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Consumption, Culture and Commerce (CCC)  
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## Academic positions

Associate Professor  
2017 - to date  
Department of Marketing and Management, University of Southern Denmark, Denmark  
Vice-Head of Department for Education  
2018 - 2021  
Department of Marketing and Management, University of Southern Denmark, Denmark  
Assistant Professor  
2013-2017  
Department of Marketing and Management, University of Southern Denmark, Denmark  
Visiting Professor  
2014-2015  
Ecole de communication (Communication School), Université Catholique de Louvain, Belgium  
Visiting Researcher  
January – April 2013  
Schulich School of Business, York University, Canada  
Postdoctoral researcher  
2011 – 2013  
Department of Marketing and Management, University of Southern Denmark, Denmark  
Teaching Assistant  
2007 – 2011  
Information and Communication Science Department, Université Libre de Bruxelles, Belgium  
Marketing Coach (part-time teaching position)  
2006 – 2011  
Solvay Brussels School of Economics and Business, Université Libre de Bruxelles, Belgium

## Invited lectures and presentations

### **Who is responsible? Sustainability, communication and collaboration**

Emontspool, J. (Speaker)  
20. Feb 2024

### **Den Grønne Omstilling - en kulturelle samfundsforandring udover den økonomisk-teknologiske forandring**

Emontspool, J. (Moderator)  
23. Sept 2023

### **Postcolonial theory in CCT: Thinking with Fanon, Saïd, Bhabha, Spivak and others**

Emontspool, J. (Lecturer)  
2. Jul 2023

### **Forbrugernes rolle i bæredygtige markeder: Fra ansvar til samarbejde**

Emontspool, J. (Speaker)  
23. May 2023

### **Naturen helt tæt på**

Emontspool, J. (Speaker) & Dahl, C. E. (Guest lecturer)  
Mar 2023

### **Presentation: Romantic consumption of nature spaces**

Dahl, C. E. (Speaker), Kuruoglu, A. (Speaker) & Emontspool, J. (Other)

16. Nov 2022

**Postcolonial theory in management and marketing**

Emontspool, J. (Guest lecturer)

12. Nov 2021

**From Fanon to Spivak: The uses and relevance of postcolonial theory in CCT**

Emontspool, J. (Lecturer)

27. Aug 2021

**Sustainable Consumption?**

Emontspool, J. (Lecturer)

26. Aug 2021

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

Emontspool, J. (Lecturer)

27. Nov 2020

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

Emontspool, J. (Speaker)

26. Sept 2019

**Reflexive peer feedback in large classrooms**

Emontspool, J. (Speaker)

24. Apr 2019

**Postcolonial theory – Said, Bhabha and Spivak**

Emontspool, J. (Lecturer)

27. Jun 2018

**Migration and consumption in a global world**

Emontspool, J. (Speaker)

16. Nov 2017

**Global citizenship: Aesthetics and morals**

Emontspool, J. (Lecturer)

11. Mar 2016

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

Emontspool, J. (Lecturer)

25. Jan 2016

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

Emontspool, J. (Speaker)

17. Feb 2015

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

Emontspool, J. (Guest lecturer)

1. Feb 2015 → 30. Jun 2015

**Learning Cultures: The glocal student**

Emontspool, J. (Lecturer)

21. May 2014

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

Emontspool, J. (Lecturer)

6. May 2014

## **Publications**

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

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

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

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

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

Smaniotto, C., Emontspool, J. & Askegaard, S., Mar 2021, In: *Marketing Theory*. 21, 1, p. 93-111

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

Emontspool, J. & Smaniotto, C., Jun 2020, *NA-Advances in Consumer Research*. Argo, J., Lowrey, T. M. & Jensen Schau, H. (eds.). Duluth, MN: Association for Consumer Research, Vol. 48. p. 57-61

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

Emontspool, J. & Hansen, K. R., Jan 2020, In: *European Journal of International Management*. 14, 2, p. 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, In: *Journal of Business Research*. 100, p. 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. (eds.). Emerald Group Publishing, p. 169-181 (Research in Consumer Behavior, Vol. 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. (eds.). Springer, p. 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. (eds.). London: Palgrave Macmillan, p. 11-37

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

Emontspool, J. (Editor) & Woodward, I. (Editor), 2018, London: Palgrave Macmillan. 295 p.

### **Introduction**

Emontspool, J. & Woodward, I., 2018, *Cosmopolitanism, Markets, and Consumption: A Critical Global Perspective*.

Emontspool, J. & Woodward, I. (eds.). London: Palgrave Macmillan, p. 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, In: *Consumption Markets & Culture*. 20, 4, p. 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, In: *European Journal of International Management*. 11, 3, p. 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, Vol. 45. p. 438-442 (Advances in Consumer Research; No. 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. (eds.). 6. ed. London: Pearson Education, p. 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 p.

**Globalization**

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

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

Rojas Gaviria, P. & Emontspool, J., 13. Apr 2015, In: *International Marketing Review*. 32, 2, p. 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 p.

**The socializing role of expatriate online platforms**

Emontspool, J., 2015, *Nationalism, Cultural Indoctrination, and Economic Prosperity in the Digital Age*. Christiansen, B. & Koeman, J. (eds.). Hershey PA: IGI global, p. 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. (eds.). Bradford, UK: Emerald Group Publishing, Vol. 17. p. 295-309 (Research in Consumer Behavior, Vol. 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 p.

**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. (eds.). Fifth Edition ed. Harlow, UK: Pearson Longman, p. 634-638 5 p.

**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. (eds.). Emerald Group Publishing, Vol. 14. p. 213-232 19 p.

**Bruxelles et le rêve cosmopolite**

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

**Living Diversity: Developing a Typology of Consumer Cultural Orientations in Culturally Diverse Marketplaces**  
Kipnis, E., Emontspool, J. & Broderick, A. J., 2012, In: *Advances in Consumer Research*. 40, p. 427-435

**Contextualized interviews or commented observation: An investigation of the research participants' role in making sense of his consumption behaviour**  
Emontspool, J., May 2011, *EIASM 6th Workshop in Interpretive Consumer Research*. European Institute for Advanced Studies in Management, 5 p.