

Julie Emontspool
Department of Marketing & Management
Consumption, Culture and Commerce
Postal address:
Campusvej 55
5230
Odense M
Denmark
Email: juli@sam.sdu.dk
Fax: 66155129
Phone: 65503239



Curriculum

Latest academic positions

Associate Professor, Department of Marketing & Management, University of Southern Denmark, Denmark (2017-)
Assistant Professor, Department of Marketing & Management, University of Southern Denmark, Denmark (2013 - 2017)
Postdoctoral researcher, Department of Marketing & Management, University of Southern Denmark, Denmark (2011 – 2013)

Education

PhD in Management Sciences, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles, Belgium (2012)
Master of Advanced Studies (DEA) in Management Sciences, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles, Belgium (2007)
Master of Science in Business Engineering, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles, Belgium (2006)

Publications

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

Bridging the Determinist-interpretivist Divide in Intercultural Competence Research

Emontspool, J. & Hansen, K. R., Feb 2019, (Accepted/In press) In : *European Journal of International Management*.

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. (ed.) & Woodward, I. (ed.), 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

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

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

Emontspool, J. & Georgi, C., 2017, In : *Consumption, Markets & Culture*. 20, 4, p. 306-328

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., May 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.