneurship Field Study (MBA)

### Ph. D. Courses Taught

Entrepreneurship	Marketing Theory
Consumer Behavior	Qualitative Research Methods
Cross-Cultural Consumer Behavior	Brand Management

### Ph.D. Theses Chaired or Co-Chaired

Edward Chung	Aron Darmody
Brenda Gainer	Marie-Agnes Parmentier
Mei-ling Wei (Marketing)	Andrew Smith
Leah Schneider	Luciana Veloso
Gulay Guzel	Rowan El-Bialy
Anna Hartmann (U of Melbourne)	Kristn Bentson (U Southern Norway)

### Ph. D Thesis Committee Work

Kineta Hung (Marketing)	Chirawan Chiaswan (Marketing)
Brad Davis (Marketing)	Alan Middleton (Marketing)
Paulette Padanyi (Marketing)	Cheryl Gladstone (Marketing)
Ron Mulholland (Strategy)	Rosemary McGowan (Org. Behavior)
Kelly Thomson (Org. Behavior)	Sofy Carayanopolous (Strategy)
Sarah Wilner (Marketing)	Wendy Reid (Org. Behavior)
Eric Li (Marketing)	Yesim Ozalp (Marketing)
Sutapa Aditya (Marketing)	Andrew Wilson (Marketing)
Daiane Scaraboto (Marketing)	Ahir Gopaldas (Marketing)
Luciana Turchick Hakak (Orgs)	Madeline Toubiana (Orgs)
Orcun Turan (Marketing)	Raisa Tasmeen Zanam (Marketing)
Lucas Xavier (Marketing)	Erik Steinter (Marketing)

### University Administrative Appointments

2017	Dean's Representative, BUSO Search Committee
2014-2015	Faculty of Liberal Arts & Professional Studies Decanal Search Committee
2014	Academic and Administrative Program Review Task Force
2011-2014	Senate Awards Committee
2011-2012	Faculty of Graduate Studies Decanal Search Committee

## Eileen Fischer

2009 -2010	Search Committee for York's Provost/Academic VP
2007- 2009	Member/Vice Chair of Senate Committee on Research
2004- 2009	Chair of United Way Leadership Appeal Campaign
2003- 2006	Chair&/or Member, Senate Academic Policy and Planning Committee
2002- 2006	Member of Senate representing Schulich School of Business
1997- 2000	Chair &/or Member Senate Academic Policy and Planning Committee
1996-1999	Chair&/or Member of Senate Appeals Committee
1991- 1994	Member of Senate representing Faculty of Administrative Studies

### **Faculty Administrative Appointments**

2023-2026	Associate Dean Research
2010- 2023	Director of Ph.D. Program and Chair of Ph.D. Committee
2017-2019	Decanal Search Committee
2013-2015	Chair, Tenure and Promotions Committee
2008- 2010	Chair of Faculty Council
2002- 2014	Director of Entrepreneurial Studies
2001- 2009	Area Coordinator of Marketing Area Group
2003- 2007	Chair &/or Member, Tenure & Promotions Committee
2002- 2005	Policy Area Affirmative Action Representative
2002-2004	Member, Management Committee
1999- 2001	Director &/or Member, Masters of Business Administration Program Committee
1995- 1998	Associate Dean of Research
1995- 1998	Finance Area Group Affirmative Action Representative
1995- 1997	Member of Tenure and Promotions Committee
1993- 1994	Member of Core Curriculum Restructuring Task Force
1991- 1993	Chair of Nominating Committee
1990- 1991	Chair of Faculty Council
1990- 1992	Member, Computing Services Committee
1989- 1990	Vice-Chair of Faculty Council
1988- 1989	Member, Nominating Committee
1988- 1992	Marketing Area Group Affirmative Action Representative