

March 2021

JANET L. BORGERSON
Senior Wicklander Fellow
Institute for Business and Professional Ethics
DePaul University
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EDUCATION

<u>University of Wisconsin-Madison</u>	1996
Ph.D. in Philosophy	
<u>University of Wisconsin-Madison</u>	1992
M.A. in Philosophy	
<u>University of Michigan-Ann Arbor</u>	1986
B.A. in Philosophy, Class Honors	

ACADEMIC POSITIONS

<u>DePaul University</u>	2018-
Senior Wicklander Fellow, Institute for Business and Professional Ethics	
<u>University of London–City, Business School</u>	2015-2018
Honorary Visiting Fellow	
<u>Rochester Institute of Technology</u>	2011-2014
Visiting Scholar, Department of Philosophy, 2013-2014	
Adjunct Professor, Saunders College of Business, 2011-2012	

<u>University of Exeter Business School (UK)</u>	2004-2010
Associate Professor (with tenure), Department of Management, 2005-2010	
Assistant Professor, Department of Management, 2004-2005	
<u>Stockholm University School of Business (Sweden)</u>	1999-2005
Associate Professor (with tenure), 2003-2005	
Visiting Lecturer, 1999-2002	
<u>Royal Institute of Technology (Sweden)</u>	2001-2003
Research Fellow, Department of Industrial Economics	
<u>University of Rhode Island</u>	1997-2000
Adjunct Assistant Professor, Department of Philosophy, 2000	
Lecturer, Department of Philosophy, 1997-1999	
<u>Brown University</u>	1995-1999
Visiting Scholar, Religious Studies, 1997-1999	
Visiting Scholar, Pembroke Center, 1996-1997	
Visiting Scholar, Department of Philosophy, 1995-1996	
<u>University of Wisconsin, Madison</u>	1990-1991
Graduate Teaching Assistant, Department of Philosophy	
ADVANCED TRAINING AND DEGREES	
<u>University of Exeter (UK)</u>	2007
M.A. in Islamic Studies, <i>distinction</i>	
<u>Stockholm University (Sweden)</u>	2003
<i>Docent</i> in Business Economics	

Certificate in Ethics in International Health Research

ACADEMIC PROFILE

Much of my research lies at the intersections of philosophy, cultural studies, and business studies with an overarching focus on how identity forms and functions within organizations, markets, and consumption contexts. Both my teaching and research place a strong emphasis on critical thinking, conceptual analysis, and interdisciplinary understandings. I also work with Islamic thought.

BOOKS

Borgerson, J. and Schroeder, J. (2021) *Designed for Dancing: How Midcentury Records Taught America to Dance*. Cambridge, MA: MIT Press, *in production*.

Borgerson, J. (2018) *Caring and Power in Female Leadership: A Philosophical Approach*. Newcastle upon Tyne, UK: Cambridge Scholars Press.

Borgerson, J. and Schroeder, J. (2017) *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America*. Cambridge, MA: MIT Press.

Wu, Z, Borgerson, J. and Schroeder, J. (2013), *From Chinese Brand Culture to Global Brands: Insights from Aesthetics, Fashion, and History*. Basingstoke, UK: Palgrave Macmillan.

PEER-REVIEW ARTICLES

Schroeder, J., Borgerson, J., and Wu, J. (2021), "A Brand Culture Approach to Brand Literacy: Consumer Co-creation and Emerging Chinese Luxury Brands," *Journal of Cultural Management Research*, *forthcoming*. (Invited article. In Chinese.)

Borgerson, J. and Schroeder, J. (2018), "Making Skin Visible: How Consumer Culture Imagery Commodifies Identity," *Body and Society*, 24(1-2), 103-136.

Wu, Z., Luo, J., Schroeder, J., and Borgerson, J. (2017), "Forms of Inconspicuous Consumption: What Drives Inconspicuous Luxury Consumption in China," *Marketing Theory*.

Best Paper Award, 3rd place, China Marketing International Conference, Quigdao, China, 2016.

Borgerson, J. and Miller, D. (2016), "Scalable sociality and 'How the world changed social media,'" *Consumption, Markets and Culture*, 19(6), 520–533.

Schroeder, J. and Borgerson, J. (2015), "Critical Visual Analysis of Gender: Reactions and Reflections," *Journal of Marketing Management*, 31(15-16), 1723-31.

Reprinted in *Gendering Theory in Marketing and Consumer Research*, Zeynep Arsel, Kirsi Eräranta, and Johanna Moisander, eds., London: Routledge, 2017.

Schroeder, J., Borgerson, J. and Wu, Z. (2015), "A Brand Culture Approach to Chinese Cultural Heritage Brands," *Journal of Brand Management*, 22 (3), 261-279.

Reprinted in *Advances in Chinese Brand Management*, John M. T. Balmer and Weifeng Chen, eds., Basingstoke: Palgrave, 2017, 80-106.

Borgerson, J. L. (2013) "The Flickering Consumer: New Materialities and Consumer Research," *Research in Consumer Behavior*, 15, 125-144.

Best Paper Award, 2nd place, Consumer Culture Theory Consortium, 2013.

Wu, Z., Borgerson, J. and Schroeder, J. (2013), "A Brand Culture Approach to Chinese Branding in the Global Marketplace," *World Financial Review*, Nov/Dec, 29-31. (Invited article.)

Borgerson, J.L. (2010) "Witnessing and Organization: Existential-Phenomenological Reflections on Intersubjectivity," *Philosophy Today*, 54(1), 78-87.

Borgerson, J.L., Schroeder, J. E., Escudero Magnusson, M. and Magnusson, F. (2009) "Corporate Communication, Ethics, and Operational Identity: A Case Study of Benetton," *Business Ethics – A European Review*, 18(3), 209-223.

Borgerson, J.L. (2009) "Materiality and the Comfort of Things: Drinks, Dining, and Discussion with Daniel Miller," *Consumption, Markets and Culture*, 12(2), 155-170.

Reprinted in *Conversations on Consumption*, London: Routledge, 2013.

Borgerson, J.L. (2008) "Poetry Lessons: On Organizing Creativity," *Aesthesis: International Journal of Aesthetics in Management and Organizational Life*, 2(2), 4-14.

Borgerson, J.L. (2008) "Living Proof: Reflections on Irreplaceability," *C.L.R. James Journal*, 14(1), 269-283.

Borgerson, J. L. (2007) "On the Harmony of Feminist Ethics and Business Ethics," *Business and Society Review*, 112(4), 477-509.

Borgerson, J. L., Schroeder, J.E., Blomberg, B., Thorssén, E. (2006) "The Gay Family in the Ad: Representations of Non-Traditional Families in Advertising," *Journal of Marketing Management*, 22, 955-978.

Borgerson, J. L. (2005) "Judith Butler: On Organizing Subjectivities," *The Sociological Review*, 53 (October), 63-79.

Schroeder, J.E. and Borgerson, J. L. (2005) "An Ethics of Representation for International Marketing" *International Marketing Review*, 22(5), 578-600.

Borgerson, J. L. (2005). "Addressing the Global Basic Structure in the Ethics of International Biomedical Research Involving Human Subjects," *Journal of Philosophical Research*, 235-249.

Rehn, A. and Borgerson, J. L. (2005) "Is there a Cannibal in Organization Studies?" *Culture and Organization*, 11(2), 69-81.

Borgerson, J. L. and Rehn, A. (2004) "General Economy and Productive Dualisms," *Gender, Work, and Organization*, 11(4), 455-474.

Edenius, M. and Borgerson, J. L. (2003) "To Manage Knowledge by Intranet," *Journal of Knowledge Management*, 7(5), 124-136.

Borgerson, J. L. (2003) "Contesting Linguistic Capital, Resisting Pedagogic Work," *Radical Philosophy Review* 5 (1-2), 176-185.

Borgerson, J. L. and Schroeder, J.E. (2002) "Ethical Issues in Global Marketing: Avoiding Bad Faith in Visual Representation," *European Journal of Marketing* 36(5-6), 570-594.

Schroeder, J.E. and Borgerson, J. L. (2002) "Innovations in Information Technology: Insights into Consumer Culture from Italian Renaissance Art," *Consumption, Markets, & Culture* 5(2), 153-169.

Borgerson, J. L. (2002) "Managing Desire: Heretical Transformation in Pasolini's *Medea*," *Consumption, Markets, & Culture* 5(1), 55-62.

Borgerson, J. L. (2001) "Feminist Ethical Ontology: Contesting the 'Bare Givenness of Intersubjectivity'," *Feminist Theory*, 2(2), 173-189.

Coviello, J. and Borgerson, J. L. (1999) "Tracing Parallel Oppressions: A Feminist Ontology of Women and Animals," *Feminista!* 3(4).

Borgerson, J. L. (1999) "Ressentiment and Power: A Clarification," *American Philosophical Association Newsletter on Feminism and Philosophy*, 99:1(2), 2-3.

Schroeder, J.E. and Borgerson, J. L. (1998) "Marketing Images of Gender: A Visual Analysis," *Consumption, Markets, & Culture* 2(2), 161-201.

Borgerson, J. L. and Schroeder, J.E. (1997) "The Ethics of Representation: Race and Gender in Images of Hawaii," *Cooley Law Review* 14(3), 473-489.

BOOK CHAPTERS

Borgerson, J. (2021) "Humanistic Marketing," in *Encyclopedia of Business and Professional Ethics*, Deborah Poff and Alex Michalos (Eds.), New York: Springer.

Borgerson, J. and Schroeder, J. (2021) "Advertising and the Commodification of Identity Through Skin," in *Encyclopedia of Business and Professional Ethics*, Deborah Poff and Alex Michalos (Eds.), New York: Springer.

Borgerson, J., Schroeder, J., and Wu, Z. (2019), "Branding and Chinese Soft Power," in *Soft Power with Chinese Characteristics: China's Campaign for Hearts and Minds*, Kingsley Edney, Stanley Rosen and Ying Zhu (Eds.), London: Routledge.

Slutskaya, N., Mallett, O., and Borgerson, J. (2018) "Cruel Optimism: The Stories of Entrepreneurial Attachments," in *Philosophical Reflexivity and Entrepreneurship Research*, Alain Favolle, Stratos Ramoglou, Mine Karatas-Ozkan, and Katerina Nicolopoulou (Eds.), London: Routledge, 112-124.

Borgerson, J. and Schroeder, J. (2017) "Hawaii: A Historical Exemplar of Audio Branding," in *Audio Branding: Using Sound to Build Your Brand*, Larry Minsky and Colleen Fahey (Eds.), New York: Kogan Page, 162-170.

Schroeder, J., Borgerson, J. and Wu, Z. (2016) "A Brand Culture Perspective on Global Brands," in *The Routledge Companion to Contemporary Brand Management*, Francesca Dall'Olmo Riley, Jaywant Singh, and Charles Blankson (Eds.), London: Routledge, 153-163.

Borgerson, J. L. (2016) "Humility and the Challenge to Decolonize the 'Critical' in Critical Management Studies" in *The Routledge Companion to Critical Management Studies*, A. Mills, J. Mills, P. Prasad, and A. Prasad, (Eds.), London: Routledge, 107-123.

Schroeder, J.E. and Borgerson, J. L. (2012) "Packaging Paradise: Organizing Representations of Hawaii," in *Against the Grain: Advances in Postcolonial Organization Studies*, A. Prasad (Ed.), Copenhagen: Copenhagen Business School Press, 32-53.

Borgerson, J.L. (2011) "Marketing, Bad Faith, and Responsibility," in *Business Ethics and Continental Philosophy*, René ten Bos and Mollie Painter-Morland (Eds.), Cambridge University Press, 220-241.

Borgerson, J.L. (2011) "Materiality," in *Key Concepts in Critical Management Studies*, Pauline Maclaran, Martin Parker, Elizabeth Parsons, and Mark Tadajewski (Eds.), Sage, 164-168.

Borgerson, J.L. (2010) "On Witnessing Global Ethics: A Case of International Health Research Involving Human Subjects," in *Ethics in the Economy: Power and Principle in the Marketplace*, Jacob Dahl Rendtorff (Ed.), Ashgate, 231-248.

Borgerson, J. L. and Schroeder, J. E. (2008) "Building an Ethics of Visual Representation: Contesting Epistemic Closure in Marketing Communications," in *Cutting Edge Issues in Business Ethics*, Mollie Painter-Morland and Patricia Werhane (Eds.), Springer, 89-110.

Borgerson, J. L. (2007) "Why Feminist Ethics?" in *Philosophy and Organization*, Campbell Jones and René ten Bos (Eds.), London: Routledge, 116-131.

Borgerson, J. L. (2007) "Judith Butler," in *Fifty Key Sociologists: The Contemporary Theorists*, John Scott (Ed), London: Routledge, 47-51.

Borgerson, J. L. and Schroeder, J.E. (2006) "The Pleasures of the Used Text: Revealing Traces of Consumption," in *Consuming Books: The Marketing and Consumption of Literature*, Stephen Brown, (Ed), London: Routledge, 46-59.

Borgerson, J. L., Escudero-Magnusson, M., Magnusson, F. (2006) "Branding Ethics: Negotiating Benetton's Identity and Image," in *Brand Culture*, Jonathan Schroeder and Miriam Salzer-Mörling (Eds), London and New York: Routledge, 171-185.

Borgerson, J. L. and Schroeder, J.E. (2005) "Identity in Marketing Communications: An Ethics of Visual Representation," in *Marketing Communication: Emerging Trends and Developments*, Allan J. Kimmel, (Ed), Oxford: Oxford University Press, 256-277.

Borgerson, J. L. (2005) "Animality," in *Organize! Manifestos for the Business School of Tomorrow*, Campbell Jones and Damian O'Doherty (Eds), Åbo, Finland: Dvalin Press, 10-13.

Borgerson, J. L. (2005) "Ressentiment and the Desire for Power: Further Reflections on the Phenomenology of Oppression," in *Philosophy of Emotion*, Åsa Carlsson, (Ed), Stockholm: Thales Press, 193-204.

Borgerson, J. L. and Schroeder, J.E. (2003) "The Lure of Paradise: Marketing the Retro-escape of Hawaii," in *Time, Space and the Market: Retrospectives Rising*, Stephen Brown and John F. Sherry (Eds.), New York: M. E. Sharpe, 219-237.

Schroeder, J.E. and Borgerson, J. L. (2003) "Dark Desires: Representation, Ontology and Ethics in Contemporary Marketing Communications" in *Sex in Advertising: Perspectives on the Erotic*

Appeal, Tom Reichert and Jacqueline Lambiasi (Eds.), Mahwah, NJ: Lawrence Erlbaum Associates, 65-87.

Borgerson, J. L. (2001) "Genius of the Heart: Ontological Reflections on Mozart's *Don Giovanni*," in *Don Juan ou le feu du désir*," Elizabeth Blanc (Ed.), Nice: University of Nice.

Borgerson, J. L. (1999) "Performing Identity: Issues in Aesthetics and Ethical Ontology," in *Arts Management: A Performance Perspective*, Ann-Sofie Köping, Södertälje (Ed.), Sweden: University of Southern Stockholm.

REVIEWS & ESSAYS

Borgerson, J. and Schroeder, J. (2018) *Vinyl Freak: Love Letters to a Dying Medium*, by John Corbett, *Popular Music and Society*, 41 (1), 89-90.

Schroeder, J. and Borgerson, J. (2017) *Cold War Modernists: Art, Literature, and American Cultural Diplomacy*, by Greg Barnhisel, *Journal of Consumer Culture*.

Borgerson, J. L. (2015) *Humanistic Marketing*, edited by Richard Varey and Michael Pirson, *Consumption, Markets & Culture*, 18(2), 195-201.

Borgerson, J.L. (2008) *Phenomenology and Mysticism: Verticality in Religious Experience*, Review Essay, by Anthony Steinbock, *Transcendent Philosophy: An International Journal for Comparative Philosophy and Mysticism*, 9, 331-335.

Borgerson, J. L. (2003) *The Emergence of Leadership: Linking Self-organization and Ethics*, by Douglas Griffin, *Organization Studies*, 24(8), 1359-1363.

Schroeder, J.E. and Borgerson, J. L. (2001) *Ethics of Consumption: The Good Life, Justice, and Global Stewardship*, edited by David A. Crocker and Toby Linden, *Journal of Consumer Affairs*, 35(2) Winter, 390-394.

CASE STUDY

Anat Keinan, Sandrine Crener, Jing Xu, Janet Borgerson, Jonathan Schroeder, and Zhiyan Wu (2017), Shang Xia: The Creation of a Chinese Luxury Lifestyle Brand, *Harvard Business School Case Study* 517-032, 23 pp.

PUBLISHED WORKING PAPER

Borgerson, J. L. and Schroeder, J. E. (2017), Visions of Hi-Fi Life in Midcentury Media: The LP as Pedagogical Object, London School of Economics, Media@LSE Working Paper #44.
<http://www.lse.ac.uk/collections/media@lse/mediaWorkingPapers/>

ON-LINE CONTENT

“Elections and Patriotism on Midcentury Vinyl,” [Jonathan Schroeder and Janet Borgerson], 2018, MIT Press blog, <https://mitpress.mit.edu/blog/elections-and-patriotism-midcentury-vinyl>

“Designed for Hi-Fi Living: How it all Started,” [Janet Borgerson and Jonathan Schroeder], 2018, MIT Press blog, <https://mitpress.mit.edu/blog/designed-hi-fi-living-how-it-all-started>

“Recovering and Discovering Album Cover Artists and Photographers,” [Janet Borgerson and Jonathan Schroeder], 2018, MIT Press blog, <https://mitpress.mit.edu/blog/recovering-and-discovering-album-cover-artists-and-photographers>

“Capitol Records at Midcentury,” [Janet Borgerson and Jonathan Schroeder], 2018, MIT Press blog, <https://mitpress.mit.edu/blog/capitol-records-midcentury-moment-when-beatles-were-simply-foreign-music>

“Vintage Vinyl can Tell us about Cold War Tensions and Cultural Diplomacy,” [Jonathan Schroeder and Janet Borgerson], 2017, London School of Economics, American Politics and Policy blog, <http://blogs.lse.ac.uk/usappblog/2017/02/27/vintage-vinyl-can-tell-us-about-cold-war-tensions-and-cultural-diplomacy/>

“Shanghai Tang: China’s Aspiring Global Fashion Brand,” [Jonathan Schroeder, Janet Borgerson, and Zhiyan Wu] July 2015, China Policy Blog, hosted by Nottingham University, <https://blogs.nottingham.ac.uk/chinapolicyinstitute/2015/07/20/shanghai-tang-chinas-aspiring-global-fashion-brand/>

“Adventures in Sound: A Grand Tour on Vinyl,” [Janet Borgerson and Jonathan Schroeder] April 2014, Material World Blog, hosted by New York University, <http://www.materialworldblog.com/>

“Music for Gracious Living: Learning about Lifestyle from LPs,” [Janet Borgerson and Jonathan Schroeder] February 2013, Material World Blog, hosted by New York University, <http://www.materialworldblog.com/>

“Ice Cream and ‘CCCP’: Evoking nostalgia in post-Soviet packaging,” [Kseniya Makarenko and Janet Borgerson] May 2009, Material World Blog, hosted by New York University, <http://www.materialworldblog.com/>

“Packaging Paradise: Sonic Branding of the South Pacific” [Janet Borgerson and Jonathan Schroeder] April 2008, Material World Blog, hosted by New York University, <http://www.materialworldblog.com/>

“The Pleasures of the Used Text: Revealing Traces of Consumption,” [Janet Borgerson and Jonathan Schroeder] April 2007, Material World Blog, hosted by New York University, <http://www.materialworldblog.com/>

AWARDS, HONORS, AND SHORT-TERM VISITING POSITIONS

The *Financial Times* “Best Books of 2017” for *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America*.

Fellow, Institute for Brands and Brand Relationships, 2014-2017.

Best Paper Award, 3rd place, for “Forms of Inconspicuous Consumption: What Drives Inconspicuous Luxury Consumption in China,” with Wu, Z., Luo, J., and Schroeder, J., China Marketing International Conference, Quigdao, China, 2016.

Best Paper Award, 2nd place, for “The Flickering Consumer: New Materialities and Consumer Research,” Consumer Culture Theory Consortium, 2013.

Visiting Professor, Walailak University School of Management, Thailand, October 2012.

Visiting Professor, Shanghai University of International Business and Economics, September-October 2012.

Visiting Professor, Stockholm University, Center for Fashion Studies, November 2011.

Honorary Research Fellow, University of Exeter Business School, 2010-2011.

Fattorini Prize for Highest Result in a Master’s Program, Institute for Arab and Islamic Studies, University of Exeter, 2007.

Visiting Research Fellow, Centre of Digital Enterprise, University of Auckland Business School, November – December 2007.

Malmsten Visiting Professor, School of Business, Economics, and Law, Gothenburg University, March – April 2006.

Teaching Seminar Fellow, American Philosophy Association/American Association of Philosophy Teachers, 1996.

Cranbrook Writer's Scholarship, Cranbrook Institute of the Arts, 1986.

Webster Scholarship, Albion College, 1981 – 1983.

RESEARCH FUNDING

College of Liberal Arts Book Development Award, Rochester Institute of Technology, 2014.

University of Exeter, Information Society Network, 2006 –2008, £60,000, with Alison Harcourt, Gabriella Giannachi, Jonathan Schroeder, et al.

Research Grant, Wenner-Gren Foundation, Stockholm, 2001 – 2002.

Basic Research Fellowship, "Issues in Philosophy and Management: Agency, Power, Desire," Marketing and Technology Center, Stockholm, Sweden, 1999-2000.

Scholarship, Harvard University School of Public Health, 1999.

German Language Scholarship, Federal Republic of Germany, 1998.

Conference Travel Stipend, American Philosophical Association, 1996.

Council of Research Grant, "Ethics and Social Responsibility in the Business Curriculum," co investigator with Jonathan Schroeder, University of Rhode Island, 1995.

University of Wisconsin, Department of Philosophy Travel Grant, 1993, 1995, 1996.

INVITED LECTURES, KEYNOTES, AND PRESENTATIONS

"Designed for Hi-Fi Living: The Vinyl LP in Midcentury America," Zankel Lecture in Management and the Liberal Arts, Skidmore College, November 2018.

"Doing Ethics in Difficult Contexts," Keynote talk, Society for Business Ethics/Academy of Management (Social Issues in Management division), Chicago, August 2018.

"Images that Matter: The Commodification of Skin in Consumer Culture" [with Jonathan Schroeder], Royal Holloway, University of London, School of Management, November 9, 2016.

"Organizing Intersubjectivities," Making a Difference Workshop: Critical Management Studies, Sandwich, MA, June 2014.

“Materiality,” Aftertaste Symposium – The Atmosphere of the Object, Parsons the New School for Design, New York City, February 2013

“Materiality, Agency and Intersubjective Co-creation of Consuming Subjects,” Consumer Culture Theory Symposium, Walailak University, Thailand, October, 2012.

“Brands and Trust: Relationships Between Corporations and Consumers,” MBA Program, Shanghai Institute of Foreign Trade, China, October 2012.

“Gender in Paradise” [with Jonathan Schroeder], Association of Consumer Research Conference on Gender, Marketing, and Consumer Behavior, Queenstown, New Zealand, July 2012

“Aestheticized Atrocity in Brand Culture” [with Jonathan Schroeder], Aesthetics of Atrocity Symposium, Visual Studies Workshop, Rochester, March 2012

“Critical Visual Analysis: Towards an Ethics of Representation” [with Jonathan Schroeder], Department of Communication Seminar, Rochester Institute of Technology, February 2012

“Why Business and Philosophy?” International Roundtable on the Humanities and Business Education, Copenhagen Business School, October 2011

“Intersubjectivity and Witnessing,” International Psychotherapy Institute, Salt Lake City Chapter, Alta Club, Salt Lake City, February 2011

“Why Does International Health Research Cause Trouble?” Hale Ethics Series, Department of Philosophy, Rochester Institute of Technology, December 2010

“Witnessing Philosophy in Management,” Philosophies of Management Seminar Series, Department of Management, Philosophy, and Politics, Copenhagen Business School, Denmark, May 2010

“Witnessing and Intersubjectivity: Against Recognition,” Workshop on Phenomenology and Recognition, Exeter Interdisciplinary Institute, University of Exeter, January 2010

“Witnessing: Insights from Islamic Philosophy,” Panel on Islam and Philosophy, St. Georges Medical School, University of London, January 2010

“Motivating A Referent: Semiotics in Brand Research,” Workshop on Branding, Identity and Image in Organizations, Lund University, November 2009

“Critical Visual Analysis: Towards an Ethics of Representation,” [with Jonathan Schroeder] ESRC [Economic and Social Research Council, UK] Visual Analysis and Interpretative Methods Research Seminar, University of Exeter, May 2009

“Organization Theory in Consumer Research,” Keele University, School of Economics and Management Studies, May 2009

“On Witnessing Global Ethics: A Case of International Health Research Involving Human Subjects,” Conference on Ethics and Economics, Copenhagen Business School, Denmark, September 2008

“Ethics of Representation: Marketing, Communication and Identity,” ESRC Identities and Consumption Research Seminar, Goldsmiths College, London, December 2006

“On the Loss of Philosophical Ethics Potential in Business Ethics and Corporate Social Responsibility,” Society for Business Ethics, Atlanta, GA, August 2006

“Power and Ressentiment: Nietzsche’s Love of Agency,” Heretical Nietzsche Studies Conference, Temple University, Philadelphia, PA, April 2006

“Materiality and Consumption,” Doctoral Symposium, European Association for Consumer Research Conference, Gothenburg, Sweden, June 2005

“Regarding Judith and Holofernes: Agency and the Violent,” Extremities: A Symposium on Performing Violence, University of Rhode Island, Kingston, RI, October 1998

INVITED RESEARCH TALKS

Designed for Dancing: How Midcentury Records Taught America to Dance
[all delivered with co-author, Jonathan Schroeder]

Goldsmiths, University of London, UK, Music Research Series, Department of Music, March 2020.

Designed for Hi-Fi Living: The Vinyl LP in Midcentury America
[all delivered with co-author, Jonathan Schroeder]

Tang Museum of Art, Saratoga Springs, NY, November 2018.

Stockholm University, Sweden, Department of Media Studies, October 2018.

Blackwell’s Bookstore, Oxford, UK, April 2018.

Truck Sound, Oxford, UK, April 2018.

Bath University, Bath, UK, Department of Marketing, April 2018.

Literati Books, Ann Arbor, Michigan, March 2018.

Flint Institute of the Arts, Flint, Michigan, March 2018.

Palm Springs Modernism Week, February 2018.

Tucson Modernism Week, Tucson, AZ, October 2017.

Goldsmiths, University of London, UK, Department of Media and Communications, Spring 2017.
 London School of Economics, UK, Department of Media Communications, Spring 2017.
 Center for Arts, Business and Culture, Stockholm School of Economics Research Institute,
 March 22, 2016.

Other Research Talks

Edinburgh University, Linnaeus University, Northwestern University, London School of Economics, Walailak University (Thailand), Shanghai Institute of Foreign Trade, Fudan University (Shanghai), Southern Denmark University, Schulich School of Business, York University (Canada), Stockholm University, Concordia University (Montréal), Rochester Institute of Technology, Copenhagen Business School, Lund University, University of California-Davis DePaul University, Cambridge University, Manchester University, University of Limerick, Dublin City University, Leicester University, Temple University, Flow Seminar (Gattières, France), University of Exeter, School of Psychology, Rotary Club International, Stockholm, Swedish Institute of Executive Management, European Centre for Art and Management, Stockholm School of Economics, University of Ideas (Biella, Italy), Konstfack (Stockholm College of Art and Design), European Theatre Festival (Nice, France), University of Southern Stockholm, Helsinki School of Economics, Royal Institute of Technology, Stockholm, Gothenburg University, University of Rhode Island, Ohio Wesleyan University, Grinnell College, Iowa, Brown University

CONFERENCE PAPERS AND CONFERENCE PRESENTATIONS

Refereed Conference Presentations

“Album Covers as Mid-century Media,” American Society for Aesthetics – Eastern Division, Zoom, April 2021.

“Everyday We Write the Book: The Pleasures, Perils, and Possibilities of Writing CCT-Based Books,” Roundtable Participant, Consumer Culture Theory Conference, Concordia University, Montreal, Canada, July 2019.

“Race in Midcentury Album Covers,” [with Jonathan Schroeder], Race in the Marketplace Forum, Université Paris-Dauphine, France, June 2019.

“The Vinyl LP in Midcentury American Cultural Diplomacy and Soft Power,” [with Jonathan Schroeder], International History and Diplomacy Conference, Rothermere American Institute, University of Oxford, May 2018.

“Designed for Hi-Fi Living: The LP as Midcentury Media,” [with Jonathan Schroeder], Design, Sound, and Vision in Midcentury Media Conference, Rochester, April 2018.

“Designed for Hi-Fi Living: Photographic Modernism in Midcentury Album Covers,” [with Jonathan Schroeder], Photo History/Photo Future conference, Rochester, April 2018.

“Materialities of Hope, Stars of Hope,” Consumer Culture Theory Conference, Disneyland, CA, July 2017.

“Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” [with Jonathan Schroeder], Visual Communication Conference, Seattle, WA, June 2017.

Session Chair: “Digital Materiality,” Digital Consumption Symposium, Cass Business School, City University London, October 2016.

“The Rise of Inconspicuous Consumption in China,” [with Zhiyan Wu, Jifeng Luo, and Jonathan E. Schroeder], China Marketing International Conference, Quidao, China, July 2016.
(Third Prize, Best Paper Award)

“A Brand Culture Approach to Brand Literacy: Consumer Co-creation and Emerging Chinese Luxury Brands,” [with Zhiyan Wu and Jonathan Schroeder], Association for Consumer Research, Baltimore, MD, October 2014.

“Watch the Cat: Testing the Boundaries of Aesthetic Captivity,” Art of Management and Organization Conference, Copenhagen Business School, Copenhagen, Denmark, August 2014.

“Materialities of Agency,” Consumer Culture Theory Conference, Aalto University, Helsinki, Finland, June 2014.

“Adventures in Sounds: Learning How to Consume the World from Travel Records of the 1950’s and 1960’s,” [with Jonathan Schroeder] Consumer Culture Theory Conference, Aalto University, Helsinki, Finland, June 2014.

Roundtable Participant: “Liquid Possessions,” Consumer Culture Theory Conference, Aalto University, Helsinki, Finland, June 2014.

“Resonating Brands and Aesthetic Values: A Case Study of Chinese Brand Culture,” [with Jonathan Schroeder], Brands and Brand Relationships Conference, Boston University, May 2014.

“Approaching Kierkegaard from *Nothing*: Repetition and Meaning,” The Uses and Abuses of Kierkegaard Conference, The Søren Kierkegaard Research Centre and Copenhagen Business School, Copenhagen, Denmark, October 2013.

“City Branding and the Beijing Olympics Opening Ceremony: Focusing on a New Chinese Identity,” [with Zhiyan Wu and Jonathan Schroeder], City Branding conference, Tsinghua University, Beijing, China, October 2013.

“The Flickering Consumer: New Materialities and Consumer Research,” Consumer Culture Theory Conference, University of Arizona, June 2013. (Honorable Mention, Best Paper Award)

“Visual and Aural Imaginations of Home: Constructing a Consumer Vision of Contemporary Lifestyle,” [with Jonathan Schroeder], Consumer Culture Theory Conference, University of Arizona, June 2013.

“Co-creating Brands and Consumers: A Case of Shanghai Tang,” [with Zhiyan Wu and Jonathan Schroeder], International Conference on Anthropological Perspectives and Local Approaches: Indigenous Applications in Management and Marketing, Shanghai, China, May 2013.

“Insights into Materiality, Intersubjectivity, and Consumption: Witnessing and Varda’s *Sans Toi Ni Loi*,” Anthropology of Consumption and Markets, University of California, Irvine, March 2013.

“Humanities in the Business Curriculum,” Panel Member, American Academy of Management, Boston, August 2012.

“Frontiers of Critique: Critical Management Studies in a Changing World”, Professional Development Workshop, Academy of Management, Boston, August 2012.

“Visual Texts” Roundtable Participant, Asia-Pacific Association for Consumer Research Conference, Queenstown, New Zealand, July 2012

“Witnessing and Varda’s *Sans Toit Ni Loi*: Insights into Materiality, Intersubjectivity, and Consumption,” Association of Consumer Research conference on Gender, Marketing, and Consumer Behavior, Queenstown, New Zealand, July 2012

“Aestheticized Atrocity in Brand Culture,” [with Jonathan Schroeder], Kern Conference in Visual Communication, Rochester Institute of Technology, May 2012.

“On the Potential of Incomplete Consensus,” Society for Phenomenology and Existential Philosophy, Philadelphia, October 2011.

“Untold Stories of Bankruptcy: The Failure of Methodological Imagination,” [with Natasha Slutskya], European Group of Organization Studies, Göteborg, Sweden, July 2011.

“Global Cultural Branding through the Investment of Historical Culture: A Case Study of the Beijing Olympics Opening Ceremony,” [with Jonathan Schroeder and Zhiyan Wu], Consumer Culture Theory conference, University of Michigan, Ann Arbor, MI, June 2009.

“Reading Others’ Texts: Marginalia and the Inscription of Meaning in Collectible Books,” [with Jonathan Schroeder], Association for Consumer Research, San Francisco, CA, October 2008.

“Living Proof: Reflections on Irreplaceability,” Standing Conference on Organizational Symbolism, Manchester University, July 2008.

“Using the Past as a Strategic Resource,” [with Zhiyan Wu], Consumer Cultural Theory Conference, Boston, MA, June 2008.

Chair: Derrida, Business, Ethics conference, Centre for Philosophy and Political Economy, Leicester University, May 2008.

“A Secret Ethics of Infinity,” Levinas, Business, Ethics conference, Centre for Philosophy and Political Economy, Leicester University, October 2005.

“An Ethics of Visual Representation: Principles and Problems” [with J. Schroeder], Critical Management Studies conference, Cambridge University, July 2005.

“Packaging Paradise: Organizing Representations of Hawaii” [with J. Schroeder], Critical Management Studies conference, Cambridge University, July 2005.

Discussant: “Reflexivity” Competitive Paper Session, European Association of Consumer Research conference, Gothenburg, June 2005

“Interpretive Consumer Research Needs Understandings of Materiality!” Interpretive Consumer Research conference, Copenhagen, May 2005.

“What Can Business Ethics Learn from Feminist Ethics?” Corporate Social Responsibility Research Conference, University of Nottingham, October 2004.

“An Ethics of Representation for International Marketing” [with J. Schroeder], Corporate Social Responsibility Research Conference, University of Nottingham, October 2004.

“Why Materiality Matters in Consumer Research,” Association for Consumer Research conference, Portland, Oregon, October 2004.

“The Melancholy Economy” [with A. Rehn], Art of Management and Organization conference, Paris, September 2004.

“Poetry as Organization of Creativity,” Art of Management and Organization conference, Paris, September 2004.

“Ressentiment and the Desire for Power: Further Reflections on the Phenomenology of Oppression,” International Association of Women Philosophers, Gothenburg, June 2004.

Chair: Identity and Recognition session, International Association of Women Philosophers, Gothenburg, June 2004.

Chair: Strategic Image Management track session, European Academy of Management Conference, St. Andrews, May 2004

“Tacit Interpretation in Social Cognition: Conceptual Issues and Research Implications” [with J. Schroeder], Customer Research Academy Workshop, University of Manchester Institute of Science and Technology, Manchester, March, 2004.

“What Can We Learn from Ressentiment?” Nordic Association of Women Philosophers, Stockholm, September 2003

Borgerson, J. (2003), “Why Does Materiality Matter? Agency and Consumer Culture,” Nordic Academy of Management Conference, Iceland, August.

Borgerson, J. (2003), “A Phenomenological Ethics of Play,” Nordic Academy of Management Conference, Iceland, August.

Borgerson, J. and A. Rehn (2003), “Cannibals and Other Frugal Eaters,” Standing Conference on Organizational Symbolism, Cambridge University, UK, July.

Borgerson, J. and A. Rehn (2003), “On the Unnecessary Agency of Objects,” Objects in Organization Stream, Critical Management Conference, Lancaster University, UK, July 2003.

Schroeder, J. E. and J. Borgerson (2003), “Identity and Iteration: Marketing Images and the Constitution of the Consuming Subject,” Critical Marketing Stream, Critical Management Conference, Lancaster University, UK, July.

Chair “Virtual Communities” session, Digital Communities conference, Stockholm, June 2003.

“Ontology and the Brand,” [with M. Escudero-Magnusson and F. Magnusson], European Academy of Management, Milan, April 2003.

“Branding and the Body: Skin in Contemporary Marketing Communication,” [with J. Schroeder], European Academy of Management conference, Milan, April 2003.

“Management in the Wake of Desire: Heretical Transformation in Pasolini’s *Medea*,” European Academy of Management, Stockholm, May 2002.

“Ocular Obsessions: Framing Fetishism in Visual Representation,” [with J. Schroeder], Rethinking Consumption conference, Lancaster University, April 2002

“Preparing Ethics for the Future: Addressing the ‘Global Basic Structure’ in the Ethics of International Biomedical Health Research Involving Human Subjects,” Morality in the 21st Century Conference, University of Delaware, October 2001.

“Revising International Guidelines for Biomedical Research Involving Human Subjects: The Role of Feminist Bioethics,” Feminist Approaches to Bioethics Conference, Imperial College, London, September 2000.

“Feminist Ethical Ontology, or Why Contest the ‘Bare Givenness of Intersubjectivity’,” Gendering Ethics/ The Ethics of Gender Conference, University of Leeds, June 2000.

Workshop leader. Session on Continental Philosophy, Nordic Association of Women in Philosophy, University of Uppsala, Uppsala, Sweden, October 1999.

Chair. Panel on Race and Horror with Lewis Gordon, Naomi Zack, and Noël Carroll, American Philosophical Association-Eastern, Washington, D.C., December 1998.

“Philosophical Considerations Concerning Order and Disorder: Angelina de Montegiove and the Saint Anthony Altarpiece,” American Philosophical Association-Eastern, Washington, D.C., December 1998.

“Pasolini’s *Medea*: Reinterpreting Sacred and Poetic Acts,” Conference on Foreign Films and Literature, Villanova University, Villanova, PA, November 1998.

“Ethical Considerations Concerning Ressentiment and Power,” International Association of Women Philosophers, Boston University, Boston, August 1998.

“Ethical Considerations Concerning Ressentiment and Power,” Society for Women in Philosophy, Eastern Division Conference, University of New Hampshire, Durham, NH, March 1998.

Commentator. “On William Preston’s *Why Nietzsche Hates Democracy*,” Eastern-American Philosophical Association, Philadelphia, PA, December 1997.

“Philosophical Implications of Philosophy as a Discipline: Odo Marquard and the Human Sciences,” Pembroke Center Research Seminar, Brown University, Providence, RI, December 1997.

Commentator. “On Joe Feagin’s *The Agony of Education: Black Students at White Colleges and Universities*,” SOFPHIA Conference, Brown University, Providence, Rhode Island, October 1997.

“The Ethics of Representation: Packaging Paradise” [with J. Schroeder], Ethics and Popular Culture Conference, St. Petersburg, Florida, April 1997.

Contributor. “In Honor of Distinguished Women Philosophers: Claudia Card,” Eastern-American Philosophical Association, Atlanta, December 1996.

“Reading Dorothy Allison: Claiming Power, Self-Articulation, and Other Unfeminine Acts,” Midwest Society for Women in Philosophy Conference, Southern Illinois University-Edwardsville, October 1996.

“Writing an Identity: or Why Poetry Isn’t Pedagogic Work,” Philosophy, Interpretation, Culture Conference. SUNY-Binghamton, April 1995.

“Deconstructing Curriculum: The Myth of Thanksgiving,” Radical Philosophy Association, Drake University, Des Moines, Iowa, November 1994.

“Caring for Power: A Case for Rejecting a Feminine Ethic,” Conference of the Wisconsin Philosophical Association, Milwaukee, Wisconsin, May 1994.

“Creativity, Writing and Oppression: Autonomy in the Liminal Zone,” Feminist Graduate Student’s Conference, Northwestern University, Evanston, Illinois, October 1990.

Refereed Conference Proceedings

Schroeder, J., Borgerson, J. and Wu, Z. (2014), “A Brand Culture Approach to Brand Literacy: Consumer Co-creation and Emerging Chinese Luxury Brands,” *Advances in Consumer Research*, 42, 366-370.

Schroeder, J., Borgerson, J. and Wu, Z. (2014), “Brand Culture: Concepts and Case Studies,” International Conference on Creative Industries and Cultural Economics, Graduate Institute of Creative Industries, Shih Chien University, Taipei, 16-46.

Wu, Z., Borgerson, J. and Schroeder, J. (2014), “Global Cultural Branding through the Investment of Historical Culture: A Case Study of the Beijing Olympics Opening Ceremony,” City Branding Symposium 2013 *Positioning Cities: Innovative and Sustainable Strategies for City Development and Transformation*. Forum for Asian Studies, 521-534.

Zhao, X, Wu, Z., Belk, R. W., Schroeder, J., Borgerson, J., and Eckhardt, G. (2012), “Chinese Consumer Culture and Brand Culture,” *Asia-Pacific Advances in Consumer Research*, 10, 82 – 83.

Zhao, X, Wu, Z., Schroeder, J., Borgerson, J. (2012), “A Cultural Approach to Chinese Brand Development: A Case Study of Shanghai Tang,” *Asia-Pacific Advances in Consumer Research*, 9, 85-87.

Borgerson, J. and Jonathan Schroeder, J. (2012), "Skin and Identity", *Asia-Pacific Advances in Consumer Research*, 10, 465-468.

Wu, Z, Borgerson, J. and Schroeder, J. (2011), “Imagined Brands in Global Brand Culture: China and the Beijing Olympic Opening Ceremony” in *European Advances in Consumer Research*, Duluth, MN: Association for Consumer Research, Vol. 9, 614-615.

Wu, Z, Borgerson, J. and Schroeder, J. (2010) “Fashion Systems and Historical Culture in the Development of Chinese Global Branding,” *Advances in Consumer Research*, 37, 199-201.

Borgerson, J.L. and Gustafsson, C. (2008) "Philosophy and Consumption: Discussions on Trust and Brands," *Advances in Consumer Research*, 35, 885-886.

Borgerson, J. L. and Schroeder, J. E. (2008), "The Pleasures of the Used Text: Buying, Selling, and Savoring Collectible Books," *European Advances in Consumer Research*, Duluth, MN: Association for Consumer Research, Vol. 8, 111-112.

Borgerson, J. L., Isla, B., Schroeder, J.E. and Thorssén, E. (2006), "The Representation of Gay Families in Advertising: Consumer Responses to an Emergent Target Group" in *European Advances in Consumer Research*, Karin M. Ekström and Helene Brembeck (eds.), Vol. 7, 143-152.

Schroeder, J.E. and Borgerson, J. L. (2006) "Soundtrack to Paradise: Sonic Branding in the South Pacific," *European Advances in Consumer Research*, 7, 499-500.

Borgerson, J. L. (2006) "Philosophy and Consumption," *Advances in Consumer Research*, 33, 591-593.

Borgerson, J. L. (2005), "Materiality, Agency, and the Constitution of Consuming Subjects: Insights for Consumer Research" *Advances in Consumer Research*, 32, 439-443.

Schroeder, J. E. and Borgerson, J. (2004), "Judith Butler, Gender Theorist: Philosophical and Phenomenological Insights into Marketing and Consumer Behavior," in *7th Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior proceedings*, Craig J. Thompson and Linda M. Scott, eds.

Östberg, J. and Borgerson, J. (2004), "Living La Dolce Vita: Embodied Figurative Tropes Among the Stockholm Brat Enclave" in *7th Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior proceedings*, Craig J. Thompson and Linda M. Scott, eds.

Schroeder, J. E. and Borgerson, J. (2004), "Tacit Processes in Consumer Interpretation," *European Advances in Consumer Research*, 7, 26-27.

Schroeder, J. E. and Borgerson, J. (2004), "Skin Signs: The Epidermal Schema in Contemporary Marketing Communications," *European Advances in Consumer Research*, 7, 228-232.

Schroeder, J.E. and Borgerson, J. L. (1999) "Packaging Paradise: Consuming Hawaiian Music," In Eric Arnould and Linda Scott (eds.) *Advances in Consumer Research*, 26, 46-50.

CONFERENCE LEADERSHIP

Conference Co-Chair, Design, Sound, and Vision in Midcentury Media Conference, Rochester, NY, March 2020.

Faculty Mentor: Research Workshop in Qualitative Data Analysis, School of Business, Concordia University, Montreal, Canada, July 2019.

Conference Co-Chair, Design, Sound, and Vision in Midcentury Media Conference, Rochester, NY, April 2018 (with Jonathan Schroeder).

Special Session Co-Organizer and Chair, Consumer Culture Theory Conference, UC-Irvine, CA, July 2017 (with Linda Price)

Program Committee: Consumer Culture Theory Conference, Lille University, Lille, France, June 2016

Program Committee: Association for Consumer Research Conference on Gender, Marketing, and Consumer Behavior, Paris, France, June 2016

Special Session Organizer and Chair, "Intersecting Agencies," Consumer Culture Theory Conference, Aalto University, Helsinki, Finland, June 2014.

Program Committee: Consumer Culture Theory Conference, Eller College of Management, University of Arizona, Tucson, AZ, June 2013

Co-organizer: "Business and the Liberal Arts," Kern Symposium, Rochester Institute of Technology, Rochester, NY, March 2013 (with Jonathan Schroeder)

Program Committee: Association for Consumer Research Asia-Pacific conference, Queenstown, New Zealand, July 2012

Program Committee: European Association for Consumer Research conference, Royal Holloway, University of London, June 2010

Track Chair: "Ethics and Politics" (with Allison Pullen and Carl Rhodes), Gender, Work and Organization conference, Keele University, June 2010

Program Committee: Consumer Culture Theory Conference, Ross School of Business, University of Michigan, Ann Arbor, MI, June 2009

Track Chair: "The Role of Feminist Theory in Transformative Consumer Research," Association for Consumer Research Conference on Gender, Marketing, and Consumer Behavior, Boston, MA, June 2008

Chair: Ethics in Marketing, MSc Student Conference, University of Exeter, April/May 2007, 2008

Faculty Mentor: Research Workshop in Qualitative Data Analysis, Schulich School of Business, York University, Toronto, Canada, May 2007

Chair: Exploring Consumer Experience, Undergraduate Student Conference, University of Exeter, December 2006, 2008

Co-chair: Association for Consumer Research Conference on Gender, Marketing, and Consumer Behavior, Edinburgh, Scotland, June 2006 (with Lorna Stevens)

Research Roundtable Organizer: "Philosophy and Consumption," Association for Consumer Research Conference, September/October 2005, 2006, 2007

Program Committee: European Association for Consumer Research conference, Gothenburg University, Sweden, June 2005

Chair: "Explorations in Ethical Ontology Revisited," Undergraduate Conference, University of Rhode Island, Kingston, RI, December 2000

Chair: "Epistemological Explorations in Ethical Ontology," Undergraduate Conference, University of Rhode Island, Kingston, RI, May 1999

Co-chair: "The Racial State," Brown University, Providence, RI, November 1998 (with Lewis R. Gordon)

Co-chair: SOPHIA Philosophy Conference, Brown University, Providence, RI, October 1997 (with Lewis R. Gordon)

Planning Committee: "Seventh Annual Conference on the Holocaust," University of Michigan, Ann Arbor, MI, March 1986.

TEACHING

Rochester Institute of Technology, Saunders College of Business

Business Ethics (UG)

University of Exeter Business School

Ethics in Marketing (MSc)

Advanced Marketing Seminar (MSc)

Consumption and Philosophy (UG, MSc seminar)

Consumer Research Methods (UG)

Stockholm University*School of Business:*

Innovation, Incompleteness, Power: Philosophies of the Future (Ph.D. seminar)
 Ethics, Agency, and Responsibility in a Global Market (Ph.D. seminar)
 Models of Power and Desire (Ph.D. seminar)
 Ethical Investigations in Marketing, Management, and Organization (MSc)
 Research in Consumer Behavior (MSc)
 Contextualizing the Consumer (UG)
 Consumer Behavior (UG)

Department of Philosophy

Explorations in Ethical Ontology: A Course in Feminist Ethics (UG)

Royal Institute of Technology, Stockholm, Department of Industrial Economics & Management

Buyer Behavior in Consumer Culture (MSc)
 Investigations in Philosophy and Leadership (MSc)

University College of Gotland, Sweden

Ethical Investigations: Issues in Organization (MBA)

University of Rhode Island, Department of Philosophy

Ethical Issues in Business and Medicine (UG)
 Introduction to Philosophy (UG)
 Women and Moral Rights (UG)

University of Wisconsin-Madison, Department of Philosophy

Ethics (UG)
 Introduction to Philosophy (UG)

EXECUTIVE LECTURING**International Psychotherapy Institute, Salt Lake City Chapter**

Intersubjectivity and Witnessing, Continuing Education for therapists and clinicians

University of Exeter Business School

Customer Experience, Executive MBA Program

IFL-Swedish Institute of Management, Stockholm
Experience Management, Executive Management course

Stockholm University
Brand Management, Executive MBA Program
Ethical Issues in Organization, Baltic MBA Program

DOCTORAL SUPERVISION

University of Exeter

1st supervisor Zhiyan Wu Ph.D. completed 2011
Assistant Prof, Shanghai International Business and Economics University,
China

2nd supervisor Lai Fatt Sian Ph.D. completed 2010
Associate Prof, Universiti Tunku Abdul Rahman, Malaysia

1st supervisor Natasha Slutskaya Ph.D. completed 2009
Reader (Associate Prof), Sussex University, England

Stockholm University

1st supervisor Clara Gustafsson Ph.D. completed 2008
Senior Lecturer (Assistant Prof), Lund University, Sweden

MASTERS DISSERTATION SUPERVISION

5-10 students per year, 2001 – 2010

EDITORIAL EXPERIENCE

Editorial review board
Consumption, Markets and Culture

Journal article reviewer

Business Ethics: A European Review; Business and Professional Ethics; Consumption, Markets, and Culture; Cultural Sociology; European Journal of Marketing; Feminist Theory; Gender, Work, and

Organization; Human Relations; Journal of Adaptation in Film and Performance; Journal of Business Ethics; Journal of Change Management; Journal of Consumer Culture; Journal of Historical Research in Marketing; Journal of Marketing Management; Journal of Macromarketing; Leadership; Marketing Theory; Organization; Organization Studies; Space and Culture

Manuscript reviewer

Blackwell, Oxford University Press, Pearson, Routledge, Springer

ASSIGNMENT AS PUBLIC EXAMINER

Opponent: Ph.D. Defense, Andrei Botez, Aalto University School of Business, Helsinki, Finland, March 2017.

Preliminary Examiner: Ph.D. Thesis, Andrei Botez, Aalto University School of Business, Helsinki, Finland, Autumn 2016.

External Reviewer, Associate Professor position, Department of Management, Politics, and Philosophy, Copenhagen Business School, 2011

Internal Examiner, Ph.D., Wing-Sun Liu, University of Exeter, September 2008

Evaluation Committee: Ph.D. defense, Katja Lindqvist, Stockholm University School of Business, June 2003

Evaluation Committee: Ph.D. defense, Jacob Östberg, Lund University, Institute for Economic Research, May 2003.

Opponent: Ph.D. Thesis proposal seminar, Pamela Schultz-Nybacka, Stockholm University School of Business, December 2002.

ACADEMIC SERVICE

University of Exeter

MSc in Marketing, Program Director, 2008 – 2010

Information Society Network, Co-Director, 2005 – 2009

Examinations Officer, 2005 – 2007

Student-Staff Liaison Committee, 2004 – 2006

Stockholm University

School of Business Research Committee

EQUIS Accreditation Committee
Stockholm University Equality Board

COMMUNITY SERVICE

Race in the Marketplace Forum, Advisory Board, 2016 –
Marketing and Visitor Engagement Committee, George Eastman Museum, 2012–
Trustee, George Eastman Museum, Rochester, New York, 2013 – 2016