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Ansættelse

Institut for Virksomhedsledelse (IVL)
SDU
Odense M
1. aug. 2023 → 31. jan. 2025

Adjunkt

Consumption, Culture and Commerce (CCC)
SDU
Odense M
1. aug. 2023 → 31. jan. 2025

Publikationer

How consumer-initiated platforms shape family and consumption

Ottlewski, L., Rokka, J. & Schouten, J., mar. 2024, I: *Marketing Theory*. 24, 1, s. 123-151

The role of wisdom in navigating social media paradoxes: implications for consumers, firms, and public policy

Schneider, A. B., Chugani, S., Kaur, T., Stornelli, J., G. Luchs, M., Bakpayev, M., Garcia-Collart, T., Leonard, B., Ottlewski, L. & Pricer, L., sep. 2022, I: *Journal of Consumer Affairs*. 56, 3, s. 1127-1147

Building and strengthening community at the margins of society through social enterprise

Ottlewski, L., 1. nov. 2021, I: *Sustainability*. 13, 21, 15 s., 12046.

Lost in an Emodity: Self-Reflexive Ethnographer Portraits

Rokka, J., Lopes, M., Dewaguet, V., Pomies, A. & Ottlewski, L., 2020, I: *Journal of the Association for Consumer Research*.

Lost in an Emodity: Self-Reflexive Ethnographer

Ottlewski, L., Dewaguet, V., Rokka, J., Lopes, M. & Pomies, A., 2020.

Humanizing market relationships: The DIY extended family

Ottlewski, L., Gollnhofer, J. & Schouten, J., apr. 2019, *Consumer culture theory*. Emerald Group Publishing, s. 137-149 (Research in Consumer Behavior, Bind 20).

Private and Public Sector Platforms: Characteristics and Differences

Ottlewski, L. & Gollnhofer, J., feb. 2019, I: *Marketing Review* St. Gallen. 2019, 2

Humanizing Market Relationships: The DIY Extended Family

Ottlewski, L., Gollnhofer, J. & Schouten, J. W., 2019, *Consumer Culture Theory*. Bajde, D., Kjeldgaard, D. & Belk, R. W. (red.). Emerald Group Publishing, s. 137-149 (Research in Consumer Behavior, Bind 20).

The 'Businessization' of Sacred Spheres: Creating Strategic Family Alliances Through Business Planning

Ottlewski, L., Gollnhofer, J. & Schouten, J., 2019.

Addressing Population Ageing: Elderly Consumers' Re-Shaping of Prosumption Platforms
Ottlewski, L., 2018, *Macromarketing Conference 2018: Change between complexity and simplicity*.

From strangers to family: How material and nonmaterial gift-giving strategies create agapic relationships over time
Ottlewski, L., 2018, *Gifts, Romance, and Consumer Culture*. Minowa, Y. & W. Belk, R. (red.). New York: Routledge, s. 184-203

Dynamic kinship distance and reciprocity in home sharing arrangements

Ottlewski, L., Gollnhofer, J. & Schouten, J., 2017, *{Hyper}Reality and Cultural Hybridization: 2017 CONSUMER CULTURE THEORY CONFERENCE*. s. 17

Women and Health: Choices, Challenges, and Champions

Ottlewski, L., 2017, I: Transformative Consumer Research (TCR) Conference.

Cultural Challenges of Social-Economic Innovation: The Case of "Housing for Help"

Bajde, D. & Ottlewski, L., 2016, *Consumer culture theory*. Özçağlar-Toulouse, N., Rinallo, D. & Belk, R. W. (red.). Emerald Group Publishing, s. 93-107 (Research in Consumer Behavior, Bind 18).

Cultural Challenges of Social-Economic Innovation: The Case of 'Housing for Help'

Ottlewski, L. & Bajde, D., 2016.

Undervisning og vejledning

Advanced Brand Management

Dannie Kjeldgaard & Lydia Ottlewski
01/09/2019 → 31/01/2023

Behavior and Markets

Maria Elo & Lydia Ottlewski
02/03/2021 → 30/06/2021

Behaviors and Markets

Victor Martin-Sanchez & Lydia Ottlewski
01/02/2022 → 30/06/2023

Brand Management and Marketing Communication

Lydia Ottlewski & Jannek K. Sommer
01/02/2021 → 31/05/2022

Brand Management and Marketing Communication

Domen Bajde, & Lydia Ottlewski
01/02/2019 → 31/08/2023

Semester Theme 2

Michael A. Svarrer Damkjær
01/02/2010 → 30/06/2023

Semester Theme 2

01/02/2020 → 31/08/2021

Skills

Languages

- German: Native
- English: Fluent (TOEFL Score 111, 2013)
- Spanish: Advanced (8 years, certificate 2012)
- French: Advanced (4 years)
- Danish: Basic (certificate 2013)

Microsoft

- Professional

Office/SPSS/Atlas TI

Consulting

- Certified Course: IBM Consulting Workshop
- IBM Core Consulting: Global Blue Consulting with value

Project Management

- Certified Course: IBM Project Management

Marketing

- Certified Course: Sugar CRM

Management Software

- Certified Course: Advanced Course Unica Suite