

Lydia Ottlewski
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Consumption, Culture and Commerce (CCC)
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Employment

Department of Business & Management (DBM)

Odense M

1. Dec 2024 → present

Associate Professor

Consumption, Culture and Commerce (CCC)

Odense M

1. Dec 2024 → present

Research outputs

Platform affordances

Ottlewski, L., Jun 2024, *Elgar encyclopedia of consumer behavior*. Golinhoter, J., Hofstetter, R. & Tomczak, T. (eds.). Edward Elgar Publishing, p. 247-249 (Elgar Encyclopedias in Business and Management).

Family unbound: how western society is redefining and assembling families through digital platforms

Ottlewski, L., Schouten, J. & Rokka, J., 12. Mar 2024, *The Conversation*.

How consumer-initiated platforms shape family and consumption

Ottlewski, L., Rokka, J. & Schouten, J., Mar 2024, In: *Marketing Theory*. 24, 1, p. 123-151

Familienmarketing im Wandel: ein Gespräch mit Junior Professorin Dr. Lydia Ottlewski über moderne Familienkonzepte und Marketingstrategien

Ottlewski, L. (Producer), 11. Jan 2024

Existential Explorations of Rituals

Lianidis, K., Ottlewski, L. & Bajde, D., 2024.

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., Sept 2022, In: *Journal of Consumer Affairs*. 56, 3, p. 1127-1147

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

Ottlewski, L., 1. Nov 2021, In: *Sustainability*. 13, 21, 15 p., 12046.

Lost in an Emodity: Self-Reflexive Ethnographer Portraits

Rokka, J., Lopes, M., Dewaguet, V., Pomies, A. & Ottlewski, L., 2020, In: *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. W., Apr 2019, *Consumer Culture Theory*. Bajde, D., Kjeldgaard, D. & Belk, R. W. (eds.). Emerald Group Publishing, p. 137-149 (Research in Consumer Behavior, Vol. 20).

Private and Public Sector Platforms: Characteristics and Differences

Ottlewski, L. & Gollnhofer, J., Feb 2019, In: *Marketing Review* St. Gallen. 2019, 2

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. (eds.). New York: Routledge, p. 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*. p. 17

Women and Health: Choices, Challenges, and Champions

Ottlewski, L., 2017, In: *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. (eds.). Emerald Group Publishing, p. 93-107 (Research in Consumer Behavior, Vol. 18).

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

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

Teaching and supervision

Advanced Brand Management

Kjeldgaard, D. & Ottlewski, L.
01/09/2019 → 31/01/2023

Behavior and Markets

Elo, M. & Ottlewski, L.
02/03/2021 → 30/06/2021

Behaviors and Markets

Martin-Sanchez, V. & Ottlewski, L.
01/02/2022 → 30/06/2023

Brand Management and Marketing Communication

Ottlewski, L. & Sommer, J. K.
01/02/2021 → 31/05/2022

Brand Management and Marketing Communication

Bajde, D., Knudsen, G. H. & Ottlewski, L.
01/02/2019 → 31/08/2023

Semester Theme 2

Damkjær, M. A. S.
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