

# HOPE JENSEN SCHAU

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## 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 Arizona** **Tucson, AZ**  
Eller College of Management, 2005-present  
Professor of Marketing, 2015-present  
Eller Professor (Chair), 2016-present  
Associate Dean of Eller MBA Programs, 2012-2017  
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

Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen Vargo (forthcoming), "Practice Diffusion," *Journal of Consumer Research*.

Bright, Laura F. and Hope Jensen Schau (2021), "COVID-19 and Advertising: Examining the Impacts of the Pandemic on Agencies, Consumers, and Brands," *Journal of Advertising*.

Feiereisen, Stephanie, Dina Rasolofoarison, Cristel Antonia Russell, and Hope Jensen Schau (2020), "One Brand, Many Trajectories: Mapping Narrative Navigation in Transmedia Space," *Journal of Consumer Research*. Published online September 16, 2020

\*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*. 1-14.
- 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: 1039-1062.
- Russell, Cristel Antonia, Hope Jensen Schau, and David Crocket (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(August): 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.  
\*Nominated 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

- 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**

- 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 Wolfinbarger
- 2003 NSF Center/CRITO, for “Household Decision Making at a Distance: Enhancing Relationships Via Technology,” with Mary C. Gilly and Mary Wolfinbarger

#### **INDUSTRY PUBLICATIONS**

- Akaka, Melissa Archpru and Hope Jensen Schau (2020), “Enhancing Member Journeys in the Credit Unions,” Filene Research Institute, Research Report.
- 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 and 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 Webspace," 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 Bruks 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 (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).
- Kallyamurthy, 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 Responsibilitization," 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 Muñiz) (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 Muñiz 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 Muñiz 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, [4<sup>th</sup> 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. Muñoz 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. Muñoz 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).
- Muñiz, 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. Muñiz (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 Muñiz), "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 Muñiz, 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 Muñiz (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, Board of Directors, Vantage West Credit Union June 2020-present  
 President-elect, Consumer Culture Theory Consortium May 2020-present  
*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 Consumer Research*, 2019-2021  
*Journal of Public Policy and Marketing*, 2021-present
- Area Editor  
*Journal of the Academy of Marketing Science*, 2020-present  
*Journal of Business Research*, 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  
*International Journal of Research in Marketing*, 2019-present  
*Journal of Public Policy and Marketing*, 2019-present  
*Academy of Marketing Science Review*, 2019-present  
*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 Academy of Marketing Science*, 2006-present  
*Journal of Business Research*, 2012-present  
*Journal of Advertising*, 2003-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  
*Journal of Consumer Research*, 2004-2011  
*Journal of Marketing*, 2007-2019



*Consumption Markets and Culture*, 2006-2011, 2019-present  
*Industrial Marketing Management*, 2002-2004  
Consumer Culture Theory Conference 2006-2017  
Member Judge, Howard Award Selection Committee 2020  
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  
Roundtable Organizer, Association for Consumer Research Conference 2012  
Working Papers Co-Chair, 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  
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

#### **DEPARTMENT, COLLEGE AND UNIVERSITY SERVICE**

PhD Program Director 2019-present  
Research and Doctoral Studies Committee, Marketing Department Representative 2018-present  
Member, Marketing Department Promotion and Tenure Committee 2018-present  
Member, Marketing Department Lecturer Recruiting Committee 2021-present  
Eller College Academic Council, Marketing Department Representative 2018-2020  
Chair, Marketing Department Promotion and Tenure Committee 2017-2018  
Associate Dean, Eller MBA Programs (overseeing four platforms) 2012-2017  
Search Committee, Eller College Vice Dean of Academic Programs 2017  
Chair, Healthcare Marketing Faculty Recruiting Committee 2017  
Search Committee, Eller College Dean's 2015  
Search Committee, McGuire Academic Director 2015  
Search Committee, Graduate College Associate Dean 2013  
Faculty Advisor, AdCats, Student-run Advertising Agency, University of Arizona, 2011-2019  
Faculty Advisor, Arizona Surfers, University of Arizona Surf Club, 2011-2017  
Marketing Department Annual Review Committee 2010, 2015, 2016, Chair 2020, 2021  
Marketing Department Faculty Recruiting Committee 2007-2011  
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 for the MBA Marketing Club, 2013-2014  
Marketing Department PhD Committee 2010-2012  
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

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**

Undergraduate at University of Arizona

Integrated Marketing Communications: average rating 4.7/5

AdCats Student-run Advertising: average rating 5/5

Buyer Behavior: average rating 4.5/5

Graduate at University of Arizona

Management of Marketing Communications: average rating 4.6/5

CCT Specialty Seminar - Collaborative Consumption: average rating 5/5

Social Media Marketing: average rating 4.7/5

Branding and Integrated Marketing Communications: average 4.5/5

Undergraduate 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 at Temple University

Marketing Strategy: average rating 4.6/5

Electronic Commerce: average rating 4.7/5

#### **DOCTORAL STUDENT MENTORING**

Dissertation Chair

Ashok Kaliyamurthy, University of Arizona expected 2022

Luri, Ignacio, "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 Merrie Brucks)

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

Dissertation Committee Member

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)

#### **MBA EXPERIENTIAL LEARNING**

2020 Faculty Advisor, Eller Consulting Project: Microsoft  
2020 Faculty Advisor, Eller Consulting Project: Intel  
2019 Faculty Advisor, Eller Consulting Project: Intel  
2018 Faculty Advisor, Eller MBA Consulting Project: Intel  
2017 Faculty Advisor, Eller MBA Consulting Project: Intel  
2017 Faculty Advisor, Eller MBA Consulting Project: Raytheon  
2015 Faculty Advisor, Eller MBA Consulting Project: Entropy  
2015 Faculty Advisor, Eller MBA Consulting Project: Intuit, Mint.com  
2014 Faculty Advisor, Eller MBA Consulting Project: Microsoft  
2013 Faculty Advisor, Eller MBA Consulting Project: Holualoa Companies  
2013 Faculty Advisor, Eller MBA Consulting Project: Microsoft  
2013 Faculty Advisor, Eller MBA Consulting Project: Watermark  
2012 Faculty Advisor, Eller MBA Consulting Project: Ventana Medical  
2012 Faculty Advisor, Eller MBA Consulting Project: Microsoft  
2011 Faculty Advisor, Eller MBA Consulting Project: Ventana Medical

#### **GRADUATE STUDENT MENTORING**

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

#### **UNDERGRADUATE STUDENT MENTORING**

Honors Theses Advisor, Eller College, University of Arizona  
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"