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Consumption, Culture and Commerce
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Akademiske ansættelser

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

Lektor
2017 -
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

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 – Said, 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., 2022, *Diversity in Action: Managing Diverse Talent in Global Economies*. Latukha, M. (red.). Emerald Group Publishing

Value-ing Biodiversity in the Garden

Dahl, C. E. & Emontspool, J., jun. 2021, (Accepteret/In press) *NA Advances in Consumer Research*. Association for Consumer Research

Consumption logistics and the ordering of market systems

Smaniotto, C., Emontspool, J. & Askegaard, S., mar. 2021, I: *Marketing Theory*. 21, 1, s. 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. (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.