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EDUCATION

Ph.D., Social Psychology, University of California, Berkeley, 1990
M.A., Social Psychology, University of California, Berkeley, 1987
B.A., Psychology, University of Michigan, Ann Arbor, 1984

CURRENT POSITION

William A. Kern Professor of Communications, Rochester Institute of Technology,
2010 –

VISITING AND SHORT-TERM POSITIONS

Visiting Fellow, London School of Economics and Political Science, Department of
Media and Communications, 2016 – 2017
Visiting Professor, Walailak University, Thailand, October 2012
Visiting Professor, Shanghai University of International Business and Economics,
October 2012
Visiting Professor, University of Lapland, Finland, February 2010
Visiting Professor, Bocconi University, Milan, 2001 – 2009
Research Fellow University of Auckland, Centre of Digital Enterprise, November –
December 2007
Visiting Professor of Design, Indian School of Business, March 2007
Malmsten Visiting Professor, University of Gothenburg, Sweden, March-April, 2006
Visiting Researcher, Royal Institute of Technology, Stockholm, 1999 – 2001
Faculty Participant, Novgorod State University, Russia, United States Information
Agency Grant “Joint Curriculum and Faculty Development Program for the
University of Rhode Island and Novgorod State University,” May 1999
Senior Research Fellow, Wesleyan University Center for the Humanities, Spring
1998
Seminar Leader, Summer Exploration Program at Wellesley College, 1997

PREVIOUS ACADEMIC POSITIONS

Chair in Marketing, University of Exeter, UK, 2004 – 2010
Professor and Director of Marketing Area, Industrial Economics and Management,
Royal Institute of Technology (KTH), Stockholm, 2003 – 2004
Associate Professor and Director of Marketing Area, Industrial Economics and
Management, Royal Institute of Technology, 2001 – 2003
Honors Associate Professor, Multicultural Faculty Fellow, University of Rhode
Island, 1998 – 2000
Associate Professor, Department of Marketing, College of Business Administration,
University of Rhode Island, 1996 – 2001
Assistant Professor, Department of Marketing, College of Business Administration,
University of Rhode Island, 1990 – 1996
Research Associate, Institute for Labor Relations, University of California, Berkeley,
1990

PUBLICATIONS

Books

Borgerson, J. and Schroeder, J. (2021), *Designed for Dancing: How Midcentury Vinyl Records Taught America to Dance*, Cambridge, MA: MIT Press.
Schroeder, J., Stenport, A. W., and Szalczer, E. (eds.) (2019), *August Strindberg and Visual Culture: The Emergence of Optical Modernity in Image, Text and Theatre*, London: Bloomsbury.
Borgerson, J. and Schroeder, J. (2017), *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America*, Cambridge, MA: MIT Press.
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Warren, S., Bell, E. and Schroeder, J. (eds.) (2014), *Routledge Companion to Visual Organization*, London: Routledge.
Wu, Z., Borgerson, J. and Schroeder, J. (2013), *From Chinese Brand Culture to Global Brands: Insights from Aesthetics, Fashion and History*, Basingstoke: Palgrave Macmillan.
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Schroeder, J. and Salzer-Mörling, M. (eds.) (2006), *Brand Culture*, London: Routledge.
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Journal Articles

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- Borgerson, J. L. and Schroeder, J. E. (2018), Making Skin Visible: How Consumer Culture Imagery Commodifies Identity, *Body & Society*, 24 (1/2), 103-136.
- Modrak, R. and Schroeder, J. (2017), Performing Skepticism through Parody: Re Made Company's Media Critique, *Afterimage: The Journal of Art and Media Criticism* [special issue on Media Literacy in a "Post-Truth" Age], 45 (2/3), 47-51.
- Zhiyan, W., Luo, J., Schroeder, J. E., and Borgerson, J. (2017), Forms of Inconspicuous Consumption: What Drives Inconspicuous Luxury Consumption in China?, *Marketing Theory* 17 (4), 491-516.
- Schroeder, J. (2017), Corporate Brands in Perspective: A Typology, *European Journal of Marketing*, 51 (9/10), 1522-1529.
- Iqani, M. and Schroeder, J. E. (2016), #selfie: Digital Self-portraits as Commodity Form and Consumption Practice, *Consumption Markets & Culture*, 19 (5), 405-415.
- Kedzior, R., Allen, D. and Schroeder, J. (2016), The Selfie Phenomenon – Consumer Identities in the Social Media Marketplace, *European Journal of Marketing*, 50 (9/10), 1767-1772.
- Schroeder, J. E. and Borgerson, J. L. (2015), Critical Visual Analysis of Gender: Reactions and Reflections. *Journal of Marketing Management*, 31 (15/16), 1723-1731.
[reprinted in *Gendering Theory in Marketing and Consumer Research*, Zeynep Arsel, Kirsi Eräranta, Johanna Moisander, eds, London: Routledge, 2017]
- Schroeder, J. E. (2015), Communicating Identity/Consuming Difference. *Consumption Markets & Culture*, 18 (6), 485-489.
- Schroeder, J. E., Borgerson, J. L. 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., 80-106, Basingstoke: Palgrave Macmillan, 2017]
- Martin, K. N., and Schroeder, J. E. (2014), When Images Cause Trouble, Special Issue Introduction, *Visual Communication Quarterly*, 21, 184-185.
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- Schroeder, J. E. (2013), Snapshot Aesthetics and the Strategic Imagination, *In Visible Culture*, 18 (Spring), online: <http://ivc.lib.rochester.edu/snapshot-aesthetics-and-the-strategic-imagination/>
- Sullivan, K., Gosling, J. and Schroeder, J. (2013), On Being Branded, *Scandinavian Journal of Management*, 29, 121-122.

- Pongsakornrunsilp, S. and Schroeder, J. E. (2011), Understanding Value Co-creation in a Co-consuming Brand Community, *Marketing Theory*, 11 (3), 303-324.
- Puntoni, S., Schroeder, J. E. and Ritson, M. (2010), Meaning Matters: Polysemy in Advertising, *Journal of Advertising*, 39, 51-64.
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- Patterson, M. and Schroeder, J. E. (2010), Borderlines: Skins, Tattoos, and Consumer Culture Theory, *Marketing Theory*, 10, 253-267.
[reprinted in *International Perspectives of Marketing Theory*, ed. Mark Tadajewski and Robert Cluley, London: Sage, 2013]
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- Borgerson, J., 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, 209-223.
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- Denegri-Knott, J., Zwick, D. and Schroeder, J.E. (2006), Mapping Consumer Power: An Integrative Framework for Marketing and Consumer Research, *European Journal of Marketing*, 40, 9/10, 950-971.
[reprinted in Tadajewski, Mark (ed.) (2013), *New Directions in Critical Marketing Studies*. London: Sage.]
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- Schroeder, J.E. and Borgerson, J. L. (2005), An Ethics of Representation for International Marketing Communication, *International Marketing Review*, 22, 578-600.

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Special Issue Editor

- European Management Review*, special issue on Critical Perspectives on Corporate Brands [with John Balmer and Cagri Yalkin], in production
- Journal of Historical Research in Marketing*, Special issue on the Formation of Non-Western Markets and Consumer Cultures [with Eminigül Karababa], Vol. 11, no. 3, 2019
- European Journal of Marketing*, special section on The Selfie Phenomenon – Consumer Identities in the Social Media Marketplace [with Richard Kedzior and Douglas E. Allen], Vol 50, nos 9/10, 2016
- Consumption Markets & Culture*, special issue on Communicating Identity/Consuming Difference, Vol. 18, no. 6, 2015
- Visual Communication Quarterly*, special issue on When Images Cause Trouble [with Kelly Norris Martin], Vol. 21, no. 4, 2014
- Scandinavian Journal of Management*, special issue on Being Branded [with Jonathan Gosling and Katie Sullivan], Vol. 29, no. 2, 2013
- Marketing Theory*, special issue on Aesthetics, Images, and Vision, Vol. 6, no. 1, 2006
- Consumption, Markets & Culture*, special issue on Gender and Identity, Vol. 6, no. 1, 2003

Book Chapters

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- Szalczar, E., Stenport, A. W. and Schroeder, J. (2019), “Introduction: Visual Culture, August Strindberg, and The Double Image of Modernity,” in Schroeder, J., Stenport, A. W., and Szalczar, E. (eds.) *August Strindberg and Visual Culture: The Emergence of Optical Modernity in Image, Text, and Theatre*, 1-17, London: Bloomsbury.
- Schroeder, J. (2019), “Robert Wilson’s Photographic Elements of *A Dream Play*,” in Schroeder, J., Stenport, A. W., and Szalczar, E. (eds.) *August Strindberg and Visual Culture: The Emergence of Optical Modernity in Image, Text, and Theatre*, 135-140, London: Bloomsbury.

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- Schroeder, J., Borgerson, J. and Wu, Z. (2016), "A Brand Culture Perspective on Global Brands," in Francesca Dall'Olmo Riley, Jaywant Singh and Charles Blankson, eds. *The Routledge Companion to Contemporary Brand Management*, 153-163.
- Schroeder, J. (2015), "Brands, Photography, and Strategy," in Susan Fournier, Michael Breazeale, and Jill Avery, eds. *Strong Brands, Strong Relationships*, New York: Routledge, 406-408.
- Schroeder, J. E. (2015), "Introduction," in Jonathan E. Schroeder, ed., *Brands: Interdisciplinary Perspectives*, New York: Routledge, 1-10.
- Bell, E., Warren, S. and Schroeder, J. (2014), "The Visual Organization," in *The Routledge Companion to Visual Organization*, Emma Bell, Samantha Warren and Jonathan Schroeder (eds). London: Routledge, 1-16.
- Zwick, D. and Schroeder, J. E. (2013), "Stock Trading in the Digital Age: Speed, Agency, and the Entrepreneurial Consumer," in *The Routledge Companion to Digital Consumption*, Russell Belk and Rosa Llamas (eds.), New York: Routledge, 208-222.
- Schroeder, J. E. (2012), "Style and Strategy: Snapshot Aesthetics in Brand Culture," in *Imagining Organisations: Performative Imagery in Business and Beyond*, F-R. Puyou, P. Quattrone, C. McLean, and N. Thrift (eds.), London: Routledge, 129-151.
- Schroeder, J. E. and Borgerson, J. L. (2012), "Packaging Paradise: Organizing Representations of Hawaii," in A. Prasad, ed., *Against the Grain: Advances in Postcolonial Organization Studies*, Copenhagen: Copenhagen Business School Press, 32-53.
- Schroeder, J. E. (2011) "Value Creation and the Visual Consumer," in *Beyond the Consumption Bubble*, Karin Ekström and Kay Glans, eds, London: Routledge, 137-148.
- Schroeder, J. E., (2010), "The Artist in Brand Culture," in *Marketing the Arts: A Fresh Approach*, Daragh O'Reilly and Finola Kerrigan, eds., London: Routledge, 18-30.
- Schroeder, J. E. (2009), "Visual Consumption: The Way I See It," in *Consumer Behavior*, Michael Solomon, Gary Bamossy, Søren Askegaard and Margaret Hogg, *Consumer Behavior*, 4th Ed, London: Prentice-Hal, 547-548.
- Borgerson, J. L. and Schroeder, J. E. (2008), "Building an Ethics of Visual Representation: Contesting Epistemic Closure in Marketing Communication," in M. Painter-Morland and P. H. Werhane, eds., *Cutting-edge Issues in Business Ethics: Continental Challenges to Tradition*, New York: Springer, 87-108.
- Schroeder, J. E. (2008), "Brand Culture: Trade Marks, Marketing and Consumption", in *Trade Marks and Brands: An Interdisciplinary Critique*, L. Bently, J. Davis and J. Ginsburg, (eds.), Cambridge: Cambridge University Press, 161-176.

- Schroeder, J. E. (2008), "Visual Analysis of Images in Brand Culture," in *Go Figure: New Directions in Advertising Rhetoric*, Edward McQuarrie and Barbara J. Phillips, eds. Armonk, NY: M.E. Sharpe, 277-296.
- Schroeder, J. E. (2007), "Critical Marketing: Insights for Informed Research and Teaching," in *Critical Marketing: Defining the Field*, M. Saren, R. Elliott, P. Maclaran, C. Goulding, M. Catterall and A. Shankar (eds.), London: Elsevier Butterworth Heinemann, 18-29.
- Schroeder, J. E. (2007), "Kunst, Marken und Konsum: Künstler als Manager von Bildern" [Arts, Brands and Consumption: The Artist as Brand Manager], in *Oeconomenta – Wechselspiele zwischen Kunst und Wirtschaft*, Marc Markowski and Hergen Wöbken (eds.), Berlin: Kulturverlag Kadmos, 71-80.
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- Borgerson, J. and Schroeder, J. E. (2006), "The Pleasures of the Used Text: Revealing Traces of Consumption," in *Consuming Books: The Marketing and Consumption of Literature*, S. Brown, (ed), London: Routledge, 46-59.
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- Schroeder, J. E. and McDonagh, P. (2005), "The Logic of Pornography in Digital Camera Promotion" in *Sex in Consumer Culture*, J. Lambiase and T. Reichert, (eds.), Mahwah, NJ: Lawrence Erlbaum Associates, 219-242.
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- Schroeder, J. (2000), "Édouard Manet, Calvin Klein and the Strategic Use of Scandal", in *Imagining Marketing: Art, Aesthetics, and the Avant-Garde*, S. Brown and A. Patterson, (eds.), London: Routledge, 36-51.
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Encyclopedia and Reference Book Entries

- Borgerson, J. and Schroeder, J. (2021), "Advertising and the Commodification of Identity Through Skin," in *Encyclopedia of Business and Professional Ethics*, edited by Deborah Poff and Alex Michalos, New York: Springer.
- Fillis, I. and Schroeder, J. E. (2020), "Aesthetic Leadership in the Small Firm," in *Handbook of Entrepreneurship and Marketing*, edited by Ian Fillis and Nicholas Telford, Cheltenham: Edward Elgar, 206-221.
- Pongsakornrunsilp, S. and Schroeder, J. (2017), "Consumers and Brands: How Consumers Co-create," in *Routledge Handbook on Consumption*, edited by Margit Keller, Bente Halkier, Terhi-Anna Wilska, and Monica Truninger, London: Routledge, 89-101.
- Schroeder, J. E. (2015), "Brand Culture," in *The Blackwell Encyclopedia of Sociology*, 2nd Edition, edited by George Ritzer, Oxford: John Wiley & Sons.
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Book Reviews

- Vinyl Freak: Love Letters to a Dying Medium*, by John Corbett, *Popular Music and Society*, 41 (1), 89-90, 2018 [with Janet Borgerson]
- Rock Covers*, by Robbie Busch, Jonathan Kirby, and Julius Wiedemann, *Visual Communication Quarterly*, 24 (1), 60-61, 2017.
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Reading Ads Socially, by Robert Goldman, *Design Issues*, 10, 76-77, 1994.

Rumors: Uses, Interpretations, and Images by Jean-Noël Kapferer, *Journal of Macromarketing*, 11, 83-85, 1991.

Book Foreword/Introduction

Introduction to "Click, Crop, Copy, Speak," in *Corporate Communication*, edited by Pragyan Rath, K. Shalini and Debankita Ray (2018), New Delhi: Cengage Learning, 243.

Foreword in *Dance, Consumerism, and Spirituality*, by Carla Stalling Walters (2014), Basingstoke: Palgrave Macmillan, xi-xiv.

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 Papers

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/>

Porkess, K. and Schroeder, J. (2010), "Business Corruption: Cheating the System or Using Opportunities?" University of Exeter Open Research, <http://business-school.exeter.ac.uk/documents/papers/management/2010/1002.pdf>

Edited Proceedings

Schroeder, J. and Otnes, C. (eds.) (2000), *Gender, Marketing and Consumer Behavior* [Proceedings of the 5th Association for Consumer Research sponsored conference], Urbana: University of Illinois, 240 pp. (available at <http://www.acrwebsite.org/volumes/>)

Shultz, C. II and Schroeder, J. (eds.) (1998), *Redoubling Efforts: Impact, Challenges, and Opportunities* [Proceedings of the Twenty-third Macromarketing Conference], Kingston, RI: University of Rhode Island, 299 pp.

KEYNOTE AND INVITED PRESENTATIONS

Zankel Lecture "Designed for Hi-Fi Living: The Vinyl LP in Midcentury America," Skidmore College, Saratoga Springs, NY, November 2018

Invited Speaker “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” Blackwell’s Bookstore, Oxford, UK, April 2018

Invited Speaker “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” Truck Sound, Oxford, UK, April 2018

Invited Speaker “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” Literati Books, Ann Arbor, March 2018

Invited Speaker “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” Found Sound, Ferndale, MI, March 2018

Invited Speaker “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” Flint Institute of the Arts, March 2018

Invited Speaker “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” Modernism Week, Palm Springs, February 2018

Invited Speaker “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” Tucson Modernism Week, Tucson, October 2017

Invited Panel Member “The Role and Impact of Consumer Culture Theory,” Consumer Culture Theory Conference, Disneyland, July 2017

Invited Speaker “The Visual in Brand Culture,” Visualising Research Seminar, EM Lyon Business School, Lyon, France, May 2017

Invited Speaker “The Selfie in Consumer Culture,” Digital Consumption Symposium, Cass Business School, City University London, October 2016

Invited Speaker “Communicating Identity/Consuming Difference,” Making a Difference Workshop, Sandwich, MA, June 2014

Keynote Speaker Creative Industries and Cultural Economics Conference, Shin Chien University, Taipei, Taiwan, March 2014

Invited Speaker Critical Research in Consumer Culture Network Writing Retreat, South Africa, September 2013

Invited Speaker Consumer Culture Theory Workshop, Tucson, June 2013

Invited Speaker Aftertaste Symposium, Parsons the New School for Design, New York City, February 2013

Keynote Speaker International Symposium of Consumer Culture Theory in Thailand, Walailak University, Thailand, October 2012

Invited Speaker Research Roundtable on Visual Ethnography, University of Auckland Business School, Auckland, New Zealand, July 2012

Keynote Speaker Association of Consumer Research Conference on Gender, Marketing and Consumer Behavior, Queenstown, New Zealand, July 2012,

Keynote Speaker Nordic Conference on Consumer Research, Gothenburg, Sweden, June 2012

Invited Speaker Nordic Conference on Consumer Research Paper Development Workshop, Gothenburg, May 2012

Invited Speaker Strindberg: Author, Visual Artist, Playwright Centennial Symposium, Rochester Institute of Technology, March 2012

Invited Speaker Aesthetics of Atrocity Symposium, Visual Studies Workshop, Rochester, March 2012

Invited Speaker Making Sense of Visual Culture Conference, University of Rochester Graduate Program in Visual and Culture Studies, April 2011

Keynote Speaker Social Media and Communication Symposium, Rochester Institute of Technology, December 2010

Invited Speaker Brand Summit, University of Manchester Management School, October 2010

Invited Panel Member "What is Branding Work?" Branding Work: Collisions and Concoctions,' Seminar, Lund University, Sweden, May 2010

Invited Speaker "Strategy and Style," Branding, Identity and Image in Organizations: Critical Perspectives Seminar, Lund University, Sweden, November 2009

Invited Speaker New Brand Tribalism launch, London, November 2009

Plenary Speaker "Presenting Research," Qualitative Data Analysis Workshop, University of Michigan, Ann Arbor, June 2009

Invited Speaker "Critical Visual Analysis: Toward an Ethics of Representation," Economic and Social Research Council, UK, Seminar Series on Visual Studies in Organization, University of Exeter, May 2009

Keynote Speaker "Snapshot Aesthetics as a Strategic Resource," International Network of Visual Studies in Organization, The Photographer's Gallery, London, October 2008

Invited Speaker "Snapshot Aesthetics in Brand Culture" The Meaning of Brand Meaning Symposium, Innsbruck University School of Management, September 2008

Invited Panel Member "What is a Contribution to Knowledge?" Consumer Culture Theory Conference, Boston, June 2008

Invited Speaker "Cultural Codes of Branding" EMAC/ANZMAC Symposium, Contemporary Research about Branding, European Academy of Marketing Conference, Brighton, May 2008

Keynote Speaker South African Association for Family Ecology and Consumer Sciences, University of Pretoria, May 2008

Keynote Speaker "Critical Visual Analysis," Association of Qualitative Research Conference, Monash University, Melbourne, November 2007

Invited Speaker "Snapshot Aesthetics in Strategic Brand Communication" European Science Foundation workshop on Symbolic Value Creation, Milan, September 2007

Keynote Speaker "Marketing and Aesthetics" Economic and Social Research Council, UK, Arts Marketing Research Seminar, Stirling, UK, April 2007

Invited Speaker "Ethics of Representation: Marketing, Communication and Identity," Economic and Social Research Council, UK, Identities and Consumption Research Seminar, London, December, 2006

Invited Speaker "Images in Brand Culture" Trade Mark Workshop, School of Law, Cambridge University, July 2006

Invited Speaker "Brand Culture," Association of MBAs - West Country Region, June 2006

Invited Speaker “Brand Culture” Center for Consumer Science, Gothenburg, Sweden, April 2006
Inaugural Lecture “Brand Culture” University of Exeter, February 2006
Invited Speaker “Critical Visual Methods,” Economic and Social Research Council, UK, Research Seminar on Critical Marketing, December 2005
Invited Speaker “Visual Dimensions of Brand Culture,” Management and Economy International Conference of the Corporate Identity/Associations Research Group, Rotterdam, October 2005
Invited Speaker Flow and Criticism between Art, Management and Economy seminar, Gattières, France, July 2005
Keynote Speaker “Brand Culture” Trade Mark Workshop, School of Law, Cambridge University, July 2005

CONFERENCE CONTRIBUTIONS

Chair

Co-chair Kern Conference on Visual Communication – Design, Sound and Vision in Midcentury Media: Another Look, Rochester, Postponed due to COVID-19
Co-chair Kern Conference on Visual Communication – Design, Sound and Vision in Midcentury Media, Rochester, April 2018
Chair Kern Conference on Visual Communication – Selfies, Self-portraits, and Social Media, Rochester, April 2016
Chair Kern Conference on Visual Communication – Communicating Identity/Consuming Difference, Rochester, April 2014
Co-chair Kern Symposium on Liberal Arts and Business, Rochester, March 2013
Chair Kern Conference on Visual Communication – When Images Cause Trouble, Rochester, May 2012
Co-chair Workshop on Virtual Worlds and Real World Practice, Information Society Network, University of Exeter, May 2008
Doctoral Consortium Coordinator European Association for Consumer Research Conference, Göteborg, Sweden, June 2005
Co-chair Heretical Consumer Research Conference, Toronto, October 2003
Co-chair Digital Communities Conference, Royal Institute of Technology, Stockholm, June 2003
Chair Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior, Chicago, June 2000
Co-chair 23rd Macromarketing Conference, University of Rhode Island, August 1998

Conference Leadership and Organizing Roles

Faculty Mentor Qualitative Data Analysis Workshop, Montreal, July 2019
Panel Chair, “Non-Fiction Publishing,” The Ladder Literary Conference, Writers and Books, Rochester, June 2019
Program Committee Consumer Culture Theory Conference, Anaheim, July 2017

Scientific Committee Association of Consumer Research Conference on Gender, Marketing, and Consumer Behavior, Paris, July 2016

Program Committee Association of Consumer Research Conference, New Orleans, October 2015

Program Committee Consumer Culture Theory Conference, University of Arkansas, June 2015

Program Committee and Faculty Mentor Brands and Brand Relationships Workshop, Boston University, May 2015

Research Roundtable Organizer Researching the Selfie, Association of Consumer Research Conference, Baltimore, October 2014

Faculty Mentor Brands and Brand Relationships Conference, Boston University, May 2014

Faculty Mentor Critical Research in Consumer Culture Network Writing Retreat, Mangwa Valley Game Lodge, South Africa, September 2013

Faculty Mentor Consumer Culture Theory Workshop, Tucson, June 2013

Research Salon Organizer Consumer Culture Theory Conference, Tucson, June 2013

Outreach Committee Consumer Culture Theory Conference, Tucson, June 2013

Organizing Committee Advancing Visual Research in Organization Studies, University of Essex, Colchester, UK, November 2012

Program Committee Asia Pacific Association for Consumer Research Conference, Queenstown, New Zealand, July 2012

Faculty Tutor Nordic Consumer Research Conference Paper Development Workshop, Gothenburg, Sweden, May 2012

Track Chair “Another Side of Organizations” [with Saara Taalas and Marcus Lindhal] European Group for Organization Studies (EGOS) Colloquium, Gothenburg, July 2011

Research Roundtable Organizer “Global Brand Culture” Association for Consumer Research Conference, Royal Holloway, University of London, June-July 2010

Program Committee European Association for Consumer Research Conference, Royal Holloway, University of London, June-July 2010

Track Chair “Making Brands Come Alive: How Organizations, Stakeholders and Customers Mobilize their Identity” [with Martin Kornberger and Majken Schultz] European Group for Organization Studies (EGOS) Colloquium, Barcelona, July 2009

Program Committee Consumer Culture Theory Conference, University of Michigan, Ann Arbor, June 2009

Faculty Mentor Research Workshop in Qualitative Data Analysis, Ann Arbor, June 2009

Scientific Committee International Conference on Immigration, Consumption and Markets, University of Lille 2, France, May 2009

Track Chair “Visual Consumption and Gender,” Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior, Boston, June 2008

Doctoral Consortium Speaker European Association for Consumer Research Conference, Milan, Italy, July 2007

Program Committee European Association for Consumer Research Conference, Milan, Italy, July 2007

Faculty Mentor, Research Workshop in Qualitative Data Analysis, Toronto, May 2007

Research Roundtable Organizer “Researching Visual Consumption” Association for Consumer Research Conference, Orlando, September-October 2006

Track Chair “Art and Marketing” 30th Macromarketing Conference, St. Petersburg, FL, May 2005

Track Chair “Art and Culture” International Society of Marketing and Development Conference, Thessaloniki, Greece, May 2005

Research Roundtable Organizer “Researching Visual Consumption” Association for Consumer Research Conference, Portland, Oregon, October 2004

Track Chair [with Miriam Salzer-Möring] “Strategic Image Management: Brands, Companies, and Consumers”, European Academy of Management Conference, St. Andrews, Scotland, May 2004

Track Chair [with Miriam Salzer-Möring and Majken Schultz] “Perspectives on Marketing in a Branded World” European Academy of Management Conference, Milan, Italy, April 2003

Track Chair “Art and Culture” International Conference for Marketing and Development, Bangkok, January 2003

Research Roundtable Organizer “Researching Visual Consumption” Association for Consumer Research Conference, Atlanta, October 2002

Track Chair “Art, Expression and Society” 26th Macromarketing Conference, The College of William and Mary, Virginia, August 2001

Research Roundtable Organizer “Gender Issues in Consumer Research” Association for Consumer Research conference, Denver, October 1997.

Refereed Research Presentations – since 2010

Co-Presenter “Album Covers as Midcentury Media,” American Society for Aesthetics – Eastern Division, Zoom, April 2021

Co-Presenter “Aesthetics of Food: The Role of Visual Framing Strategies for Influence Building on Instagram,” Association for Consumer Research Conference, Paris, October 2020

Chair “Body, Performativity, and Limits,” Consumer Culture Theory Conference, Montreal, July 2019

Co-Presenter “Race in Midcentury Album Covers,” Race in the Marketplace Forum, Paris, June 2019

Chair/Discussant “Race and the Brand,” Race in the Marketplace Forum, Paris, June 2019

Co-Presenter “The Vinyl LP in Midcentury American Cultural Diplomacy and Soft Power,” The American Century: International History and Diplomacy Conference, University of Oxford, May 2018

Co-Presenter “Designed for Hi-Fi Living,” Design, Sound and Vision in Midcentury Media Conference, Rochester, April 2018

Co-Presenter “Designed for Hi-Fi Living: Photographic Modernism in Midcentury Album Covers,” Photo History/Photo Future Conference, Rochester, April 2018

Presenter “Art, Humor, and Parody in Consumer Culture Research: The Case of Re Made,” paper presented at the Consumer Culture Theory Conference, Disneyland, July 2017

Discussant “The ‘Emancipatory’ Role of Social Media and Digital Spaces in Social Movements,” special session at the Consumer Culture Theory Conference, Disneyland, July 2017

Co-presenter “Designed for Hi-Fi Living: The Vinyl LP in Midcentury America,” [with Janet Borgerson], Visual Communication Conference, Whidbey Island, Washington, June 2017

Co-author “The Rise of Inconspicuous Consumption in China” [with Zhiyan Wu, Jifeng Luo, and Janet Borgerson], China International Marketing Conference, Qingdao, China, July 2016

Presenter “The Selfie in Consumer Culture: Conceptual Insights and Case Studies,” Consumer Culture Theory Conference, Fayetteville, AR, June 2015

Discussant “Digital Markets,” Consumer Culture Theory Conference, Fayetteville, AR, June 2015

Presenter “The Selfie: Self-Representation in Historical Context and Digital Culture,” Malmö University/RIT Symposium, Malmö, Sweden, October, 2014

Presenter “The Snapshot in Consumer Culture: A Look at Authenticity and Visual Style,” Consumer Culture Theory Conference, Helsinki, Finland, June 2014

Co-presenter “Adventures in Sound: Learning How to Consume the World from Travel Records of the 1950s and 1960s,” [with Janet Borgerson], Consumer Culture Theory Conference, Helsinki, Finland, June 2014

Discussant “Masculinity at the Intersection of Social Position and Consumption,” Consumer Culture Theory Conference, Helsinki, Finland, June 2014

Co-presenter “Resonating Brands and Aesthetic Values: A Case Study of Chinese Brand Culture,” [with Janet Borgerson and Zhiyan Wu] Brands and Brand Relationships Conference, Boston University Management School, May 2014

Co-presenter “Interdisciplinary Looks at Representation and Identity,” [with Janet Borgerson], Kern Conference in Visual Communication, Rochester, April 2014

Co-author “The 2008 Beijing Olympics Opening Ceremony: Branding Beijing for the World” [with Zhiyan Wu and Janet Borgerson], City Branding Symposium, Tsinghua University, Beijing, October, 2013

Co-chair “Imagining, Enacting, and Promoting the Ideal Home,” [with Janet Borgerson] Consumer Culture Theory Conference, Tucson, June 2013

Co-presenter “Visual and Aural Imaginations of Home: Constructing a Consumer Vision of Contemporary Lifestyle,” [with Janet Borgerson], Consumer Culture Theory Conference, Tucson, June 2013

Discussant Anthropology of Markets & Consumption Conference, University of California-Irvine, March 2013

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

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

Co-presenter “Skin and Identity” [with Janet Borgerson], Asia-Pacific Association of Consumer Research conference, Queenstown, New Zealand, July 2012

Discussant “Disposing: Constructing and Structuring Consumption” Special Session, Association for Consumer Research Conference, St. Louis, October 2011

Participant “Chinese Brand Culture” Roundtable, Asia-Pacific Association for Consumer Research Conference, Beijing, June 2011

Participant “Buddhism and Consumption” Roundtable, Asia-Pacific Association for Consumer Research Conference, Beijing, June 2011

Co-author “Imagined Brands in Global Brand Culture,” [with Zhiyan Wu and Janet Borgerson], European Association of Consumer Research Conference, London, June-July 2010

Co-author “Co-Creation through Fear, Faith and Desire,” [with Siwarit Pongsakornrunsilp and Theeranuch Pusaksrikit], European Association of Consumer Research Conference, London, June-July 2010

Co-author “Commercial Ethnography and the Production of Cultural Meaning” [with Alex Thompson] Consumer Culture Theory Conference, Madison, Wisconsin, June 2010

MEDIA MENTIONS – SELECTED

Wall Street Journal, USA Today, Financial Times, Glamour, Providence Journal-Bulletin, Rochester Democrat and Chronicle, Oxford Mail, The World, WHAM Radio, WXXI Radio, The Mitch Albom Show, WJR Radio, Kansas Public Radio, WRFZ Radio

DIGITAL CONTENT – SELECTED

“Midcentury Dance Records and Representations of Identity,” [Janet Borgerson and Jonathan Schroeder], 2021) Independent Social Research Foundation Bulletin, Spring. <https://www.isrf.org/bulletin/>

“How Stereo was First Sold to a Skeptical Public,” [Jonathan Schroeder and Janet Borgerson], 2018, *The Conversation*, December 12, <https://theconversation.com/how-stereo-was-first-sold-to-a-skeptical-public-103668>

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

- “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], 2015, China Policy Institute Blog, hosted by Nottingham University, <https://blogs.nottingham.ac.uk/chinapolicyinstitute/>
- “Adventures in Sound: A Grand Tour on Vinyl,” [Janet Borgerson and Jonathan Schroeder] 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] 2013, Material World Blog, hosted by New York University, <http://www.materialworldblog.com/>
- Inspire – Visual Issues in Organization researcher development site, 2012, project team member and contributor, <http://moodle.in-visio.org/>
- “Packaging Paradise: Sonic Branding of the South Pacific” [Janet Borgerson and Jonathan Schroeder] 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] 2007, Material World Blog, hosted by New York University, <http://www.materialworldblog.com/>

HONORS AND AWARDS

- Visiting Professor, Australian National University, 2020 (postponed)
- Outstanding Reviewer, *Journal of Historical Research in Marketing*, 2020
- Special Graduate Faculty, University of Guelph, 2017 – 2018
- Best Paper Award, "The Rise of Inconspicuous Consumption in China" [with Zhiyan Wu, Jifeng Luo, and Janet Borgerson], China International Consumption Conference, 2016
- Trustees Scholarship Award, RIT College of Liberal Arts Nominee, 2015
- Featured Faculty, RIT College of Liberal Arts Faculty Scholarship Report, 2014
- Fellow, Institute of Brands and Brand Relationships, 2014 – 2017
- Visiting Research Fellow, Centre for Leisure Management Research, Deakin University, Australia, 2007
- Best Paper Award, “An Aesthetic Understanding of the Creative Industries” [with Ian Fillis], Cultural and Creative Industries Track, British Academy of Management Conference, 2006
- Visiting Research Fellowship, Swedish Foundation for International Cooperation for Research and Higher Education (STINT), 2000 – 2001, (\$110,000)
- Honors Associate Professor, University of Rhode Island, 1998 – 2001
- Golden Key Honor Society, Honorary Member (for excellence in teaching) 1999
- Honors Faculty Fellow, University of Rhode Island, 1994, 1995, 1996, 1997

Outstanding Junior Faculty Researcher Award, University of Rhode Island, 1996

College and Graduate School

Outstanding Graduate Student Instructor, University of California, Berkeley, 1989

University of California, Berkeley Comprehensive Examination "Superior" 1987

University of California, Berkeley Tuition Fellowship, 1985 – 1986

Psi Chi - National Honor Association in Psychology, 1983

Taubman Program in American Institutions Award, University of Michigan, 1983

University of Michigan Class Honors, 1982, 1983, 1984

James A. Welch Foundation Scholar, 1980

RESEARCH FUNDING

RIT College of Liberal Arts Publication Cost Grant, 2020, \$2000

RIT Faculty Development Fund, 2018, \$2500

RIT College of Liberal Arts Publication Cost Grant, 2017, \$1080

Association of Consumer Research, Conference Support Grant, 2016, \$1000

RIT International Travel Grant, Malmö Symposium, 2014, \$1166

RIT College of Liberal Arts Book Club book development award, 2014, \$300

Association of Consumer Research, Conference Support Grant, 2014, \$1000

Economic and Social Research Council, UK, Researcher Development Initiative,
Advanced Visual Methodologies in Business and Management, co-applicant,
2010 – 2012, £81,411

University of Exeter Business School, Outward Mobility Award, 2010, £3000

EU Lifelong Learning Programme, co-applicant, Consumer Behaviour Erasmus
Network, 2009 – 2011, €594,048

Economic and Social Research Council, UK, Seminar Series, co-recipient,
International Network of Visual Studies in Organization, 2007 – 2009, £14,995

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

KTH-Royal Institute of Technology, 2003, conference grant, 40,000 SEK (c. \$5,000)

Jan Wallanders and Tom Hedelius Foundation, "Branding, Companies, and
Consumers: A Dynamic Perspective", 2002 – 2007, 2,500,000 SEK, (\$380,000)

Wenner-Gren Foundation, Research Support Grant, 2000 – 2002, 100,000 SEK,
(\$12,500)

University of Rhode Island Faculty Development Fund, 1995, (\$3500)

University of Rhode Island Center for the Humanities, Special Award, 1997

University of Rhode Island Council of Research Faculty Development Award, 1995

University of Rhode Island College of Business Administration Research Award,
1994

University of Rhode Island Alumni Association Faculty Development Award, 1991,
1992, 1993, 1995, 1997

INVITED PRESENTATIONS: ACADEMIC INSTITUTIONS

University of Arkansas; Texas Tech University; Audencia Business School, France; Nottingham Trent University; Skidmore College, University of Rochester; Goldsmiths, University of London; Royal Holloway, University of London; Cass Business School, London; Northwestern University; University of Texas at Austin; Linnaeus University, Sweden; University of KwaZulu-Natal, South Africa; University of Witwatersrand; University of Cape Town; Parsons School of Design; Walailak University, Thailand; Fudan University, Shanghai; Shanghai Institute of Foreign Trade; University of Edinburgh; University at Buffalo; Schulich School of Business, York University, Toronto; Concordia University, Montréal; University of Bath; Rochester Institute of Technology; Keele University; London School of Economics; University of Michigan-Flint; University of Pretoria; University of Auckland; University of Sydney; Deakin University; University of New South Wales; University of California, Davis; Copenhagen Business School; Indian School of Business; Lancaster University; Manchester University; Strathclyde University; Dublin City University; University of Limerick; Birmingham University; Brunel University; University of the Arts, London; Nottingham University; Cambridge University; Bournemouth University; Swansea University; University of Exeter; Stockholm School of Economics; Uppsala University; Stockholm School of Entrepreneurship; Stockholm University; Bocconi University, Italy; Göteborg University; National Consumer Research Centre, Finland; European Centre for Art and Management (Stockholm); University of Southern Denmark; Lund University; Umeå University; Konstfack College of Applied Arts, Sweden; Dublin Institute of Technology; University College Dublin; Clark University; Brown University; Boston University; Wesleyan University; University of California, Irvine; Rutgers University; Cooley Law School, Lansing; Arizona State University-West; Wellesley College; University of California, Berkeley; New York University; San Jose State University

INVITED PRESENTATIONS: INDUSTRY

Canvas8 Behavioural Insights, London
Space Doctors Cultural and Strategic Insight, Brighton, UK
Truth Branding and Market Research Agency, London
New Brand Tribalisms, London
Old Mill Group Branding Breakfast, Exeter
Exeter in Business
Exeter Financial Forum
Sotheby's Institute, London
Business Leaders Forum, University of Exeter
Western Association of MBAs, Devon, UK
Faraday Packaging Partnership, Leeds, UK

Time. Stockholm
Marketing Technology Center, Stockholm
Pistoletto Foundation, Biella, Italy
Ericsson Corporation, Stockholm
Tetrapak Corporation, Stockholm
Swedish Institute of Management (IFL)
Venture Cup, Sweden

EDITORIAL ASSIGNMENTS

Editor in Chief

Consumption Markets & Culture 2007 – 2016

Editorial Advisory Board

Consumption Markets & Culture 2017 –

Critical Studies in Fashion and Beauty 2009 –

Editorial Review Board

JCB – Journal of Customer Behavior 2021 –

Journal of Promotional Communication 2020 –

Visual Methodologies 2011 –

Journal of Macromarketing 2008 –

Journal of Historical Research in Marketing 2007 –

International Journal of Indian Culture and Business Management 2007 –

European Journal of Marketing 2006 –

Marketing Theory 2004 –

Journal of Consumer Research 2011 – 2014

Journal of Business Research 2007 – 2019

Advertising and Society Review 2005 – 2016

Consumption Markets & Culture 2000 – 2004

Journal of Consumer Affairs 1998 – 2003

JOURNAL ARTICLE REVIEWER

Academy of Marketing Science Review; Aesthesis; African Journal of Agricultural Research; African Journal of Marketing Management; Annals of Tourism Research; Argument: Biannual Philosophical Journal; Arts Marketing; Basic and Applied Social Psychology; British Journal of Management; Business Ethics – A European Review; Communication, Culture & Critique; Consumption Markets & Culture; Creativity and Innovation Management; Disability Studies Quarterly; ephemera; European Journal of Marketing; European Journal of Social Psychology; European Management Review; Frontiers in Psychology; Gender, Work and Organization; Global Networks – a Journal of Transnational Affairs; Homo Oeconomicus; Human Relations; Image and Text; Information Technology and People; Innovative Marketing; International Journal of Advertising; International Journal of Management Reviews; International Journal of

Research in Marketing; International Marketing Review; International Studies of Management and; Organization; Irish Marketing Review; Journal of Advertising; Journal of Brand Management; Journal of Business Ethics; Journal of Business Research; Journal of Communication; Journal of Communication Inquiry; Journal of Consumer Affairs; Journal of Consumer Behaviour; Journal of Consumer Culture; Journal of Consumer Psychology; Journal of Consumer Research; Journal of International Consumer Marketing; Journal of Macromarketing; Journal of Management Education; Journal of Marketing Management; Journal of Public Policy and Marketing; Journal of Social Behavior and Personality; Journal of Urban Technology; Journalism and Mass Communication Quarterly; Journalism Practice; Leadership; Management & Organizational History; Marketing Intelligence and Planning; Marketing Theory; Men and Masculinities; New Media and Society; Nonprofit and Voluntary Sector Quarterly; Organization; Organizational Aesthetics; Organization Studies; Perceptual and Motor Skills; Personality and Social Psychology Bulletin; Poetics; Psychology & Marketing; Psychological Reports; Qualitative Marketing Research; Recherche et Applications en Marketing; Reinvention: A Journal of Undergraduate Research; Research in Consumer Behavior; Review of Communication; Signs; Sociological Forum; Sustainable Development; Telematics and Informatics; Thunderbird International Business Review; Tourism Management; View: Theories and Practices of Visual Culture; Visual Communication Quarterly; Visual Studies

BOOK MANUSCRIPT REVIEWER

Addison-Wesley
Butterworth-Heinemann
John Wiley & Sons
Oxford University Press
Palgrave MacMillan
Peter Lang
Prentice-Hall
RIT Press
Routledge
Rowman & Littlefield
Sage
Simon & Schuster
University of California Press
West Publishers

DOCTORAL EXAMINER

Macquarie University, Australia, External Examiner, Amanda Hildebrandt, 2021
RMIT, Australia, External Examiner, Mark Buschgens, 2020
Monash University, Australia, External Examiner, Veronika Kadomskaia, 2019
Monash University, Australia, External Examiner, Lois Ashley Shedd, 2018

University of the Witwatersrand, South Africa, External Examiner, Yolo Siyabonga Koba, 2017
University of Auckland, New Zealand, External Examiner, Amabel Hunting, 2013
University of the Arts, London, External Examiner, Alexander Aidan, 2011
University of Otago, New Zealand, External Examiner, Adriana Campelo, 2011
University of Auckland, External Examiner, Sandra Bennett, 2011
University of Melbourne, External Examiner, Lauren Gurrieri, 2010
London School of Economics, External Examiner, Mehita Iqani, 2009
Imperial College London, External Examiner, Alexander Thompson, 2009
Brunel University, London, External Examiner, Babasola Otubanjo, 2008
Dublin Institute of Technology, External Examiner, Norah Campbell, 2008
Stockholm School of Economics, External Examiner, Karolina Brodin, 2007
Åbo Akademi, Finland, External Examiner, Emma Vironmäki, 2007
University of Lancaster, External Examiner, Lampros Gkiouzepas, 2007
University of Exeter, Internal Examiner, Christina Volkmann, 2006
Nottingham University, External Examiner, Robert Caruana, 2006
Witten-Herdecke University, Germany, External Examiner, Markus Giesler, 2004
Stockholm University, Ph.D. Proposal Defense Examiner, Clara Gustafsson, 2004
Edith Cowan University, Australia, External Examiner, Stephen Charters, 2003
Lund University, Committee Member, Anders Bengtsson, 2002
Stockholm University, Committee Member, Camilla Carlell, 2001

OUTSIDE EXPERT

National Research Foundation, South Africa, 2020
American Council of Learned Societies Fellowship, 2019
Leverhulme Trust Major Research Fellowship, 2019
National Research Foundation, South Africa, 2019
British Academy/Leverhulme Trust Small Research Grants Programme, 2018
Journal of Historical Research in Marketing, Literati Excellence Awards, Judge, 2018
Rockefeller Foundation Bellagio Center Academic Writing Residency Program, 2017
IPODI/Marie Curie Postdoctoral Fellowship Programme, Technische Universität Berlin, 2015
Foundation for Baltic and East European Studies, 2015
Swiss National Science Foundation, 2014
National Research Foundation, South Africa, 2014
British Academy, Postdoctoral Fellowship Reviewer, 2013
Friedel Sellschop Award, University of Witwatersrand, South Africa, 2013
Wellcome Trust, UK, Research Fellowship Reviewer, 2012
Social Science and Humanities Research Council of Canada, 2012
Republic of Cyprus, Research Promotion Foundation, 2011
Brunel Business School Research Awards, 2010

The Leverhulme Trust, Grant Reviewer, 2010
French National Research Agency, Grant Reviewer, 2010
Sidney J. Levy Award for Best Publication from a Consumer Culture Theory
Oriented Dissertation, Judge, 2009
Economic and Social Research Council, UK (ESRC) Grant Reviewer, 2009
Economic and Social Research Council, UK (ESRC) Rapporteur, 2007, 2008
Council for the Humanities of the Netherlands, Organisation for Scientific Research,
2007
The Danish Council for Strategic Research, Peer Review 2007
Economic and Social Research Council (ESRC), First Grant Scheme Referee, 2007
British Academy, Small Grant Scheme, 2006
Stockholm University School of Business, Research Awards 2005, 2006
External Review Panel, Chair in Fashion Studies, Stockholm University, 2007
External Assessor, MSc in Corporate Brand Management, Brunel University, 2007
External Advisor, MRes in Management Programme, University of Leicester, 2005
City University of New York Research Awards, 1991

REFERENCE/ADVISORY GROUP MEMBER

Hybrid Organizations: Media Brands and Co-Production, Academy of Finland
Research Project, 2010 – 2012
Design, Gender and Organization Research Group, Göteborg, Sweden, 2005 – 2008
Passages Research Project, Sweden, 2002 – 2005

EXTERNAL REVIEWER: PROMOTION AND TENURE

Loyola University Chicago, 2021
Australian National University, 2020
Kettering University, 2020
Loyola University Chicago, 2019
EM Lyon, France, 2019
Lancaster University, 2019
Fordham University, 2018
University of California-Santa Cruz, 2018
University of Michigan-Ann Arbor, 2018
University of British Columbia, 2018
University of Birmingham, 2018
Kings College London, 2017
Brunel University, 2017
University of Texas at Austin, 2016
San Francisco State University, 2016
Royal Holloway, University of London, 2016
University of Leicester, 2015
University of Wyoming, 2015, 2018

Bournemouth University, 2015, 2019
Cass Business School, City University London, 2015
University of the Witwatersrand, 2015, 2016
University of Stirling, 2015
Texas Christian University, 2014
University of St. Thomas, 2014
University of Lapland, Finland, 2014
Kings College London, 2013
Bentley University, 2013
Simon Fraser University, 2012
University of Strathclyde, 2012
Aalto University, 2011
Keele University, 2011
Berry College, 2011
University of Miami, 2010, 2012
Kings College London, 2009
University of East London, 2009
York University, Canada, 2009
State University of New York, Old Westbury, 2009
Manchester University, 2008
Leicester University, 2008
Virginia Commonwealth University, 2007
University College Dublin, 2005, 2007
University of Auckland, 2005, 2007, 2008, 2011
University of Birmingham, 2005
California State University, Los Angeles, 2003
Monash University, Australia, 2001, 2002, 2008, 2013
San Francisco State University, 1999

TEACHING

Undergraduate

Brand Culture
Consumer Behavior
Internet and Society
Semiotics: Brands, Design, and Communication
Social Issues in Marketing
Visual Communication
Why Media Matters

Honors

Advertising in Society: Art, Images, and Meaning
The Postmodern Society: Communication and Organization
Understanding Visual Communication

MBA

Consumer Behavior
Design Management
Internet Marketing in the Information Society
The Marketing Imagination
Marketing Management

MS

Seminar in Communication
Strategic Communication
Visual Communication

Ph.D.

Consumption Theory
Image Economy: Method and Analysis
Interpreting Culture
Marketing and Identity
Marketing, Technology, and Design
Qualitative Research and Writing
Visual Methods

POSTDOCTORAL SUPERVISION

Katrina Overby, Future Faculty Career Exploration Program, 2019-2021
Jacob Ostberg, Clara Gustafsson, Henrik Ugglå, Anders Bengtsson, Brands,
Companies, and Consumers Grant, 2002-2005

DOCTORAL STUDENT SUPERVISION

Member	Rumaila Abbas	2019	(Advertising)
Member	Ilke Kocamaz	2012	(Cultural Marketing)
Member	Jeannie Forbes	2012	(Marketing)
Chair	Katie Porkess	2011	(Management)
Member	Zhiyan Wu	2011	(Marketing)
Chair	Janice Denegri-Knott	2010	(Consumer Culture)
Chair	Jay Pongsakornrungrasit	2010	(Marketing)
Member	Richard Bolden	2010	(Leadership)
Member	Ivonne Hoeger	2010	(Psychology)
Chair	Lai Fatt Sian	2010	(Marketing)
Member	Sven Bergvall	2009	(Management)
Co-chair	Natasha Slutskaya	2009	(Organization Studies)
Co-chair	Wing Sun Liu	2008	(Marketing)
Member	Mei-Na Liao	2005	(Marketing)

Member	Markus Giesler	2004	(Marketing)
Member	Anders Bengtsson	2002	(Consumer Behavior)
Member	Detlev Zwick	2001	(Consumer Behavior)
Member	Jaya Peruvemba	2000	(Management)
Member	Sammy Bonsu	2000	(Consumer Behavior)
Member	Maureen McCormick	2000	(Psychology)
Member	Adel Al-Weqaiyan	1998	(Services Marketing)
Member	Timothy Greenlee	1997	(Consumer Behavior)

MASTERS STUDENT SUPERVISION

At RIT, I supervise 2-3 students annually for dissertations in the MS in Communication program.

In Exeter, I supervised 10-15 students each year for their MBA and MSc dissertation in Marketing. I also supervised one student's MSc in Consumer and Economic Psychology.

In Stockholm, I advised approximately 20 students each year for their masters research projects.

ADMINISTRATIVE ASSIGNMENTS

Acting Head of Department, University of Exeter Department of Management, March – July 2010

Director of Research, Department of Management, 2006 – 2010(responsible for successful ESRC (Economic and Social Research Council) recognition bid for MPhil/PhD programme, 2006, Departmental Research Assessment Exercise (RAE) submission, 2007)

Initial Programme Director, MRes in Management, 2006

UNIT LEADERSHIP

Chair, University of Exeter Marketing Group, 7 faculty members, 14 Ph.D. students, 2004 – 2010

Director, Image Economy Research Group, 4 faculty members, 5 Ph.D. students, 2002 – 2005

Director, Marketing Program, Royal Institute of Technology, 2001 – 2004

Director, Identity Research Group, University of Rhode Island, 1997 – 1999, 4 Ph.D. students, 3 faculty members.

UNIVERSITY BOARDS, COMMITTEES, AND COUNCILS

Rochester Institute of Technology

Hale Chair Evaluation Committee, 2021
Gosnell Chair Evaluation Committee, 2020
School of Communication Graduate Program Committee, 2019 –
Visual Culture Working Group, 2019 –
School of Communication Faculty Forum Committee, 2018 –
Gannett Chair Evaluation Committee, 2018
Master Brand Logo Task Force, 2018
University Brand Health Tracker Task Force, 2017
Miller Fellowship Selection Committee, 2016
Gannett Chair Selection Committee, 2015
Digital Humanities Program Development Group, 2013 – 2015
Hale Chair Evaluation Committee, 2013
College of Liberal Arts Promotion Committee, 2012 – 2014

University of Exeter

Exeter Interdisciplinary Institute, Steering Committee, 2008 – 2010
Centre for Intermedia, Board Member, 2007 – 2010
Information Society Network, Steering Committee, 2006 – 2009
Business School Website Committee, 2009 – 2010
Business School Postgraduate Student Faculty Liaison Committee, 2004 – 2010

University of Rhode Island

Faculty Senator, 1996 – 1999
Chair, College of Business Administration Instructional Development Committee,
1994 – 1997
Department Liaison, Office of Student Life Higher Education Alcohol Research
Center, 1998 – 2000
Member, University Honors and Visiting Scholars Committee, 1996 – 1999
College Advisor for Freshmen and Sophomores, 1993 – 1997
Ph.D. committee, Marketing Department, 1992 – 1999
College Library Committee, 1991 – 1994

OTHER SCHOLARLY SERVICE

External Member, EM Lyon Business School Lifestyle Research Center, 2017 –
Advisory Board, Race in the Marketplace Forum, 2016 –
Guest Facilitator, “Selfies, Self-portraits, and Social Media,” Empyre Online
Discussion Group, Cornell University, December 2015 – January 2016
Founding Member, International Network of Visual Studies in Organization, 2007
Founding Member, Centre for Consumption Studies, Dublin City University, 2006 –
2014
Founding Member, Information Society Network, University of Exeter, 2006

Founding Member and Sweden Representative, Nordic Network for Culture and Consumption, 2002 – 2004
Associated Researcher, Centre for Advanced Studies in Leadership (CASL), Stockholm School of Economics, 2002 – 2006
Affiliated Researcher, National Consumer Research Centre, Helsinki, 2001 – 2004
Founder and Coordinator, Gender, Marketing, and Consumer Behavior Electronic Discussion List (gendercb@pete.uri.edu) 1996 – 2003, list served approximately 1000 members [pre-Facebook]

PROFESSIONAL EXPERIENCE

Trustee, George Eastman Museum, 2016 – 2019
Marketing and Engagement Committee, George Eastman Museum, 2013 –
RIT Press Advisory Board, 2012 –
Consultant, various arts and non-profit organizations in US and Europe
Research Associate, Center for Business and Economic Research, Haas School of Business, University of California, Berkeley, 1988 – 1989
Graduate Student Instructor, Department of Computer Science, University of California, Berkeley, 1988
Graduate Student Instructor, Department of Psychology, University of California, Berkeley, 1985 – 1989
Research Analyst, Parker Research Consultants, Salt Lake City, Utah, 1985
Research Interviewer, Transportation Research Institute, University of Michigan, Ann Arbor, 1984 – 1985