

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

2023 - Present	Assistant Professor, ESSEC Business School, France
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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 Dissertation Award, Royal Holloway, University of London, United Kingdom
2017	Best Overall Academic Achievement in Consumption, Culture, and Marketing MA Program, 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

Journal Articles

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.

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).