

# Hunter JONES

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Département: Marketing  
ESSEC Business School  
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France

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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 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

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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 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.

### 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).