

Robert V. Kozinets

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ACADEMIC POSITIONS

- ◆ Hans and Jayne Hufschmid Professor of Strategic Public Relations, Annenberg School for Communication and Journalism and Marshall School of Business, *University of Southern California*, 2016-.
- ◆ Professor of Marketing, Schulich School of Business, *York University*, 2010-2015.
- ◆ Chair of Marketing Department, *Schulich School of Business*, 2010-2015.
- ◆ Visiting Professor of Marketing, *University of Strathclyde*, UK, 2015.
- ◆ Affiliate Faculty, *Massachusetts Institute of Technology*, Comparative Media Studies department, 2005-2013.
- ◆ Associate Professor of Marketing (with tenure), Schulich School of Business, *York University*, 2005-2009.
- ◆ Visiting Professor of Marketing, *Norwegian School of Economics and Business*, Bergen, Norway, 2007 & 2010.
- ◆ Visiting Professor of Marketing, Centre for Consumption Studies, *Dublin City University*, Ireland, 2008.
- ◆ Visiting Professor of Marketing, *University of Sydney*, Australia, 2008.
- ◆ Visiting Professor of Marketing, *University of Auckland*, New Zealand, 2008.
- ◆ Associate (with tenure) and Assistant Professor of Marketing, School of Business, *University of Wisconsin-Madison*, 2004-2005.
- ◆ Assistant Professor of Marketing, Kellogg School of Management, *Northwestern University*, 1997-2004.

EDITORIAL AND POLICY BOARD POSITIONS

- ◆ Associate Editor, *Journal of Consumer Research*, 2014-present
- ◆ Associate Editor, *Journal of Retailing*, 2006-present
- ◆ Academic Trustee, *Marketing Science Institute*, 2013-present
- ◆ Perspectives Director, *Association for Consumer Research*, 2013- present (elected position)
- ◆ Associate Editor, *Journal of Marketing*, 2011-2014
- ◆ President, *Journal of Consumer Research* Policy Board, 2014
- ◆ *American Anthropological Association* representative to the *Journal of Consumer Research* Policy Board, 2010-2014
- ◆ Editorial Review Board, *Journal of Consumer Research*, 2002-2011
- ◆ Editorial Review Board, *Journal of Marketing*, 2005-2011
- ◆ Editorial Review Board, *Journal of Retailing*, 2005-present

EDUCATION

- ◆ Doctor of Philosophy (Marketing and Organizational Behavior co-majors, dissertation in Marketing with Stephen Arnold as dissertation supervisor), *Queen's University*, School of Business, Kingston, Canada, 1997.
- ◆ Master of Business Administration, *York University*, Toronto, Canada, 1988.
- ◆ Bachelor of Business Administration with Honors, *York University*, Toronto, Canada, 1987.

AWARDS, GRANTS, AND HONORS

- ◆ 2014-15 MSI Grant: Transmedia Experiences and Consumer Engagement, with Behice Ilhan and Cele Otnes
- ◆ 2014 Best Paper, Media Convergence Conference, Transmedia, with Behice Ilhan and Cele Otnes
- ◆ 2012 Shelby Hunt Award, Most Cited Article in *Journal of Macromarketing*, Kozinets, Hemetsberger and Schau (2008), "The Wisdom of Consumer Crowds: Collective Innovation in the Age of Networked Marketing."
- ◆ Seymour Schulich Teaching Excellence Award, Nominee, MBA Program, 2012
- ◆ William R. Davidson Award, "Honorable Mention," for *Journal of Retailing* 2010 article "Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place," (co-authored with Borghini, Diamond, McGrath, Albert Muniz, and Sherry), 2011.
- ◆ *Emerald Management Reviews Citation of Excellence*, One of the Top 50 Articles Published in 2009 in Management, for "Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place," (co-authored with Borghini, Diamond, McGrath, Albert Muniz, and Sherry), 2010.
- ◆ 45th Annual American Marketing Association Doctoral Consortium Faculty, Texas Christian University, Fort Worth Texas, 2010.
- ◆ Seymour Schulich Teaching Excellence Award, Nominee, MBA Program, 2010
- ◆ Hood *Fellowship Grant*, Sponsored by The Lion Foundation, Auckland University School of Business, 2008
- ◆ *Journal of Retailing*, 2008 Best Reviewers Award
- ◆ Social Sciences and Humanities Research Council of Canada Standard Research Grant 410-2008-2057, 2008-2010, "Developing Internet Ethnography for Marketing Research," (\$97,477)
- ◆ Seymour Schulich Teaching Excellence Award, MBA, 1st Place, 2006 (\$15,000 award)
- ◆ *Journal of Consumer Research* Outstanding Reviewer Award, 2003-2004
- ◆ Marketing Science Institute Young Scholars Program Invitee, 2004
- ◆ *Association for Consumer Research* Doctoral Consortium Faculty Member, 2000-2006
- ◆ William R. Davidson Award, "Honorable Mention," for *Journal of Retailing* 2002 article "Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects" (co-authored with John F. Sherry, Jr., Benet DeBerry-Spence, Adam Duhachek, Kritinee Nuttavuthisit, and Diana Storm).

- ◆ Sidney J. Levy Teaching Award, *Kellogg School of Management*, 2002.
- ◆ *Queen's University* Graduate Dean's Doctoral Field Research Travel Grant, 1996
- ◆ Social Sciences and Humanities Research Council of Canada, Doctoral Fellowship, 1994-1997
- ◆ Bethune Fellows Prize for the highest GPA in the college, *York University*, 1984

PROFESSIONAL EXPERIENCE

- ◆ Professional public speaker, research scientist, strategic marketing and branding expert, and authority on online communities and netnographic methodology
- ◆ Worked for many global companies including L'Oréal, American Express, Merck, Pepsico, SITA, Campbell Soup, TD Bank, Sony, HSBC, Nissan, CHHMA (industry association), and eBay
- ◆ Taught at executive learning centers, designed, facilitated, and chaired management education workshops, conducted brainstorming and innovation sessions
- ◆ Presented at numerous corporate retreats, management skills develop meetings, and industry conferences and trade shows
- ◆ Consulted and presented for companies in a variety of industries including automotive, consumer electronics, advertising and public relations, consumer packaged goods, industrial design, non-profit, information technology, energy, housewares and hardware, finance, entertainment and media

PUBLICATIONS: BOOKS

1. Kozinets, Robert V. (2015), *Netnography: Redefined*, London: Sage.
2. Kozinets, Robert, Ed. (2014), *Marketing Legends: Russell Belk, Volume 10: Magic and Spirituality*, London: Sage.
3. Belk, Russell, Fischer, Eileen, and **Robert V. Kozinets** (2013), *Qualitative Marketing and Consumer Research*, London: Sage.
4. Kozinets, Robert V. (2010), *Netnography: Doing Ethnographic Research Online*, London: Sage. (Also translated into Swedish, Polish, and Portuguese)
5. Avery, Jill, Sharon Beatty, Morris Holbrook, **Robert Kozinets**, Banwari Mittal, Priya Raghubir, and Arch G. Woodside (2010), *Consumer Behavior: Humans' Pursuit of Happiness in the World of Goods, 2nd Edition*, Cincinnati, OH: Open Mentis.
6. Cova, Bernard, **Robert V. Kozinets**, and Avi Shankar, eds. (2007), *Consumer Tribes*, Oxford and Burlington, MA: Butterworth-Heinemann.

PUBLICATIONS: JOURNAL ARTICLES

7. Kozinets, Robert V. (2016), "Amazonian Forests and Trees: Multiplicity and Objectivity in

- Consumer Generated Online Reviews and Ratings,” *Journal of Consumer Research*, February.
8. Kozinets, Robert V. (2012), “Marketing Netnography: Prom/ot(ulgat)ing a New Research Method,” *Methodological Innovations Online* (MIO), Issue 1, Volume 7, Spring 2012, 37-45, see online at <http://www.pbs.plym.ac.uk/mi/index.html>.
 9. Kozinets, Robert V. (2012), “Rise, Cultural Eyes, Rise: Culturalize!” *Mercati e Competitivita: The Journal of the Italian Marketing Association*, 12, 5-9.
 10. Kozinets, Robert V. (2012), “Me/my research/avatar,” *Journal of Business Research*, 65 (April), 478-482.
 11. Kozinets, Robert V. (2011), “Netnography: The Marketer’s Secret Ingredient,” *MIT Technology Review*, October 14, available online at <http://www.technologyreview.com/business/26434/>. (invited; non-peer reviewed)
 12. **Kozinets, Robert V.**, Kristine de Valck, Andrea Wojnicki and Sarah Wilner (2010), “Networked Narratives: Understanding Word-of-mouth Marketing in Online Communities,” *Journal of Marketing*, 74 (March), 71-89.
 13. Kozinets, Robert V. (2010), “Social Media Vision: Marketing and the Threat of Public Relationships,” *Finanza, Marketing e Produzione*, Special Issue: Frontiers of Marketing Communication, 28 (December), 21-27.
 14. **Kozinets, Robert V.**, Jay M. Handelman, and Michael Shyue Lee (2010), “Don’t Read This: or Who Cares What the Hell Anti-consumption is, Anyways,” *Consumption, Markets, and Culture*, 13 (September), 225-233.
 15. Borghini, Stefania, Nina Diamond, **Robert V. Kozinets**, Mary Ann McGrath, Albert Muniz, Jr., and John F. Sherry, Jr. (2009), “Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place,” *Journal of Retailing*, 85 (September), 363-375. Winner, *Emerald Management Reviews Citation of Excellence*, One of the Top 50 Articles Published in 2009 in Management. Winner, William R. Davidson Award, “Honorable Mention,” for best article published in *Journal of Retailing* in 2010.
 16. Diamond, Nina, John F. Sherry, Jr., Mary Ann McGrath, Albert Muniz, Jr. **Robert V. Kozinets**, and Stefania Borghini (2009), “American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research,” *Journal of Marketing*, 73 (May), 118-134.
 17. **Kozinets, Robert V.**, Hemetsberger, Andrea and Hope Schau (2008), “The Wisdom of Consumer Crowds: Collective Innovation in the Age of Networked Marketing,” *Journal of Macromarketing*, 28 (December), 339-354. Winner, 2012 Shelby Hunt Award, Most Cited Article in *Journal of Macromarketing*.

18. Kozinets, Robert V. (2008), "Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives." *Journal of Consumer Research*, 34 (April), 864-881.
19. Kozinets, Robert V. (2006), "Click to Connect: Netnography and Tribal Advertising," *Journal of Advertising Research*, 46 (September), 279-288.
20. Belk, Russell W. and **Robert V. Kozinets** (2005), "Videography in Marketing and Consumer Research," *Qualitative Marketing Research*, 8 (2), 128-141.
21. Kozinets, Robert V. (2005), "Communal Big Bangs and the Ever-Expanding Netnographic Universe," *Thesis*, 3, 38-41.
22. **Kozinets, Robert V.** and Jay M. Handelman (2004), "Adversaries of Consumption: Consumer Movements, Activism, and Ideology," *Journal of Consumer Research*, 31 (December), 691-704.
23. **Kozinets, Robert V.**, John F. Sherry, Jr., Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence (2004), "Ludic Agency and Retail Spectacle," *Journal of Consumer Research*, 31 (December), 658-672.
24. Sherry, John F., Jr., **Robert V. Kozinets**, Adam Duhachek, Benét DeBerry-Spence, Krittinee Nuttavuthisit and Diana Storm (2004), "Gendered Behavior in a Male Preserve: Role Playing at *ESPN Zone Chicago*," *Journal of Consumer Psychology*, 14 (1 & 2), 151-158.
25. Brown, Stephen, **Robert V. Kozinets**, and John F. Sherry, Jr. (2003) "Sell Me the Old, Old Story: Retromarketing Management and the Art of Brand Revival," *Journal of Customer Behavior*, 2 (June), 85-98.
26. Brown, Stephen, **Robert V. Kozinets**, and John F. Sherry, Jr. (2003) "Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning," *Journal of Marketing*, 67 (July) 19-33.
27. Kozinets, Robert V. (2002), "Can Consumers Escape the Market? Emancipatory Illuminations from Burning Man," *Journal of Consumer Research*, 29 (June), 20-38.
28. **Kozinets, Robert V.**, Sherry, John F., Jr., Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence (2002), "Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects," *Journal of Retailing*, 78 (Spring), 17-29 (William R. Davidson Award, Honorable Mention).
29. Kozinets, Robert V. (2002), "Desert Pilgrim," *Consumption, Markets and Culture*, 5 (September), 171-186.
30. Kozinets, Robert V. (2002), "The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities," *Journal of Marketing Research*, 39 (February), 61-72.

31. Sherry, John F., Jr., **Robert V. Kozinets**, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence (2001), "Being In The Zone: Staging Retail Theater at ESPN Zone Chicago," *Journal of Contemporary Ethnography*, 30 (August), 465-510.
32. Kozinets, Robert V. (2001), "Utopian Enterprise: Articulating the Meanings of *Star Trek's* Culture of Consumption," *Journal of Consumer Research*, 28 (June), 67-88.
33. Arnold, Stephen J., **Robert V. Kozinets** and Jay M. Handelman (2001), "Hometown Ideology and Retailer Legitimation: The Institutional Semiotics of Wal-Mart Flyers," *Journal of Retailing*, 77 (2), 243-271.
34. Kozinets, Robert V. (1999), "E-Tribalized Marketing? The Strategic Implications of Virtual Communities of Consumption," *European Management Journal*, 17 (3), 252-264.
35. Kozinets, Robert V. (1998), Book review of D. Owrarn's Born at the Right Time, *Historical Journal of Film, Radio and Television*, 18 (3), 455-457.

PUBLICATIONS: BOOK CHAPTERS, BOOK REVIEWS, AND SCHOLARLY POETRY

36. Kozinets, Robert (forthcoming), "Flow My Bits, the Professor Screened," in Margarita Cabrera Méndez and Nuria Lloret Romero, *Digital Tools for Academic Branding and Self-promotion*, Hershey, PA: IGI Global.
37. Belk, Russell and **Robert V. Kozinets** (forthcoming), "Videography and Netnography," in Krzysztof Kubacki, ed., *Formative Research Methods in Social Marketing: Innovative Methods to Gain Consumer Insights*, London: Springer.
38. **Kozinets, Robert V.** and Manuela Nocker (forthcoming), "Netnography: Online Ethnography for a Digital Age of Organization Research," in Alan Bryman and David A. Buchanan, ed., *Unconventional Methodology in Organization and Management Research*, Cambridge, UK: Oxford U. Press.
39. **Kozinets, Robert V.** and Eric J. Arnould (forthcoming), "Ruminations on the Current State of Consumer Ethnography" in Bente Halkier and Margit Keller, eds., *Routledge Handbook on Consumption*, London: Routledge.
40. Kozinets, Robert V. (forthcoming), "Netnography: Understanding Networked Communication Society," working paper, originally for Sage Research Methods Series.
41. Kozinets, Robert V. (forthcoming), "Management Netnography: Axiological and Methodological Developments in Online Cultural Business Research," in Cathy Cassell, Ann Cunliffe, Gina Grandy, eds., *The SAGE Handbook of Qualitative Business and Management Research Methods*, London: SAGE.

42. Kozinets, Robert V. (2015), "The Post-human Future of Brands," in Susan Fournier, Michael Breazeale, and Jill Avery, eds., "Strong Brands, Strong Relationships," New York, Routledge, 149-158.
43. Kozinets, Robert V., (2015), "Netnography," in *The Wiley-Blackwell Encyclopedia of Sociology*, 2nd ed, ed. George Ritzer, Blackwell-Wiley.
44. Handelman, Jay M. and **Robert V. Kozinets** (2015), "Culture Jamming," in *The Wiley-Blackwell Encyclopedia of Sociology*, 2nd ed., ed. George Ritzer, Blackwell-Wiley.
45. Kozinets, Robert V., (2015), "Netnography," in *The International Encyclopedia of Digital Communication and Society*, eds., Robin Mansell and Peng Hwa Ang, Wiley-Blackwell, 653-660.
46. Kozinets Robert V. (2014), "An Appropriate Appropriation? Applied Netnography's Champions and Challenges," *Sourcebook of Anthropology in Business*, Rita Denny and Patricia Sunderland, eds., Walnut Creek, CA: Left Coast Press, 775-786.
47. Diamond, Nina, John F. Sherry, Jr., Mary Ann McGrath, Albert Muniz, Jr. **Robert V. Kozinets**, and Stefania Borghini (2014), "Brand Fortitude in Moments of Consumption," *Sourcebook of Anthropology in Business*, Rita Denny and Patricia Sunderland, eds., Walnut Creek, CA: Left Coast Press. 619-637.
48. Kozinets, Robert V. (2014), "Fan Creep: Why Brands Suddenly Need 'Fans,'" in Denise Mann ed., *Wired TV: Post-Network Television's Virtual Worlds*, New York: Rutger University Press, 161-175.
49. **Kozinets, Robert V.**, Pierre-Yann Dolbec, and Amanda Earley (2014), Netnographic Analysis: Understanding Culture through Social Media Data," in Uwe Flick, ed. *Sage Handbook of Qualitative Data Analysis*, Sage: London, 262-275.
50. Kozinets, Robert V. (2013), "Netnography and the Digital Consumer: The Quest for Cultural Insights," in Russell Belk and Rosa Llamas ed., *The Routledge Companion to Digital Consumption*, London: Routledge, 93-101.
51. Kozinets, Robert V. (2012), "Reflections in Spacetime: Reconsidering Kozinets (1999) Twelve Years Later," in Janice Denegri-Knott and Michael Molesworth, eds., *Digital Virtual Consumption*, London: Routledge, 92-110.
52. Rinaldo, Diego, Stefania Borghini, Gary Bamossy, and **Robert V. Kozinets** (2012), When Sacred Objects Go B@a(n)d: Fashion Rosaries and the Contemporary Linkage of Religion and Commerciality, in Rinaldo, Diego and Linda M. Scott, ed., *Spiritual and Sacred Consumption*, London: Routledge, 29-40.
53. **Kozinets, Robert V.** and John F. Sherry, Jr. (2012), "The Autothemataludicization Challenge:

Spiritualizing Consumer Culture Through Playful Communal Co-Creation,” in Rinallo, Diego and Linda M. Scott, ed., *Spiritual and Sacred Consumption*, London: Routledge, 242-266.

54. **Kozinets, Robert V.**, Frank-Martin Belz, and Pierre McDonagh (2011), “Social Media for Social Change,” in David Glen Mick, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne, eds. *Transformative Consumer Research to Benefit Global Welfare*, London and New York: Routledge, 205-224.
55. Kozinets, Robert V. (2011), “Culture Jamming,” *The Concise Blackwell Encyclopedia of Sociology*, George Ritzer and J. Michael Ryan, eds., Malden, MA: Blackwell, 116.
56. Kozinets, Robert V. (2010), “Brand Fans: When Entertainment + Marketing Intersect on the Net,” in Tracey Tuten, ed. *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Transforming Business Virtually, Volume 2*, Santa Barbara, CA: Praeger, 145-166.
57. Kozinets, Robert V. (2010), “Motivation Research,” in *Wiley International Encyclopedia of Marketing, Vol. 2: Marketing Research*, ed. Wagner Kamakura, West Sussex, UK: Wiley, 198-196.
58. Kozinets, Robert V. (2010), “Observation Methods,” in *Wiley International Encyclopedia of Marketing, Vol. 2: Marketing Research*, ed. Wagner Kamakura, West Sussex, UK: Wiley, 219-226.
59. Kozinets, Robert V. (2010), “Subcultures,” in *Wiley International Encyclopedia of Marketing, Vol.3: Consumer Behaviour*, ed. Richard Bagozzi and Ayalla A. Ruvio, West Sussex, UK: Wiley, 252-254.
60. Kozinets, Robert V. (2010), “Marketing Life 101,” *Canaries Coalmines Thunderstones: A Poetry Annual*, Roel Wijland, John Schouten and John Sherry, Jr., St. Bathans, NZ: University of St. Bathans Press, 7-10 [poem].
61. **Kozinets, Robert V.** and Richard Kedzior (2009), “I, Avatar: Auto-netnographic Research in Virtual Worlds,” in *Virtual Social Identity and Consumer Behavior*, ed. Michael Solomon and Natalie Wood, Armonk, NY: M.E. Sharpe, 3-19.
62. **Kozinets, Robert V.**, Sherry, John F., Jr., Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence (2008), “Themed Flagship Brand Stores in the New Millennium: Theorie, Praxis, Ausblicke,” in K. Hellman, (ed.), *Räum des Konsums: Über den Funktionswandel von Räumlichkeit im Zeitalter des Konsumismus*, [Consuming Space: Changing Views of Spatiality in the Age of the Consumerism], VS Verlag: Wiesbaden, Germany, 87-118. [Reprint of *Journal of Retailing* article translated into German]
63. Kozinets, Robert V. (2008), “Brands in Space: New Thinking about Experiential Retail, in T. M. Lowrey, ed., *Brick & Mortar Shopping in the 21st Century*, Mahwah, NJ: Lawrence Erlbaum Associates, 3-15.

64. Cova, Bernard, **Robert V. Kozinets**, and Bernard Cova (2007), "Tribes, Inc.: The New Paradigm of Consumer Tribes" in *Consumer Tribes*, Bernard Cova, Robert V. Kozinets, and Avi Shankar, eds., Oxford and Burlington, MA: Butterworth-Heinemann, 3-26.
65. Kozinets, Robert V. (2007), "Inno-tribes: Star Trek as Wikimedia" in *Consumer Tribes*, Bernard Cova, Robert V. Kozinets, and Avi Shankar, eds., Oxford and Burlington, MA: Butterworth-Heinemann, 194-211.
66. John F. Sherry, Jr., **Robert V. Kozinets**, and Stefania Borghini (2007), "Agents in Paradise: Experiential Co-Creation through Emplacement, Ritualization, and Community," in *Consuming Experiences*, Antonella Carù and Bernard Cova, eds., London and New York: Routledge, 17-33.
67. **Kozinets, Robert V.** and Jay M. Handelman (2007), "Culture Jamming," *The Blackwell Encyclopedia of Sociology*, George Ritzer, ed., Malden, MA: Blackwell, 945-946.
68. Kozinets, Robert V. (2006), "Netnography 2.0," in *Handbook of Qualitative Research Methods in Marketing*, Russell W. Belk, ed., Cheltenham, UN and Northampton, MA: Edward Elgar Publishing, 129-142.
69. **Kozinets, Robert V.** and Russell W. Belk (2006), "Camcorder Society: Quality Videography in Consumer Research," in *Handbook of Qualitative Research Methods in Marketing*, Russell W. Belk, editor, Cheltenham, UN and Northampton, MA: Edward Elgar Publishing, 335-344.
70. Kozinets, Robert V. (2006), "Netnography," *The Sage Dictionary of Social Research Methods*, Victor Jupp, ed., London: Sage, 193-195.
71. **Kozinets, Robert V.** and Russell W. Belk (2006), "Videography," *The Sage Dictionary of Social Research Methods*, Victor Jupp, ed., London: Sage, 318-320.
72. **Kozinets, Robert V.** and John F. Sherry, Jr. (2005), "Welcome to the Black Rock Café," in *Afterburn: Reflections on Burning Man*, Lee Gilmore and Mark van Proyen, ed., Albuquerque, NM: University of New Mexico Press, 87-106.
73. Maclaran, Pauline, Margaret Hogg, Miriam Catterall, and **Robert V. Kozinets** (2004), "Gender, Technology and Computer-Mediated Communications in Consumption-Related Online Communities," in *Elusive Consumption: Tracking New Research Perspectives*, Karin M. Ekström and Helene Brembeck, eds., Oxford: Berg, 145-171.
74. **Kozinets, Robert V.** and John F. Sherry, Jr. (2004), "Dancing on Common Ground: Exploring the Sacred at Burning Man," in *Rave Culture and Religion*, Graham St. John, ed., London: Routledge, 287-303.
75. Sherry, John F., Jr. and **Robert V. Kozinets** (2004), "Sacred Iconography in Secular Space:

Altars, Alters and Alterity at the Burning Man Project,” in *Contemporary Consumption Rituals: A Research Anthology*, Cele Otnes and Tina Lowry, eds., Mahwah, NJ: Lawrence Erlbaum, 291-311.

76. Kozinets, Robert V. (2003), Book review of S. Brown and J. F. Sherry, Jr.’s “Time, Space, and the Market,” *Journal of the Academy of Marketing Science*, 32 (Winter), 96-98.
77. Kozinets, Robert V. (2003), “The Moment of Infinite Fire,” in *Time, Space, and the Market: Retrospectives Rising*, Stephen Brown and John F. Sherry, Jr., eds., New York: M. E. Sharpe, 199-216.
78. Sherry, John F., Jr. and **Robert V. Kozinets** (2001), “Qualitative Inquiry in Marketing and Consumer Research,” *Kellogg on Marketing*, ed. Dawn Iacobucci, New York: Wiley Books, 165-194.
79. Kozinets, Robert V. (1999), “How Online Communities are Growing in Power,” in ed. Tom Dickson, *Mastering Marketing: Complete MBA Companion in Marketing*, London: Pearson Education, 291-297.

PUBLICATIONS: CONFERENCE PROCEEDINGS (SELECTED)

80. **Kozinets, Robert V.** and Richard Kedzior (2008), “Advancing Netnography: Meeting the Challenges of Virtual Worlds,” in *Developments in Marketing Science, Vol. XXXI*, ed. Leroy Robinson, Jr., Academy of Marketing Science: University of Houston-Clear Lake.
81. Sherry, John F., Jr., Stefania Borghini, Mary Ann McGrath, Albert Muniz, Nina Diamond and **Robert Kozinets** (2009) “Allomother as Image and Essence: Animating the American Girl Brand,” in *Explorations in Consumer Culture Theory*, John F. Sherry, Jr. and Eileen Fischer, eds., London: Routledge, pp. 137-149.
82. Sherry, John F. Jr. and **Robert V. Kozinets** (2007), "Comedy of the Commons: Nomadic Spirituality and the Burning Man Festival," in *Research in Consumer Behavior, Vol. 11: Consumer Culture Theory*, Russell W. Belk and John F. Sherry, Jr., eds., Oxford: Elsevier, 119-147.
83. Sherry, Jr. John F., **Robert V. Kozinets**, Stefania Borghini, Nina Diamond, Albert Muniz, Jr., and Mary Ann McGrath (2004), “Girl of Many Lands: Seeing the World through the Blue/Green/Gray/Hazel/Light Brown/Dark Brown Eyes of Your American Girl Today” in *Proceedings of the Ninth Cross-cultural Research Conference*, ed. Scott M. Smith, 154-161.
84. Kozinets, Robert V. (2002), “Utopian Consumption: Special Session Summary,” in *Advances in Consumer Research*, Volume 29, ed. Susan Broniarczyk and Kent Nakamoto, Provo, UT: Association for Consumer Research.

85. Kozinets, Robert V. (1998), "On Netnography: Initial Reflections on Consumer Research Investigations of Cyberculture," in *Advances in Consumer Research*, Volume 25, ed., Joseph Alba and Wesley Hutchinson, Provo, UT: Association for Consumer Research, 366-371.
86. **Kozinets, Robert V.** and Jay M. Handelman (1998) "Ensouling Consumption: A Netnographic Exploration of The Meaning of Boycotting Behavior," in *Advances in Consumer Research*, Volume 25, ed., Joseph Alba and Wesley Hutchinson, Provo, UT: Association for Consumer Research, 475-480.
87. Kozinets, Robert V. (1997) "'I Want To Believe': A Netnography of The X-Philes' Subculture of Consumption," *Advances in Consumer Research*, Volume 24, ed., Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 470-475. (First print appearance of netnography method).
88. Berger, Ida M., M. Peggy Cunningham and **Robert V. Kozinets** (1996), "The Processing of Cause-Related Marketing Claims: Cues, Biases or Motivators?" *AMA Educators' Proceedings*, Volume 7, 71-2.
89. **Kozinets, Robert V.** and M. P. Cunningham (1995), "Chaotic Change, Complexity, and the Emergence of International Strategic Alliances," *Proceedings of the 1995 AMA Winter Educators' Conference: Marketing Theory and Applications*, Volume 6, ed., David W. Stewart and Faufel J. Vilcassim, 431-426.

VIDEOGRAPHY AND VIDEO MATERIALS

90. "There and Back Again: A Consumption Journey," (color, DVD, 21 minutes), exhibited at the *2005 ACR Film Festival*, San Antonio, Texas, October, 2005.
91. "I'm an American Girl," (color, VHS, 20 minutes), with John F. Sherry, Stefania Borghini, Mary Ann McGrath, Nina Diamond, and Albert Muniz, Jr., exhibited at the *2003 ACR Film Festival*, Toronto, Ontario, October, 2003. Available online at <https://www.youtube.com/watch?v=QW3ZNkovyww>.
92. "God's Holy Fire," (color, VHS, 23 minutes), with John F. Sherry, Jr., exhibited at the *2002 ACR Film Festival*, Atlanta, GA, October, 2002.
93. "Rituals without Dogma: A Consumer Videography," Distributed by the *Journal of Consumer Research*, Electronic Edition (eJCR), March 2002 (first videography distributed by *Journal of Consumer Research*) (color, digital MPEG format, 8 Chapters, total running time: 16 minutes). Longer version (22:18) available online at <https://www.youtube.com/watch?v=ZA6LEsJXYzg>.
94. "The Stars My Destination: Finding Fame, Fulfillment, and Future in Trektopia," (color, VHS format, 17 minutes), exhibited at the *Association for Consumer Research* conference, 2001,

for a special session on utopian consumption. Available online at <https://www.youtube.com/watch?v=zKH5p48Ahuk>.

95. "Postmodern Consumption," (audiovisual instructional segment), for *Consumers*, 1ST Edition (consumer behavior textbook), by Eric J. Arnould, Linda L. Price, and George Zinkhan, New York: McGraw-Hill (VHS format, 12 minutes).
96. "Desert Pilgrim," (color videographic research poem, Quicktime MOV format, originally distributed on CD-ROM, 20 minutes; also available online <http://www.youtube.com/watch?v=BM3jrNzt3YI&feature=plcp>).

CONFERENCE AND INVITED ACADEMIC PRESENTATIONS (SELECTED)

97. Kozinets, Robert v. (2016), "Pre-Conference Netnography Workshop," *The American Marketing Association Winter Educator's Conference*, Las Vegas, NV, February.
98. Kozinets, Robert V. (2015), "iMirror/iMirror: Digital Reflections of Self-Consumption", Special Session (Chair), *Association for Consumer Research Conference*, New Orleans, LA, October.
99. Kozinets, Robert V., Ashman, Rachel, and Anthony Patterson (2015), "Reflections of Self in Food Sharing Interactions and Experiences", *Association for Consumer Research Conference*, New Orleans, LA, October.
100. Kozinets, Robert V. (2014), "Chew-Z, Idoru, and the Man your Man Can Smell Like: Considering the Future of Brand Research," Plenary Presentation for the 3rd *Aston Marketing Research Camp*, Birmingham, UK, May.
101. Kozinets, Robert V. (2014), "Social Brand Engagement and Netnography: Insights and Developments," *COPPEAD Forum*, Rio de Janeiro, BR, May.
102. Kozinets, Robert V. (2014), "The Brand M nage   Trois: Intimate Engagements with Social Media," *The Kellogg Leadership Summit Keynote*, Evanston, IL, November.
103. Kozinets, Robert V. (2013), "Consumer-Brand Relationships and Social Media Understanding," *Consumer-Brand Relationship Conference Invited Keynote*, Boston, MA, May.
104. Kozinets, Robert V. (2013), "Netnography: Social Media for Social Insight," *Social Media Summit Keynote*, Toronto, May.
105. Kozinets, Robert V. (2012), "Fields of Engagement: Understanding the New Digital Consumer", *MediaCat Digital Summit*, Istanbul, TK, November.
106. Kozinets, Robert V. (2012), "Cyborg Spring: Social/Media/Marketing/Revolution?"

Bogazici University Invited Keynote, Istanbul, TK, June.

107. Kozinets, Robert V. (2012), "Professionalized Primitives: Inside the Outside Art Market," *International Society for Markets and Development Conference*, Casablanca, Morocco, May.
108. Kozinets, Robert V. (2012), "Secret Origins of Netnography," *COST (European Cooperation in Science and Technology) Conference 2012*, Brussels, Belgium, April.
109. Kozinets, Robert V. (2010), "Towards People-Centered Marketing," *Marketing Science Institute's Annual Trustee's Meeting 2010*, San Francisco, CA, November.
110. Kozinets, Robert V. and Frank-Martin Belz (2010), "Social Media for Social Change: Sustainability-based Community in a Sustainable World," *Association for Consumer Research 2010 NA Conference*, Jacksonville, FL, October.
111. Kozinets, Robert V. (2010), "Marketing Life 101," *Consumer Culture Theory Conference Poetry Performance* (with dubstep DJ accompaniment), Ann Arbor, MI, August.
112. Kozinets, Robert V. (2010), "Netnography: Prom/ot(ulgat)ing a New Method," *The Processes of Methodological Innovation Successful Development & Diffusion Workshop*, Oxford University, Oxford, UK, July.
113. Kozinets, Robert V. (2010), "Netnography: Ethnographic Research Online," *4th ESRC Research Methods Festival*, Oxford University, Oxford, UK, July.
114. Dewhurst, Timothy and Robert V. Kozinets (2010), "You, Me, and My Ignominy: Jammed Culture Jamming, or the Cultural Resistance to Consumer Resistance," *Consumer Culture Theory Conference*, Madison, WI, June.
115. Scaraboto, Daiane and Robert V. Kozinets (2010), "Does Play Dissolve Commercial-Communal Cultural Boundaries? The Curiously Co-creative Case of the Geocaching Community," *Consumer Culture Theory Conference*, Madison, WI, June.
116. Kozinets, Robert V. (2010), "Social Media: Friend or Foe," Webinar Presentation for the *Marketing Research and Intelligence Association*, February, online.
117. Kozinets, Robert V. (2009), "How to Find Good Ideas," Plenary Address to the 2009 *Association for Consumer Research Doctoral Symposium*, October, Pittsburgh, PA.
118. Presi, Caterina, Robert V. Kozinets, and Ingeborg Kleppe (2009), "Connecting through the Visual," *Consumer Culture Theory Conference*, June, Ann Arbor, MI.
119. Handelman, Jay and Robert V. Kozinets (2008), "Corporate Brands, Activism, and the Social Brand Field," *Association for Consumer Research*, North American Conference, October, San Francisco.

120. Humphreys, Ashlee and Robert V. Kozinets (2008) “The Construction of Value in Attention Economies,” *Association for Consumer Research North American Conference*, October, San Francisco.
121. Kozinets, Robert V. (2008), “The Great CCT Vs. CMS Smackdown” (Moderator and Organizer), *3rd Annual Consumer Conference Theory Conference*, June, Boston, MA. Available online at <http://msl.stream.yorku.ca/mediasite/Viewer/?peid=ce7aa796-dbae-49fd-9547-22ea175ac8f4/>.
122. Kozinets, Robert V. (2008), “Onwards, Netnography,” (Keynote Presentation), *Netnography08* (first conference entirely devoted to netnography), June, Munich, Germany.
123. Kedzior, Richard and Robert V. Kozinets (2008), “Advancing Netnography: Meeting the Challenges of Virtual Worlds,” *Annual Conference of the Academy of Marketing Science*, May, Vancouver, Canada.
124. Humphreys, Ashlee and Robert V. Kozinets (2008) “The Construction of Value in Attention Economies,” *International Communication Association Annual Conference*, May, Montreal, Canada.
125. Kozinets, Robert V. and Richard Kedzior (2008) “I, Avatar: Auto-netnographic Research in Virtual Worlds,” (2008), *Virtual Social Identity and Consumer Behavior: the 27th annual Advertising and Consumer Psychology Conference*, May, Philadelphia, PA.
126. Kozinets, Robert V. (2008), “Click to Connect: e-Tribes and Marketing Innovation,” *Thinking Forward Conference*, University of Arizona, March, Tuscon, AZ.
127. Kozinets, Robert V. (2007), “E-tribalized Branding: The Online Community Revolution,” *Best Brands Conference*, Ludwig Maximillian University, February, Munich, Germany.
128. Kozinets, Robert V. (2007), Click Click Revolution: e-Tribes & The Transformation of Entertainment Consumption,” *Staying Tuned Conference*, February, Toronto, Canada.
129. De Valck, Kristine, Andrea Wojnicki, Sarah Wilner, and Robert V. Kozinets (2007), “Opening the Black Box of Buzzing Bloggers,” *Association for Consumer Research North American Conference*, October, Memphis, TN.
130. Kozinets, Robert V. (2007), “Star Trek as Wikimedia: Prosuming on the Final Frontier,” *Society for Cinema and Media Studies Annual Conference*, March, Chicago, IL.
131. Kozinets, Robert V. (2007), “Are Consumers Truly Free?,” *Association for Consumer Research North American Conference First Epistemic Consumption Session*, October, Memphis, TN.

132. Kozinets, Robert V. (2007), "Advancing Netnography," *Association for Consumer Research Pre-Conference on Online Consumers*, October, Memphis, TN.
133. Kozinets, Robert V. (2007), "consumers' cultures/prosumers' passion," *European Association for Consumer Research*, July, Bocconi University, Milan, Italy.
134. Kozinets, Robert V. and Andrea Hemetsberger (2007), "Creative Consumers in Online Consumer Networks: An Exploration of Theoretical Implications," *European Association for Consumer Research*, July, Bocconi University, Milan, Italy.
135. Ozalp, Yesim, Ozlem Sandikci and Robert V. Kozinets (2007), "Biography of a Shopping Mall: The City Center Cannot Hold," *Consumer Culture Theory Conference*, May, York University, Toronto, Canada.
136. Sherry, John F. Jr., Stefania Borghini, Robert V. Kozinets, Mary Ann McGrath, Albert Muniz and Nina Diamond (2007), "Allomother as Image and Essence: Animating the American Girl Brand," *Consumer Culture Theory Conference*, May, York University, Toronto, Canada.
137. Kozinets, Robert V. (2007), "New Voyages and the Paradox Of Prosumption," MIT's Comparative Media Studies group's 2nd *Convergence Culture Consortium Colloquium*, April, Boston, MA.
138. Kozinets, Robert V. (2006), "Netnography: The Anthropology of Online Communities," International Internet Marketing Association—affiliated with the University of British Columbia, November 14, Vancouver, Canada.
139. Kozinets, Robert V. (2006), "Netnography: Online Anthropology for a Digital Age," Marketing Research and Intelligence Association and Qualitative Research Consultants Association's *Bridging the Gaps 2006 Conference*, October, Toronto, ON.
140. Sherry, John F. and Robert V. Kozinets (2006), "Comedy of the Commons: Nomadic Spirituality and the Burning Man Festival," *Consumer Culture Theory Conference*, August, University of Notre Dame, South Bend, IN.
141. Kozinets, Robert V. (2006), "Of Grays and Grassroutines: Consumer Culture's Hidden Frontiers," *Consumer Culture Theory Conference*, August, University of Notre Dame, South Bend, IN.
142. Kozinets, Robert V. (2006), "Brands in Space: New Thinking about Experiential Retail," Keynote Presentation for the Society for Consumer Psychology's 25th *Advertising and Consumer Psychology Conference*, May, Houston, TX.
143. Kozinets, Robert V. (2006), "Netnography: Online Anthropology for a Digital Age," Marketing Science Institute's *Business Insights from Consumer Culture Conference*, May,

Toronto, ON.

144. Kozinets, Robert V. (2006), "Burning Brands and Marketing Stories," MIT's Comparative Media Studies group's 1st *Convergence Culture Consortium Colloquium*, April, Boston, MA.
145. Kozinets, Robert and John Sherry (2005), "New Religions, Temple Burns, and The Re-enchantment of Belief," *Association for Consumer Research North American Conference*, October, San Antonio, TX.
146. Kozinets, Robert, John Sherry, Mary Ann McGrath, Stefania Borghini, Nina Diamond, and Albert Muniz (2004), "American Girl: The Family Brand," *Association for Consumer Research North American Conference*, October, Portland, OR.
147. Sherry, Jr. John F., Robert V. Kozinets, Stefania Borghini, Nina Diamond, Albert Muniz, Jr., and Mary Ann McGrath (2003), "Girl of Many Lands: Seeing the World through the Blue/Green/Gray/Hazel/Light Brown/Dark Brown Eyes of Your American Girl Today" *Ninth Association for Consumer Research Cross-cultural Research Conference*, December, Montego Bay, Jamaica.
148. Handelman, Jay M. and Robert V. Kozinets (2003), "Is Corporate Reputation Enough? Moral Legitimacy as an Alternative Measure for Corporate Social Responsibility," *Integrating Social Initiatives and Marketing Strategy*, September, Boston, MA.
149. Kozinets, Robert V. and Pauline Maclaran (2002), "Boys Talk Facts, Girls Talk Feelings? Questioning Gendered Consumption Discourse in Online Communities of Consumption," *Association for Consumer Research Conference*, October, Atlanta, GA.
150. Kozinets, Robert V. (2001), "The Stars My Destination: Finding Fame, Fulfillment, and Future in Trektopia," *Association for Consumer Research Conference*, October, Austin, TX.
151. Kozinets, Robert V. (2000), "Rituals Without Dogma: A Consumer Videography," to the *Social Psychology Brown Bag*, November, Northwestern University, Evanston, IL.
152. Kozinets, Robert V. (2000), "Desert Pilgrim," *Multimedia Ethnography, American Anthropological Association 99th Meeting/Conference*, November, San Francisco, CA.
153. "Kozinets, Robert V. (2000), "Rituals Without Dogma: A Consumer Videography for ACR," *Multimedia Ethnography, Association for Consumer Research Conference*, October, Salt Lake City, UT. Conference was on Visual Consumer Research [this was the first session ever held on videography in consumer research].
154. "Kozinets, Robert V. (2000), "Rituals of Giving, Sacrifice and Display: Transformational Consumption at Burning Man," *Association for Consumer Research Conference*, October, Salt Lake City, UT.

155. Kozinets, Robert V. (2000), "Technoculture and the Future of Audio Entertainment," presented to the *National Association of Broadcasters Annual Meeting*, Radio 20:20 Session, September 20, San Francisco, California.
156. Kozinets, Robert V. (2000), "Legitimate Amusement: Institutional Understandings of the Entertainment Industry," *American Marketing Association Summer Educator's Conference*, August, Chicago, IL.
157. Kozinets, Robert V. (1999), "Desert Pilgrim," *Multimedia Ethnography, Heretical Consumer Research (HCR) 1999 Conference*, September, Columbus, OH.
158. Kozinets, Robert V. (1999), "Desert Pilgrim," *Multimedia Ethnography, Association for Consumer Research Conference*, October, Columbus, OH.
159. Kozinets, Robert V. (1997), "On Netnography: Initial Reflections on Consumer Research Investigations of Cyberculture," *Association for Consumer Research Conference*, October, Denver, CO.
160. Kozinets, Robert V. and Jay M. Handelman (1997), "Ensouling Consumption: A Netnographic Exploration of Boycotting Behavior," *Association for Consumer Research Conference*, October, Denver, CO.
161. Arnold, Stephen J., Robert V. Kozinets and Jay Handelman, (1997), "The Semiotics of Wal-Mart Flyer Advertising," *International Conference on Retailing*, Scottsdale, AZ, August.
162. Kozinets, Robert V. (1996), "'I Want To Believe': A Netnography of The X-Philes' Subculture of Consumption," *Association for Consumer Research Conference*, October, Tuscon, AZ.
163. Berger, Ida E., M. Peggy Cunningham, and Robert V. Kozinets (1995), "The Processing of Cause-Related Appeals: Cues, Processing Motivators, Arguments or Biases?" *Association for Consumer Research Conference*, October, Minneapolis, MN.

**ARTICLES IN GFK MARKETING INTELLIGENCE REVIEW SPECIAL ISSUE:
SOCIAL BRAND ENGAGEMENT (R. KOZINETS, EDITOR)**

164. Kozinets, Robert V. (2014), "Social Brand Engagement: A New Idea," *Gfk Marketing Intelligence Review*, 6 (2), 9-15. Available open access online at <http://goo.gl/MCdCwo>.
165. Kozinets, Robert V., Kristine de Valck, Andrea C. Wojnicki, and Sarah J. S. Wilner (2014), "Lost in Translation: The Social Shaping of Marketing Messaging," *Gfk Marketing Intelligence Review*, 6 (2), 23-27.
166. Kozinets, Robert V. (2014), "Creating Sustainable Digital Experiences," *Gfk Marketing*

Intelligence Review, 6 (2), 47-51.

ACADEMIC COMMUNITY CONTRIBUTIONS

A. OTHER CONTRIBUTIONS IN JOURNAL EDITING AND REVIEWING

- ◆ Co-editor, Special DVD “Resonant Representations” Issue of *Consumption, Markets, and Culture*, 8 (September), 2005.
- ◆ Co-editor, Special DVD “Resonant Representations” Issue of *Consumption, Markets, and Culture*, upcoming, 2007.
- ◆ Co-editor, Special Anti-Consumption Issue of *Consumption, Markets, and Culture*, upcoming, 2008.
- ◆ Reviewer and Ad Hoc Reviewer for:
 - *Association for Consumer Research*, including Film Festival and European ACR (122 reviews)
 - *Journal of Consumer Research* (78 reviews)
 - *Journal of Marketing* (42 reviews)
 - *Journal of Retailing* (37 reviews)
 - *Consumption, Markets, and Culture* (20 reviews)
 - *American Marketing Association* (11 reviews)
 - *Journal of Marketing Research* (8 reviews)
 - *Society for Consumer Psychology* (9 reviews)
 - *Marketing Science Institute* (14 reviews)
 - *Journal of Advertising* (7 reviews)
 - *The Sheth Howard Annual Dissertation Awards* (5 reviews)
 - *MSI Alden Clayton Dissertation Competition* (5 reviews)
 - *Transformative Consumer Research dissertation competition* (7 reviews)
 - *Journal of Business Research* (11 reviews)
 - *Journal of Contemporary Ethnography* (9 reviews)
 - *Journal of Consumer Culture* (8 reviews)
 - *Journal of Interactive Marketing* (5 reviews)
 - *Electronic Markets* (6 reviews)
 - *Journal of Macromarketing* (3 reviews)
 - *Marketing Theory* (5 reviews)
 - *European Management Journal* (7 reviews)
 - *Organization Science* (5 review)
 - *International Journal of Culture, Tourism, and Hospitality* (5 review)
 - *European Marketing Academy* (4 review)
 - *Journal of Business and Industrial Marketing* (2 reviews)
 - *Journal of International Consumer Marketing* (2 reviews)
 - *Journal of Sports Management* (3 review)

B. CONTRIBUTION THROUGH LEADERSHIP IN CONFERENCES, SYMPOSIA, AND

WORKSHOPS

- ◆ *Qualitative Data Analysis Workshop*, Co-Chair, 2013, 2015.
- ◆ *Association for Consumer Research* Program Committee, 2010-2011, 2015-2016
- ◆ Associate Editor, *Association for Consumer Research* North American Conference, 2010.
- ◆ Co-chair, *Association for Consumer Research Doctoral Symposium*, 2008.
- ◆ *Association for Consumer Research* Program Committee, 2001-2007
- ◆ *European Association for Consumer Research* Program Committee, 2006-2007
- ◆ Faculty, *ACR Doctoral Symposium*, 2001-2006
- ◆ Faculty, University of Southern Denmark-Odense, *Canon of Classics Ph.D. Seminar*, August 27-September 1 2006.
- ◆ Faculty, Schulich School of Business, York University, *Qualitative Data Analysis Workshop*, May 24-25 2007.
- ◆ Faculty, University of Nebraska—Omaha, *Qualitative Data Analysis Workshop*, April-May 2005.

C. CONTRIBUTION THROUGH LEADERSHIP IN ADVANCING VIDEOGRAPHIC EDUCATION AND EXHIBITION

- ◆ Co-chair, 3rd *Video Ethnography Workshop*, Schulich School of Business, York University, Toronto, May 28-30, 2007, co-chaired with Russell W. Belk and Mel Halbach.
- ◆ Co-chair, 2nd *Video Ethnography Workshop*, University of Utah, Salt Lake City, June 22-25, 2005, co-chaired with Russell W. Belk and Mel Halbach, organized by Gary Bamossey.
- ◆ Co-chair, 1st *Video Ethnography Workshop*, University of Utah, Salt Lake City, June 19-22, 2002, co-chaired with Russell W. Belk and Mel Halbach, organized by Gary Bamossey.
- ◆ Co-chair and co-founder, *1st Annual Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, October 17-18, 2002, Atlanta, GA.
- ◆ Co-chair, *2nd Annual Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, October 10-11, 2003, Toronto, ON.
- ◆ Co-chair, *3rd Annual Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, October 8-9, 2004, Portland, OR.
- ◆ Co-chair, *4th Annual Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, October 7-9, 2005, San Antonio, TX.
- ◆ Co-chair, *5th Annual Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, September 29-30, 2006, Orlando, FL
- ◆ Co-chair, *1st Annual European Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, June 2005, Göteborg, Sweden.
- ◆ Co-chair, *1st Annual Latin American Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, January, 2006, Monterrey, Mexico.
- ◆ Co-chair, *2nd Annual European Association for Consumer Research Film Festival*, co-chaired with Russell W. Belk, June 2006, Milan, Italy.
- ◆ Videography Mini-workshop, *Association for Consumer Research*, Portland, OR, October 2004 (with Russell Belk).
- ◆ Film-Making and Consumer Research Mini-workshop, *Association for Consumer Research*—

Latin American, Monterrey, Mexico, January 2005 (with Russell Belk).

D. CONTRIBUTION THROUGH MENTORSHIP AND TRAINING: COMMITTEES, DOCTORAL AND MASTERS STUDENTS, PRESENTATIONS, AND ASSESSMENTS

- ◆ Assessor for the Social Sciences and Humanities Research Council of Canada (grant-governing Federal Canadian institution), 2002, 2005, 2008 (3 grants reviewed)
- ◆ Operating Committee, Schulich School of Business, 2010-present
- ◆ Promotions and Tenure Review Committee, Schulich School of Business, 2009-present
- ◆ Research Committee, York University-Schulich School of Business, 2005-2008
- ◆ SSHRC Small Grants and Travel Sub-committee, York University, 2007-2008
- ◆ Assessor for the Social Sciences and Humanities Research Council of Canada (grant-governing Federal Canadian institution), 2002, 2005, 2008, 2011, 2012 (5 grants reviewed)
- ◆ Undergraduate Studies Curriculum Committee, University of Wisconsin-Madison School of Business, 2004-2005
- ◆ Ph.D. Admissions Committee, University of Wisconsin-Madison School of Business Marketing Department, 2005
- ◆ Pre-examiner and Opponent, Joonas Rokka Doctoral Dissertation Defense, Aalto University, Helsinki, 21 May 2010
- ◆ Master Students supervised (Over 50 MBA Independent Studies)
- ◆ Invited Scholarly Presentations at: Bogazici University (Istanbul, Turkey), Bilkent University (Ankara, Turkey), NHH Norges Handelshøyskole (Bergen, Norway), Marketing Science Institute (Cambridge Massachusetts), HEC-Paris (Paris, France), Royal Holloway-London (Egham, United Kingdom), University of Edinburgh (Scotland), University of Auckland (New Zealand), Sydney University (Australia), University of Otago-New Zealand, Innsbruck University (Innsbruck, Austria), The Wharton School of the University of Pennsylvania, University of Chicago GSB, Georgetown University (Washington, D.C.), Massachusetts Institute of Technology (MIT; Cambridge, Massachusetts), University of British Columbia-Vancouver International Internet Marketing Association, Academic Advanced Distributed Learning Co-Lab (Madison, Wisconsin), Instituto Tecnológico y de Estudios Superiores de Monterrey (Monterrey, Mexico), University of Wisconsin-Madison, Seneca College Public Relations department, Kellogg's Marketing Camp, Kellogg Marketing Conference (Moderator 1998-2003), Kellogg Digital Frontiers Conference, Kellogg Alumni eBusiness Committee, IEG 20th Annual Conference, Northwestern Communication Studies Department, Queen's University School of Business, CCSI Conference on Technology and Entertainment.

E. PH.D. STUDENTS SUPERVISED

- Pierre-Yann Dolbec (graduation 2015; Schulich School of Business, York University)
- Fathima Saleem (Department of Marketing Management, ESADE, Ramon Llull University, Barcelona, Spain; graduated 2014 with distinction; won best dissertation award)
- Mina Seraj Askit (Bogazici University, Istanbul; graduated 2014 with distinction)
- Daiane Scaraboto, Creative Play and the Geocaching Community (Schulich School of Business, York University; completed 2012; thesis with no revisions; nominated for Best

- Dissertation Award)
- Richard Kedzior, *Digital Materialism in Second Life*, (Stockholm University; co-chair; graduated 2013)
 - Marie-Agnes Parmentier, *Brand Fan Communities of America's Next Top Model*, (York; committee member; graduated Summer 2009)
 - Behice Ilhan, *Transmedia Storytelling: Branding Implications*, (University of Illinois-Champaign; co-chair with Cele Otnes; graduated 2010)
 - Handan Vicdan, *Online Health Care Communities*, (University of Texas-Pan-American; committee member; graduated 2010)
 - Andrew Feldstein, *Network Analysis and Netnography of Online Open Source Communities*, (Pace University, New York; committee member; graduated 2008)
 - Ashlee Humphreys, *The Institutionalization of Gambling as Entertainment in the USA*, (Northwestern, co-chair; graduated 2008)
 - Zeynep Arsel, "Contesting marketplace identity myths: The interplay between cultural capital and marketplace embeddedness in consumers' stigma dissociation strategies," (University of Wisconsin-Madison, committee member; graduated 2007)
 - Maura Troester, "Consumer activism in postmodern markets: The case of genetically modified foods," (University of Wisconsin-Madison, committee member; graduated 2006)
 - Dan Weisberg, "Wrestling with the audience: Fan culture on the Internet," (Northwestern, Communication Studies; committee member; graduated 2001);

NEW COURSES DEVELOPED

- ◆ MKTG 6326: Retail Analytics (MBA: York, 2014)
- ◆ MKTG 6226: Social Media for Marketing and Management (MBA: York; 2011)
- ◆ MKTG 4226: Social Media for Marketing and Management (undergraduate: York; 2011)
- ◆ MAR521: Social Media Marketing and Marketing Research-Web 2.0 (Ph.D.; NHH; 2010)
- ◆ MKTG 6900: Social Media and Marketing (York; 2009)
- ◆ MGMT 6800: Innovation through Technology and Design (York: 2009)
- ◆ MKTG 6440: New Product Development (York; 2007)
- ◆ MAR510: Consumer Communities (Ph.D. Seminar, developed and taught at NHH Norges Handelshøyskole—Bergen, Norway, December 2007)
- ◆ MKTG 6900: Word-of-Mouth Marketing (York; 2006)
- ◆ MKTG 920: Entertainment Culture and Marketing (Northwestern; 1998)

COURSES TAUGHT

- ◆ Social Media for Marketing and Management (York, NHH; Ph.D., MBA, Undergraduate)
- ◆ Word-of-Mouth Marketing (York; MBA)
- ◆ New Product Development (York, Northwestern, UW; MBA, Undergraduate)
- ◆ Brand Management (York; MBA)
- ◆ Research Methods and Design (Sydney University; Ph.D.)
- ◆ Consumer Culture Theoretics (York; Ph.D.; co-taught with Russell Belk)

- ◆ Consumer Communities (Ph.D.; NHH)
- ◆ Entertainment Culture and Marketing (Northwestern; MBA)
- ◆ Postmodern Consumer Behavior (York; MBA)
- ◆ International Marketing (Northwestern; MBA)
- ◆ Introduction to Marketing (Queen's: Undergraduate)
- ◆ Organizational Buying Behavior (York; MBA)

ADVISORY ROLES WITH BUSINESS AND NON-PROFIT ORGANIZATIONS

- ◆ Tobacco-Free Kids (Washington, DC), 2016-
- ◆ Pearson Publishing (Market Research Advisory Board)
- ◆ WOMMA: Word of Mouth Marketing Association (Advisory Board Member)
- ◆ MotiveQuest Online Market Research (Advisory Board Member)

PROFESSIONAL AND OTHER MEMBERSHIPS

- ◆ Association for Consumer Research
- ◆ American Anthropological Association
- ◆ Product Development and Management Association