

# Hunter JONES

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Département: Marketing  
ESSEC Business School  
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## INTERETS DE RECHERCHE

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

## FORMATION

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| 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

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### Positions académiques principales

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| 2023 - Présent | Professeur assistant, ESSEC Business School, France |
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## BOURSES, PRIX ET DISTINCTIONS

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### Prix et Distinctions

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| 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

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| 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   |

### 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

- 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. (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

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### Membre d'un comité de lecture

Depuis 2026 International Journal of Research in Marketing

Depuis 2023 Consumption Markets & Culture