**Curriculum Vitae**

**Cornelia “Cele” Otnes**

July, 2016

Investors in Business Education Professor of Marketing, College of Business

Professor of Advertising, College of Media

Professor of Recreation, Sport, and Tourism

Professor, Campus Honors Program

University of Illinois at Urbana-Champaign

Adjunct Professor of Marketing

Department of Strategy and Management

Norwegian School of Business and Economics (NHH), Bergen, Norway

HOME ADDRESS AND PHONE

303 E. Sherwin Drive, Urbana, IL, USA, 61802; 217 337-1706 (home); 217 377-8338 (cell)

OFFICE ADDRESS AND PHONE

4013 BIF, 515 E. Gregory Drive, Champaign, IL 61820; 217 265-0799

[cotnes@illinois.edu](mailto:cotnes@illinois.edu)

EDUCATION

1977-1980 Newcomb College of Tulane University; Major: English Literature

1981 B.A., English Literature, Louisiana State University

1982 Graduate coursework, Linguistics, Louisiana State University

1985 M.A., Advertising, University of Texas at Austin

1986 Ph.D. Coursework, University of Texas at Austin,

McCombs School of Communication

1990 Ph.D., Communications, University of Tennessee, Knoxville

Primary Area: Advertising

Secondary Area: Marketing

**POSITIONS AT COLLEGES AND UNIVERSITIES**

Academic (except where noted, all at University of Illinois)

August 1990- Assistant Professor, Department of Advertising;

May 1996 awarded tenure Aug. 1996

August 1996- Associate Professor, Department of Advertising

May 1999

# November 1997- Named to Campus Honors Faculty

Present

September 1999- Associate Professor, Department of Marketing

May 2000 Rutgers University (Newark/New Brunswick)

# June 2000- Associate Professor of Marketing,

# August 2005 Department of Business Administration

August 2005-present Professor of Marketing, Department of Business Administration

Professor of Advertising

July 2007-present Investors in Business Education Professor of Marketing,

Department of Business Administration (Chair renewed 2012, 2015)

Dec. 2010-present Faculty Affiliate, Collaborative for Cultural Heritage Management

and Policy (interdisciplinary consortium based in dept. of Anthropology)

Jan. 2015-present Adjunct Professor, Dept. of Strategy and Management, Norwegian School of Business and Economics (NHH), Bergen, Norway

Advertising courses taught

*Undergraduate:* Media Planning, Principles of Advertising, Introduction to Advertising Creativity, Advertising Creative Portfolio, International Advertising, Advertising Campaign Planning; *Master’s Level:* Seminar in Qualitative Research

Marketing courses taught

*Undergraduate:* Principles of Retailing, Consumer Behavior, Principles of Marketing (lecture/discussion and large-lecture), Promotion Management; *MBA:* Promotion Management, Consumer Behavior, Consumer Brand Insights; *MSBA:* Marketing Management

*Doctoral:* Marketing Theory, Current Issues in Consumer Behavior, Qualitative Research Methods (at Illinois and NHH).

Administrative (all at Illinois)

August 1993- Director of Graduate Studies, Department of Advertising. Assign

August 1996 teaching assistants, conduct T.A. orientation, chair graduate admissions committee, interview potential students, advise graduate students.

August 1996- Director of Undergraduate Studies, Department of Advertising.

May 1999 Advise on non-scheduling matters, work with placement office to create career opportunities and workshops, develop mission statement for the department.

August 2002- Group Coordinator, Marketing Faculty, Dept. of Business

May 2003 Administration. Schedule faculty meetings, assign group committee duties.

February 2010- Director, Illinois Summer Management Institute, Dept. of

August 2010 Business Administration. Design/implement pilot program for certificate in Business Administration for undergraduates and recent graduates. Recruit faculty, market program, co-design curriculum, evaluate program, supervise program coordinator, co-author case for capstone competition.

Jan. 2014- Interim Director of Undergraduate Studies, Dept. of Business

May 2014 Administration. Coordinate with dept. undergraduate adviser on student course petitions, organize/lead meetings with undergraduate studies committee, develop strategy and tactics for campus-wide business minor, assess GPA admissions standards, discuss and delegate activities to help build sense of undergraduate community within the department.

June 2014- Area Leader, Marketing, Dept. of Business Administration.

May 2015 Schedule faculty meetings, assign group committee duties, oversee course scheduling. Chair undergraduate curriculum revision committee.

Aug. 2015-present Director of Undergraduate Studies, Dept. of Business Administration.

Supervising a committee of six faculty to guide curriculum review and revision of five undergraduate majors; work with College Study-Abroad office to review/approve courses; review cross-campus curriculum agreements; oversee issues pertaining to the undergraduate minor in business, review/implement department faculty mentor program.

**MEMBERSHIP IN ACADEMIC ORGANIZATIONS**

Honor: Kappa Tau Alpha, Phi Kappa Phi, Omicron Delta Theta

Professional: Association for Consumer Research (ACR); Consumer Culture Theory Consortium (CCT)

**POSITIONS IN ACADEMIC ORGANIZATIONS**

Secretary, American Academy of Advertising, 1994.

Treasurer-in-Training, ACR, 2009.

Treasurer, ACR, 2010 and 2011.

Executive Board Member, ACR, 2009-2011.

ACR Transformative Consumer Research Advisory Committee, 2015-18.

**PROFESSIONAL HONORS**

College of Communications, Outstanding Graduate Teaching Assistant, UT/Knoxville, 1988-89. Chancellor’s Citation, Extraordinary Professional Promise, UT/Knoxville, 1989.

Outstanding Doctoral Student, College of Communications, UT/Knoxville, 1989.

Chancellor’s Award, Outstanding Graduate Teaching Associate, UT/Knoxville, 1990.

Outstanding Teacher, Univ. of Illinois College of Communications, 1994-95.

Finalist, Luckman Campus Undergraduate Teaching Award, 1995.

Outstanding Article, *Journal of Advertising*, 1996.

Outstanding Reviewer, *Journal of Advertising*, 1996.

Nominee, Kathleen Gregory Klein award, excellence in feminism and popular culture,

American Culture Association/Popular Culture Association, 1997.

Outstanding Teacher, Univ. of Illinois College of Communications, 1997-98.

Nominee, Luckman Campus Undergraduate Teaching Award, 1998.

Invited Faculty Member, AMA Doctoral Consortium, 2003.

Outstanding Reviewer, *Journal of Consumer Research*, 2005.

List of Excellent Teachers, over half of teaching semesters, University of Illinois.

Faculty Member, AMA Services Marketing Special Interest Group doctoral consortium,

October 2008.

Faculty Member, ACR Doctoral Consortium, 2004, 2008, 2009, 2012, 2014.

Best Paper, Consumer Behavior Track, AMA Summer Conference, 2009.

Best Overall Conference Paper, AMA Summer Conference, 2009.

Finalist, Phi Kappa Phi Scholar of the Year Award, 2010.

Provost’s Faculty Fellow, 2010-2011 Big Ten Consortium Committee on Institutional

Cooperation Academic Leadership, 2010-2011.

Elected to Consumer Culture Theory organization officer nominating committee, 2013.

Eminent Research Scholar in Residence, University of Melbourne, November 2015.

Faculty Member, AMA Doctoral Consortium, 1993, 2016.

Faculty in Residence, University of Sydney, November. 2016.

**CONSULTING**

Flamingo Research, Ltd., London

Hallmark, Inc., Kansas City, MO

Frankel & Co., Chicago, IL (Point-of-Purchase provider for McDonald’s)

**PUBLICATIONS**

Edited Books

Otnes, Cele C. and Richard F. Beltramini, eds. (1996), *Gift Giving: An Interdisciplinary*

*Research Anthology*, Bowling Green, OH: Popular Press.

Otnes, Cele C. and Tina M. Lowrey, eds. (2003), *Contemporary Consumption Rituals: A*

*Research Anthology*, Mahwah, NJ: Lawrence Erlbaum Associates.

Otnes, Cele C. and Linda T. Zayer, eds. (2012), *Gender, Culture and Consumer Behavior*,

Psychology Press (division of Routledge).

Otnes, Cele C., ed. (2014), *Gift-Giving, Sharing and Consumption Holidays*, Legends of

Consumer Behavior series on the work of Russell W. Belk, v. 7, Sage.

Co-Authored Books

Otnes, Cele C. and Elizabeth H. Pleck (2003), *Cinderella Dreams: The Allure of the Lavish*

*Wedding,* University of California Press. Reviewed in: *The Economist*, *Atlantic Monthly*,

*Chronicle of Higher Education*, *Journal of Women’s History*, *Journal of Marriage and the*

*Family, Iowa Journal of Cultural Studies*.

Otnes, Cele C. and Pauline Maclaran (2015), *Royal Fever: The British Monarchy in Consumer*

*Culture*, University of California Press. Excerpted on theatlantic.com, Oct. 2015.

Book Chapters

Lowrey, Tina M. and Cele C. Otnes (1994), “Construction of a Meaningful Wedding:

Differences between the Priorities of Brides and Grooms,” *Gender and Consumer Behavior*, ed. Janeen Costa, Newbury Park, CA: Sage Publications, 164-83.

Otnes, Cele C., and Richard F. Beltramini (1996), “Gift Giving: An Overview,” *Gift Giving:*

*An Interdisciplinary Anthology*, ed. Cele C. Otnes and Richard F. Beltramini, Bowling Green, OH: Popular Press, 3-15.

Lowrey, Tina M., Cele C. Otnes and Kevin Robbins (1996), “The Role of Values in Christmas

Gift Selection,” *Gift Giving: An Interdisciplinary Anthology*, ed. Cele C. Otnes and Richard F. Beltramini, Bowling Green, OH: Popular Press, 37-56.

Lowrey, Tina M., Cele C. Otnes, and L.J. Shrum (1997), “Consumer Ambivalence: Perspectives

Gained from Shopping with Consumers,” *New Developments and Approaches in Consumer*

*Behavior Research*, ed. Ingo Baderjahn, Claudia Mennicken, and Eric Vernette, Berlin:

Macmillan, 307-20.

Otnes, Cele C. (1998), “Friend of the Bride, and then Some: The Role of the Bridal Salon in

Wedding Planning,” *ServiceScapes*, ed. John F. Sherry, Jr., Lincolnwood, IL: NTC Press, 229-

58.

Arnould, Eric J., Linda L. Price and Cele C. Otnes (1998), “Magical Romance: Commercial

Rafting Adventures,” *Romancing the Market*, ed. Stephen Brown, Anne Marie Doherty, and

Bill Clarke, London: Routledge, 233-54.

Lowrey, Tina, and Cele C. Otnes (2003), “If Only in My Dreams: Consumer Fairy Tales and the

Perfect Christmas,” *Contemporary Consumption Rituals: A Research Anthology*, ed. Cele C.

Otnes and Tina M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, 99-122.

Otnes, Cele C., Julie A. Ruth, Tina M. Lowrey, and Suraj Commuri (2006), “Capturing Time,” *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, Beverly Hills, CA: Sage 387-99.

Fischer, Eileen and Cele C. Otnes (2006), “Breaking New Ground: Developing Grounded

Theories in Marketing and Consumer Behavior,” *Handbook of Qualitative Research Methods*

*in Marketing*, ed. Russell W. Belk, Beverly Hills, CA: Sage, 19-30.

Ruth, Julie A. and Cele C. Otnes (2006), “The Etiquette of Qualitative Research,” *Handbook*

*of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, Beverly Hills, CA: Sage,

560-72.

# Tuncay, Linda and Cele C. Otnes (2007), “Exploring the Link between Masculinity and

Consumption,” ed. Tina M. Lowrey, *Brick and Mortar Shopping in the 21st Century*,

Mahwah, NJ: Lawrence Erlbaum Associates, 153-69.

Otnes, Cele C. and Pauline Maclaran (2007), “The Consumption of Cultural Heritage among a

British Royal Family Brand Tribe,” ed. Robert Kozinets, Bernard Cova, and Avi Shankar, *Consumer Tribes: Theory, Practice, and Prospects*, London: Elsevier/Butterworth-Heinemann, 51-66.

Otnes, Cele C. and Eliana M. Shapiro (2007), “How Brand Collecting Shapes Consumers’ Brand Meanings,” *Consumer Culture Theory: Research in Consumer Behavior.* ed. Russell W. Belk and John F. Sherry, Jr., v. 11, Bingley: Emerald Group Publishing, 401-19.

Otnes, Cele C., Elizabeth Crosby, Robert Kreuzbauer, and Jennifer Ho (2009), “Tinsel, Trimmings and Tensions: Consumer Negotiations of a Focal Christmas Artifact,” *Consumer Culture Theory*, ed., John F. Sherry, Jr. and Eileen M. Fischer, London: Routledge, 171-89.

Otnes, Cele, Eileen M. Fischer, and eight other doctoral student authors (2009), “Are We There

Yet? Co-Producing Success and Failure in Personal Training,” *Consumer Culture Theory*, ed. John F. Sherry, Jr. and Eileen M. Fischer, London: Routledge, 101-13.

Tuncay Zayer, Linda and Cele C. Otnes (2012), “Climbing the Ladder or Chasing a Dream?

Men’s Responses to Idealized Portrayals of Masculinity in Advertising,” ed. Cele C. Otnes and

Linda T. Zayer, *Gender, Culture and Consumer Behavior*, Sussex: Psychology Press, 87-110.

Hartman, Julian, Caitlin Carson, Cele C. Otnes and Pauline Maclaran (2015), “Contemporizing

Kensington Palace: Popular Culture and the “Enchanted Palace” Exhibit, *Encounters with*

*Popular Pasts: Cultural Heritage and Popular Culture*, ed. Mike Robinson and Helaine

Silverman, NY: Springer, 165-184.

Maclaran, Pauline, Cele C. Otnes and Linda Tuncay Zayer (2015), “Gender Research in Consumer Behavior: Evolution and Expansion of a Construct,” *Routledge Handbook on Consumption,* forthcoming, 2016.

Maclaran, Pauline and Cele C. Otnes, “Regendering Sherlock: Applying a Butlerian Lens,” in John F. Sherry, Jr. and Eileen Fischer, eds., *Contemporary Consumer Culture Theory*, London: Routledge, forthcoming, 2016.

Otnes, Cele, “George Herbert Mead,” in Søren Askegaard and Benoit Heilbrunn, eds., *Companion to Canonical Authors in Social Theory on Consumption,* forthcoming, Routledge, 2016.

Otnes, Cele C., “Emotional Contagion and Collective Ritual,” in Michael Solomon and Tina M. Lowrey, eds., *The Routledge Companion to Consumer Behavior*, London, Routledge, forthcoming, 2016.

Otnes, Cele C. “Is Cinderella Still Dreaming? Revisiting the Wedding Ritual,” in Olga Kravetz, Pauline Maclaran, Alladi Venkatesh and Steve Miles, *Sage Handbook of Consumer Culture*, forthcoming, 2016.

Kapp, Paul H. and Cele C. Otnes, “The Poppies: Producing and Consuming Commemoration of the First World War in Britain,” in Helaine Silverman and Mattias Frihammar, *Heritage of Death: Producing and Consuming Landscapes of Memory, Sentiment, and Performance*, London: Routledge, forthcoming, 2017.

Articles in Refereed Journals

Otnes, Cele C., Erin Spooner and Deborah M. Treise, “Reflections on Advertising Education:

‘New Creatives’ Speak Out,” *Journalism Educator*, 47 (Autumn 1993), 9-17.

Otnes, Cele C., Tina M. Lowrey and Young Chan Kim, “Gift Selection for ‘Easy’ and ‘Difficult’ Recipients: A Social Roles Interpretation,” *Journal of Consumer Research*, 20 (September 1993), 229-44.

Otnes, Cele C., and Mary Ann McGrath, “Ritual Socialization and the Children’s Birthday

Party: A Study of Gender Differences,” *Journal of Ritual Studies*, 8 (Winter 1994), 73-93.

Otnes, Cele C., Young Chan Kim and Kyungseung Kim, “All I Want for Christmas: An Analysis

of Children’s Brand Requests to Santa Claus,” *Journal of Popular Culture*, 27 (Spring 1994), 183-94.

Otnes, Cele C., Kyungseung Kim and Young Chan Kim, “Yes, Virginia, There is a Gender

Difference: Analyzing Children’s Requests to Santa Claus,” *Journal of Popular Culture*, 28

(Summer 1994), 17-30.

Otnes, Cele C., Mary Ann McGrath and Tina M. Lowrey, “Shopping with Consumers: Past,

Present, and Future Research Technique,” *Journal of Retailing and Consumer Services*, 2

(Spring 1995), 97-110.

McGrath, Mary Ann and Cele C. Otnes, “Unacquainted Influencers: When Strangers Interact in

the Retail Setting,” *Journal of Business Research*, 32 (March 1995), 261-72.

Otnes, Cele C., Arlo A. Oviatt and Deborah M. Treise, “Views of Advertising Curricula from

Experienced ‘Creatives,’” *Journalism Educator*, 49 (Winter 1995), 21-30.

Otnes, Cele C., “A Critique of *Daytime Gameshows and the Celebration of Merchandise: The*

*Price is Right*,” *Journal of American Culture*, 19 (Fall 1996), 51-4.

Otnes, Cele C., and Linda M. Scott, “Something Old, Something New: Exploring the Interaction

between Ritual and Advertising*,” Journal of Advertising*, 25 (Spring 1996), 33-50. (Outstanding Article, 1996).

Otnes, Cele C., Tina M. Lowrey and L.J. Shrum, “Toward an Understanding of Consumer Ambivalence,” *Journal of Consumer Research*, 24 (June 1997), 80-93. (Reprinted, *Case Study Methods in Business Research*, ed. Albert J. Mills and Gabrielle Durepos, NY/London: Sage, 2012).

Otnes, Cele C. and Mary Ann McGrath, “New Research on Consumption Rituals,” *Journal of*

*Ritual Studies*, 12 (Winter 1998), 35-46.

Treise, Deborah M., Cele C. Otnes and Arlo Oviatt, “An Examination of Leadership Behavior

among Agency Creatives,” *Journal of Advertising Education*, 3 (Spring 1999), 25-34.

Treise, Deborah M., Joyce Wolburg and Cele C. Otnes, “Understanding College Drinking as

Ritual Behavior: An Alternative Framework for PSA Developers,” *Journal of Advertising*,

28 (Summer 1999), 117-31.

Ruth, Julie A., Cele C. Otnes and Frederic Brunel, “Gift Receipt and the Reformulation of

Interpersonal Relationships,” *Journal of Consumer Research*, 26 (March 1999), 385-402.

Arnould, Eric J., Linda L. Price and Cele C. Otnes, “Making Consumption Magic: A Study

of White-Water River Rafting,” *Journal of Contemporary Ethnography*, 28 (February 1999), 33-67.

Otnes, Cele C. and Mary Ann McGrath, “Perceptions and Realities of the Male Shopper,”

*Journal of Retailing*, 77 (Spring 2001), 111-37.

Ruth, Julie A., Frederic Brunel and Cele C. Otnes, “Linking Thoughts to Feelings:

Investigating Cognitive Appraisals and Consumption Emotions in a Mixed-Emotions

Context,” *Journal of the Academy of Marketing Science* 30,(Winter 2002), 44-58.

Ruth, Julie A., Frederic Brunel and Cele C. Otnes, “An Investigation of the Power of

Emotions in Relationship Realignment:  The Gift Recipient's Perspective,” *Psychology and Marketing,* 21 (January 2004), 29-52.

Lowrey, Tina M., Cele C. Otnes and Julie A. Ruth, “Social Influences on Dyadic Giving over Time: A Taxonomy from the Giver’s Perspective,” *Journal of Consumer Research,* 31

(March 2004), 547-58 (authors listed alphabetically; equal contribution).

Nelson, Michelle R. and Cele C. Otnes, “Exploring Cross-Cultural Ambivalence:

Netnography of Intercultural Wedding Message Boards,” *Journal of Business Research*,

58 (January 2005), 89-95.

Lowrey, Tina M., Cele C. Otnes and Mary Ann McGrath, “Shopping with Consumers:

Reflections and Innovations,” *Qualitative Marketing Research*, 8 (no. 2, 2005), 176-88.

Fischer, Eileen, Cele C. Otnes and Linda Tuncay, “Pursuing Parenthood: Integrating Cultural

and Cognitive Perspectives on Persistent Goal Striving,” *Journal of Consumer Research,* 34

(December 2007), 425-40 (authors alphabetical/equal contribution/lead article).

Tuncay, Linda and Cele C. Otnes “The Use of Persuasion Management Strategies by Identity

Vulnerable Consumers: The Case of Heterosexual Male Shoppers,” *Journal of Retailing,* 84

(December 2008),487-99.

Maehle, Natalia, Supphellen, Magne and Cele C. Otnes, “Consumers’ Perceptions of the

Dimensions of Brand Personality,” *Journal of Consumer Behaviour,* 10, (2011), 290-303.

Otnes, Cele C., Behice Ece Ilhan and Atul Kulkarni, “The Language of Marketplace Rituals:

Implications for Customer Experience Management,” *Journal of Retailing,* 88 (September, 2012), 367-85.

Otnes, Cele C., Julie A. Ruth, and Elizabeth Crosby, “Product-Agency Benefits: Consumer

Perspectives and Strategic Implications,” *European Journal of Marketing,* 48 (5/6, 2014), 878-98.

Tuncay Zayer, Linda, Cele C. Otnes and Eileen M. Fischer, “Consumers’ Conceptualizations of

Failure within a High-Risk, Low-Return Service Context,” *Journal of Service Research,* forthcoming, May 2015 (electronically published Dec. 2014).

Klein, Jill, Tina M. Lowrey and Cele C. Otnes, “Identity-Based Motivations and Anticipated Reckoning: Contributions to Gift-Giving Theory from an Identity-Stripping Context, *Journal of Consumer Psychology,* 25 (3), 431-448.

Maehle, Natalia, Nina Iversen, Leif Heim, and Cele C. Otnes, “Exploring Consumer Preferences for Hedonic and Utilitarian Food Attributes,” *British Food Journal*, 3039-63.

\*Emerald Citation of Excellence Award

Mirabito, Ann, Otnes, Cele, Elizabeth Crosby, David Wooten + fifteen co-authors, “Stigma in the Marketplace: Theoretical Overview and Research Agenda for Public Policy,” *Journal of Public Policy and Marketing, in press*.

Otnes, Cele and Pauline Maclaran, “Royalty,” invited for Marketplace Icons series in *Consumption, Markets and Culture*, forthcoming*,* 2016.

**WORKS IN PROGRESS**

Yeh, Marie, Michen, Jane, + 17 co-authors, “The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace,” submitted to the 2016 Public Policy and Marketing Conference.\*

Sugden, Kimberly, and Cele C. Otnes, “Animating Advertising Icons: How Consumers’ Lived Experiences Shape Trade-Character Anthropomorphization,” being prepared for submission, *Journal of Marketing*.

Maclaran, Tsarenko, Yelena, Yuliya Strizhakova and Cele C. Otnes, “Understanding Consumers’ Choices to Forgive,” being prepared for first-round submission, *Journal of Consumer Psychology.*

Crosby, Elizabeth, Cele C. Otnes and Fleura Bardhi, “Compensatory Consumption: Insights from Applying the Identity Anchoring Framework” in preparation for submission, *European Journal of Marketing*.

Crosby, Elizabeth and Cele C. Otnes, “‘Hell and More:’ Identity Gap Theory and African-

American Women’s Management of Beauty-Related Stigmas,” being prepared for first-round submission, *Journal of Consumer Research* (Target date June 1, 2015*).*

Arias, Robert and Cele C. Otnes, “Understanding the Sense of Belonging,” data-collection stage.

**SELECTED ENCYCLOPEDIA AND RELATED ENTRIES**

“Product Loss Leaders,” *Encyc. of Consumer Culture*, Sage, 2011.

“Consumption Rituals,” *Encyc. of Consumer Culture*, Sage, 2011.

“Weddings,” *Encyc. of Consumer Culture*, Sage, 2011.

“Spaces of Shopping,” *Encyc. of Consumer Culture*, Sage, 2011.

“The Diderot Effect,” *Encyc. of Consumer Culture*, Sage, 2011.

“Consumption Rituals,” *Encyc. of Consumption and Consumer Studies*, Wiley Blackwell, 2014.

**BOOK REVIEWS**

“American Fun,” *Consumption, Markets and Culture* (electronically published Oct. 2014; print forthcoming 2015).

“Social Solidarity and the Gift,” *Anthropos*, 101 (no. 1), 2006, 292-293.

**PUBLISHED PROCEEDINGS**

Co-Editor

*The 16th Paul D. Converse Symposium*, AMA Publications, Chicago, 2005 (with Abbie Griffin).

*European Advances in Consumer Research*, v. 8, Duluth, MN: Association for Consumer Research, 2008 (with Stefania Borghini and Mary Ann McGrath).

*The 17th Paul D. Converse Symposium,* AMA Publications, Chicago, 2008 (with William J. Qualls).

*Advances in Consumer Research*, v. 40, Duluth, MN: Association for Consumer Research, 2014 (with Juliet Zhu and Zeynep Gurhan-Canli).

Co-Author of Published Paper in Conference Proceedings (also presenter unless otherwise noted)

Crabb, Cornelia M. (maiden name) and Ronald J. Faber, “The Impact of Professional Society

Affiliation on Attitudes toward Professional Advertising,” *Proceedings* of the 1986 Conference of the American Academy of Advertising, R31-5.

Otnes, Cornelia Crabb and Ronald J. Faber, “The Value of Advance Telephone Notification

in Mail Surveys,” *Proceedings* of the 1988 Conference of the American Academy of

Advertising, RC144-50.

Otnes, Cele C. and Ronald J. Faber, “An Examination of Variables Influencing Local

Advertiser Media Selection,” *Proceedings* of the 1989 Conference of the American

Academy of Advertising, RC57-RC62.

Otnes, Cele C., “The Early Assimilation of Bauhaus Principles into American Graphic

Design,” *Proceedings* of the 1989 College of Communications Research Symposium,

UT/Knoxville, 191-228.

Otnes, Cele C., “Variables Influencing Christmas Gift Giving and Gift Buying: A Review

and Integrative Model,” *Proceedings* of the 1990 College of Communications Research Symposium, UT/Knoxville, 197-224.

Otnes, Cele C., and Robert B. Woodruff, “An Integrative Model of Consumer Search

Strategies Used During Christmas Gift Buying,” *Proceedings* of the 1991 AMA Winter Educators’ Conference, 165-75.

Otnes, Cele C., Young Chan Kim and Tina M. Lowrey, “’Ho, Ho, Woe:’” Christmas

Shopping for Difficult People,” *Advances in Consumer Research*, 19, 1992, 482-87.

Otnes, Cele C., and Tina M. Lowrey, “'Til Debt Do Us Part: The Selection and Meaning of

Artifacts in the American Wedding,” *Advances in Consumer Research*, 20, 1993, 325-

29.

Otnes, Cele C., “How Consumers Use Information Sources During the Christmas Shopping Season: An Exploratory Study,” *Proceedings* of the 1993 Conference of the American

Academy of Advertising, 126-32.

Otnes, Cele C., Kyle Zolner and Tina M. Lowrey, “In-Laws and Outlaws: The Influence of

Divorce and Remarriage upon Christmas Gift Exchange,” *Advances in Consumer Research*, 21, 1994, 25-9.

Otnes, Cele C., Julie A. Ruth and Constance C. Milbourne, “The Pleasure and Pain of Being

Close: Men’s Mixed Feelings about Valentine’s Day Gift Exchange Activities,” *Advances in Consumer Research*, 21, 1994, 159-64.

Otnes, Cele C., Michelle Nelson and Mary Ann McGrath, “The Children’s Birthday Party: A

Study of Mothers as Socialization Agents,” *Advances in Consumer Research*, 22, 1995, 622-27.

Arnould, Eric J., Cele C. Otnes and Linda L. Price, “Magic in the Marketing Age,” *Proceedings* of the 1997 Illuminations Conference, University of Ulster, 1997, 167-78 (did not present).

Ruth, Julie A. and Cele C. Otnes, “Attention to Self, Attention to Others: How Giver Self-

Consciousness Influences Gift Giving,” *Proceedings* of the 1999 Society for Consumer Psychology Conference, 62-9.

Ruth, Julie A., Linda Tuncay, Atul A. Kulkarni, and Cele C. Otnes (2010), “The Influence of Change-focused Advertising Appeals and Self-Referencing on Persuasion,” *Proceedings* of the AMA Educators’ Conference, Chicago, IL: AMA, 234-43 (did not present). *(Awarded Best Paper, Consumer Behavior Track and Best Overall Conference Paper).*

Co-Author of Conference Paper Abstract (and presenter, unless otherwise noted)

Faber, Ronald J. and Cornelia M. Crabb, “Defining a Hierarchy of Media Acceptability for

Professional Advertising,” *Proceedings* of the 1987 Conference of the American Academy of Advertising, R24.

Otnes, Cele C., “Advertising Standardization: A Review and Normative Model,” *Proceedings* of the 1991 Conference of the American Academy of Advertising, 214.

Otnes, Cele C., “The Early Assimilation of Bauhaus Principles in American Graphic Design,” *Proceedings* of the 1991 Popular Culture Association Conference, 218.

Otnes, Cele C. and Tina M. Lowrey, “Construction of a Meaningful Wedding: Differences between the Priorities of Brides and Grooms,” *Proceedings* of the Second Gender and Consumer Behavior Conference, 1993, 150.

Otnes, Cele C., and Mary Ann McGrath, “Children’s Understanding of Birthday Parties: A

Study of Gender Differences,” *Proceedings* of the Second Gender and Consumer Behavior Conference, 1993, 151.

Otnes, Cele C., Julie A. Ruth and Constance C. Milbourne, “The Influence of Gender and

Self-Acceptance on Valentine’s Day Gift Exchange,” *Proceedings* of the 1993 AMA Winter Educators’ Conference, 54.

Otnes, Cele C., “Session Summary: The ‘Masculine Mystique:’ Men’s Involvement in Gift

Giving, Gift Receipt and Gift Occasions,” *Advances in Consumer Research*, 21, 1994, 158.

Oviatt, Arlo and Cele C. Otnes, “What Advertising Educators Can Learn From Experienced

‘Creatives,’” *Proceedings* of the 1994 Conference of the American Academy of Advertising, 63.

Oviatt, Arlo A., Cele C. Otnes and Deborah M. Treise, “Personality and Background

Characteristics of Advertising Creatives: What Educators Can Tell Students,” *Proceedings* of the 1995 Conference of the American Academy of Advertising, 181.

Lowrey, Tina M. and Cele C. Otnes, “Brides and Their Weddings: What’s Advertising Got to

Do with It?,” *Proceedings* of the 1995 Conference of the American Academy of Advertising, 230.

Otnes, Cele C., and Julie A. Ruth, “New Insights into the Role of Gender during Christmas

Shopping,” *Proceedings* of the Third Conference on Gender and Consumer Behavior,

1996, 111.

Otnes, Cele C., “Matrimonial Metaphors: Women’s Wedding Planning Experiences in the

Bridal Salon,” *Proceedings* of the Third Conference on Gender and Consumer Behavior, 1996, 171.

Nelson, Michelle, Cele C. Otnes, Mary Ann McGrath and Tina M. Lowrey, “Shopping with

Consumers: Retrospective and Prospective Methodological Applications,” *Advances in Consumer Research*, 23, 1996, 160.

Otnes, Cele C., “Developing and Executing Consumer-Based Creative Strategy,” *Proceedings* of the 1997 Conference of the American Academy of Advertising, 284.

Treise, Deborah M., Cele C. Otnes and Arlo A. Oviatt, “An Examination of Leadership

Behavior among Agency Creatives,” *Proceedings* of the 1997 Conference of the American Academy of Advertising, 123.

Otnes, Cele C., Tina M. Lowrey and Mary Ann McGrath, “Women as Generation-Spanners:

A Longitudinal Study of Giving to Parents and Grandparents, and Giving As Parents,” *Advances in Consumer Research,* 24, 1997, 20.

Otnes, Cele C., “Special Session Summary: The Longitudinal Turn in Interpretive Consumer

Research,” *Advances in Consumer Research*, 25, 1998, 176-77.

Otnes, Cele C., Tina M. Lowrey and Michelle Nelson, “Long-Term Lessons Learned from

Shopping with Consumers,” *Advances in Consumer Research*, 25, 1998, 176.

McGrath, Mary Ann and Cele C. Otnes, “Getting Even Stranger: Further Explorations of

How Unacquainted Influencers Interact in Retail Settings,” *Advances in Consumer Research,* 25, 1998, 417.

Otnes, Cele C., Tina M. Lowrey and Michelle Nelson, “Long-Term Lessons Learned from Shopping with Consumers,” *Advances in Consumer Research*, 26, 1999, 176.

McGrath, Mary Ann, Cele Otnes, Katie Clow, Abby Gress, Pam Lowrey, Kirk Manley, and Jelena Runser-Spanjol, “When Holidays Get Stranger: Further Exploration of How Unacquainted Influencers Interact in Retail Settings,” *Advances in Consumer Research*, 26, 1999, 417.

Runser-Spanjol, Jelena, Cele C. Otnes and Pamela M. Lowrey, “Transformational

Claims in Women’s Advertisements,” *European Advances in Consumer Research*, 1999, 265.

Otnes, Cele C., “Session Summary: When Marketing is ‘Like Magic,’” *European Advances in Consumer Research*, 1999, 264-66.

Otnes, Cele C. and Mary Ann McGrath, “Beyond the Stereotypes of Male Shopping Behavior,”

*Gender, Marketing and Consumer Behavior*, Fifth Conference Proceedings, 2000, 101.

Ruth, Julie A., Frederic Brunel and Cele C. Otnes, “The Impact of Mixed Consumption

Emotions on Relationship Quality,” *Advances in Consumer Research*, 28, 2001, 370.

Otnes, Cele C. and Julie A. Ruth, “The Roles of ‘Everyday’ Transformational Products and

Services in Consumers’ Lives,” *Advances in Consumer Research*, 30, 2003, 216.

Lowrey, Tina M., Cele C. Otnes and Julie A. Ruth, “An Exploration of Social Influence on

Dyadic Giving,” *Advances in Consumer Research*, 31, 2004, 112.

Fischer, Eileen, Cele C. Otnes and Linda Tuncay, “A Grounded Typology of Consumer Coping

Strategies within the Context of Infertility Treatment,” *Advances in Consumer Research*, 31, 2004, 579.

Tuncay, Linda, Eileen Fischer and Cele C. Otnes, “Gender Identity: Women’s Experience with

Assisted Reproductive Technologies,” *Proceedings* of the Gender, Marketing and Consumer

Behavior Conference, 2005 (online only).

Otnes, Cele C., Eileen Fischer, Linda Tuncay and Alexandra Rodriguez, “A Grounded Typology

of Consumer Conceptualizations of Failure,” *Advances in Consumer Research*, 32, 2005, 460.

Fischer, Eileen, Pauline Maclaran and Cele C. Otnes, “Brands in Transit: The Dynamics of

Cross-Cultural Brand Meanings and the British Royal Family Brand,” *European Advances in*

*Consumer Research*, 2005, 83.

Otnes, Cele C., Molly Niesen, Michelle Nelson, Linda Tuncay and Patrick Vargas, “From the

Poconos to Puerto Vallarta: The Evolution of Honeymoon Advertising from 1959-2004,”

*Proceedings* of the CHARM conference, 353-4.

# Otnes, Cele, Linda Tuncay and Eileen Fischer, “Persisting and Failing in the Marketplace: A

# Cultural-Discourse Interpretation,” *Proceedings* of the First World Congress of Qualitative

# Inquiry, 2005, 251.

# Tuncay, Linda and Cele C. Otnes, “The Use of Seeker and Sentry Persuasion Management

# Strategies by Heterosexual Male Shoppers,” *Advances in Consumer Research*, 34, 2007, 565.

Maclaran, Pauline and Cele Otnes, "Living History: Biographical Objects and the Powerful

Presence of the Past,” *European Advances in Consumer Research*, 8, 2007, 111-12.

Otnes, Cele, Elizabeth Crosby, Robert Kreuzbauer, and Jennifer Ho, "Tinsel, Trimmings, and

Tensions: Consumer Negotiations of a Focal Christmas Artifact,” *Advances in Consumer*

*Research,* 35, 2008, 773.

Kulkarni, Atul, Cele Otnes, Julie Ruth, and Tiffany White, "The Role of Congruence Theory in

Consumer Response to Business-to-Consumer Gift Giving,” *Advances in Consumer Research,*

35, 2008, 901.

Maclaran, Pauline, Cele C. Otnes, and Eileen Fischer, "Maintaining the Myth of the Monarchy:

How Producers Shape Consumers’ Experiences of the British Royal Family,” *Advances in*

*Consumer Research,* 35, 2008, 68.

Otnes, Cele C. and Behice Ece Ilhan, "Curling up and Reaching Out: Meanings and Motivations

For Passionate Readers,” *Advances in Consumer Research,* 36, 2009, 188-89.

Otnes, Cele C., Jenny Yang, Behice Ece Ilhan, and Nicole Tami, "Consumer Mourning and

Coping With the Loss of Strategic Rituals: The Case of Marshall Field & Co.,” *Advances in*

*Consumer Research,* 36, 2009, 688.

Crosby, Elizabeth and Cele C. Otnes (2010), "Consumption as a Strategy for Stigma

Management,” *Advances in Consumer Research,* 37, 2010, 28-31.

Crosby, Elizabeth and Cele C. Otnes (2010), "Roles of Food Consumption in the Experience of

Homesickness among College Students,” *Advances in Consumer Research,* 38, 2011, 517.

Otnes, Cele C., Elizabeth Crosby, and Pauline Maclaran, "Above Celebrity: Maintaining

Consumers’ Experiences of Heritage-Based Fame,” *Advances in Consumer Research,* 38, 2011, 149.

Otnes, Cele C., Elizabeth Crosby, Mina Kwon, and Sydney Chinchanachokchai, “The Impact of

Aesthetics in Embedded Service Rituals,” *European Advances in Consumer Research,* 9, 2011,

23.

Klein, Jill, Tina M. Lowrey and Cele C. Otnes, “Humanity Assertion and Anticipated Reckoning in Gift Exchange in a Crisis Context,” *Advances in Consumer Research*, 42, 549.

Otnes, Cele, Ravi Mehta and Hyewon Oh, “Marketplace Tranquility: Consumer Perceptions and Expectations,” abstract forthcoming, *Advances in Consumer Research*, 44.

Other Conference Presentations: As Co-Author/Participant

Invited panelist, “Meet the Reviewers of the *Journal of Advertising*,” 1998 American Academy of Advertising Conference, Lexington.

Otnes, Cele C. and Jennifer Szycmziak, “Playing Barbies: What Young Women Think about Barbie,” 1998 Gender and Consumer Behavior Conference, San Francisco.

Otnes, Cele C., Mary Ann McGrath and Kathryn Clow, “Store Atmosphere and Merchandise Type: How They Mediate Shopping Behavior,” 1999 AMA Winter Educators’ Conference, St. Petersburg.

Otnes, Cele, “In Memory of Ann: An Estate Sale Remembered,” 2000 AMA Winter Educators’ Conference, San Antonio.

# Otnes, Cele C., Jacqueline Kacen and Tina M. Lowrey, “Consumer Innovativeness and

# Christmas Gift Giving,” 2001 AMA Winter Educators’ Conference, Scottsdale.

“Social Network Influences on Dyadic Giving over Time,” presented at the George Washington University conference “The Ways We Celebrate: Holidays and Rituals as Seedbeds of Social Values,” 2003, Washington, D.C.

# Tuncay, Linda, and Cele C. Otnes, “Exploring the Link between the “New Masculinity” and Consumption: Underlying Tensions and Shopping Behavior,” 2006 Advertising and Consumer Psychology conference, Houston.

Coulter, Robin, DeBerry Spence, Benet and Cele C. Otnes, “Shopping with Consumers in

Subsistence Marketplaces,” 2007 Subsistence Marketing conference, Chicago.

Fischer, Eileen, Cele C. Otnes and Linda Tuncay, “Oh Baby! Reconciling “Artificial” Means and Authentic Parenthood,” 2008 CCT Conference, Boston.

“Providers’ Perceptions of the Structure and Function of Ritual Language,” 2008 AMA ServSig, Bethesda.

Invited Panelist, Consumer Culture Theory session, 2013 AMA Winter Educators’ Conference, Las Vegas.

Otnes, Cele and Pauline Maclaran, “Consuming the Crown: Key Facets of the British Royal

Family Experience,” 2013 EACR Conference, Barcelona.

Invited Roundtable Participant, “Eco-Food Consumption: The Roles of Ethics, Healthstyles and Environment,” 2013 EACR conference, Barcelona.

Otnes, Cele, Julie A. Ruth and Elizabeth Crosby, “Product-Agency Benefits: Integrating CCT

and Marketing Strategy,” 2014 CCT Conference, Helsinki.

Otnes, Cele and Pauline Maclaran, “American Anglophilia and Consuming the British Royal Family as Brand,” to be presented at the Transatlantic Dialogues in Cultural Heritage Conference, 2015, Liverpool.

Otnes, Cele, “Propping up the Queen: Exploring the Macro Factors Supporting the British Royal Family Brand,” Invited Presenter/Panelist, Consumer Cultures Event, co-sponsored by RMIT and the University of Melbourne, Nov. 2015.

Conferences as Attending Co-Author but not Presenter

Otnes, Cele C., Behice Ece Ilhan and Atul Kulkarni, “Use of Customer Rituals by Service Firms with High versus Low Entrepreneurial Orientations,” 2007 Frontiers in Services Marketing Conference, San Francisco.

Maehle, Natalia, Cele C. Otnes and Magne Supphellen, “Consumers’ Perceptions of Brand Personality: An Exploratory Study,” poster, 2010 EACR conference, London.

Maclaran, Pauline, Elisabeth Tissier-Debordes, and Cele Otnes, “Transformation and Embodied

Ritual in a Themed Servicescape Setting,” 2013 EACR Conference, Barcelona.

Ilhan, Behice Ece, Robert V. Kozinets and Cele C. Otnes, “Transmedia Consumption

Experiences (TCE): Patching as a Media Consumption Practice,” 2013 ACR Conference,

Chicago.

Maehle, Natalia, Nina Iversen, Leif Heim, and Cele C. Otnes, “Exploring Psychographic

Differences between Preference-Based Segments in a Food Choice Situation” poster, 2014 ACR conference, Baltimore.

Tsarenko, Yelena, Yuliya Strizhakova and Cele C. Otnes, “Many Goals, One Choice: Understanding Consumer Forgiveness,” ACR North American conference, October 2015.

Sugden, Kimberly, Cele C. Otnes and Catherine Dolman, “Consumer Subjectivity and the Anthropomorphization of Advertising Trade-Characters,” ACR North American conference, October 2015.

Invited Roundtable participant, “Liquid Consumption,” ACR Berlin conference, Oct. 2016.

Tuncay Zayer, Linda, Cele C. Otnes and Eileen M. Fischer, “Exploring Patient-Provider Relationships in Preference-Based Health Care Choices,” ACR Berlin conference, Oct. 2016.

Conferences as Co-Author but not Attending

Ruth, Julie A., Frederic Brunel and Cele C. Otnes, “Tell Me about the Occasion, I’ll Tell You How You Felt: The Relationship between Situational Appraisals and Consumer Emotions,” 1999 ACR Conference, Columbus.

Runser-Spanjol, Jelena, Pamela M. Lowrey and Cele C. Otnes, “Transformational Claims in Women’s Magazine Advertisements,” 1999 Midwest Marketing Camp, Minneapolis, MN.

Fischer, Eileen, Pauline Maclaran and Cele C. Otnes, “Brands in Transit: The Dynamics

of Cross Cultural Brand Meanings and the British Royal Family Brand,” 2005 EACR Conference, Göteborg.

Otnes, Cele C., Pauline Maclaran, and Eileen Fischer, “Performing Gender in the Context of Collecting British Royal Family Memorabilia: A Class Act?,” 2006 Gender, Marketing and Consumer Behavior conference, Edinburgh.

Ruth, Julie A., Cele C. Otnes, Linda Tuncay and Atul Kulkarni, “Self-Referencing Claims and life-changing advertising appeals,” 2007 Society for Consumer Psychology Conference, Las Vegas.

Otnes, Cele C., Behice Ece Ilhan and Atul Kulkarni, “The Structure and Function of Language in the Strategic Rituals of Service Providers,” 2008 AMA Winter Educator’s Conference, Austin.

Invited Participant, Roundtable on “Sharing, Giving and Receiving,” 2011 ACR Conference, St. Louis.

Ilhan, Behice Ece, Robert Kozinets and Cele C. Otnes, “Transmedia Consumption Experiences (TCE): Patching as a Media Consumption Practice,” 2013 Direct/Interactive Marketing Research Summit, Chicago.

**CONFERENCE ORGANIZATION/OTHER CONFERENCE ROLES**

Co-Chair/Organizer

Co-chair, 2002 Midwest Marketing Camp, UIUC.

Co-chair, 2004 Converse Symposium, UIUC.

Co-chair, 2007 European ACR Conference, Milan.

Organizer, “The Global Consumer in a Postmodern World,” University of Illinois, April 2009.

Co-chair, Working Paper Track, 2009 ACR conference, Pittsburgh.

Co-chair, “Contemporary Authenticity,” conference; College of Business/Collaborative of Heritage and Museum Practices, UIUC, March 2012.

Co-chair, 2012 ACR North American Conference, Vancouver (with Juliet Zhu and Zeynep Gurhan-Canli).

Co-chair, CCT Qualitative Data Analysis Workshop, 2015 (Fayetteville, AR) & 2017 (Irvine, CA).

Session Co-Organizer

Fischer, Eileen, Cele C. Otnes and Pauline Maclaran, co-organizers, “Collecting Men and Women,” 2006 Gender, Marketing and Consumer Behavior Conference, Edinburgh.

Crosby, Elizabeth and Cele C. Otnes, “Stigma and Consumption,” 2009 CCT Conference, Ann Arbor. 2009.

Session Chair

“Gender and Consumption,” 2006 CCT Conference, South Bend, IN.

“Doing the Right Thing?,” 2007 CCT Conference, Toronto.

“Family Consumption I;” “Mixed Emotions and Ambivalence;” “Variety and Assortment,” 2007 EACR Conference, Milan.

Transatlantic Dialogues in Heritage Conference, Liverpool, July 2015 (to be assigned).

Teaching for the First Time, AMA Doctoral Consortium, Univ. of Notre Dame, June, 2016.

Roundtable Organizer

“Heritage and Consumption,” 2013 ACR Conference, Chicago.

**REVIEWING ACTIVITIES**

Editorial Review Boards

*Economia Aziendale Online*, 2008.

*Journal of Consumer Research* (2003-2005; 2008-present).

*Journal of Advertising* (1998-2012; resigned.

*Journal of Interactive Advertising* (2000-present).

*Journal of the Global Academy of Marketing Sciences* (2009-present).

*Journal of Current Issues and Research in Advertising* (2012-2014; resigned).

Editorial Service (Including Ad Hoc Reviews and Proceedings)

Guest Editor, *Journal of Advertising,* special issue, Advertising and Consumer Culture, 2003.

Guest Associate Editor, *Journal of Consumer Research,* 2010.

Ad Hoc Reviewing:

Marketing Journals: *Journal of Marketing; Marketing Theory; Journal of Retailing and Consumer Services; Journal of Public Policy and Marketing; Journal of Consumer Research; Consumption, Markets & Culture; Journal of Retailing; Journal of Consumer Psychology; Journal of the Academy of Marketing Science; Research in Marketing; Journal of Macromarketing, Journal of Marketing Management.*

Advertising Journals: *Journal of Advertising Education; Journal of Advertising; Journalism Quarterly; Southwest Journal of Mass Communication; Journalism and Mass Communication Educator, Journal of Current Issues and Research in Advertising.*

Other Publications:  *Journal of Contemporary Ethnography; Journal of Business Ethics; Encyclopedia of Creativity; Journal of Ritual Studies; Qualitative Inquiry;* *Transformative Consumer Research;* manuscripts for Prentice Hall; Richard Irwin, Inc.; Gorsuch Scarisbrick Publishers, Psychology Press; Routledge, Taylor & Francis.

Conference Reviewing:

ACR (N. America, Europe, Latin America), AMA (Summer and Winter), Public Policy and Marketing, Gender and Consumer Behavior, American Academy of Advertising (domestic, Asia/Pacific), Cross-Cultural Marketing, La Londe Consumer Behavior, CHARM, Society for Consumer Psychology, Global Marketing, CCT.

Other Review Service:

Candidate for the Mithun Land Grant Chair in Advertising, University of Minnesota, 2001.

Tenure review, College of Communications, Ohio University, 2002.

Ad hoc reviewer, UIUC Research Board grants, 2003.

Promotion and tenure, College of Business, Georgia State University, 2005.

Promotion and tenure, College of Commerce, University of Virginia, 2005.

Promotion and tenure, Department of Marketing, University of Michigan, 2006.

Promotion and tenure, Department of Marketing, University of South Carolina, 2007.

Promotion, University of British Columbia/Okanagan, 2007.

Society for Consumer Psychology Doctoral Dissertation Competition, 2007-2009.

Promotion, University of Richmond, 2008.

Promotion and tenure, University of Ottawa, 2008.

Promotion, Schulich School of Business, Dept. of Marketing, York University, 2009.

Promotion and tenure, Department of Marketing, Northeastern University, 2009.

Promotion and tenure, Department of Managerial Studies, University of Illinois at

Chicago, 2009.

Social Sciences and Humanities Research Council of Canada grant, Jan. 2010.

Judge, Sidney J. Levy Award (best dissertation-based CCT article), May 2010.

Promotion, Aalto School of Economics, Finland, 2011.

Promotion, University of Bath, 2011.

Promotion and Tenure, University of Hawaii, 2011.

Grant, Austrian Science Fund, 2011.

Grant, Canadian Research Council, 2011, 2014.

Promotion, University of California, Irvine, 2012.

Promotion, University of Wyoming, 2012.

Promotion and Tenure, Oregon State University, 2013.

Promotion and Tenure, University of Notre Dame, 2014.

Promotion, Lancaster University, 2015.

Promotion and Tenure, Northwestern University, 2015.

**GRANTS**

University of Texas/Shell Oil Company Professional Development, 1986, 1987.

National Association of Broadcasters, 1987 (with Ronald J. Faber).

UIUC Summer Research Opportunities, 1991, $2,250; 1995, $750.

UIUC/IBM Innovations, Spring 1992, equipment valued at $6,000.

UIUC McNair Summer Fellowship, Spring 1992, $750; Summer 1998, $800.

UIUC Research Board, Fall 1994, $2,800.

American Academy of Advertising, Spring 1994, $2,800 (with Deborah M. Treise).

Honors Course Development Grant, 1997, $5,000.

Duke University Hartmann Archives for Sales and Marketing, Travel-to-Collections, 1999, $375.

UIUC College of Business Summer Support (1/4 time doctoral student), 2001, 2002, 2006-2009.

UIUC College of Business Summer Research Grant 2003; $5000; 2004 & 2005; $7500 each yr.

CIBER Research Grant, $3,500 each year, 2003-2004.

UIUC Research Board, November 2003, $1,500.

UIUC Teaching Advancement Board, June 2006, $400.

UIUC Academy of Entrepreneurial Leadership, Oct. 2006, $2990.

University of Colorado/Denver CIBER travel award, Dec. 2006, $1800.

CIBER travel award, December 2006, $2000.

UIUC Research Board, January 2007, $3600.

Hewlitt Foundation International Conference Organization Grant, 2008, $5000.

“Eco-values as Product Quality Attributes in Manufacturing of Agriculture Food Ingredients,”

Norwegian Research Council/Business Practices ($3.2 million USD to team).

UIUC Center for Advanced Study MillerComm Speaker Grant, Fall 2012 ($2800).

UIUC Dept. of Business Administration Business Excellence Award, with Jeffrey

Loewenstein, $4,500, December 2014.

**INVITED PRESENTATIONS**

Outside the University of Illinois

“Effective Print Advertising,” Credit Card Marketing Conference, Las Vegas, November 1995.

Invited Panelist, 1995 Heretical Consumer Research Group, Montréal.

“Gift Receipt and the Reformulation of Relationships,” Rutgers University, March 1999.

“Gifts and Interpersonal Relationships,” Omer DeSerres lecture, Haute Étude Commerciale, Montréal, March, 2003.

“Research Questions,” Doctoral Seminar, Qualitative Research Methods, York University, January, 2004.

“Consumer Agency: A Theoretical and Methodological Exploration,”

University of Utah, March 2005.

University of Nebraska, April 2005.

Loyola University Chicago, April 2006.

“Providers’ Perceptions of the Structure and Function of Ritual Language,”

University of Texas at San Antonio, March 2009.

Norwegian School of Business and Economics, Bergen, November 2009.

College of Communications, University of Tennessee/Knoxville, 2010.

“Consumer Mourning and Coping Strategies,”

Royal Holloway University of London, March 2011.

Exeter University, April 2011.

“The Language of Marketplace Rituals: Implications for Customer Experience Management,”

University of Bath, June 2012.

“Humanity Assertion and Anticipated Reckoning in Gift Exchange in a Crisis Context,”

University of Lille, November 2014.

University of Arkansas, November 2014.

“Disciplining Your Data,” Qualitative Data Analysis Workshop, Fayetteville, AR, June 2015.

“Understanding the Royal Family Brand Complex,” Chicago Consumer Culture Consortium,

October, 2015.

“American Anglophilia and the British Royal Family,” English Speaking Union (Indianapolis

Chapter), Nov. 2015.

“Understanding Marketplace Tranquility,” Cass Business School, City University of London,

May 2016.

At the University of Illinois

Division of Consumer Sciences research seminar, October 1990.

Division of Child and Family Studies research seminar, February, 1992.

“The Advertising and Marketing of Barbie,” Division of Women’s Studies, March, 1998.

“Marketing Magic,” marketing proseminar, Dept. of Business Administration, Spring, 1998.

“The Influence of Gifts on Relationships,” Campus Honors Program Scholastic Adventure Series, October, 1998.

“What is it that Counts, Exactly? Or, What We Know about Gift Giving,” MBA course in Consumer Behavior, March 1999.

“The Perceptions and Realities of Male Shopping Behavior,” marketing proseminar, Department of Business Administration, March 2000.

“Gifts and Relationships,” Social Cognition doctoral seminar, Department of Psychology, October, 2000.

“Retailing,” College of Business LEAD program, July, 2004.

“Shopping Happily Ever After? Consumer Fairy Tales and the Perfect Christmas,” University of Illinois Alumni Association, November 2005.

“Marketing Fundamentals,” College of Business LEAD program, July, 2006.

“Try, Try Again?” The Influence of Cultural Discourses on Consumer Persistence,” marketing proseminar, department of Business Administration, December 2006.

“Before ‘Forever:’ De Beers Advertising and the Diamond Engagement Ring Tradition,” College of Business, Women in Business Chicago Alumni Chapter, December 2007.

“Marketing Communications and Branding,” College of Business LEAD program, July 2007.

“Tinsel, Trimmings and Tensions: Consumer Negotiations of a Focal Christmas Artifact,”

University of Illinois Alumni Association, December 2007.

“The Structure and Function of Ritual Language in Marketplace Rituals,” marketing proseminar, department of Business Administration, September 2009.

“Above Celebrity: Maintaining Consumers’ Experiences of Heritage-Based Fame,” Cultural Heritage and Museum Policy seminar series, March, 2011.

“Consuming the Crown: Key Facets of the British Royal Family Experience,” Osher Lifelong

Learning Institute, September, 2013.

“Top Ten Tips for Academic Success,” University of Illinois Phi Kappa Phi Initiation, April,

2014.

“Richard III is Alive and Well…and Dead: Competition, Controversy and Reburial of an

English King,” Colloquium on The Controversial Dead, May, 2014.

“Understanding the British Royal Family as Brand,” marketing proseminar, Dept. of

Business Administration, University of Illinois, December 2014 (also to the Disciples Women’s

group, Univ. Place Christian Church, March 2015; Tuscola Women’s Club, May 2015).

“Marketing Heritage: Historic Royal Palaces’ “Poppies” Celebration of the WWI Centenary,”

CHAMP/European Union conference on heritage and entrepreneurship, April 2015.

“American Anglophilia and the British Aristocracy,” featured speaker, WILL-TV Downton

Abbey Series Finale fundraiser, March 2016.

**TEACHING ACTIVITIES**

Executive Teaching

State of Illinois Tourism Workshop, Cummings Center for Advertising Studies/Illinois Bureau of Tourism, April 1995.

Case development/facilitation, Computer Sciences Corporation, Denver, CO, Spring 1995.

Pacific Rim Development Conference, Cummings Center for Advertising Studies, June 1995, 1996, 2000.

Korean Broadcasters’ Association Executive Teaching Program, University of Illinois: 1996-98.

“Marketing and Advertising to Older Adults,” Illinois Intergenerational Initiative (Illinois Board of Higher Education), February 1996.

“Marketing and Selling to Seniors,” Office of Gerontology and Aging Studies, January 1996.

Faculty, Multidisciplinary Certificate Program in Geriatrics for Non-Physicians, Urbana, IL, 1998, 2001.

Guest Lecturer, MBA Integrated Marketing Communications course, Graduate School of Business, Loyola University/Chicago, June 1998.

Seminar, creating effective brochures, Porter County Indiana Convention and Visitors’ Bureau, July 1999.

Faculty, Executive Teaching, LG Electronics, Retail Management, June, 2002.

Faculty, College of Business executive teaching program, Brazilian managers, June, 2002.

Faculty, LEAD high school program, College of Business, Summer 2004, 2005, 2007, 2011.

Faculty, Executive Education, Veterinary Management Practice, Urbana, IL, March, 2005.

Faculty, China Executive Leadership Program, Bank of China/Agricultural Bank of China, 2005-07.

Faculty HS Ad (Korea) Summer Executive Program, Department of Advertising, UIUC, 2011-16.

Other Teaching Activities

Guest Lecturer, Undergraduate Account Planning course, UT/Knoxville, March 2010.

Faculty, Undergraduate Certificate Program in Business, University of Illinois at Urbana-Champaign, June 2010.

Faculty, Workshop on Qualitative Methodology, Royal Holloway University of London, 2012.

Faculty Mentor, Consumer Culture Theory Doctoral Workshop, 2010, 2013.

Guest Lecture, Advertising Graduate Seminar, UIUC, November, 2013.

Doctoral workshop on academic career issues, University of Melbourne, November 2015.

Doctoral workshop on qualitative research, University of Sydney (Scheduled Nov. 2016).

**FORMAL DEVELOPMENT AND RENEWAL**

UNC Advertising Faculty Teaching Workshop Week, 1991.

UNC/CIBER Brazil Program for Business Faculty, Sao Paulo, Brazil, June 2003.

University of Denver/CIBER China Program for Business Faculty, January 2007.

**MASTER’S THESIS COMMITTEES**

Name Department Year Major Supervision Reading Member

Michelle Zasi Advertising 1992 Y

Jie Liu Ag./Cons.Econ. 2003

**DOCTORAL DISSERTATION COMMITTEES**

Name Department Year Major Supervision Reading Member

Robert Arias BA 2016-pres. Y

Srinivas Venugopal BA 2015-16 Y

Sydney

Chinchanachokchai BA 2012 Y

Kimberly Sugden\* Marketing 2011-13 Y

Scott Martin Recreation,

Sport & Tourism 2011 Y

Elizabeth Crosby BA 2011 Y

Ling Harris Accountancy 2010 Y

Behice Ece Ilhan BA 2010 Y

Gary Mortimer\*\* Marketing 2009

Kristin Pran\*\*\* Marketing 2009

Florian Fessel PSYCH 2009 Y

Roland Gau BA 2009 Y

Katherine Sredl ADV 2009 Y (co-chair)

Natalia Maehle\*\*\* Marketing 2008

Linda Tuncay BA 2005 Y

Hila Reimer BA 2005 Y

Susan Lloyd BA 2002 Y

Lan Xia BA 2002 Y

Peter J. Newman ICR 2002 Y

Michelle R. Nelson ICR 1996 Y

Maria T. Rodriguez, ICR 1992 Y

\*Oxford University, UK; \*\*Griffith University, Australia, external examiner; \*\*\*NHH; external advisor

**INDEPENDENT STUDY STUDENTS (College of Business)**

Name Department Year

Jennifer Smart BA 2001

Ashley Proctor BA 2003

Natalie Kong BA 2003

Linda Tuncay BA 2003

Molly Niesen ADV 2004

Molly Niesen ADV 2005

Eliana Shapiro ADV 2006

Jennifer Ho BA 2007

Lauren Bonvallet BA 2007

Behice Ece Ilhan BA 2007

Elizabeth Crosby BA 2008

Sam Kramer BA 2008

Cristina del Real BA 2008-09

Jacqueline Wincek BA 2008

Jackie Ceglinski ADV 2009 (James Scholar honors project)

Catherine Lynk BA 2010-11

Joseph Evertz ADV 2012

Caitlin Carson ACCY/BA 2012-13

Jonathan Phillipe LAS 2012

**JAMES SCHOLAR SUPERVISOR**

Lillian Mehta BA 2008

Justin Wishne BA 2008

Gina Puntini BA 2012-13

Hanjing “Lily” Li ACCY 2016

Benjamin Nagelhout FIN 2016

**SERVICE**

Department of Advertising, UIUC

Department Advisory Committee, 1997, 1998.

Department Advisory Committee, 1998.

Department Affirmative Action Representative, 1998.

Organizer, departmental doctoral research seminar, 1998.

Search Committee, permanent lecturer position, 2013.

Internal promotion review, 2015.

College of Communications, UIUC

Chair, College Teaching Awards Committee, 1995-96.

Co-chair, College of Communications Brown Bag Committee, 1995-96.

College Technology Committee, 1997-99.

College Executive Committee, 1998-99.

Department of Business Administration, UIUC

Internal Tenure Review, Department of Business Administration, Fall, 2000.

SPIM Visiting Scholar Advisor, 2001.

Stellner Chair Search Committee, 2001.

Marketing Group Coordinator, 2002-03.

Marketing Group Search Committee Chair, 2002-03; 2008-09.

Doctoral Student Coordinator, 2002-03.

Undergraduate BA Major Implementation Task Force, 2006-08.

Department Advisory Committee, 2007-2008, 2008-09.

Marketing Group Doctoral Student Committee, 2007-09.

Marketing Recruiting Committee, 2009-10.

Internal Search Committee for Department Head, 2009.

Undergraduate Committee, 2010-11.

Internal Teaching Evaluations, two tenure review cases, 2011.

Chair, Marketing doctoral student committee, 2010-11.

Distinguished Speaker Series committee, 2013.

Doctoral Student Dissertation Writing Workshop, 2013.

Chair, Marketing Recruiting Committee, 2013.

BA Promotion and Tenure Committee, 2013-14.

Internal Tenure Review, Dept. of Business Administration, 2015.

Judge, First-Year MBA Competition, 2012-2015.

College of Business, UIUC

Alumni Relations Committee, 2000-01.

Chair, Research Policy Committee, 2003-04.

Undergraduate Faculty Council, 2005.

Executive Committee, 2006-07, 2014.

Search Committee, Marketing Communications Positions, 2007.

Educational Policy Committee, 2010-12.

AACSB Assessment of Learning Accreditation Committee, 2011-12.

Dean’s Five-Year Evaluation Committee, College of Business, 2014.

Search Committee, Associate Dean for Advancement, 2015.

Adviser, College core curriculum revision committee, 2015-16.

Judge, BUS 101 Final projects, 2012, 2015.

University

Faculty Senate, 1998-99; 2013-14.

Teaching Advancement Board, 2002-2005 (Co-Chair, 2003-04, and Fall 2004).

Board of Directors, Campus Charitable Fund Drive, 2005, 2006.

Mitsui Scholarship Evaluation Committee, International Studies Office, UIUC, Fall 2005.

Co-Coordinator, Krannert Art Museum “Branded and On Display” Student Competition,

2006-07.

Campus Promotion and Tenure Committee, 2007-10.

Campus Illinois Leadership National Recognition Working Group, 2007-08.

Hewlitt Foundation International Conference Grant Reviewer, 2010.

Panelist, “Brand U,” Conference for Communications-Marketing Professionals,

Office of Public Affairs, September 2010.

Fulbright Student Scholarship Committee, 2011.

Board of Directors, CHAMP, 2013-present.

Campus Promotion and Tenure Committee, 2015.

Campus Promotion and Tenure Committee, off-cycle cases, 2015-16.

General Education Board, 2015-16.

Professional

Program committee, ACR North American conference: 2005, 2008, 2015, 2016.

Program committee, Advertising & Consumer Psychology conference, 2006.

Program committee, ACR Latin American conference: 2008, 2014.

Program committee, Society for Consumer Psychology conference, 2009.

Program committee, CCT conference, 2010, 2015.

Program committee, EACR conference, 2010.

Dissertation Competition committee, Society for Consumer Psychology, 2006-09.

Faculty, Frontiers in Services Marketing Conference Doctoral Consortium, October 2008.

Best Conference Paper Awards Committee, ACR, 2008.

Faculty, ACR Doctoral Consortium, 2005, 2008, 2009, 2012-14.

Executive Board, ACR, 2009-11.

Head of Jury Panel, Sidney J. Levy Award, CCT Conference, July 2011.

Nominating Committee, CCT Board (elected), 2013.

ACR Executive Director Evaluation committee, 2014.

Judge, Robert Ferber Award, *Journal of Consumer Research*, 2014.

ACR Task Force to reconfigure communication and membership manager positions, 2014-15.

Community

Brownie Troop 113 Leader, 2002.

Junior Troop 113 Co-Leader, 2003-05.

University Place Christian Church (Disciples of Christ): Trustee, 2012-2015; Elder, 2009-14. Chancel Choir, 2011-present.

Volunteer, Finish Line Food Committee, Illinois Marathon, 2010.

Habitat for Humanity Volunteer, 2011.

Chair, Marketing Committee, The Prairie Ensemble, 2012.

**PERSONAL INTERESTS**

Travel, cooking, yoga, personal training, swimming, needlecraft, interior design, furniture (mid-century modern and beyond).

###