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Consumption, Culture and Commerce (CCC)  
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## Akademiske ansættelser

Lektor  
2017 - to date  
Institut for Marketing og Management, Syddansk Universitet, Danmark

Viceinstituttleder for Uddannelse  
2018 - 2021  
Institut for Marketing og Management, Syddansk Universitet, Danmark

Adjunkt  
2013-2017  
Institut for Marketing og Management, Syddansk Universitet, Danmark

Visiting Professor  
2014-2015  
Ecole de communication (Communication School), Université Catholique de Louvain (UCL), Belgium

Visiting Researcher  
January – April 2013  
Schulich School of Business, York University, Canada

Postdoctoral researcher  
2011 – 2013  
Institut for Marketing og Management, Syddansk Universitet, Danmark

Teaching Assistant  
2007 – 2011  
Information and Communication Science Department, Université Libre de Bruxelles (ULB), Belgium

Marketing Coach (part-time teaching position)  
2006 – 2011  
Solvay Brussels School of Economics and Business, Université Libre de Bruxelles, Belgium

## Foredrag og præsentationer

**Presentation: Romantic consumption of nature spaces**  
Christina Elvira Dahl (Oplægsholder), Alev Kuruoglu (Oplægsholder) & Julie Emontspool (Andet)  
16. nov. 2022

**Postcolonial theory in management and marketing**  
Julie Emontspool (Underviser)  
12. nov. 2021

**From Fanon to Spivak: The uses and relevance of postcolonial theory in CCT**  
Julie Emontspool (Foredragsholder)  
27. aug. 2021

**Sustainable Consumption?**  
Julie Emontspool (Foredragsholder)  
26. aug. 2021

### **Saïd's postcolonialism - a virtual appetizer lecture**

Julie Emontspool (Foredragsholder)  
27. nov. 2020

### **Fra 120 gange feedback på en dag til studentercentreret læring**

Julie Emontspool (Oplægsholder)  
26. sep. 2019

### **Reflexive peer feedback in large classrooms**

Julie Emontspool (Oplægsholder)  
24. apr. 2019

### **Postcolonial theory – Saïd, Bhabha and Spivak**

Julie Emontspool (Foredragsholder)  
27. jun. 2018

### **Migration and consumption in a global world**

Julie Emontspool (Oplægsholder)  
16. nov. 2017

### **Global citizenship: Aesthetics and morals**

Julie Emontspool (Foredragsholder)  
11. mar. 2016

### **Immigrants and markets. Understanding the role of migration in consumer and business cultures**

Julie Emontspool (Foredragsholder)  
25. jan. 2016

### **Parler le français en dehors de la France: la beauté et le défi des traductions belgo-françaises dans un contexte global**

Julie Emontspool (Oplægsholder)  
17. feb. 2015

### **Marketing et stratégies communicationnelles: Marketing and communication strategies**

Julie Emontspool (Underviser)  
1. feb. 2015 → 30. jun. 2015

### **Learning Cultures: The glocal student**

Julie Emontspool (Foredragsholder)  
21. maj 2014

### **Forbrugeradfærd i en global kontekst: Consumer Behaviour in a Global Context**

Julie Emontspool (Foredragsholder)  
6. maj 2014

## **Publikationer**

### **From women empowerment to practicing gender diversity: empirical evidence from non-Western contexts**

Aman, R., Alothmany, R., Elo, M. & Emontspool, J., sep. 2022, *Diversity in action: managing diverse talent in global economies*. Latukha, M. (red.). Emerald Group Publishing, 39 s.

### **Value-ing Biodiversity in the Garden**

Dahl, C. E. & Emontspool, J., okt. 2021, *NA Advances in Consumer Research*. Bradford, T. W., Keinan, A. & Thomson, M. M. (red.). Duluth, MN: Association for Consumer Research, Bind 49. s. 65-69

### **Consumption logistics and the ordering of market systems**

Smaniotta, C., Emontspool, J. & Askegaard, S., mar. 2021, I: *Marketing Theory*. 21, 1, s. 93-111

### **Thingification: Interrupting Subject and Object**

Emontspool, J. & Smaniotta, C., jun. 2020, *NA-Advances in Consumer Research*. Argo, J., Lowrey, T. M. & Jensen Schau, H. (red.). Duluth, MN: Association for Consumer Research, Bind 48. s. 57-61

### **Bridging the Determinist-interpretivist Divide in Intercultural Competence Research**

Emontspool, J. & Hansen, K. R., jan. 2020, I: *European Journal of International Management*. 14, 2, s. 251-272

### **Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action**

Demangeot, C., Kipnis, E., Pullig, C., Cross, S. N., Emontspool, J., Galalae, C., Grier, S. A., Rosenbaum, M. S. & Best, S. F., jul. 2019, I: *Journal of Business Research*. 100, s. 339-353

### **Culinary communication practices: the role of retail spaces in producing field-specific cultural capital**

Galalae, C., Emontspool, J. & Omidvar, O., 2019, *Consumer Culture Theory*. Bajde, D., Kjeldgaard, D. & Belk, R. W. (red.). Emerald Group Publishing, s. 169-181 (Research in Consumer Behavior, Bind 20).

### **Learning in Various Types of New Ventures: The Role of "Incoming" Entrepreneurs**

Emontspool, J. & Servais, P., 2019, *Diaspora Networks in International Business: Perspectives for Understanding and Managing Diaspora Business and Resources*. Elo, M. & Minto-Coy, I. (red.). Springer, s. 41-54 (Contributions to Management Science).

### **Conceptualizing the Field: Consuming the Other, Marketing Difference**

Woodward, I. & Emontspool, J., 12. jan. 2018, *Cosmopolitanism, Markets, and Consumption: A Critical Global Perspective*. Emontspool, J. & Woodward, I. (red.). London: Palgrave Macmillan, s. 11-37

### **Cosmopolitanism, Markets and Consumption: A Critical Global Perspective**

Emontspool, J. (red.) & Woodward, I. (red.), 2018, London: Palgrave Macmillan. 295 s.

### **Introduction**

Emontspool, J. & Woodward, I., 2018, *Cosmopolitanism, Markets, and Consumption: A Critical Global Perspective*. Emontspool, J. & Woodward, I. (red.). London: Palgrave Macmillan, s. 1-7

### **A cosmopolitan return to nature: How combining aesthetization and moralization processes expresses distinction in food consumption**

Emontspool, J. & Georgi, C., 4. jul. 2017, I: *Consumption, Markets & Culture*. 20, 4, s. 306-328

### **What constitutes "Good Care"? A user perspective on elderly care, technology and ethics**

Emontspool, J., Kristensen, D. B. & Schneider-Kamp, A., 30. mar. 2017, *Proceedings of the 9th Workshop in Interpretive Consumer Research*. European Institute for Advanced Studies in Management

### **Cross-border entrepreneurship in a global world: a critical reconceptualisation**

Emontspool, J. & Servais, P., 2017, I: *European Journal of International Management*. 11, 3, s. 262-279

### **Guilt and loathing in the kitchen. Why sustainable consumers waste food**

Kraus, K. & Emontspool, J., 2017, *Advances in Consumer Research 2017*. Association for Consumer Research, Bind 45. s. 438-442 (Advances in Consumer Research; Nr. 45).

### **Acculturating to diversity: the changed meaning of consumer acculturation in globalisation**

Emontspool, J., 2016, *Consumer Behaviour: A European Perspective*. Solomon, M. R., Bamossy, G. J., Askegaard, S. & Hogg, M. K. (red.). 6. udg. London: Pearson Education, s. 661-663

### **Moving in or out? How to de-essentialize cross-border entrepreneurship**

Emontspool, J. & Servais, P., 17. jun. 2015, *European Academy of Management Annual Conference: Uncertainty is a great opportunity*. European Academy of Management, 31 s.

### **Globalization**

Emontspool, J. & Kjeldgaard, D., jun. 2015, *The SAGE Encyclopedia of Quality and the Service Economy*. Dahlgaard-Park, S. M. (red.). Thousand Oaks: SAGE Publications, s. 257-262

### **Global cities and cultural experimentation: Cosmopolitan–local connections**

Rojas Gaviria, P. & Emontspool, J., 13. apr. 2015, I: *International Marketing Review*. 32, 2, s. 181-199

### **New directions in interpretive consumer research of racism and xenophobia**

Emontspool, J., apr. 2015, *Proceedings of the 8th Workshop in Interpretive Consumer Research*. European Institute for Advanced Studies in Management, 5 s.

### **The socializing role of expatriate online platforms**

Emontspool, J., 2015, *Nationalism, Cultural Indoctrination, and Economic Prosperity in the Digital Age*. Christiansen, B. & Koeman, J. (red.). Hershey PA: IGI global, s. 152-172 (Advances in Religious and Cultural Studies (ARCS) ).

### **They're taking us for fools: When ethnic spectacles are perceived as dystopias**

Regany, F. & Emontspool, J., 2015, *Consumer Culture Theory*. Thyroff, A. E., Murray, J. B. & Belk, R. W. (red.). Bradford, UK: Emerald Group Publishing, Bind 17. s. 295-309 (Research in Consumer Behavior, Bind 17).

### **Virtual acculturation: Discussing the role of ICTs in migrant consumer adaptation**

Emontspool, J., apr. 2013, *EIASM 7th Workshop on Interpretive Consumer Research*. European Institute for Advanced Studies in Management, 5 s.

### **Acculturating to diversity: the changed meaning of consumer acculturation in globalization**

Emontspool, J., 2013, *Consumer Behaviour: A European Perspective*. Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. K. (red.). Fifth Edition udg. Harlow, UK: Pearson Longman, s. 634-638 5 s.

### **Cultural Reflexivity and the Nostalgia for Glocal Consumer Culture: Insights from a Multicultural Multiple Migration Context**

Emontspool, J. & Kjeldgaard, D., 2013, *Research in Consumer Behavior*. Belk, R., Askegaard, S. & Scott, L. (red.). Emerald Group Publishing, Bind 14. s. 213-232 19 s.

### **Bruxelles et le rêve cosmopolite**

Emontspool, J. & Rojas Gaviria, P., 2012, *L'ethnicité, fabrique marketing?*. Béji-Bécheur, A. & Özcaglar-Toulouse, N. (red.). Cormelles-le-royal: EMS Management & Société, s. 231 - 252 22 s. (Societing).

### **Living Diversity: Developing a Typology of Consumer Cultural Orientations in Culturally Diverse Marketplaces**

Kipnis, E., Emontspool, J. & Broderick, A. J., 2012, I: *Advances in Consumer Research*. 40, s. 427-435

### **Contextualized interviews or commented observation: An investigation of the research participants' role in making sense of his consumption behaviour**

Emontspool, J., maj 2011, *EIASM 6th Workshop in Interpretive Consumer Research*. European Institute for Advanced Studies in Management, 5 s.