

HOPE JENSEN SCHAU

The Paul Merage School of Business
University of California, Irvine
4293 Pereira Drive
Irvine, California 92697-3125

SB1-3222
schauh@uci.edu
(949) 381-1003

EDUCATION

University of California, Irvine **Irvine, CA**
Ph.D. in Business Administration, September 2000
Area: Marketing

University of California, Irvine **Irvine, CA**
Master of Arts, Program in Comparative Culture, June 1995
Emphasis: Social and Cultural Theory and Sociological Methods

University of California, Irvine **Irvine, CA**
Master of Business Administration, June 1992
Concentration: Marketing

California State University, Long Beach **Long Beach, CA**
Bachelor of Science, Bachelor of Arts, May 1990
Majors: Business Administration/Marketing and English/Creative Writing

ACADEMIC EMPLOYMENT

University of California, Irvine **Irvine, CA**
The Paul Merage School of Business, 2023-Present
Professor, Gilly Family Endowed Chair in Marketing, 2023-Present
Faculty Director, Center for Health Care Management and Policy, 2023-Present

University of Arizona **Tucson, AZ**
Eller College of Management, 2005-2023
Executive Director, McGuire Center for Entrepreneurship, 2022-2023
Professor of Marketing, 2015-2023
James and Pamela Muzzy Endowed Chair in Entrepreneurship, 2022-2023
Eller Professor (Chair), 2016-2021
Associate Dean of Eller MBA Programs, 2012-2018
Facilitated launch of Online MBA program in September 2013, revamped two MBA platforms (Executive MBA, Evening MBA), 30% enrollment growth in Evening MBA and Executive MBA programs
Associate Professor of Marketing, 2009-2015
Gary M. Munsinger Chair in Entrepreneurship & Innovation, 2011-2016
Susan Bulkeley Butler Fellow, 2009-2011
Assistant Professor of Marketing, 2005-2009

University of California, Irvine, **Irvine, CA**
Visiting Scholar, Spring-Summer 2018, Summer 2019

University of Cape Town **Cape Town, South Africa**
Visiting Scholar, Summer 2013

University of Auckland **Auckland, New Zealand**
Visiting Associate Professor of Marketing, Summer 2009

Temple University **Philadelphia, PA**
Fox School of Business, 2000-2005
Assistant Professor of Marketing

JOURNAL PUBLICATIONS

- Montecchi, Matteo, Maria Rita Micheli, Mario Campana, and Hope Jensen Schau (2024), "From Crisis to Advocacy: Tracing the Emergence and Evolution of the LGBTQIA+ Consumer Market," *Journal of Public Policy and Marketing*, 43(1):10-30.
- Luri, Ignacio Rodriguez, Hope Jensen Schau, and Bikram Ghosh (2024), "Metaphor-Enabled Marketplace Sentiment Analysis," *Journal of Marketing Research*, 61(3): 496-516.
- Schau, Hope Jensen, Melissa Archpru Akaka, and Rodrigo Costa Segabinazzi (2023), "Localized Globalization through Structures of Common Difference and the In-store Curation of a Glocal Retailscape," the *Journal of Retailing*, 99(4): 634-653.
- Akaka, Melissa Archpru and Hope Jensen Schau (2023), "The Stories You Tell: How to Craft Managerially Relevant Articles based on Qualitative Research Approaches," *Journal of Advertising Research*, 63(2): 185-200.
- Preece, Chloe, Athanasia Daskalopoulou and Hope Jensen Schau (2023), "Troubled Times Demand Heroes: Heroic Marketing and Marketing Heroes," *Marketing Theory*, Special Issue, 23(1): 3-9.
- Mars, Matthew M., Hope Jensen Schau, and Tyler E. Thorp (2023), "Narrative Curation and Stewardship in Contested Marketplaces," *Journal of the Academy of Marketing Science*, 51(2): 418-443.
- Bonetti, Francesca, Matteo Montecchi, Kirk Plangger, and Hope Jensen Schau (2023), "Practice Co-evolution: Collaboratively Embedding Artificial Intelligence in Retail Practices," *Journal of the Academy of Marketing Science*, 51(4): 867-888.
- Montecchi, Matteo, Francesca Bonetti, Kirk Plangger, and Hope Jensen Schau (2022), "Creating Discursive Channels: Generating and Disseminating Impactful Research Insights into the Strategic Sales Enablement of Retail Technology," *European Journal of Marketing*, 56(9): 2515-2532.
- Campbell, Colin, Sean Sands, Matteo Montecchi, and Hope Jensen Schau (2022), "That's So Instagrammable! Understanding How Environments Generate Indirect Advertising by Cueing Consumer-Generated Content," *Journal of Advertising*, 51(4): 411-429.
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen Vargo (2022), "Practice Diffusion," *Journal of Consumer Research*, 48(6): 939-969.
*lead article
- Bright, Laura F. and Hope Jensen Schau (2021), "Advertising and COVID-19: Examining the Impacts of the Pandemic on Agencies, Consumers, and Brands," *Journal of Advertising*, 50(3): 217-220.
- Feiereisen, Stephanie, Dina Rasolofoarison, Cristel Antonia Russell, and Hope Jensen Schau (2021), "One Brand, Many Trajectories: Mapping Narrative Navigation in Transmedia Space," *Journal of Consumer Research*. Published online July 2021; 48(4): 651-681.
*note: authors contributed equally and author order is alphabetical
- Schau, Hope Jensen and Melissa Archpru Akaka (2020), "From Customer Journeys to Consumption Journeys: A Consumer Culture Approach to Investigation of Value Creation in Practice Embedded Consumption," *Academy of Marketing Science Review*, 11: 9-22.
*lead article
- Campbell, Colin and Hope Jensen Schau (2019), "Let's Make a Deal: How Deal Collectives Coproduce Unintended Value from Sales Promotions," *Journal of Marketing*, 83(6): 43-60.
- Akaka, Melissa Archpru and Hope Jensen Schau (2019), "Value Creation in Consumption Journeys: Recursive Reflexivity and Practice Continuity," *Journal of the Academy of Marketing Science*, 47(3): 499-515.
- Russell, Cristel, Hope Jensen Schau, and Paul Bliese (2019), "Brand Afterlife: Transference to Alternate Brands Following Corporate Failure," *Journal of Business Research*, 97: 257-267.
- Mars, Matthew M. and Hope Jensen Schau (2019), "The Jazziness of Local Food Work: Organization Level Ingenuity and the Entrepreneurial Formation and Evolution of Local Food Systems," *Rural Sociology*, 84(2): 257-283.

- Mars, Matthew and Hope Jensen Schau (2018), "What is Local Food Entrepreneurship? Variations in the Commercially and Socially Oriented Features of Entrepreneurship in the Southeastern Arizona Local Food System," *Rural Sociology*, 83(3): 568-597.
- Schau, Hope Jensen, Yan Dang, and Yulei Zhang (2017), "Learning to Navigate the American Retail Servicescape: Online Forums as Consumer Acculturation Platforms and Consumer Gift Systems," *Journal of Business Research*, 72: 178-188.
- Mars, Matthew and Hope Jensen Schau (2017), "Institutional Entrepreneurship and the Negotiation and Blending of the Southern Arizona Local Food System," *Agriculture and Human Values*, 34(2): 1-16.
- Akaka, Melissa Archpru, Stephen Vargo, and Hope Jensen Schau (2015), "The Context of Experience," *Journal of Services Marketing*, 26(2): 206-223.
- Epp, Amber, Hope Jensen Schau, and Linda L. Price (2014), "The Role of Brands and Mediating Technologies in Assembling Long-Distance Family Practices," *Journal of Marketing*, 78: 81-101. *Sheth Foundation/Journal of Marketing Award Finalist 2019
- Russell, Cristel Antonia and Hope Jensen Schau (2014), "When Narrative Brands End: The Impact of Narrative Closure and Consumption Sociality on Loss Accommodation," *Journal of Consumer Research*, 40(6): 1039-1062.
- Russell, Cristel Antonia, Hope Jensen Schau, and David Crockett (2013), "Cultural Diversity in Television Narratives: Homophilization, Appropriation, and Implications for Media Advocacy," *Journal of Public Policy and Marketing*, 32: 119-130.
- Thomas, Tandy Chalmers, Linda L. Price, and Hope Jensen Schau (2013), "When Differences Unite: Resource Dependence in Heterogeneous Consumption Communities," *Journal of Consumer Research*, 39(5): 1010-1033.
*Emerald Citations of Excellence Award, top 50 most impactful business articles 2016
- Gilly, Mary C., Mary W. Celsi, and Hope Jensen Schau (2012), "'It Don't Come Easy': Predictors of Seniors' Internet Adoption and Use," *Journal of Consumer Affairs*, V(1): 1-28.
- Muñiz, Albert M. Jr. and Hope Jensen Schau (2011), "How to Inspire Value-laden Collaborative Consumer Generated Content," *Business Horizons*, 54(3): 209-217.
- Shih, Chuan-Fong (Eric) and Hope Jensen Schau (2011), "To Justify or not to Justify: the Role of Anticipated Regret in Consumers' Decisions to Upgrade Technological Innovations," *Journal of Retailing*, 87(2): 242-251.
- Schau, Hope Jensen, Albert M. Muñiz Jr., and Eric J. Arnould (2009), "How Brand Community Practices Create Value," *Journal of Marketing*, 73(5): 30-51.
*Emerald Citations of Excellence Award, top 50 most impactful business articles 2013, 2014
- Schau, Hope Jensen, Mary C. Gilly, and Mary F. Wolfinbarger (2009), "Consumer Identity Renaissance: The Resurgence of Identity-inspired Consumption in Retirement," *Journal of Consumer Research*, 36(2): 255-276.
- Kozinets, Robert V., Andrea Hemetsberger, and Hope Jensen Schau (2008), "The Wisdom of Consumer Crowds: Collective Innovation in the Age of Networked Marketing," *Journal of Macromarketing*, 28(4): 339-354.
*Shelby Hunt Award for most cited article in the *Journal of Macromarketing*
- Brown, Stephen and Hope Jensen Schau (2008), "Writing Russell Belk: Excess All Areas," *Marketing Theory*, 8(2): 143-165.
- Schau, Hope Jensen, Stephanie Dellande, and Mary C. Gilly (2007), "Script Subversion: The Impact of Code Switching on Service Encounters," *Journal of Retailing*, 83(1): 65-78.
*This paper won honorable mention in the best paper competition sponsored by the Center for Services Leadership (CSL), including a cash award and invitation to present the paper at the Compete Through Service Symposium.
- Muñiz, Albert M. Jr. and Hope Jensen Schau (2007), "Vigilante Marketing and Consumer-created Communications," *Journal of Advertising*, 36(3): 187-202.
*Nominee for Best Article of the Year in the *Journal of Advertising*
- Brown, Stephen and Hope Jensen Schau (2007), "Writing Consumer Research: the World According to Belk," *Journal of Consumer Behaviour*, 6: 1-20.

- Schau, Hope Jensen and Albert M. Muñiz, Jr. (2006), "A Tale of Two Tales: The Apple Newton Narratives," *Journal of Strategic Marketing*, 14(3): 19-33.
- Muñiz, Albert M. Jr. and Hope Jensen Schau (2005), "Religiosity in the Abandoned Apple Newton Brand Community," *Journal of Consumer Research*, 31(4): 737-747.
- Schau, Hope Jensen, Michael F. Smith, and Per Ivar Schau (2005), "Consumer Participation in Healthcare Prevention and Treatment: The Role of Internet Information Networks and Implications for Pricing," *Industrial Marketing Management*, 34: 147-156.
- Lancioni, Richard, Hope Jensen Schau, and Michael F. Smith (2005), "Intraorganizational Influences on Business-to-Business Pricing Strategies: A Political Economy Perspective," *Industrial Marketing Management*, 34: 123-131.
- Ogden, Denise T., James R. Ogden, and Hope Jensen Schau (2004), "Ethnicity and Acculturation in Consumer Purchase Decisions: History and Current Trends," *Academy of Marketing Science Review*, 8:1-26.
- Lancioni, Richard, Hope Jensen Schau, and Michael F. Smith (2004), "The Pricing Enemies Within - How to Deal with Them?" *Journal of Professional Pricing*, 13(4): 8-12.
- Schau, Hope Jensen and Mary C. Gilly (2003), "We Are What We Post? The Presentation of Self in Personal Webpage," *Journal of Consumer Research*, 30(4): 385-404.
- Lancioni, Richard, Hope Jensen Schau, and Michael F. Smith (2003), "Internet Impacts on Supply Chain Management," *Industrial Marketing Management*, 32: 173-175.
- Lancioni, Richard, Michael F. Smith, and Hope Jensen Schau (2003), "Strategic Internet Application Trends in Supply Chain Management," *Industrial Marketing Management*, 32: 211-217.

CHAPTERS AND VOLUMES

- Schau, Hope Jensen and Melissa Archpru Akaka (Forthcoming 2024), "Ethnomethodology and the Study of Markets," in Russell Belk and Cele Otnes edited *Handbook of Qualitative Research Methods in Marketing*.
- Akaka, Melissa Archpru and Hope Jensen Schau (Forthcoming 2024), "Telling Stories with Textual and Visual Analyses," in Russell Belk and Cele Otnes edited *Handbook of Qualitative Research Methods in Marketing*.
- Mars, Matthew M. and Hope Jensen Schau (2023), "Perfection Fatigue and the Resurgence of Humanist Microentrepreneurs," in A-P Durand and C. Henseler (Eds.), *The Entrepreneurial Humanities: The Crucial Role of the Humanities in Enterprise and the Economy*: pages TBA.
- Mars, Matthew M. and Hope Jensen Schau (Eds) (2023), *How Alternative is Alternative? The Role of Entrepreneurial Development in the Emergence of Alternative Marketscape, Advances in the Study of Entrepreneurship, Innovation, and Economic Growth*, Volume 29, London: Emerald Publishing: pages TBA.
- Fischer, Eileen, Marie-Agnes Parmentier, Cristel Russell, and Hope Jensen Schau, (Forthcoming 2023), "What Are Audiences and Why Do They Matter?" in Eric J. Arnould and Craig Thompson edited *Consumer Culture Theory*, Sage Publications Ltd., Thousand Oaks, CA, TBA.
- Kaliyamurthy, Ashok, Hope Jensen Schau, and Mary C. Gilly (2022), "The Evolution of Online Self-presentation: From Programmable Freeform Websites to Algorithmized Templates that Encourage Commercially Exploitable Content," in Russell Belk and Rosa Llamas (eds.) *The Routledge Handbook of Digital Consumption*, New York, NY: Routledge: 75-85.
- Buchanon-Oliver, Margo, Hope Jensen Schau, and Alexander Schau (2019), "The Dark Side of Brand-Fan Relationships: Lessons from *Twilight* and *Fifty Shades*," in Cheng Lu Wang (ed.) *Exploring the Rise of Fandom in Contemporary Consumer Culture*, IGI Global, 185-200.
- Schau, Hope Jensen and Alexander Schau (2019), "Facilitating Collective Engagement through Cultural Marketing," in Lisa Peñaloza, Nil Toulouse and Luca M. Visconti (eds.) *Marketing Management a Cultural Perspective*, Taylor and Francis Books: London, UK, 194-211.

- Schau, Hope Jensen, Albert M. Muniz, and Melissa Archpru Akaka (2018), "The Cocreation of Brands," in Stephen L. Vargo and Robert F. Lusch edited *Service Dominant Logic Handbook*, Sage Publications Ltd., Thousand Oaks, CA: 97-117.
- Schau, Hope Jensen (2018), "Identity Projects and the Marketplace," in Eric J. Arnould and Craig Thompson edited *Consumer Culture Theory*, Sage Publications Ltd., Thousand Oaks, CA: 19-39.
- Schau, Hope Jensen and Albert M. Muniz (2017), "Community Lost: The Unrealized Collaborative Market Potential of Credit Unions," in Michael Solomon and Tiny Lowery (eds.) *Consumer Behavior Series*, Routledge, 401-421.
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen L. Vargo (2013), "The Co-creation of Value-in-Cultural-Context," in *Research in Consumer Behavior*, Russell Belk, Linda Price and Lisa Peñaloza (eds.) *Consumer Culture Theory*, in *Research in Consumer Behavior series*, Bingley: UK, Emerald Group Publishing Limited, 15: 267-286.
- Schau, Hope Jensen (2013), "Once Upon A Time: Preamble to Russell Belk Legends Volume One," in *Russell W. Belk's Early Work: Situations, Symbolism, and Critiquing the Dominant Paradigm* Hope Jensen Schau (volume ed.), *Legends in Consumer Behavior: Russell W. Belk*, Jagdish N. (series ed.), Thousand Oaks, CA: Sage: XLI-XLVI.
- Schau, Hope Jensen and Mary C. Gilly (2013), "From Freeform to Templates: The Evolution of Self-Presentation in Cyberia," in Russell Belk and Rosa Llamas (eds.) *The Digital Consumer*, New York, NY: Routledge, 72-80.
- Muniz, Albert M. Yun Mi Antorini, and Hope Jensen Schau (2013), "The Brick Testament: Religiosity among the Adult Fans of Lego," in Russell Belk and Rosa Llamas (eds.) *The Digital Consumer*, New York, NY: Routledge, 308-316.
- Connell, Paul M. and Hope Jensen Schau (2013), "The Symbiosis Model of Identity Augmentation: Self-Expansion and Self-Extension as Distinct Strategies," in Russell Belk and Ayalla A. Ruvio (eds.) *Identity and Consumption*, New York, NY: Routledge, 97-114.
- Buchanan-Oliver, Margo and Hope Jensen Schau (2012), "Consuming Spirituality and the Spirituality of Consuming Media Narratives: Why Vampirism, Why *Twilight*, Why Now?" in Diego Rinallo, Linda Scott, and Pauline MacLaran (eds.) *Consumption and Spirituality*, New York, NY: Routledge, 81-93.
- Schau, Hope Jensen and Margo Buchanan-Oliver (2012), "The Creation of Inspired Lives: Female Fan Engagement with the *Twilight* Saga" in Cele C. Otnes and Linda Tuncay-Zayer (eds.) *Gender, Culture and Consumer Behavior*, New York, NY: Routledge, 33-62.
- Head, Gabriela, Hope Jensen Schau, and Katherine Thompson (2012), "Facilitating Collective Engagement and Collaborative Production through Cultural Marketing," in Lisa Peñaloza, Nil Toulouse and Luca M. Visconti (eds.) *Marketing Management a Cultural Perspective*, Taylor and Francis Books: London, UK, 194-211.
- Connell, Paul and Hope Jensen Schau (2012), "Examining Childhood Consumption Relationships," in *Consumer-Brand Relationships* edited by Marc Fetscherin, Mike Breazeale, Susan Fournier, and T.C. Melewar and published by Routledge.
- Belk, Russell W., Kent Grayson, Albert Muñoz Jr., and Hope Jensen Schau (eds.) (2011), *Research in Consumer Behavior*, Emerald Books: Bingley, UK, Volume 13.
- Schau, Hope Jensen and Albert M. Muñoz Jr. (2007), "Temperance and Religiosity in a Non-Marginal, Non-Stigmatized Brand Community," in Bernard Cova, Robert V. Kozinets and Avi Shankar (eds.) *Consumer Tribes: Theory, Practice, and Prospects*, Elsevier/Butterworth-Heinemann, 144-162.
- Lanier, Clinton and Hope Jensen Schau (2007), "Culture and Co-Creation: Exploring the Motivation behind Harry Potter On-Line Fan Fiction," in Russell Belk and John Sherry (eds.) book in the *Research in Consumer Behavior series*, Elsevier/Butterworth-Heinemann, 321-342.
- Schau, Hope Jensen (2006), "Consuming Literature," in Stephen Brown (ed.) *Consuming Books: The Marketing and Consumption of Literature*, London, UK: Routledge, 138-145.

- Schau, Hope Jensen (2003), "Huntington Beach: The (Re?)Making of Surf City," in Stephen Brown and John F. Sherry Jr. (eds.) *Time, Space, and the Market: Retrosapes Rising*, Armonk, New York: M. E. Sharpe, 141-157.
- Schau, Hope Jensen (2001), "Suburban Soundtracks," in Stephen Brown and Anthony Patterson (eds.) *Imagining Marketing: Art, Aesthetics and the Avant-Garde*, Routledge Interpretive Marketing Research Series, London, UK: Routledge, 232-239.
- Schau, Hope Jensen (1997), Book Review of Arjun Appadurai's *Modernity at Large: Cultural Dimensions of Globalization*, in *Explorations of Sights and Sounds*.

GRANTS

- 2022 Center for Management Innovation and Healthcare, "Enhancing Health and Wellness Through Real-Time Monitoring, Analysis, and Management of Patient Movement and Compliance"
- 2022 Center for Management Innovation and Healthcare, "No Pain, No Gain: Client Perceptions of Pain in Physiotherapy,"
- 2016-2020 Research Fellowship, Filene Research Institute, Center for Excellence (Oversight of \$1M over 4 years), funded by CUNA (Credit Union National Association) Mutual Group
- 2014 Research Grant, Filene Research Institute for "Collaborative Consumption in Financial Services"
- 2013 Research Grant, Filene Research Institute for "From Presence to Purpose: Developing Social Strategies and Metrics for Credit Unions"
- 2012 UA Eller, McGuire Entrepreneurship Research Small Grant Awards, for "Entrepreneurship and the Co-creation of Value in the Evolving Global Boarding Market"
- 2011 UA Initiative for Development of Online Programs, for "Marketing of Innovation and Social Media Analytics," with Linda L. Price
- 2010 UA Initiative for Development of Online Programs for "Social Media Marketing Strategy," with Linda L. Price
- 2010 Marketing Science Institute, for "Connected Consumers: Technologies as Platforms for Family Identity," with Amber Epp and Linda L. Price
- 2004 Center for International Business Education Research (CIBER), for "Media's Construction of Community and Media Convergence across Global Internet Communities," with Michael F. Smith
- 2003 NSF Center/CRITO, for "Seniors and the Internet: Consuming Technology to Enhance Life and Family Involvement," with Mary C. Gilly and Mary Wolfenbarger
- 2003 NSF Center/CRITO, for "Household Decision Making at a Distance: Enhancing Relationships Via Technology," with Mary C. Gilly and Mary Wolfenbarger

INDUSTRY PUBLICATIONS

- Schau, Hope Jensen and Alexander Ian Schau (2018), "Consumer Insights on Autonomous Vehicles as an Impending Market Disruption," Filene Research Institute, Research Report.
- Schau, Hope Jensen and Ignacio Luri (2018), "Confidence in Borrowing: Survey 2018," Filene Research Institute, Research Report.
- Schau, Hope Jensen and Ignacio Luri (2017), "Confidence in Borrowing: Survey 2017," Filene Research Institute, Research Report.
- Schau, Hope Jensen and Ignacio Luri (2017), "Generational Money Chatter," Filene Research Institute, Research Report.
- Schau, Hope Jensen and Ignacio Luri (2016), "Confidence in Borrowing: Survey 2016," Filene Research Institute, Research Report.
- Schau, Hope Jensen and Ignacio Luri (2016), "Millennial Money Chatter: A Guide to Millennial Financial Discourse," Filene Research Institute, Research Report.
- Schau, Hope Jensen (2015), "The Access Economy and Credit Unions: Banking Implications of Sharing and Collaborative Consumption," Filene Research Institute, Research Report.

Schau, Hope Jensen (2013), "From Presence to Purpose: Developing Social Media Strategies and Metrics for Credit Unions," Filene Research Institute, Research Report.

REFEREED PROCEEDINGS

- Schau, Hope Jensen and Albert M. Muñiz, Jr. (2008), "Share the Brand: Communally-embedded Consumer Generated Content, in *Advances in Consumer Research*, Angela Y. Lee and Dilip Soman (eds.) Duluth, MN: Association for Consumer Research, 35, 209-212.
- Russell, Cristel Antonia and Hope Jensen Schau, (2007), "Until Cancelled Do Us Part: Mourning the Loss of a Relationship," in *European Advances in Consumer Research*, Stefania Borghini and Mary Ann McGrath and Cele Otnes (eds.), Duluth, MN: Association for Consumer Research, 8, 434-437.
- Connell, Paul and Hope Jensen Schau (2007), "Once Upon a Time: Childhood Friendships and Their Role in the Self-Memory System," in *European Advances in Consumer Research*, Stefania Borghini, Mary Ann McGrath, and Cele Otnes (eds.), Duluth, MN: Association for Consumer Research, 8, 434-437.
- Chalmers, Tandy and Hope Jensen Schau (2007), extended abstract "We Love to Hate You: Discourse between the Distance Running Subculture and the Mainstream Media," *Advances in Consumer Research*, 34.
- Muñiz, Albert M. Jr. and Hope Jensen Schau (2007), "The Impact of Market Use of Consumer Generated Content on a Brand Community," in *Advances in Consumer Research*, Gavan Fitzsimons and Vicki Morwitz (eds.), Duluth, MN, 34, 644-646.
- Clinton D. Lanier, Jr., Albert M. Muñiz, Jr., Hope Jensen Schau (2007), "Write and Wrong: Ownership, Access and Value", in *Advances in Consumer Research*, Gavan Fitzsimons & Vicki Morwitz (eds.), Duluth, MN: 34, 697-00.
- Muñiz, Albert M. Jr. and Hope Jensen Schau (2006), "Among the Faithful: Religiosity in Brand Communities," *European Advances in Consumer Research*.
- Schau, Hope Jensen and Albert M. Muñiz Jr. (2005), "Programmatic Extensions of Consumer Culture Theory: Consumer Identity Projects, Marketplace Cultures and the Space Between," in Geeta Menon and Akshay R. Rao (eds.) *Advances in Consumer Research*, 32, 129-130.
- Russell, Cristel Antonia and Hope Jensen Schau, (2005), "Does Being Glued to the Tube Mean Sticky Brand Associations? Consumer Television Connectedness and the Enrichment of Brand Meanings and Associations," in Geeta Menon and Akshay R. Rao (eds.) *Advances in Consumer Research*, 32, 335-338.
- Wolfenbarger, Mary Finley and Hope Jensen Schau (2004), "Bonding through Cultural Subversion: Consumers' Connectedness with The Simpsons," in Barbara Kahn and Mary Frances Luce (eds.), *Advances in Consumer Research*, 31, 554-557.
- Schau, Hope Jensen and Albert M. Muñiz Jr. (2004), "If You Can't Find It, Create It: An Analysis of Consumer Engagement with Xena: Warrior Princess and the Creation of Consumer-generated Subtext" in Barbara Kahn and Mary Frances Luce (eds.), *Advances in Consumer Research*, 31, 554-557.
- Schau, Hope Jensen and Albert M. Muñiz Jr. (2003), "Gender Performance in Personal Webpace," in Punam Anand Keller and Dennis W. Rook (eds.), *Advances in Consumer Research*, 30, 91-93.
- Muñiz, Albert M. Jr. and Hope Jensen Schau (2003), "Power and Resistance in the Brand Community for a Discontinued Product," in Punam Anand Keller and Dennis W. Rook (eds.), *Advances in Consumer Research*, 30, 192-195.
- Shih, Eric and Hope Jensen Schau (2003), "Adopting Technological Innovations when New Introductions are Expected: The Mediating Role of Anticipated Regret," in *Asia Pacific Advances in Consumer Research*, 5, 40.
- Brown, Stephen and Hope Jensen Schau (2002), "FCUK [French Connection United Kingdom] Consumer Research: On Disgust, Revulsion and Other Forms of Offensive Advertising," in *European Advances in Consumer Research*, 5, 61-65.

- Schau, Hope Jensen and Albert M. Muñiz Jr. (2002), "Brand Communities and Personal Identities: Negotiations in Cyberspace," in *Advances in Consumer Research*, Vol. 29, 344-349.
- Schau, Hope Jensen, Mary F. Wolfenbarger, and Albert M. Muñiz Jr. (2001), "Qualitative Research Perspectives in Computer-Mediated Environments," in *Advances in Consumer Research*, 28, 326.
- Schau, Hope Jensen (2000), "Consumer Imagination, Identity and Self-Expression," in Stephen J. Hoch and Robert J. Meyer (eds.), *Advances in Consumer Research*, Vol. 27, 50-56.
- Schau, Hope Jensen (1998), "Discourse of Possessions: The Metatheory of Russell W. Belk," in Joseph W. Alba and J. Wesley Hutchinson (eds.), *Advances in Consumer Research*, 25, 37-44.
- Schau, Hope Jensen and Mary C. Gilly (1997), "Social Conventions of a Fast Food Restaurant: An Ethnomethodological Analysis," in Merrie Brucks and Debbie MacInnis (eds.) *Advances in Consumer Research*, 24, 315-321.
- Gilly, Mary C. and Hope Jensen Schau (1997), "A Cross-Cultural Perspective on the Servicescape," *European AMA Proceedings*.
- Schau, Hope Jensen and Mary C. Gilly (1997), "Drive-thru Service Encounters: An Examination of Social Conventions," Basil G. Englis and Anna Olofson (eds.), *European Advances in Consumer Research*, 3, 170-175.

PRESENTATIONS

- Schau, Hope Jensen and Marie Taillard (2024), "Heeding: How Talk Drives Interdependence toward Market Ecosystem Emergence," presented in the Dean's Speaker Series, College of Business, Mississippi State University (March 21).
- Schau, Hope Jensen (2024), "Research Insights for the Future of CUs," presented in the Filene Roadshow, Tustin, CA (March 19) hosted by SchoolsFirst Federal Credit Union.
- Schau, Hope Jensen and Mary C. Gilly (2023), "The Quest for Financial Wellbeing: Wants Versus Needs and the Factors Undermining Practice Change," presented at the Association for Consumer Research Conference, Seattle, WA (October 27).
- Schau, Hope Jensen (2023), "Research Insights for the Future of CUs," presented in the Filene Roadshow, Dallas, TX (October 18).
- Schau, Hope Jensen (2023), "Consumer Practices, Journeys, and Wellbeing: Context Matters," Mountain Regional Research Symposium, Denver, CO (September 22).
- Schau, Hope Jensen (2023), "Structures of Common Difference and the In-store Curation of a Global Retailscape," presented at the Future of Retailing Conference, Babson (September 15).
- Schau, Hope Jensen (2023), Presidential Address, Consumer Culture Theory Conference, Lund, Sweden (June 29).
- Schau, Hope Jensen (2023), "Innovation and Practice Diffusion," presented at the Arizona State University/University of Arizona Research Symposium, Tempe, AZ (March 17).
- Schau, Hope Jensen (2023), "Influencers and Virtual Consumer Relationships," presented at the American Marketing Association Winter Academic Conference, Nashville, TN (February 12).
- Schau, Hope Jensen, Mary C. Gilly, Mary F. Celsi, and Melissa Archpru Akaka (2023), "It's the Little Things: The Role of 'Belonging Brands' During and After Risk-filled Separations," presented at the American Marketing Association Winter Academic Conference, Nashville, TN (February 11).
- Akaka, Melissa Archpru and Hope Jensen Schau (2023), "How Practice Diffusion IoT Technology Adoption and Institutionalization of Solutions in Service Ecosystems," presented at the HICSS conference, Maui, Hawaii (January 6).
- Schau, Hope Jensen (2023), "Changing Nature of the Internet: Legal, Marketing, and Information Systems," Panelist presenting research insights at the HICSS conference, Maui, Hawaii (January 6).
- Schau, Hope Jensen (2022), "Ontology and Epistemology in Market Research," presented to University of Denver Masters' of Science in Marketing (October 21)

- Schau, Hope Jensen (2022), “Marketing Essentials,” presented to Eller ELITE at Harvill, University of Arizona, (September 14)
- Schau, Hope Jensen (2022), “Marketing and Sales,” presented in the Entrepreneurial Certificate, University of Arizona, (September 13)
- Schau, Hope Jensen (2022), “Change Management in Organizations: The Process of Continual Practice Evolution,” presented to L3Harris Employees of African Descent (LEAD), Employee Resource Group (ERG), at L3Harris (July 28).
- Rasolofoarison, Dina, Stephanie Feiereisen, Cristel Antonia Russell, and Hope Jensen Schau (2022), “Autodriving to reveal insights about television consumption,” Consumer Culture Theory Conference in Corvallis, OR (July 7-9).
- Kaliyamurthy, Ashok and Hope Jensen Schau (2022), “Consumer Accommodation of the Materiality of IT,” Consumer Culture Theory Conference in Corvallis, OR (July 7-9).
- Schau, Hope Jensen (2022), Discussant, Special Session entitled “Together But Apart: Individual and Collective Practice Disruption and Recovery during the COVID-19 Pandemic,” Consumer Culture Theory Conference in Corvallis, OR (July 7-9).
- Akaka, Melissa Archpru and Hope Jensen Schau (2022), “Unmasking (in)Equality through Practice Genealogy,” presented at the Consumer Culture Theory Conference in Corvallis, OR (July 7-9).
- Taillard, Marie and Hope Jensen Schau (2022), “Sensemaking as Institutional Work: Reconciling Contested Definitions of Value,” presented at the 8th Forum on Markets and Marketing in Helsinki, Finland (June 12-15).
- Schau, Hope Jensen (2022), “Marketing Impact through Marketing Theory: Theory Forum” presented at the Academy of Marketing Science Conference, Monterey, CA (May 26).
- Schau, Hope Jensen (2022), “ADCCA I – AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles,” presented at the Academy of Marketing Science Conference, Monterey, CA (May 25).
- Mars, Matthew and Hope Jensen Schau (2021), “Reclaiming the Story: Visual Narratives and the Value Propositions of Local Food,” Arizona Museum of Art Speaker Series (December 1).
- Schau, Hope Jensen, Melissa Archpru Akaka, and Ignacio Luri (2021), “How Should I Know? Codifying Brand Practices in Service Encounters,” presented at Association for Consumer Research conference (October 29).
- Schau, Hope Jensen, Melissa Archpru Akaka, and Ignacio Luri (2021), “Codifying Brand Practices in Service Encounters,” The Naples Forum on Service, Capri, Italy (September 8).
- Taillard, Marie and Hope Jensen Schau (2021), “Institutional Work on Collaborative Platforms,” The Naples Forum on Service, Capri, Italy (September 7).
- Schau, Hope Jensen (2021), (representing the authorial team including Stephanie Feiereisen, Dina Rasolofoarison, and Cristel Antonia Russell) “One Brand, Many Trajectories: Mapping Narrative Navigation in Transmedia Space,” presented to the University of Illinois, Chicago (February 5).
- Schau, Hope Jensen (2020), (with co-author Melissa Archpru Akaka) “From Customer Journeys to Consumption Journeys: A Consumer Culture Approach to Investigation Value Creation in Practice Embedded Consumption,” presented to the marketing department Simon Fraser University (November 18).
- Schau, Hope Jensen (2020), “Passion, Purpose and Impact,” Annual Conference of JMS China Marketing Science and Doctoral Consortium, (October 25).
- Schau, Hope Jensen (2020), “Tailoring Services to Increase Security for Individuals Across the Financial Security Spectrum,” presented to the Filene Research Institute’s *Credit Unions in the Age of Insecurity* event, Irvine, CA (January 29).
- Schau, Hope Jensen (2020), “The Insecurity Paradox: How Technology Mitigates and Magnifies Insecurity,” presented to the Filene Research Institute’s *Credit Unions in the Age of Insecurity* event, Irvine, CA (January 28).
- Schau, Hope Jensen (2020), “Research to Action,” presented to the Filene Research Institute’s *Credit Unions in the Age of Insecurity* event, Irvine, CA (January 28).

- Schau, Hope Jensen (2020), “Wearables and the IoT: Trends, Promises and Perils” presented at HICSS, Maui (January 9).
- Schau, Hope Jensen (2019), “Trends in Consumer Decision-Making,” presented at the Canvas Credit Union Board of Directors Summit, Vail, CO (August 17).
- Russell, Cristel Antonia and Hope Jensen Schau (2019), “Managerial Strategies for Reclaiming Their Authoritative Voice in A Polysemic Brand World: The Brand Backstory,” presented at the Consumer Culture Theory Conference, Montreal, Canada (July 18).
- Bradford, Tonya and Hope Jensen Schau (2019), “Dynamism and Interruption in Consumer-Brand Relationships,” presented at the Consumer Culture Theory Conference, Montreal, Canada (July 19).
- Connell, Paul, Hope Jensen Schau, and Tandy Thomas (2019), “Practice Interruptions and Practice Replication,” presented at the Consumer Culture Theory Conference, Montreal, Canada (July 19).
- Kaliyamurthy, Ashok Kumar and Hope Jensen Schau (2019), “Quantified Consumers and the Adoption of Omnipresent Metrification,” presented at the Consumer Culture Theory Conference, Montreal, Canada (July 19).
- Panelist: Navigating Analytical Issues through the Review Process, Qualitative Data Analysis 2019, Montreal, Canada (July 16).
- Schau, Hope Jensen (with co-authors Ignacio Luri and Bikram Ghosh) (2019), “Markets, Metaphors and Responsibilization,” presented to the Northwest Marketing Research Symposium, Portland, OR (May 11).
- Schau, Hope Jensen (with co-author Melissa Archpru Akaka) (2019), “Consumer Journeys,” presented to the Mountain West Credit Union Convention, Scottsdale, AZ (April 25).
- Schau, Hope Jensen Schau (with co-authors Marie Taillard and Albert Muñoz) (2019), “Build Together: Reconciling Cocreation Logics through Institutional Work,” presented at Florida State University in Tallahassee FL (April 19).
- Schau, Hope Jensen (2019), “Consumer Insights on Autonomous Vehicles as an Impending Disruption,” presented to Minnesota Credit Unions CEO retreat, Phoenix, AZ (February 7).
- Schau, Hope Jensen (2019), “Consumer Metrification,” presented at the Internet of Everything Track at Hawaii International Conference on Systems Science (HICSS), Maui, HI (January 10).
- Schau, Hope Jensen (2018), “Let’s Make a Deal” and “Consumption Journeys” presented to the Filene Research Institute, Madison, WI (October 19).
- Akaka, Melissa Archpru and Hope Jensen Schau (2018), “Collaboration and Value Cocreation in Consumption Journeys: Recursive Reflexivity and Practice Continuity,” presented at the Association for Consumer Research in Dallas, TX (October 13).
- Campbell, Colin and Hope Jensen Schau (2018), “Let’s Make a Deal,” presented at the Association for Consumer Research in Dallas, TX (October 13).
- Schau, Hope Jensen (2018), “Imagination: The Legacy of Robert L. Lusch,” presented at the Summer American Marketing Association Conference in Boston, MA (August 11).
- Luri, Ignacio and Hope Schau (2018), “Polyglot Storytelling: The Effect of Code-Switching on Narrative Brands,” presented at the Consumer Culture Theory Conference in Odense, Denmark (June 30).
- Russell, Cristel, Hope Jensen Schau, and Vanisha Narsey (2018), “Telling Secrets via Brand Backstories; Developing Intimacy or Breaking the Magic?” presented at the Consumer Culture Theory Conference in Odense, Denmark (June 30).
- Taillard, Marie, Albert Muñoz Jr., and Hope Jensen Schau (2018), “Co-constructing Institutions and Legitimacy on LEGO Ideas,” presented at the Consumer Culture Theory Conference in Odense, Denmark (June 29).
- Mars, Matthew and Hope Jensen Schau (2018), “The Jazziness of Local Food Work: Organization Level Ingenuity and the Evolution of Local Food Systems,” presented at the Consumer Culture Theory Conference in Odense, Denmark (June 29).

- Schau, Hope Jensen., Mary C. Gilly, and Mary Wolfinbarger Celsi (2018), “Somewhere Out There: The Power of Brands to Signify Safety and Represent Home during Risk-Filled Liminality,” presented to the Southern California Colloquium at USC, Los Angeles CA (April 13).
- Schau, Hope Jensen (2018), “Generational Money Chatter,” to credit unions executives from the Dakotas in Scottsdale, AZ (April 10).
- Campbell, Colin and Hope Jensen Schau (2018), “Let’s Make a Deal: How Consumers Collectively Construct Unintended Value from Promotions,” presented at Karlstad University, Karlstad, Sweden (March 15).
- Schau, Hope Jensen (2017), “Generational Money Chatter,” at the CUNA conference in Austin, Texas (December 7).
- Schau, Hope Jensen (2017), “Generational Money Chatter,” presented to the Filene fundamental Research Colloquium, University of Arizona and Filene Research Institute (November 8).
- Campbell, Colin and Hope Jensen Schau (2017), “Let’s Make a Deal: How Consumers Collectively Realize Unintended Value in Promotions,” invited presentation to the University of Illinois, Champaign-Urbana (October 6).
- Schau, Hope Jensen (2017), “Consumer Insights and Branding Initiatives,” presented to Anheuser-Busch Employee's Credit Union Board Meeting, St. Louis, MO (August 11).
- Campbell, Colin and Hope Jensen Schau (2017), “Let’s Make a Deal: Collaboration among Hyper-rational Economic Actors,” presented to the Department of Marketing, Schulich College of Business, York University, Toronto, Ontario, Canada (April 28).
- Schau, Hope Jensen, Mary C. Gilly, and Mary F. Celsi (2017), “Somewhere Out There: The Power of Brands to Act as Virtual Proxies Signifying Safety and Representing Home during Intense Risk-filled Separations,” presented to the University of Denver, Marketing Department (April 18).
- Schau, Hope Jensen (2017), “Learning the Language of the American Retail Servicescape,” presented at the Lazaradis Research Symposium, Waterloo, Ontario, Canada (April 5).
- Taillard, Marie, Albert Muñoz Jr., and Hope Jensen Schau (2017), “Legitimizing Strategic Co-creation Alliances,” presented to University of Connecticut Department of Marketing (March 24).
- Akaka, Archpru Melissa, Hope Jensen Schau, and Stephen Vargo (2017), “User Innovation in the Surfing Industry: An Exploration of Marketplace Role Fluidity,” presented to University of Denver Marketing and Entrepreneurship Department, Denver, CO (February 24).
- Schau, Hope Jensen (2017), “Millennials Money Chatter and Consumer Borrowing,” presented to Key Point Credit Union Board Meeting, Santa Clara, CA (February 11).
- Schau, Hope Jensen (2017), “Wearable Technology: Promise and Peril,” presented at the Internet of Everything Track at Hawaii International Conference on Systems Science (HICSS), Kona, HI (January 6).
- Schau, Hope Jensen (2016), “Center of Excellence Research Insights: Millennials Money Chatter and Consumer Borrowing Survey,” presented to CUNA Mutual Business Exchange, Laguna Beach, CA (December 6).
- Schau, Hope Jensen and Ignacio Luri (2016), “Millennials Money Chatter,” presented to the Filene Center of Excellence in Consumer Decision Making Symposium, Tucson, AZ (November 19).
- Schau, Hope Jensen (2016), “Millennials, Money & Markets: Credit Union Opportunities to Win This Segment,” presented to the CUNA Lending Conference, Las Vegas, NV (November 1).
- DeFault, Beth Leavenworth, Hope Jensen Schau, Kushagra Bhatnagar, and John Schouten (2016), “The Neonatal Intensive Care Unit as an Assemblage Servicescape: How Do Technological Actors Affect Parent-Staff Decision Making,” presented to the Association for Consumer Research Conference, Berlin, Germany (October 29).
- Feiereisen, Stephanie Dina Rasolofoarison, Cristel Antonia Russell, and Hope Jensen Schau (2016), “Navigating Narratives and Altering Time: Consumption Practices in the Digital Age,” presented to the Association for Consumer Research Conference, Berlin, Germany (October 28).

- Segabinazzi, Rodrigo, Hope Jensen Schau, Walter Nique, and Melissa Akaka (2016), “The Global Surf Narrative: using Narratives in Global Market Strategy,” presented to the Association for Consumer Research Conference, Berlin, Germany (October 28).
- Schau, Hope Jensen (2016), “Branding for Growth,” presented to Leaders Edge Eller Executive Education, Phoenix, Arizona (August 12).
- Schau, Hope Jensen (2016), “Social Media for Growth,” presented to Leaders Edge Eller Executive Education, Phoenix, Arizona (August 12).
- Schau, Hope Jensen (2016), “Engaging Innovation and Inspiring Creative Solutions,” presented to the Arizona Judicial Conference, Tucson, Arizona (June 22).
- Schau, Hope Jensen, Mary C. Gilly, and Mary W. Celsi (2016), “Somewhere Out There: The Power of Brands to Signify Safety and Represent Home during Risk-Filled Separations,” presented to Simon Fraser University Symposium, Vancouver, Canada (June 17).
- Schau, Hope Jensen (2016), “Millennials, Money & Markets: Credit Union Opportunities to Win This Segment,” presented to CUNA Lending Council CLO in Boston, MA (April 26).
- Schau, Hope Jensen, Mary C. Gilly, and Mary W. Celsi (2016), “Somewhere Out There: The Power of Brands to Signify Safety and Represent Home during Risk-Filled Separations,” presented to C4 Research Community, Chicago (April 1).
- Schau, Hope Jensen (2016), “When We Make Magic: Collaborative Innovation and Value Creation,” presented at the American Marketing Association, Las Vegas (February 27).
- Schau, Hope Jensen (2016), “Doing Netnography: Research Examples,” presented in the Netnography Pre-conference Workshop for the American Marketing Association, Las Vegas (February 26).
- Schau, Hope Jensen (2016), “Be Entrepreneurial: Focus on Your Niche and Create Buzz with Affinity Marketing,” presented at the Education Credit Union Conference, Phoenix, AZ (February 15).
- Schau, Hope Jensen (2016), “Enhancing Consumer Lives through Ubiquitous Wearable Medical Technologies,” presented at the Internet of Everything Track at Hawaii International Conference on Systems Science (HICSS), Kona, HI (January 8).
- DuFault, Beth Leavenworth, Hope Jensen Schau, Mandy Dang, and Gavin Zhang (2015), “Maven 2.0: The Newly Assembled Interactive Ex-Pat Market Maven,” presented at the Association for Consumer Research Conference, New Orleans (October 2).
- Connell, Paul and Hope Jensen Schau (2015), “Practice Interrupted: When Fatal Disruptions and Irreconcilable Distortions Erode Mutual Understanding and Destroy Social Order,” presented at the Association for Consumer Research Conference, New Orleans (October 2).
- Schau, Hope Jensen (2015), “Preparing for 2020: Member Experience and Engagement Strategies,” presented to the Baxter Credit Union Board of Directors’ Meeting in Park City, Utah (August 24).
- Schau, Hope Jensen (2015), “Share This Loan: How Collective Financing Can Benefit Members and Credit Unions Alike,” presented at the National Credit Union CEOs Leadership Conference in Las Vegas, Nevada, (August 8).
- Schau, Hope Jensen (2015), “The Ghosts of Dead Brands,” presented at the Boston Brand Relationships Conference, Boston, MA (May 22).
- Schau, Hope Jensen (2015), “Enhancing Consumer Lives through Ubiquitous Wearable Technology,” presented at the Academy of Marketing Science, Doctoral Consortium, Denver, CO (May 15).
- Schau, Hope Jensen (2015), “The Collaborative Access Economy,” presented at the Academy of Marketing Science, Doctoral Consortium, Denver, CO (May 15).
- Schau, Hope Jensen (2015), “Collaborative Consumption: Implications for Financial Services,” presented at Gamechangers: A Research Symposium, hosted by Filene and Credit Union Central of Canada, Banff, Canada.
- Schau, Hope Jensen (2015), “Enhancing Consumer Lives through Ubiquitous Wearable Technology,” presented at Eller Faculty Research Salon, Tucson, AZ (April 30).

- Schau, Hope Jensen (2015), "Social Media Marketing and Messaging," presented to the McGuire Center for Entrepreneurship, University of Arizona, Tucson, AZ (February 19).
- Schau, Hope Jensen, Melissa Archpu Akaka, and Stephen Vargo (2015), "User Innovation in the Surfing Industry: An Exploration of Marketplace Role Fluidity," presented at the American Marketing Association Winter Educators' Conference, San Antonio, TX (February 14).
- Schau, Hope Jensen and Matthew Mars (2015), "Crops to Crafts: Negotiating Authenticity in Farmers' Markets," presented at the American Marketing Association Winter Educators' Conference, San Antonio, TX (February 14).
- Schau, Hope Jensen (2015), "When We Make Magic: Collaborative Innovation and Value Creation," presented at the Beedie Innovation Conference, Simon Fraser University, Vancouver, Canada (January 19).
- Schau, Hope Jensen (2015), "Wearable Enabled Collaborative Innovation," in the Electronic Marketing Track at Hawaii International Conference on Systems Science (HICSS) Kauai, HI (January 7).
- Schau, Hope Jensen (2014), "Collective and Collaborative Consumption: Implications for Financial Institutions," presented to Filene Research Institute's big.bright.minds hosted by University of Arizona, Tucson, AZ (November 11).
- Schau, Hope Jensen (2014), "Social Media for the Public Sector," presented to the Southern Arizona Leadership, Tucson, AZ (September 17).
- Schau, Hope Jensen (2014), "Yep, There's Research on That! Emerging Research in Social Media Engagement and Implications for Organizations," presented as part of the *Learn to Leverage Social Media* series at The University of Arizona, Division of Human Resources, Tucson, AZ (July 30).
- Schau, Hope Jensen, Mary C. Gilly, and Mary Celsi (2014), "Brands and the Representation of Family Identities during Intense Risk-filled Separations," presented at the Consumer Culture Theory Conference, Helsinki, Finland (June 28).
- DuFault, Beth, Linda Price, Hope Jensen Schau, and John Schouten (2014), "Family Collectivity Formation in the Neonatal Intensive Care Unit: The Role of Medical Equipment and Language as System Actors," presented at the Consumer Culture Theory Conference, Helsinki, Finland (June 28).
- Schau, Hope Jensen (2014), "Inbound Marketing: Best Practices in Proactive Campaigns," presented at the Changing Behavior: Deep Dive into Consumer Insights, Aalto University, Helsinki, Finland (June 26).
- Schau, Hope Jensen (2014), Panel Facilitator, "Rituals, Practices and Assemblages in CCT," featuring Linda Price, Linda Scott, Guliz Ger, Dennis Rook and Eileen Fischer, presented at the American Marketing Association Winter Educator Conference in Orlando, FL (February 22).
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen Vargo (2014), "The Context of Experience," presented at the American Marketing Association Winter Educator Conference in Orlando, FL (February 23).
- Schau, Hope Jensen (2014), "How to Build Your Business in the World of Social Media," presented to Pro-service Conference sponsored by Elite Auto, Costa Mesa, CA (January 29).
- Schau, Hope Jensen (2014), "When Narrative Brands End: The Impact of Narrative Closure and Consumption Sociality on Loss Accommodation," presented to the University of Southern California's Annenberg School for Communications and Journalism, Los Angeles, CA (January 21).
- Schau, Hope Jensen (2014), "Social Media Marketing," presented to Energize your Enterprise Tucson, AZ (January 17).
- Schau, Hope Jensen (2014), "Co-creating a Media Brand," presented in the "Consumer Generated Content and Intellectual Property – Rethinking Strategies When the Customer Creates the Value" session, in the Electronic Marketing Track at Hawaii International Conference on Systems Science (HICSS) Waikoloa, HI (January 8).

- Schau, Hope Jensen (2013), "Harnessing the Power of Social Media for the Public Relations Professional," presented to the Public Relations Society of America (PRSA), Southern Arizona Chapter, Tucson, AZ (November 26).
- Russell, Cristel and Hope Jensen Schau (2013), "Stigma and Accommodation to Consumption Loss," presented at the Association for Consumer Research Conference, Chicago, IL (October 5).
- Schau, Hope Jensen, Mary C. Gilly, and Mary W. Celsi (2013), "Somewhere Out There: The Power of Brands to Act as Virtual Proxies Signifying Safety and Representing Home during Intense Risk-filled Separations," presented at the Association for Consumer Research Conference, Chicago, IL (October 4).
- Moisio, Risto, Mariam Beruchashvili, and Hope Jensen Schau (2013), "All Wrinkles are Not Equal: Identity Myths and Identity Threats in Facial Self-Care," Consumer Culture Theory Conference, Working Paper (June 14).
- Akaka, Melissa Archpru, Hope Jensen Schau, Stephen L. Vargo, and Robin Canniford (2013), "The Divergence of Local Institutions in Global Market Cultures," presented at the Consumer Culture Theory Conference (June 14).
- Russell, Cristel and Hope Jensen Schau (2013), "When Media Brands End: 'Leaving' and 'Staying' in the Wake of Production Cessation," presented at the Consumer Culture Theory Conference (June 14).
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen L. Vargo (2013), "User Innovation and Symbolic Adaptation: Surfing as a Maker Movement," presented at the Consumer Culture Theory Conference (June 16).
- Schau, Hope Jensen (2013), "Best Practices in Proactive Marketing Campaigns," presented to Ventana Medical Systems (June 11).
- Schau, Hope Jensen (2013), "Measuring Brand Strength in Social Media," presented at the International Symposium on Measuring Credit Union Performance, Filene Institute, (May 10).
- Schau, Hope Jensen (2013), "Engaging Youth through Social Media: Its Impact and Importance for the Church," presented at Foothills Church (April 30).
- Schau, Hope Jensen (2013), "New Forms of Advertising and the Digital Revolution," presented at the University Museum of Art, Andy Burgess, 'Paper City,' Exhibit (April 11).
- Schau, Hope Jensen (2013), "Consumer Reactions to Brand Discontinuation: Coping with Loss of Evolving Brand Narratives," co-authored with Cristel Russell, presented at the ING Global Colloquium, University of Connecticut, (April 5).
- Schau, Hope Jensen (2013), "Where Social Meets Financial: How Social Media Intersect with Financial Services," presented to the Financial Executives and Affiliates of Tucson (FEAT) (March 27).
- Schau, Hope Jensen (2013), "The Intergenerational Transfer of Consumption Practices (ITCP): The Role of Family Dynamics within the Family Network," co-authored with Paul Connell, presented to the School of Management, University of Bath (March 20).
- Schau, Hope Jensen (2013), "Consumer Reactions to Brand Discontinuation: Coping with Loss of Evolving Brand Narratives," co-authored with Cristel Russell, presented to the Cass Business School, City University of London (March 14).
- Schau, Hope Jensen (2013), "When Goliath Relies on David: User Innovation and Particularized Entrepreneurship in the Board Sport Industry," co-authored with Melissa Archpru Akaka, presented to the UCI Anthropology in Markets Conference (March 7).
- Schau, Hope Jensen (2013), "When Goliath Relies on David: User Innovation and Particularized Entrepreneurship in the Board Sport Industry," co-authored with Melissa Archpru Akaka, presented to the Friends of the McGuire Center, Eller College of Management, University of Arizona (March 5).
- Schau, Hope Jensen (2013), "How, When and Why Social Media Work," presented to Sigma Chi Alumni Lunch (February 20).

- Schau, Hope Jensen (2013), “Media Success Stories: How When and Why Social Media Work,” presented to CREW (Corporate Real Estate Women) (February 14).
- Schau, Hope Jensen (2013), “Social Movement or Market Network: Consumer Activism and Bank Transfer Day,” Hawaii International Conference on Systems Science (HICSS) (January 8).
- Schau, Hope Jensen (2012), “Consumer Reactions to Brand Discontinuation: Coping with Consumption Loss,” co-authored with Cristel Antonia Russell, presented to Beedie School of Business, Simon Fraser University (October 2).
- Schau, Hope Jensen, Yan Dang, and Yulei Zhang (2012), “Learning the Language of the Market: Contextual Influence and the Use of Code Switching in Online Consumer Acculturation Platforms,” Association for Consumer Research (October 5).
- Connell, Paul M. and Hope Jensen Schau (2012), “The Influence of Gendered Intra-family Coalitions on Intergenerational Transfer,” Association for Consumer Research (October 5).
- Russell, Cristel Antonia, Hope Jensen Schau, and David Crockett (2012), “Gender and Family Identification in Television Narratives: Homophilization and Appropriation,” Association for Consumer Research (October 5).
- Schau, Hope Jensen (2012), “Overview of Social Media,” University of Arizona Marketing Communications (August 22).
- Schau, Hope Jensen (2012), “ROI and Effective Engagement in Social Media,” Filene Institute Membership Luncheon & Annual Meeting 2012 (June 18).
- Schau, Hope Jensen, Cristel Antonia Russell, and David Crockett (2012), “The Impact of Media Narratives on Consumer Identity Projects,” Marketing and Public Policy Conference (June 8).
- Buchanan- Oliver, Margo and Hope Jensen Schau (2012), “Brand Pathologies: ‘Monstrous’ Consumer Relationships and the Media Brand *Twilight*,” Consumer Brand Relationship Conference (June 5).
- Schau, Hope Jensen (2012), “The Power of Social Media,” UA Eller Alumni (May 17).
- Schau, Hope Jensen (2012), “How Social Technologies Impact Retail Consumer Behavior,” APAS – Associação Paulista De Supermercados, Sao Paulo, Brazil (May 8).
- Schau, Hope Jensen (2012), “How Social Technologies Impact Consumer Behavior,” presented at the NAWMBA Networking Event, University of Arizona, Eller College (April 19).
- Schau, Hope Jensen (2012), “Consumer Reactions to Brand Discontinuation,” (co-authored with Cristel Antonia Russell) University of Melbourne (March 16).
- Schau, Hope Jensen (2012), “How Social Media Impacts Consumer Behavior,” Eller College of Management’s JTED event (January 26).
- Schau, Hope Jensen (2012), “Consumer Reactions to Brand Discontinuation,” (co-authored with Cristel Antonia Russell), Shidler College of Business, University of Hawai’i (January 20).
- Schau, Hope Jensen (2011), “Watch Your Language: How Consumers Respond to Brands in Digital Media,” Digital Branding Colloquium, sponsored by the Filene Research Institute.
- Schau, Hope Jensen (2011), “How Social Media Impacts Consumer Behavior” keynote address , 4th Congresso Latino-Americano de Varejo, [4th Congress of Latin American Retail], CLAV 2011, Fundacao Getullio Vargas, Sao Paulo Brazil.
- Thomas, Tandy Chalmers, Hope Jensen Schau, and Linda L. Price (2011), “Consumption Community Dimensions,” Association for Consumer Research Conference, (October 14).
- Connell, Paul, Hope Jensen Schau, and Linda L. Price (2011), “Intergenerational Transfer of Consumption Practices within Families,” Association for Consumer Research Conference, (October 14).
- Epp, Amber, Hope Jensen Schau, and Linda L. Price (2011), “Connected Coalitions: Preserving Brand Loyalty across Distances,” Association for Consumer Research Conference, (October 14).
- Connell, Paul, Hope Jensen Schau, and Linda L. Price (2011), “The Role of Identity Interplay in Intergenerational Transfer of Consumption Practices within Families,” Consumer Culture Theory Conference, Northwestern University (July 10).

- Schau, Hope Jensen (2011), "The Business of Marketing in Social Media," American Advertising Association meeting (April 7).
- Schau, Hope Jensen (2010), "Behind the Screen: Social Media and Its Impact on Consumers and Commerce," Sigma Chi Alumni Meeting (November 30).
- Thomas, Tandy Chalmers, Hope Jensen Schau, and Linda L. Price (2010), "The Consumption Implications of Contested Community," working paper, Queen's University, Kingston, Ontario, Canada, European Association for Consumer Research Meetings (June).
- Schau, Hope Jensen, Albert M. Muñiz Jr. (2010), "Collaborative Brand Narratives: Interweaving Personal and Collective Ideals in the Practice of Collective Brand-oriented Storytelling," European Association for Consumer Research Meetings (June).
- Connell, Paul and Hope Jensen Schau (2010), "Consumer Identity Augmentation: The Symbiotic Relationship between Self-Extension and Self-Expansion," European Association for Consumer Research Meetings (June).
- Schau, Hope Jensen (2010), "Touchstone Feminism: Using Brands to Open Discursive Spaces," Gender Conference (June).
- Lusch, Robert, Daniel Zeng, and Hope Jensen Schau (2010), "Markets as Conversations: Making the Invisible Hand Visible," Marketing Science Conference (June).
- Schau, Hope Jensen (2010), "Managing Brand Withdrawal to Leverage Value in Residual Consumer-Brand Relationships," California State University, Long Beach (March 17).
- Schau, Hope Jensen (2010), "Harnessing the Power of Social Media," College of Business Administration Notable Speaker Series (March 16).
- Schau, Hope Jensen (2010), "Viral Tales: Cases of Marketing Fueled by Buzz," Tucson American Marketing Association (March 11).
- Schau, Hope Jensen (2010), "Social Media Trends and Metrics," TNS Global (February 11).
- Schau, Hope Jensen (2010), "Web and Social Media Communications Strategies," Easter Seals Blake Foundation (January 21).
- Schau, Hope Jensen (2009), "Marketing with Social Media: The Good, The Bad and The Ugly," Tucson Metropolitan Chamber of Commerce's Good Morning Tucson (December 4).
- Russell, Cristel Antonia and Hope Jensen Schau (2009), "The Ties that Bind: Consumer Engagement and Transference with a Human Brand," Association for Consumer Research Conference (October 23).
- Schau, Hope Jensen and Katherine Thompson (2009), "Betwixt and Between: Liminality and Feminism in the Twilight Brand Community," Association for Consumer Research Conference (October 23).
- Connell, Paul M and Hope Jensen Schau (2009), "Consumer Identity Augmentation: The Symbiotic Relationship between Self-Extension and Self-Expansion," Association for Consumer Research Conference (October 24).
- Schau, Hope Jensen, Katherine Thompson, and Albert M. Muñiz Jr. (2009), "Fanning the Flames of Consumer Engagement: Inspiring and Nurturing Communally-embedded Consumer Generated Content," Association for Consumer Research Conference (October 24).
- Schau, Hope Jensen (2009), "Consumer Identity Renaissance: The Resurgence of Identity-inspired Consumption in Retirement," Qualitative Research Group, The University of Auckland, New Zealand (August 4).
- Schau, Hope Jensen (2009), "How Brand Community Practices Create Value," Marketing Department, The University of Auckland, New Zealand (July 30).
- Schau, Hope Jensen and Katherine Thompson (2009), "Feminism and the Tension between Independence and Collectivism in a Female-dominated Brand Community," Consumer Culture Theory Conference (June 12).
- Schau, Hope Jensen (2009), "Long-term Data Collection," Qualitative Data Analysis Workshop, Stephen M. Ross School of Business, University of Michigan, Ann Arbor (June 9).

- Zeng, Daniel, Hope Jensen Schau, and Robert Lusch (2009), "How Critical Events Trigger Social Production: Mapping the Trajectory of Market Discourse with Social Bookmarking," Hawaii International Conference on System Sciences (January 5).
- Russell, Cristel Antonia and Hope Jensen Schau (2008), "Consumption Bereavement: How Consumers Experience the Anticipated End of Brand Production," Eller College of Management, University of Arizona (June 3).
- Schau, Hope Jensen, Albert M. Muñoz, Jr., and Eric Arnould (2008), "Attractors, Enablers and Practices of Consumer Value Creation in Brand Communities," American Marketing Association Winter Educator's Conference February 16, 2008.
- Schau, Hope Jensen, Albert M. Muñoz, Jr., and Eric Arnould (2007), "Attractors, Enablers and Practices of Consumer Value Creation in Brand Communities," Boston University/Marketing Science Institute Conference on Brand Community December 7, 2007.
- Schau, Hope Jensen and Albert M. Muñoz, Jr. (2007), "Share the Brand: Communally-embedded Consumer Generated Content," Association for Consumer Research Conference (October 27).
- Russell, Cristel, Dale Russell, and Hope Jensen Schau (2007), "Mixed Alcohol Messages in Television Series: Product Placement Meet Edutainment," Association for Consumer Research Conference (October 26).
- Schau, Hope Jensen, Albert M. Muñoz, Jr., and Eric Arnould (2007), "Attractors, Enablers and Practices of Consumer Value Creation in Brand Communities," Association for Consumer Research Special Pre-Conference on Online Consumer Behavior (October 25).
- Connell, Paul and Hope Jensen Schau (2007), "Once Upon a Time: Childhood Consumption Referents in the Self-Memory System," European Association for Consumer Research (July).
- Russell, Cristel and Hope Jensen Schau (2007), "Until Cancelled Do Us Part: Mourning the Loss of a Relationship," European Association for Consumer Research (July).
- Schau, Hope Jensen (2007), "Research Constituents: Communicating with the Varied Audiences of Scholarship," Consumer Culture Theory Conference, York University, Qualitative Research Workshop with Markus Giesler & David Crockett (May).
- Schau, Hope Jensen (2006) (in collaboration with Markus Giesler), "Researching Consumer Techno-Culture (CTC)," Association for Consumer Research Doctoral Consortium, (October).
- Muñoz, Albert M. Jr. and Hope Jensen Schau (2006), "The Impact of Marketer Use of Consumer Generated Content on a Brand Community," Association for Consumer Research North American Conference (October).
- Chalmers, Tandy and Hope Jensen Schau (2006), "We Love to Hate You: Discourse between the Distance Running Subculture and Mainstream Media," Association for Consumer Research North American Conference (October).
- Lanier, Clinton, Hope Jensen Schau, and Albert M. Muñoz (2006), "Write and Wrong: Ownership, Access, and Meaning in Consumer Co-Created Online Fan Fiction," Association for Consumer Research North American Conference (October).
- Lanier, Clinton and Hope Jensen Schau (2006), "Culture and Co-Creation: Exploring the Motivation behind Harry Potter Online Fan Fiction," Consumer Culture Theory Conference (August 3).
- Schau, Hope Jensen (2005) (based on research co-authored with Albert Muñoz), "Technology Enriched Experience: Consumer Co-production and the Impact of New Media on Marketplace Relationships," University of Arizona (March 4).
- Schau, Hope Jensen (2005) (based on research co-authored with Albert Muñoz, and including research with Mike Smith and Alex Stein), "Technology Enriched Experience: The Impact of New Media on Marketplace Relationships," University of Virginia (February 18).
- Schau, Hope Jensen and Albert Muñoz (2004), "Programmatic Extensions of Consumer Culture Theory: Consumer Identity Projects, Marketplace Cultures and the Space Between," Association for Consumer Research North American Conference (October).
- Russell, Cristel Antonia and Hope Jensen Schau (2004), "Does Being Glued to the Tube Mean Sticky Brand Associations? Consumer Television Connectedness and the Enrichment of Brand

- Meanings and Associations,” Association for Consumer Research North American Conference (October).
- Schau, Hope Jensen (2004) (based on research co-authored with Albert Muñiz), “When the Consumer Becomes the Marketer: The Abandoned Apple Newton Brand Community,” University of Nebraska’s Visiting Scholar Series 2004-2005 (September 10).
- Schau, Hope Jensen (2004) (based on research co-authored with Albert Muñiz), “If You Can’t Find It, Create It: An Analysis of Consumer Engagement with Xena: Warrior Princess,” Northwestern University (May 15).
- Schau, Hope Jensen and Michael F. Smith (2004), “New Media Marketing Intelligence: Manifestations of Brand Community Online,” Temple University, Fox School of Business, The Irwin L. Gross eBusiness Institute (eBI) Conference entitled, Smarter Business: Integrating Technology to Create Value.
- Schau, Hope Jensen and Mary C. Gilly (2003), “We Are What We Post? The Presentation of Self in Personal Webpage,” UCI/UCLA/USC Colloquium.
- Wolfenbarger, Mary, Hope Jensen Schau, and Mary C. Gilly (2003), “Seniors and the Internet: Consuming Technology to Enhance Life and Family Involvement,” HOIT (Home Office Informatics and Technology) Conference.
- Schau, Hope Jensen (2003), “Technology as Tool: Netnography and Beyond,” Temple University, Qualitative Research Symposium.
- Schau, Hope Jensen (2003), “Communities and Identities Online,” Temple University, Qualitative Research Symposium.
- Schau, Hope Jensen and Michael F. Smith (2002), “Speed Kills: Rapid, Rich Communication and Brand Communities,” Temple University, Fox School of Business, The Irwin L. Gross eBusiness Institute (eBI) Conference entitled, “Cyberdeviance” in the Digital Economy: Ethical, Legal, and Economic Implications.
- Schau, Hope Jensen (2002), “The Many Faces of Online Research,” co-panelists Michael Solomon, Basil Englis, and Paula Harveston, Society of Marketing Advances Conference.
- Schau, Hope Jensen (1998), “Virtual and Corporeal Experience: Imagination in a Global Order,” Terrains: Landscapes/Bodyscapes Conference at SUNY Stony Brook.
- Schau, Hope Jensen (1997), “Multicultural Education and Its Impact on Generation X,” National Association for Ethnic Studies Conference.
- Schau, Hope Jensen (1997), “Language and the Construction of Social Identities and Relations,” National Association for Ethnic Studies Conference.
- Venkatesh, Alladi, Susan J. Knight and Hope Jensen Schau (1997), “A Conceptualization of Consumer Behavior in Virtual Space: An Analysis of Four Models,” Association for Consumer Research Conference.

PROFESSIONAL SERVICE

- Member and Treasurer, Board of Directors, Vantage West Credit Union June 2020-present
 President, Consumer Culture Theory Consortium May 2023-present
 President-Elect, Consumer Culture Theory Consortium May 2020-May 2023
Journal of Advertising Special Pop-Up Section on COVID Guest Editor with Laura Bright
Marketing Theory Special Issue on Heroic Marketing and Marketing Heroes Guest Editor with Chloe Preece and Athanasia Daskaopoulou
 Associate Editor
Journal of Public Policy and Marketing, 2021-present
Journal of Business Research, 2020-2022
Journal of Consumer Research, 2019-2021
 Area Editor
Journal of the Academy of Marketing Science, 2020-present
 Editorial Review Board

Journal of Consumer Research, 2011-present
Journal of Marketing, 2019-present
Journal of the Academy of Marketing Science, 2015-present
Journal of Advertising, 2019-present
Journal of Public Policy and Marketing, 2019-present
Academy of Marketing Science Review, 2019-present
International Journal of Research in Marketing, 2019-2023
Consumption Markets and Culture, 2012-2019

Ad Hoc Reviewer

Marketing Science, 2009-present
European Journal of Marketing, 2014- present
Journal of Consumer Psychology, 2012-present
Journal of International Business Studies, 2006-present
Journal of the Association for Consumer Research, 2015-present
Journal of Computer-Mediated Communication, 2004-present
Journal of Consumer Culture, 2006-present
Advances in Consumer Research, 1998-present
Consumption Markets and Culture, 2006-2011, 2019-present
Journal of Business Research, 2012-2020
Journal of Advertising, 2003-2019
Journal of Marketing, 2007-2019
Journal of the Academy of Marketing Science, 2006-2015
Journal of Consumer Research, 2004-2011
Industrial Marketing Management, 2002-2004
 Consumer Culture Theory Conference 2006-2017

Member Judge, AMA Fellow Nomination Committee 2022, 2023

Member Judge, Irwin-McGraw Distinguished Educator Award Committee 2022, 2023

Member Judge, AMSR Conceptual Paper Doctoral Student Competition 2022
 (with Suvi Nenonen and Stephen Vargo)

Member Judge, Howard Award Selection Committee 2020, 2023

Chair, Sidney Levy Dissertation Award Jury 2016

Conference Co-Chair

(with Tina Lowrey and Jennifer Argo), Association for Consumer Research Conference 2020
 (with Susan Fournier) Boston Brand Relationships Conference May 2018
 (with Melissa Akaka, Stephen Vargo and Mrinal Ghosh) Forum for Markets and Marketing
 December 2018
 (with Kent Grayson Northwestern University and Albert M. Muñoz Jr. De Paul University),
 Consumer Culture Theory Conference 2011

Consortium Co-Chair (with Cait Lamberton), Association for Consumer Research Doctoral
 Consortium 2016

IoT Mini Track Co-Chair (with Jan Kietzmann and Melissa Archpru Akaka), Hawaiian International
 Conference on System Sciences (HICSS) 2020-present

Associate Editor, Association for Consumer Research Conference 2010, 2015, 2016, 2021

Roundtable Organizer, Association for Consumer Research Conference 2012

Working Papers Co-Chair with Tiffany White, Association for Consumer Research Conference 2014
 Program Committee

Association for Consumer Research North American Conference, 2005, 2007, 2012, 2013, 2014,
 2018
 Association for Consumer Research Asia Pacific Conference 2012
 Consumer Culture Theory Conference 2010, 2013, 2014, 2022, 2023

Consumer Culture Theory Track Chair, American Marketing Association Winter Educator Conference 2014

Member

Association for Consumer Research

American Marketing Association

Consumer Culture Theory Consortium

Fellow, Filene Research Institute, 2012-2020

Fellow, Institute for Brands & Brand Relationships, 2015-2018

Qualitative Data Analysis Mentor 2007, 2009, 2011, 2017, 2019, 2021, 2022

DEPARTMENT, COLLEGE AND UNIVERSITY SERVICE

University of California, Irvine

Faculty Director, Center for Health Care Management and Policy 2023-present

Poetic Justice Faculty Recruiting Committee Fall 2023

AdHoc PAM Committee Fall 2023

University of Arizona

Executive Director, McGuire Center for Entrepreneurship 2021-2023

PhD Program Director 2019-2022

Associate Dean, Eller MBA Programs (overseeing four platforms) 2012-2018

Member, Diversity, Equity, and Inclusion Committee 2018-2022

Research and Doctoral Studies Committee, Marketing Department Representative 2018-2022

Member, Marketing Department Lecturer Recruiting Committee 2019-2022

Member, Marketing Department Promotion and Tenure Committee 2018-2020

Chair, Marketing Department Promotion and Tenure Committee 2017-2018

Acting Head for Promotion and Tenure, 2022-2023

Chair, Healthcare Marketing Faculty Recruiting Committee 2017

Eller College Academic Council, Marketing Department Representative 2018-2020

Search Committee, Eller College Vice Dean of Academic Programs 2017

Search Committee, Eller College Dean's 2015

Search Committee, McGuire Academic Director 2015

Search Committee, Graduate College Associate Dean 2013

Marketing Department Faculty Recruiting Committee 2007-2011; 2021-2023

Marketing Department Annual Review Committee 2010, 2015, 2016, Chair 2020, 2021, 2023

Marketing Department Representative, Undergraduate Programs Committee 2006-2011

University of Arizona, Eller College of Management Exhibitor and Recruiter for The PhD Project and AMA DocNet 2009-2011

Faculty Advisor, AdCats, Student-run Advertising Agency, University of Arizona, 2011-2019

Faculty Advisor, Arizona Surfers, University of Arizona Surf Club, 2011-2017

Faculty Advisor for the MBA Marketing Club, 2013-2014

Marketing Department PhD Committee 2010-2012; 2022-present

Faculty Advisor for Entrepreneurship Club, University of Arizona, 2009-2010

Faculty Mentor, Arizona Assurance Scholars Program 2009-2014

Marketing Department Representative, Eller College Assessment Committee 2005-2008

HONORS AND AWARDS

Outstanding Reviewer, *Journal of Marketing* 2023

Sunlight Award, Diversity, Equity, and Inclusion Advocacy, Women Who Shine, Eller MBA 2022

Eller Department of Marketing Service Excellence Award 2022

Most Inclusive Professor, Undergraduate Student Council 2020

Don Wells Outstanding Faculty Mentor 2020

Sheth Foundation/*Journal of Marketing* Award Finalist 2019 for “The Role of Brands and Mediating Technologies in Assembling Long-Distance Family Practices,” co-authored with Amber Epp and Linda Price.

Excellence in Mentoring Award 2019, sponsored by the Office of Inclusion and Multicultural Engagement, University of Arizona, to honor an outstanding mentor in the Successful Scholars Faculty Mentoring Program, nominated by Dr. Anastasiya Pocheptsova Ghosh

Emerald Citations of Excellence Award, top 50 most impactful business articles 2013, 2014, 2016

American Marketing Association Sheth Doctoral Consortium, Faculty Fellow, 2017

Association for Consumer Research, Faculty Fellow, ACR Doctoral Consortium, 2011, 2015, 2016, 2017, 2018

Academy of Marketing Science, Faculty Fellow, AMS Doctoral Consortium, 2015

Shelby Hunt Award for most cited article in the *Journal of Macromarketing* 2012

Outstanding Reviewer, *Journal of Consumer Research* 2012, 2015

Alpha Kappa Psi, Annual Professor and Alumni Appreciation Brunch 2012

Academic Leadership Institute 2012-2013

Eller Student Council, Eller Undergraduate Faculty Member of the Year Small Class 2010

University of Arizona, Eller College of Management, Dean’s Award for Teaching Excellence 2009

Chi Omega Teacher Appreciation Dinner, Fall 2009, 2010, Spring 2011

University of Arizona, Mortar Board National Senior Honor Society, Faculty Appreciation Tea, Spring 2009

University of Arizona, Eller College BPA Student Council’s Faculty Appreciation Award, Fall 2005, Spring 2007, Fall 2007, Spring 2012

University of Arizona Alumni Teacher Appreciation Breakfast Spring 2008

Temple University, Adrisani-Frank Undergraduate Teaching Award, 2004

Temple University, Untenured Faculty Summer Research Fellowship, 2004

Temple University, Untenured Faculty Summer Research Fellowship, 2003

Temple University, Marketing Faculty, Outstanding Teaching Award, 2002

Temple University, Marketing Faculty, Outstanding Research Award, 2001

Sheth - AMA Doctoral Consortium Fellow, 1999

University of California, Irvine, University of California Regents Dissertation Fellowship, 1999

University of California, Irvine, Ray Watson Doctoral Fellowship (single authored research competition), 1999

Cultural Dimensions of Business Research III, Odense, Denmark, 1998

University of California, Irvine, University of California Regents Fellowship, 1992-1999

Beta Gamma Sigma, Business Honors Society

California State University, Long Beach, Outstanding Thesis Award, University Scholars Program, May 1990

California State University, Long Beach, Outstanding Marketing Student, College of Business Administration, May 1990

California State University, Long Beach Outstanding Sophomore Scholarship, University Scholars Program, CSULB, May 1989

TEACHING EXPERIENCE

Graduate Level University of California, Irvine

PhD CCT Seminar 4/4

Undergraduate Level at University of Arizona

Integrated Marketing Communications: average rating 4.8/5

AdCats Student-run Advertising: average rating 5/5

Buyer Behavior: average rating 4.5/5

Graduate Level at University of Arizona

Management of Marketing Communications: average rating 4.7/5

PhD CCT Specialty Seminar - Collaborative Consumption: average rating 5/5
PhD CCT Foundational Seminar: average rating 5/5
Social Media Marketing: average rating 4.7/5
Branding and Integrated Marketing Communications: average 4.6/5
Principles of Marketing average 4.8/5
Marketing Proseminar average 5/5
Undergraduate Level at Temple University
Electronic Commerce: average rating 4.8/5
Marketing Research: average rating 4.8/5
Consumer Behavior: average rating 4.7/5
Graduate Level at Temple University
Marketing Strategy: average rating 4.6/5
Electronic Commerce: average rating 4.7/5

DOCTORAL STUDENT MENTORING

Dissertation Chair

Ashok Kaliyamurthy, "Information Technology and Ideologies," University of Arizona, 2023

Ignacio Luri, "Listening to the Market: Text Analysis Approached to Consumer Research,"
University of Arizona, 2020

Beth Leavenworth DuFault, "And There Were Jazz Clubs...Navigating Community Change with
Consumption Lifelines," University of Arizona, 2016

Dissertation Co-Chair (with Caleb Warren)

Utku Ay, University of Arizona expected 2025

Dissertation Co-Chair (with Merrie Brucks)

Paul Connell, "Perspectives on Childhood Consumption Memories," University of Arizona, 2008

Dissertation Committee Member

Jazmin Henry, University of California, Irvine expected 2024

Sarah Lord Ferguson, Simon Fraser University expected 2024

Haley Hardman, Mississippi State University 2023

Tyler Thorp, University of Arizona, 2023

D. Matthew Godfrey, "Configuring Servicescape Culture: Spatial and Social Dynamics of Mixed-
Use Retail Development," University of Arizona, 2019

Karen Robson, "Creative Consumers: Implications for Intellectual Property Management and
Consumer Behaviour," Simon Fraser University, 2016

Melissa Archpru Akaka, "Structures, Systems and Surfing: Value Co-creation in a Global Market
Culture," University of Hawaii, 2012

Yan (Mandy) Dang, "Theory-Informed Design and Evaluation of Web-Based Knowledge
Management Systems," University of Arizona, 2011

Tandy Chalmers Thomas, "The Social Context of Advertising: Authenticity, Social Identity, and
Reflected Appraisals," University of Arizona, 2009

Michelle Weinberger, "Cultural Knowledge and Resources: Three Studies on the Role of Cultural
Knowledge in Consumption," University of Arizona, 2009

Denise T. Ogden, "Ethnicity and Acculturation on Consumer Purchase Decisions: The Hispanic
Consumer and the United States Do-It-Yourself (DIY) Paint Segment," Temple University,
2002

Examination Opponent

Kaisa Koskela Huotari, Karlstad University, Sweden (2018)

Leah Schneider, York University, Canada (2016)

Adam Mills, Simon Fraser University, Canada (2016)

Linda Lee, Royal Institute of Technology (KTH), Sweden (2016)

Edward Boon, Royal Institute of Technology (KTH), Sweden (2015)

Henri Weijo, Aalto University, Finland (2014)
Christofer Laurell, Stockholm Business School, Sweden (2014)

GRADUATE EXPERIENTIAL LEARNING

2024 Faculty Advisor, Merage Experiential Learning: Chipotle
2023 Faculty Advisor, Merage Experiential Learning: Chipotle
2023 Faculty Advisor, University of Arizona, Eller Consulting Project: Intel
2022 Faculty Advisor, University of Arizona, Eller Consulting Project: Intel
2020 Faculty Advisor, University of Arizona, Eller Consulting Project: Microsoft
2020 Faculty Advisor, University of Arizona, Eller Consulting Project: Intel
2019 Faculty Advisor, University of Arizona, Eller Consulting Project: Intel
2018 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Intel
2017 Faculty Advisor, University of Arizona, UA, Eller MBA Consulting Project: Intel
2017 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Raytheon
2015 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Entropy
2015 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Intuit, Mint.com
2014 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Microsoft
2013 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Holualoa Companies
2013 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Microsoft
2013 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Watermark
2012 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Ventana Medical
2012 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Microsoft
2011 Faculty Advisor, University of Arizona, Eller MBA Consulting Project: Ventana Medical

GRADUATE STUDENT MENTORING

Master of Marketing Theses Advisor, University of Arizona, Eller College of Management
Jennifer Yamnitz 2022, "Social Shopping"
Thomas Wilson 2017, "Marketing Spend Best Practices"
Ricky Triana 2016, "MBA Case Competitions"
Ignacio Luri 2015, "Brand Codes"

UNDERGRADUATE STUDENT MENTORING

Honors Theses Advisor, University of Arizona, Eller College of Management
David Androsch and Benji Gerst 2023, "Farmway" New Venture
Luke Benoit 2023, "Revolens" New Venture
Noah Gerwinat 2023, "Courseer" New Venture
Francesca Leonard 2023, "Betsee" New Venture
Money Pokrant 2023, "VYZ" New Venture
Taylor Church 2023, "Celebrities' Quest for Authenticity"
Sarah Seene 2020, "Collaborative Consumption: An Analysis of the Trend and Its Implications"
Lauren Braner 2019, "Using Social Media for Arts Promotion"
Molly Vaughan 2016, "The Success of Wearables"
Audrey Arbogast 2015, "The Good, the Bad, & the Ugly: Crisis Management across Industries"
Amanda Watts 2015, "Revitalization of the Cereal Category: Applying Brand Revival Techniques to Increase Sales of General Mills' Cereals"
Andrew Pieper 2014, "Reality Television's Role in Promoting Tourism"
Alexandra Laudick 2014, "Fan Farewell: Social Media Engagement during the Final Season"
Marisa Alsalam 2013, "Fashion Branding: Strategies for Individual and Collective Brand Engagement"
Nicholas Lenhart 2013, "Enduring Social Engagement: A Case Study on Commercial Applications for Enduring Social Engagement Strategies and Brand Community Growth"

Kathleen Sumiko Murray 2013, "Online Communication among University Freshmen: A Case Study on the University of Arizona's Freshman Engagement Tools"

Amanda Regele 2013, "Effects of Online Media Applications on Fitness Compliance"

Katie Kahler 2012, "Spanish Speakers Learning the US Marketplace: A Study of Online Forum Use by Spanish and Mexican Travelers"

Courtney Triphan 2012, "The Ties that Bind: Event Planning and the Creation of Community"

Meah Benage 2011, "Thesis Story: An Examination of Nexon's Brand Extension of Maplestory into the Social and Mobile Gaming Platforms"

Genna Dreier 2011, "Enhancing Engagement and Building Community within a Medically-Oriented Non-Profit"

Monique Rios 2011, "Facebook in Financial Services: A Case Study on Vanguard's Use of Facebook as a Marketing Tool"

Shannon Timms 2011, "Effective Facebook Strategies: A Case Study"

Katherine Thompson 2009, "Collective Consumption and Consumer-Generated Content in a Female-Dominated Brand Community"

Evan Tyler Ortiz 2008, "The Value of Celebrity Athlete Endorsements"