

# Hunter JONES

Assistant Professor

Department: Marketing

ESSEC Business School

3 avenue Bernard Hirsch

95021 Cergy-Pontoise

France

Email: hunter.jones@essec.edu

## RESEARCH INTERESTS

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

## EDUCATION

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| 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

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### Full-time academic positions

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

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### 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

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### 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

- 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. (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

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### Editorial Board Membership

Since 2026 International Journal of Research in Marketing

Since 2023 Consumption Markets & Culture