

# Hunter JONES

Assistant Professor

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Department: Marketing

Campus de Cergy

## DIPLOMAS

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| 2023 | Doctor of Philosophy, Marketing<br>(Aalto University Finland)  |
| 2018 | Master of Arts in Consumption, Culture, and Marketing<br>(Royal Holloway, University of London United Kingdom)               |
| 2017 | Bachelor in Business Administration, Marketing and Business Honors Program<br>(University of Texas United States of America) |

## CAREER

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### FULL-TIME ACADEMIC APPOINTMENTS

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| 2023 - Now | Assistant Professor (ESSEC Business School France) |
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## PUBLICATIONS

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### PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[ROSE, A., JONES, H., KELLOKUMPU, A. et SPRAKTES, S. \(2025\). Oh, Zaddy: Erotic Attachments to Authoritarian Personal Brands. Dans: 2025 Consumer Culture Theory Conference. London.](#)

[ROSE, A., JONES, H., KELLOKUMPU, A. et SPRAKTES, S. \(2024\). Zaddy: Erotic-Authoritarian Attachment to Iconic Personal Brands. Dans: 2024 Consumer Culture Theory Conference. San Diego.](#)

[JONES, H. et ARNOULD, E. \(2023\). Consumer Responsibilization Through Reflexive](#)

[Modernization: How Doomsday Optimism Leads to Tragically Individualized Consumption. Dans: 2023 Consumer Culture Theory Conference. Lund.](#)

[JONES, H. et ROSE, A. \(2023\). The Zaddy: Erotic-Authoritarian Attachment to Iconic Personal Brands. Dans: 2023 Consumer Culture Theory Conference. Lund.](#)

[JONES, H. \(2023\). Focused Forum Panel: Terminal Marketing and Consumer Culture at the End of A World. Dans: 2023 Consumer Culture Theory. Lund.](#)

[RAJMOHAN, A., DION, D. et JONES, H. \(2025\). Religious Beliefs and Sustainable Consumption: An Ethnographic Investigation of India's Sacred Groves. Dans: 2025 Consumer Culture Theory Conference. London.](#)

[JONES, H. \(2024\). Rethinking the Ethics of Consumer Resistance Studies: A Badiouian Perspective. Dans: 12th European Institute for Advanced Studies in Management \(EIASM\) Interpretive Consumer Research Workshop. Malaga.](#)

[THOMPSON, C., ASKEGAARD, S., ARNOULD, E., NØJGAARD, M., JONES, H. et ANDERSEN, D. \(2025\). Reimagining the Legacy of Consumer Culture Theory: Toward Post-Capitalist Conceptions of Consumer Culture. Dans: 2025 Consumer Culture Theory Conference. London.](#)

[RAJMOHAN, A., DION, D. et JONES, H. \(2025\). Preserving Forests: Hybrid Ontologies and Consumption Prohibitions in India's Sacred Groves. Dans: International Journal of Research in Marketing Rethinking Marketing for a More-Than-Human-World. Odense.](#)

## **CONFERENCE PROCEEDINGS**

[JONES, H. \(2021\). The Silver Lining to the Mushroom Cloud: a Netnographic Analysis of Consumers Enjoying Systemic and Existential Risks. Dans: Association for Consumer Research. Association for Consumer Research \(ACR\).](#)

[JONES, H. et HIETANEN, J. \(2021\). Consumer War Machines: Explicating Dynamics of Resistance and Capture. Dans: Association for Consumer Research. Association for Consumer Research \(ACR\).](#)

[JONES, H. \(2024\). Evental Consumer Movements: A Historical Analysis of California's Great Depression Era Self-Help Cooperative Movement. Dans: 2024 Association of Consumer Research Conference Proceedings. Paris: Association for Consumer Research \(ACR\).](#)

## **JOURNAL ARTICLES**

[JONES, H. et HIETANEN, J. \(2023\). The r/wallstreetbets 'war machine': Explicating dynamics of consumer resistance and capture. \*Marketing Theory\*, 23\(2\), pp. 225-247.](#)

[JONES, H. \(2022\). Book Review: Consumer Culture Theory. \*Journal of Consumer Culture\*, 22\(2\), pp. 571-576.](#)

[JONES, H. et ARNOULD, E. \(2025\). Resisting Financial Consumer Responsibilization Through Community Counter-Conduct. \*Journal of Business Ethics\*, 198, pp. 387-406.](#)

[JONES, H. et ARNOULD, E. \(2025\). Mythologized Counter-Futures and Self-Protective Consumption: A Netnography of Doomsday Preppers. \*Journal of Consumer Research\*, 52\(4\), pp. 759-778.](#)

## **BOOK CHAPTERS**

[JONES, H. et BRADSHAW, A. \(2023\). Rethinking Consumer Resistance. Dans: Eric J. Arnould, Craig J. Thompson, David Crockett, Michelle F. Weinberger eds. \*Consumer Culture Theory\*. 2nd ed. London: SAGE Publications, pp. 307-326.](#)

[ARNOULD, E., JONES, H. et MARCHAIS, D. \(2025\). Conventional and Ontological Consumer Creativity. Dans: Taillard, M., Preece, C. eds. \*The Power of Consumer Creativity: Transforming Consumption and Markets\*. 1st ed. Cham: Springer Nature, pp. 15-38.](#)

## **BOOKS**

[JONES, H. \(2023\). \*Consumers' Sociopolitical Imaginaries - Articles on Consumer Resistance and Responsibilization in an Era of Capitalist Realism\*. Otaniemi: Aalto University Publication Series.](#)

## **PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA**

[JONES, H. \(2025\). La résilience face aux désastres est une affaire de communautés et de liens sociaux de proximité. \*Le Monde\*.](#)

## **RESEARCH ACTIVITIES**

### **Editorial Board Membership**

2023 - Now: Editorial Board Member at Consumption, Markets, and Culture

2026 - Now: Editorial Board Member at the International Journal of Research in Marketing