Hunter JONES

Professeur assistant
Département: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: hunter.jones@essec.edu

INTERETS DE RECHERCHE

Comportement du consommateur, Critical Marketing, Recherche sur les consommateurs,

FORMATION

2023	Doctor of Philosophy, Marketing, Aalto University, Finlande
2018	Master of Arts in Consumption, Culture, and Marketing, Royal Holloway, University of London, Royaume-Uni
2017	Bachelor in Business Administration, Marketing and Business Honors Program, University of Texas, États-Unis

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2023 - Présent	Professeur assistant, ESSEC Business School, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2021	Franco Nicosia Best Competitive Paper Award, Association of Consumer Research, États-Unis
2020	Emerging Marketing Educator of the Year, Aalto University, Finlande
2017	Best Overall Academic Achievement in Consumption, Culture, and Marketing MA Program, Royal Holloway, University of London, Royaume-Uni
2017	Best Overall Dissertation Award, Royal Holloway, University of London, Royaume-Uni
2013	University Honors for Outstanding Scholastic Performance, University of Texas, États-Unis

Bourses

2022	Tackling Sustainable Development Goals (SDGs) through Multispecies Partnerships: How Outdoor Recreation Fosters Conservation., Foundation for Economic Education (LSR), Finlande
2021	Automated Selves: The Intensification of Societal Control, The Finnish Cultural Foundation, Finlande

PUBLICATIONS

Articles

JONES, H. et ARNOULD, E. (2025). Resisting Financial Consumer Responsibilization Through Community Counter-Conduct. *Journal of Business Ethics*, 198, pp. 387-406.

JONES, H. et ARNOULD, E. (2025). Mythologized Counter-Futures and Self-Protective Consumption: A Netnography of Doomsday Preppers. *Journal of Consumer Research*, 52(4), pp. 759-778.

JONES, H. et HIETANEN, J. (2023). The r/wallstreetbets 'war machine': Explicating dynamics of consumer resistance and capture. *Marketing Theory*, 23(2), pp. 225-247.

JONES, H. (2022). Book Review: Consumer Culture Theory. *Journal of Consumer Culture*, 22(2), pp. 571-576.

Ouvrages et édition d'ouvrages

JONES, H. (2023). *Consumers' Sociopolitical Imaginaries - Articles on Consumer Resistance and Responsibilization in an Era of Capitalist Realism*. Otaniemi: Aalto University Publication Series.

Chapitres d'ouvrage

ARNOULD, E., JONES, H. et MARCHAIS, D. (2025). Conventional and Ontological Consumer Creativity. Dans: Taillard, M., Preece, C. eds. *The Power of Consumer Creativity: Transforming Consumption and Markets*. 1st ed. Cham: Springer Nature, pp. 15-38.

JONES, H. et BRADSHAW, A. (2023). Rethinking Consumer Resistance. Dans: Eric J. Arnould, Craig J. Thompson, David Crockett, Michelle F. Weinberger eds. *Consumer Culture Theory*. 2nd ed. London: SAGE Publications, pp. 307-326.

Actes d'une conférence

JONES, H. (2024). Evental Consumer Movements: A Historical Analysis of California's Great Depression Era Self-Help Cooperative Movement. Dans: *2024 Association of Consumer Research Conference Proceedings*. Paris: Association for Consumer Research (ACR).

JONES, H. (2021). The Silver Lining to the Mushroom Cloud: a Netnographic Analysis of Consumers Enjoying Systemic and Existential Risks. Dans: *Association for Consumer Research*. Association for Consumer Research (ACR).

JONES, H. et HIETANEN, J. (2021). Consumer War Machines: Explicating Dynamics of Resistance and Capture. Dans: *Association for Consumer Research*. Association for Consumer Research (ACR).

Conférences

JONES, H. et THOMPSON, C. (2026). The debt collective: destabilizing symbolic violence as a barrier to consumer movement mobilization. Dans: 2025 EIASM 13th Interpretive Consumer Research Workshop. Pisa.

THOMPSON, C., ASKEGAARD, S., ARNOULD, E., NØJGAARD, M., JONES, H. et ANDERSEN, D. (2025). Reimagining the Legacy of Consumer Culture Theory: Toward Post-Capitalist Conceptions of Consumer Culture. Dans: 2025 Consumer Culture Theory Conference. London.

RAJMOHAN, A., DION, D. et JONES, H. (2025). Religious Beliefs and Sustainable Consumption: An Ethnographic Investigation of India's Sacred Groves. Dans: 2025 Consumer Culture Theory Conference. London.

ROSE, A., JONES, H., KELLOKUMPU, A. et SPRAKTES, S. (2025). Oh, Zaddy: Erotic Attachments to Authoritarian Personal Brands. Dans: 2025 Consumer Culture Theory Conference. London.

RAJMOHAN, A., DION, D. et JONES, H. (2025). Preserving Forests: Hybrid Ontologies and Consumption Prohibitions in India's Sacred Groves. Dans: International Journal of Research in Marketing Rethinking Marketing for a More-Than-Human-World. Odense.

JONES, H. et ROSE, A. (2025). Stoking the Flames of Brand Devotion. Dans: 2025 Consumer Culture Theory Conference. London.

JONES, H., THOMPSON, C., ARNOULD, E., ASKEGAARD, S., NOJGAARD, M. et ANDERSEN, D. (2025). Reimagining the Legacy of Consumer Culture Theory. Dans: 2025 Consumer Culture Theory Conference. London.

JONES, H. (2024). Rethinking the Ethics of Consumer Resistance Studies: A Badiouian Perspective. Dans: 12th European Institute for Advanced Studies in Management (EIASM) Interpretive Consumer Research Workshop. Malaga.

ROSE, A., JONES, H., KELLOKUMPU, A. et SPRAKTES, S. (2024). Zaddy: Erotic-Authoritarian Attachment to Iconic Personal Brands. Dans: 2024 Consumer Culture Theory Conference. San Diego.

JONES, H. et ARNOULD, E. (2023). Consumer Responsibilization Through Reflexive Modernization: How Doomsday Optimism Leads to Tragically Individualized Consumption. Dans: 2023 Consumer Culture Theory Conference. Lund.

JONES, H. et ROSE, A. (2023). The Zaddy: Erotic-Authoritarian Attachment to Iconic Personal Brands. Dans: 2023 Consumer Culture Theory Conference. Lund.

JONES, H. (2023). Focused Forum Panel: Terminal Marketing and Consumer Culture at the End of A World. Dans: 2023 Consumer Culture Theory. Lund.

Presse

JONES, H. (2025). La résilience face aux désastres est une affaire de communautés et de liens sociaux de proximité. *Le Monde*.

AUTRES ACTIVITES DE RECHERCHE

Membre d'un comité de lecture

Depuis 2026 International Journal of Research in Marketing

Depuis 2023 Consumption Markets & Culture