

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 Dissertation Award, Royal Holloway, University of London, Royaume-Uni |
| 2017 | Best Overall Academic Achievement in Consumption, Culture, and Marketing MA Program, 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. (2024). Resisting Financial Consumer Responsibilization Through Community Counter-Conduct. *Journal of Business Ethics*, In press.

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

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*. 2 ed. London: SAGE Publications, pp. 307-326.

Actes d'une conférence

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. (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.

AUTRES ACTIVITES DE RECHERCHE

Membre d'un comité de lecture

Depuis 2023 Consumption Markets & Culture