Contributors

Jan Brace-Govan is an Associate Professor in the Business School of Monash University. Her research has focused on critical marketing analyses of gender issues and on consumption. She has published in the European Journal of Marketing, the Journal of Public Policy & Marketing, Marketing Theory, the Journal of Consumer Culture, Sociological Review, Consumption Markets & Culture and the Journal of Macromarketing.

Jack Coffin is a Lecturer at the University of Manchester, UK. His research approach is inspired by the ontological outlooks of posthumanism and the spatial sensibilities of geography. Jack’s current research focuses on the politics of place consumption.

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Susan Dobscha is Professor of Marketing at Bentley University, Waltham, MA. Professor Dobscha’s research focuses broadly on gender and sustainability. She recently edited the book, Death in a Consumer Culture. She is the most recent and former co-chair of the Gender, Marketing, and Consumer Behavior Conference. Her work has appeared in the Journal of Public Policy and Marketing, Journal of Retailing, Journal of Marketing Management, and Marketing Theory.

Jenna Drenten is Assistant Professor of Marketing in the Quinlan School of Business at Loyola University Chicago. Jenna’s research explores identity creation, maintenance, and transitions as they apply to rites and rituals (e.g., religious social structures, death rituals), consumer socialization (e.g., children, adolescents) and technology (e.g., gamer girls, social media, body image trends). Jenna’s research has appeared in the Journal of the Association for Consumer Research, the Journal of Macromarketing, and Consumption Markets & Culture, among others.
Susan Dunnett is a Senior Lecturer in Marketing at the University of Edinburgh Business School. Her research is focused on consumer vulnerability and coping, consumer identity and research in sensitive contexts. Her current work explores the patient as consumer and obesity stigma. Her work can be read in the *Journal of Public Policy and Marketing*, the *Journal of Marketing Management*, *Advances in Consumer Research* and the *Journal of Consumer Behaviour*. She is co-editor of *Consumer Vulnerability: Conditions, Contexts and Characteristics* (Routledge Studies in Critical Marketing series, 2015).

Christian A. Eichert is a Lecturer in Marketing at Goldsmiths, University of London. Drawing on his background in social psychology, sociology and management, Christian studies the intersections of sexualities, markets and consumption. Beyond academia, Christian has been an entrepreneur and consultant in the internet and investment industries in Europe and the United States for more than 15 years.

Shelagh Ferguson is a Senior Lecturer in the Department of Marketing, Otago Business School. Her research interests include the adoption of consumer culture theory approaches that challenge and critically review our collective and individual marketplace practices specifically focusing on identity, videography and gender. She has published in the *European Journal of Marketing, Marketing Theory, Annals of Tourism Research, Qualitative Marketing Research* and *Tobacco Control*.

Lauren Gurrieri (PhD, University of Melbourne) is a Senior Lecturer in Marketing at RMIT University, Australia. Lauren’s research examines gender, consumption and the marketplace, including gender-based inequalities in consumer culture; the idealization and sexualization of girls and women in advertising and social media; feminist consumer activism and resistance; and prosumer labour by women on social media. Her research has been published in leading business journals, including the *Journal of Business Research, European Journal of Marketing* and the *Journal of Macromarketing*.

Robert L. Harrison is an Associate Professor of Marketing at Western Michigan University’s Haworth College of Business. His research examines gender, racial and family identities, qualitative and mixed methodologies, and consumption and organizational rituals. His work has been accepted for publication in the *Journal of Consumer Psychology*, the *Journal of Advertising*, the *Journal of Business Research, Consumption Markets & Culture*, and others. Before pursuing his academic career, Robert worked as a business news reporter.
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Wendy Hein is a Lecturer in Marketing at Birkbeck, University of London. Her research focuses on gender in marketing and consumer research, specifically on feminist approaches and innovative methodologies in the study of women’s empowerment, men and masculinities, and identity politics. Her work has been presented at various international conferences and published in Qualitative Marketing Research: An International Journal, the Journal of Marketing Management and the Journal of Public Policy & Marketing.

Gry Hongsmark Knudsen is an Associate Professor of Digital Marketing and Consumer Culture at the University of Southern Denmark. Her works centres on consumer readings of commercial texts in a variety of media, digital readership, and online consumer socialities. She has a PhD in Digital Marketing and has a mag.art (Danish research degree) in Art History and Gender, Communication and Culture. Her research has been published in for example Culture and Organization, MedieKultur and Advances in Consumer Research.

Jon Littlefield is an Associate Professor of Marketing at Dalton State College, Dalton, GA. His research focuses on socialization of masculinity, gender, and leisure consumption communities and has appeared in such publications as Marketing Theory, Consumption Markets & Culture, the Journal of Public Policy & Marketing and Research in Consumer Behavior.

Pauline Maclaran is Professor of Marketing and Consumer Research at Royal Holloway University. Her research interests focus on cultural aspects of contemporary consumption, and she adopts a critical perspective to analyse the ideological assumptions that underpin many marketing activities, particularly in relation to gender issues. She is co-editor in chief of Marketing Theory, a journal welcoming alternative and critical perspectives in marketing and consumer research. She has published widely in international journals and has co-edited and co-authored a number of books, including Royal Fever: The British Monarchy in Consumer Culture (California University Press, 2015).

Ana-Isabel Nolke is a doctoral researcher at the University of Edinburgh. Her research revolves around the media and advertising experiences of stigmatised communities, investigating the ways in which socio-cultural context and considerations of intersectionality shape consumers’ life stories; how these individual narratives guide their media meaning-making process; and how this in turn confirms or challenges hegemonic ideologies. Ana-Isabel also has professional experience as a
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**Stephanie O'Donohoe** is Professor of Advertising and Consumer Culture at the University of Edinburgh Business School. An interpretive consumer researcher, she has explored advertising creativity, representations and consumption. She also researches the role of consumption in family identities, relationships and transitions, especially during terminal illness or bereavement. Her work has been published in edited collections and journals including *Human Relations, Consumption Markets & Culture, the European Journal of Marketing* and the *Journal of Marketing Management*, and she is on the editorial board of various journals.

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Katherine C. Sredl is Clinical Professor in the Department of Marketing at Quinlan School of Business, Loyola University Chicago; Visiting Professor in the Faculty of Business and Economics at the University of Zagreb; PhD, University of Illinois at Urbana-Champaign. She has published widely on gender and market structures and ideologies, with attention to social stratification and neoliberal globalization in the post-socialist space. Born in Lisbon with Croatian heritage, and growing up in Kentucky during the Cold War, Sredl uses transnational gender and marketing research to highlight questions of situatedness, both personal and professional. Her work has been published in the Journal of Macromarketing and Consumption Markets & Culture.

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Lorna Stevens is an Associate Professor at the University of Bath, UK. Her research focuses on feminist perspectives and gender issues, with a particular emphasis on experiential and media consumption, often adopting a cultural approach to explore ideological aspects. Her work has been published in a range of publications, including the Journal of Retailing, the Journal of Advertising, the Journal of Strategic Marketing and the Journal of Macromarketing. She is an associate editor of the Journal of Marketing Management and is on the review board of Marketing Theory.

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Luciana Walther, DSc, is a marketing professor at the Federal University of São João Del-Rei, in Brazil. She has been investigating women’s erotic consumption with an interpretive approach since 2007. In 2017, she earned the Sidney Levy Award honorable mention, granted to the second-best consumer culture theory dissertation-based article published in a top-tier international journal during the previous year.

Magdalena Zawisza is an academic psychologist at Anglia Ruskin University, Cambridge. Her research interests include consumer, gender and social psychology. She is a co-editor of the Routledge International Handbook of Consumer Psychology, a review editor of Frontiers, a holder of prestigious grants and she runs a research consultancy, Insights, devoted to responsible advertising. She publishes in leading peer-reviewed journals and her work has attracted media attention from The Independent, the BBC and Newsweek, among others.