

Domen Bajde
Consumption, Culture and Commerce
Department of Marketing & Management
Postal address:
Campusvej 55
5230
Odense M
Denmark
Email: bajde@sam.sdu.dk
Fax: 66155129
Phone: 65503648



Publications

Comparison and cross-pollination of two fields of market systems studies

Nøjgaard, M. & Bajde, D., 13. Jan 2020, In : Consumption, Markets & Culture.

Branding an Industry?

Bajde, D., Sep 2019, In : The Journal of Brand Management. 26, 5, p. 497-504

Introduction – Consumer culture fairy tales

Bajde, D., Kjeldgaard, D. & Belk, R. W., 1. Jan 2019, *Consumer Culture Theory*. Bajde, D., Kjeldgaard, D. & Belk, R. W. (eds.). Emerald Group Publishing, p. 1-3 (Research in Consumer Behavior, Vol. 20).

Consumer Culture Theory

Bajde, D. (ed.), Kjeldgaard, D. (ed.) & Belk, R. W. (ed.), 2019, Emerald Group Publishing. 217 p. (Research in Consumer Behavior, Vol. 20).

Enacting Drone Futures: Socio-technical Imagineering of the Civilian Drone Industry

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

Imagination at Work: Technology Markets and Socio-Technical Imagineering

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

Socio-Technical Imagineering and the Future(s) of Civilian Drones

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

The romantic potential of money: When credit becomes a gift

Bajde, D. & Rojas Gaviria, P., 2019, *Gifts, Romance, and Consumer Culture*. Minowa, Y. & Belk, R. W. (eds.). 1. ed. New York: Routledge, p. 173-183 (Routledge Interpretive Marketing Research).

What makes a good paper? Analytic and Continental ideals in Consumer Culture Theory

Bajde, D. & Gopaldas, A., 2019, In : Qualitative Market Research. 22, 3, p. 270-277

Liquid Retail: Cultural Perspectives on Marketplace Transformation

de Kervenoael, R., Bajde, D. & Schwob, A., 3. Sep 2018, In : Consumption, Markets & Culture. 21, 5, p. 417–422

Bruno Latour: Philosopher of togetherness in action

Bajde, D., 2018, *Canonical Authors in Consumption Theory*. Askegaard, S. & Heilbrunn, B. (eds.). London: Routledge

Consumer Culture Theory and the Socio-Cultural Investigation of Technology Consumption

Bajde, D., Nøjgaard, M. & Sommer, J. K., 2018, *Analytical Frameworks, Applications and Impacts of ICT and Actor-Network Theory*. Spoehrer, M. (ed.). IGI global, p. 171-190 (Advances in Human and Social Aspects of Technology).

Cultural Branding of an Industry: The social-cause industry of Microfinance

Bajde, D., van Dalen, A. & Chelekis, J., 2018, *AMA Summer conference Proceedings*. American Marketing Association, Vol. 29.

Familiar Strangers: Relating Market Systems Studies within Marketing Research

Nøjgaard, M. & Bajde, D., 2018. 26 p.

Instruments of Magic

Brondino Pompeo, K., Bajde, D. & Brito, E., 2018.

Market Systems in Contemporary Marketing Thought: A Preliminary Overview

Nøjgaard, M. & Bajde, D., 2018.

General public's privacy concerns regarding drone use in residential and public areas

Bajde, D., Bruun, M. H., Sommer, J. K. & Waltorp, K., 2017, Syddansk Universitet. 18 p.

Kiva's Staging of "Peer-to-Peer" Charitable Lending: Innovative Marketing or Egregious Deception?

Bajde, D., 2017, *Seduced and Betrayed : Exposing the Contemporary Microfinance Phenomenon*. Bateman, M. & Maclean, K. (eds.). Santa Fe: School for Advanced Research Press, p. 87-102 (School for Advanced Research Advanced Seminar Series).

Public reactions to drone use in residential and public areas

Bajde, D., Woermann, N., Bruun, M. H., Gahrn-Andersen, R., Sommer, J. K., Nøjgaard, M., Christensen, S. H., Kirschner, H., Hagel Skaarup Jensen, R. & Bucher, J-H., 2017, Aalborg Universitet. 27 p.

Assembling consumption: Researching actors, networks and markets

Canniford, R. (ed.) & Bajde, D. (ed.), 2016, Oxon: Routledge. 202 p.

Assembling consumption

Canniford, R. & Bajde, D., 2016, *Assembling consumption: Researching actors, networks and markets*. Canniford, R. & Bajde, D. (eds.). Oxon: Routledge, p. 1-19

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).

Examining the effects of utilities and involvement on intentions to engage in digital piracy

Culiberg, B., Kos Koklic, M., Vida, I. & Bajde, D., 2016, In : *Computers in Human Behavior*. 61, C, p. 146-154

Feed the dogs: A case of humanitarian communication in social media

Knudsen, G. H. & Bajde, D., 2016, In : *MedieKultur: Journal of media and communication research*. 32, 60, p. 196-215

Back to consumption and production? Prosumers negotiating the WMG lockdown on YouTube

Bajde, D., Kos Koklic, M. & Bajde, J., 2015, In : *Journal of Consumer Behaviour*. 14, 5, p. 297-306

Utilitarianism as an interpretive puzzle: Socio-material enactment of optimizing subjects functional objects and facts

Bajde, D., Bode, M., Kristensen, D. B. & Krabbe, A. D., 2015, *8th Workshop on Interpretive Consumer Research*. European Institute for Advanced Studies in Management

Impure and Multiple! Taking Full Advantage of Belk's Extensions of Giving

Bajde, D., Jun 2014, *Legends in Consumer Behavior: Russell W. Belk: Gift-Giving, Sharing, and Consumption Holidays*. Sheth, J. N. (ed.). SAGE Publications, Vol. 7. (Legends in Consumer Behaviour, Vol. 7).

Consumer Culture Theory: Ideology, Mythology and Meaning in Technology Consumption

Bajde, D., 2014, In : International Journal of Actor-Network Theory and Technological Innovation. 6, 2, 16 p.

Distance breached or distance transformed? Dilemmas of simulated and banal closeness in humanitarian communication

Bajde, D. & Knudsen, G. H., 2014.

Do You Need a Receipt? Exploring Consumer Participation in Consumption Tax Evasion as an Ethical Dilemma

Culiberg, B. & Bajde, D., 2014, In : Journal of Business Ethics. 124, 2, p. 271-282 12 p.

The study of perceived adverse effects of digital piracy and involvement: Insights from adult computer users

Kos Koklic, M., Vida, I., Bajde, D. & Culiberg, B., 2014, In : Behaviour and Information Technology. 33, 3, p. 225-236

(Micro)Financing to Give: Kiva as a Gift-Market Hybrid

Bajde, D., Dec 2013, *Consumer Culture Theory : Consumer Culture Theory* . Belk, R. W., Price, L. & Peñaloza, L. (eds.). Emerald Group Publishing, Vol. 15. p. 209-223 15 p. (Research in Consumer Behavior, Vol. 15).

Environmentální strategie: Typologie podniků na základě manažerského vnímání environmentálně aktivního jednání či zdrženlivosti zákazníků

Zabkar, V., Cater, T., Bajde, D. & Cater, B., 11. Nov 2013, In : E + M. Ekonomie a Management. 16, 3, p. 57-74 18 p.

Consumer recycling: An ethical decision-making process

Culiberg, B. & Bajde, D., 1. Nov 2013, In : Journal of Consumer Behaviour. 12, 6, p. 449-459 11 p.

Consumer culture theory (re)visits actor-network theory: Flattening consumption studies

Bajde, D., 1. Jun 2013, In : Marketing Theory. 13, 2, p. 227-242 16 p.

Happy Festivus! Parody as playful consumer resistance

Mikkonen, I. & Bajde, D., 2013, In : Consumption, Markets & Culture. 16, 4, p. 311-337 27 p.

Marketized philanthropy: Kiva's utopian ideology of entrepreneurial philanthropy

Bajde, D., 2013, In : Marketing Theory. 13, 1, p. 3-18

Tanks, souls and actor-networks

Bajde, D., 2013, *Workshop on Interpretive Consumer Research*. European Institute for Advanced Studies in Management , Vol. 7. 4 p.

An integral approach to corporate environmentalism and its application to a country in transition

Prašnikar, J., Ograjenšek, I., Pahor, M., Bajde, D. & Trobec, D., 1. Jun 2012, In : Ekonomski Fakultet u Rijeci. Zbornik Radova. 30, 1, p. 89-113 25 p.

Mapping the imaginary of charitable giving

Bajde, D., 2012, In : Consumption, Markets & Culture. 15, 4, p. 358-373 16 p.

Reimagining Charity: Kiva's Ideology of Entrepreneurial Charity

Bajde, D., 2011, In : Advances in Consumer Research. 2 p.

Rethinking the social and cultural dimensions of charitable giving

Bajde, D., 2009, In : Consumption, Markets & Culture. 12, 1, p. 65-84

Other-Centered Behavior and The Dialectics of Self and Other

Bajde, D., 2006, In : Consumption, Markets & Culture. 9, 4, p. 301-316

