Hunter JONES

Assistant Professor
Department: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: hunter.jones@essec.edu

RESEARCH INTERESTS

Consumer Behavior, Consumer Culture Theory, Consumer Research, Consumer Sociology, Critical

EDUCATION

2023	Doctor of Philosophy, Marketing, Aalto University, Finland
2018	Master of Arts in Consumption, Culture, and Marketing, Royal Holloway, University of London, United Kingdom
2017	Bachelor in Business Administration, Marketing and Business Honors Program, University of Texas, United States of America

EMPLOYMENT

Full-time academic positions

2023 - Present Assistant Professor, ESSEC Business School, France

GRANTS AND HONORS

Awards and Honors

2021	Franco Nicosia Best Competitive Paper Award, Association of Consumer Research, United States of America
2020	Emerging Marketing Educator of the Year, Aalto University, Finland
2017	Best Overall Academic Achievement in Consumption, Culture, and Marketing MA Program, Royal Holloway, University of London, United Kingdom
2017	Best Overall Dissertation Award, Royal Holloway, University of London, United Kingdom
2013	University Honors for Outstanding Scholastic Performance, University of Texas, United States of America

Grants

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

PUBLICATIONS

Journal Articles

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

JONES, H. and 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. and 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.

Books and book editor

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

Book chapters

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

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

Conference proceedings

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

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

Conferences

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

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

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

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

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

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

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

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

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

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

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

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

Press

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

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

Since 2026 International Journal of Research in Marketing

Since 2023 Consumption Markets & Culture