

Hunter JONES

Assistant Professor

Department: Marketing

ESSEC Business School

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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

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| 2023 - Present | Assistant Professor, ESSEC Business School, France |
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GRANTS AND HONORS

Awards and Honors

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| 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

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| 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. (2024). Resisting Financial Consumer Responsibilization Through Community Counter-Conduct. *Journal of Business Ethics*, In press.
- 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

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

Conference proceedings

- 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. (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.

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

- Since 2023 Consumption Markets & Culture