

Jay M. Handelman

Associate Professor, Marketing
Associate Dean, Faculty
Queen's School of Business

EDUCATION

1996 Ph.D. Marketing, Queen's University
1989 Masters of Business Administration, McGill University
1987 Bachelor of Business Management, Ryerson Polytechnic University

EXPERIENCE

2017-present Associate Dean, Faculty, Smith School of Business
2011-2017 Associate Dean, Research, Smith School of Business
2003–present Associate Professor, Marketing, Queen's University
2004- 2007 Founder & Director, Centre for Corporate Social Responsibility, Queen's University
2002-2003 Associate Professor, Marketing, University of Lethbridge
2000-2002 Assistant Professor, Marketing, McGill University
1996-2000 Assistant Professor, Marketing, University of Lethbridge

AWARDS and HONORS

2014 Commerce '77 Fellow in Marketing
2011 Commerce '77 Fellow in Marketing
2000 SSHRCC, Standard Research Grant, Awarded \$32,000
1998 Honourable Mention for the 1998 *Administrative Sciences Association of Canada* Doctor Dissertation Award
1997 Honourable Mention for the 1997 John A. Howard *American Marketing Association* Doctoral Dissertation Award
1997 Awarded a Visiting Scholarship to Queen's University
1995 Doctoral Fellow of the *American Marketing Association* Doctoral Consortium, Philadelphia, Pa
1994 Awarded Best Student Paper (Marketing Division) at the *Administrative Sciences Association of Canada* 1994 Annual Conference

TEACHING HONOURS

2018 Awarded the Accelerated MBA Teaching Award
2016 Awarded the Accelerated MBA Teaching Award
2013 Awarded the Accelerated MBA Teaching Award
2012 Awarded the Accelerated MBA Teaching Award
2011 Awarded the Accelerated MBA Teaching Award
2011 Nominated for Full Time MBA Teaching Award
2007 Awarded the National Executive MBA Teaching Award
2007 Nominated by Commerce Student Society for Teaching Excellence Award (Queen's University)
2006 Nominated by Commerce Student Society for Teaching Excellence Award (Queen's University)
2005 Nominated by Commerce Student Society for Teaching Excellence Award (Queen's University)
2000 Awarded the Management Student Society (University of Lethbridge) Teaching Award

	Selected by Residence Students as one of the top 10 professors at the University of Lethbridge.
1997/98	Nominated by the University of Lethbridge Dean's Council for the 3M Teaching Fellowship
1997	Awarded the Management Student Society (University of Lethbridge) Teaching Award
1997	Nominated for the University of Lethbridge Distinguished Teaching Award
1996	Nominated for the School of Business (Queen's University) Best Teaching Award

PUBLICATIONS

Refereed Journal Articles

Maureen Bourassa, Peggy Cunningham, Laurence Ashworth, and Jay Handelman (2018), "Respect in Buyer-Seller Relationships", *Canadian Journal of Administrative Sciences*, 35(2), 198-213.

Handelman, Jay M., Robert V. Kozinets, Alex Mitchell (2014), "Culture Jamming", *The Wiley-Blackwell Encyclopedia of Sociology*, 2nd Edition, ed. George Ritzer, Malden, MA: Wiley-Blackwell.

Maureen Bourassa, Peggy Cunningham, and Jay M. Handelman (2013), "Marketing as a Response to Paradox and Norms in the 1960's and 1970's," *Journal of Historical Research in Marketing*, 5(1), 47-70.

Ethan Pancer and Jay M. Handelman (2012), "The Evolution of Consumer Well Being," *Journal of Historical Research in Marketing*, 4 (1), 177-189.

Yannik St, James, Jay M. Handelman, and Shirley F. Taylor (2011), "Magical Thinking and Consumer Coping," *Journal of Consumer Research*, 38 (December), 632-649.

Jay M. Handelman, Peggy Cunningham, Maureen Bourassa (2010), "Stakeholder Marketing and the Organizational Field: The Role of Institutional Capital and Ideological Framing," *Journal of Public Policy and Marketing*, 29(1), 27-37.

Kozinets, Robert V., Jay M. Handelman, Michael S.W. Lee (2010), "Don't Read This: Or, Who Cares What Anti-Consumption Is, Anyway?," Guest Editorial of Special Issue on Anti-Consumption, *Consumption, Markets, and Culture*, 13(3), 225-233.

Karan Sonpar, Jay M. Handelman, Ali Dastmalchian (2009), "Implementing New Institutional Logics in Pioneering Organizations: The Burden of Justifying Ethical Appropriateness and Trustworthiness", *Journal of Business Ethics*, 90 (December): 345-359.

Bourassa, Maureen, Peggy Cunningham, and Jay M. Handelman (2007), "How Philip Kotler has Shaped the Field of Marketing," *European Business Review*, 19 (2), 174-192.

Handelman, Jay M. (2006), "Corporate Identity and the Societal Constituent," *Journal of the Academy of Marketing Science*, 34 (2), 107-114.

Kozinets, Robert V. & Jay M. Handelman (2006), "Culture Jamming," *Encyclopaedia of Sociology*.

Kozinets, Robert V. & Jay M. Handelman (2004) "Adversaries of Consumption: Consumer Movements, Activism, Ideology," *Journal of Consumer Research*, 31 (3), 691-704.

Handelman, Jay M. and Roberto Bello (2003). Community Oriented Corporate Social Responsibility: Consumer Evaluation of Community Attachment, *Advances in Consumer Research*, Toronto, Ontario, Volume 30.

Arnold, Stephen J., Robert V. Kozinets, & Jay M. Handelman (2001). Hometown Ideology and Retailer Legitimation: The Institutional Semiotics of Wal-Mart Flyers, *Journal of Retailing*, Volume 77 (2), 243-271.

Parent, Michael, Brent Gallupe, David Salisbury, & Jay M. Handelman (2000). Knowledge Creation in Focus Groups: Can Group Technologies Help?, *Information and Management*, Volume 38, 47-58.

This article has been reviewed and reported in *Harvard Business Review*, January/February, 1998, 12-16.

Handelman, Jay M., & Stephen J. Arnold (1999). "The Role of Marketing Actions With a Social Dimension: Appeals to the Institutional Environment", *Journal of Marketing*, Volume 63, 33-48.

Handelman, Jay M. (1999). Culture Jamming: Expanding the Application of the Critical Research Project. *Advances in Consumer Research*, Montreal Quebec, Volume 26, 1999, 399-404.

Kozinets, Robert V. & Jay M. Handelman (1998). Ensouling Consumption: A Netnographic Exploration of the Meaning of Boycotting Behaviour, *Advances in Consumer Research*, Joseph W. Alba and Wesley Hutchinson (eds.), Volume 25, 1998, 475-480.

Arnold, Stephen J., Jay M. Handelman, & Douglas Tigert (1998). The Impact of a Market Spoiler on Consumer Preference Structures", *Journal of Retailing and Consumer Services*, Volume 5 (1), 1-13.

Arnold, Stephen J., Jay M. Handelman & Douglas Tigert (1996). Organizational Legitimacy and Retail Store Patronage, *Journal of Business Research*, Volume 35 (3), 229-240. This article has received a "Citation of Excellence" from ANBAR Management Intelligence

BOOK CHAPTERS

Handelman, Jay M. and Eileen Fischer (2018), "Contesting Understandings of Contestation: Rethinking Perspectives on Activism", in *Handbook of Consumer Culture*, Olga Kravets, Pauline Maclaran, Steve Miles Alladi Venkatesh (eds.), Sage.

Handelman, Jay M. (2012), "Online Consumer Movements", in *The Digital Consumer*, Russell Belk and Rosa Llamas eds., Routledge.

BOOK REVIEWS

"Handbook of Marketing and Society," Paul N. Bloom and Gregory T. Gundlach, eds, Thousand Oaks, CA: Sage, 2001, reviewed in *Journal of the Academy of Marketing Science*, Fall, 2001, 16-18.

REFERRED CONFERENCE PROCEEDINGS AND PRESENTATIONS

"Paradox and Dynamism: Exploring How the State Shapes Markets Disrupted by Innovations", American Marketing Association Winter Academic Conference (2018), New Orleans, LA (with Jeff Wiebe and Alex Mitchell).

"Imagination, Technological Change, and Market Development," American Marketing Association Winter Academic Conference (2018), New Orleans, LA. (with Alex Mitchell).

"Home is Where the Tension Is: Examining the Cultural Complexity of Creating the Space of Home," Association for Consumer Research Conference (2017), San Diego, California (with Annetta Grant).

"Home Renovations: How Consumption Reconceptualizes Private Place," Lazaridis Marketing Research Symposium (2016), Wilfrid Laurier University, Waterloo Ontario (with Annetta Grant).

"Enacting Controlled Utopias in a Hostile Space: Lessons from the Spatial Turn to Nature," presented at the 11th Consumer Culture Theory Conference (2016), Lille, France (with Joachim Scholz).

"Finding Balance: The Roles of Uncertainty and the Past in Identity Transitions," presented at the 11th Consumer Culture Theory Conference (2016), Lille, France (with Sheldon Koufman and Tandy Thomas).

"Shifting Ground: Controlling the Ecotopian Dream," Marketing and Public Policy Conference, San Luis Obispo, 2016 (with Joachim Scholz).

"The Contested Meanings of Obsolescence in the Marketplace," Consumer Culture Theory Conference, Fayetteville, Arkansas (June 2015), (with Annetta Grant).

"Domesticating the Sublime: How Consumers Manage Nature So That the "Wildness Pleases", Consumer Culture Theory Conference (June 2015), Fayetteville, Arkansas (with Joachim Scholz).

"Living in Harmony With Nature: A Post-Human Analysis of Consumers' Relationships With Nature", *Association for Consumer Research* (October 2014), (with Joachim Scholz).

"The Role of Ideology in Contesting Market-Based Institutional Arrangements", *Association for Consumer Research* (October 2014), (with Alex Mitchell).

"Ideological Tensions of the Idea of Progress for Consumers," *Consumer Culture Theory Conference*, Helsinki, Finland (July 2014), (with Annetta Grant).

"Foiled: Intractable Co-Creation and Discourses of Power", *Anthropology of Markets and Consumption Conference* (March 2013), University of California – Irvine (with Alex Mitchell).

"Sustainable Consumption and Social Change in a Time of Shifting Worldviews", Consumer Culture Theory Conference (July 2011), Northwestern University (with Joachim Scholz).

"Consumer Creativity and Ideological Conflict: An Investigation of The Free/Open Source Software Community", Association of Consumer Research (October 2009), Pittsburg (with Tiebing Shi).

"Corporate Brand Authenticity", Reputation Institute, 13th Annual Conference (May 2009), Amsterdam, Netherlands.

"The Cultural Privileging of Personal Authenticity", Association of Consumer Research (October 2008), San Francisco, California (with Robert Kozinets).

"Brand Authenticity and the Role of Corporate Social Responsibility", Corporate Identity and Associations Research Conference, (May, 2008), Vancouver, British Columbia (with Matt Thompson and Allison Johnson)

"Attachment and Identification: How Relationships are Connected", Advertising and Consumer Psychology Conference (2007), Los Angeles, California (with Allison Johnson and Matt Thomson).

"Entangled in the Societal Labyrinth: Marketers' Management of Paradox and Authentic Norms," CHARM History Conference, Duke University, (2007) Nominated for Best Paper Award (with Maureen Bourassa and Peggy Cunningham).

"Consuming the Anti-Brand: Constructing the Identity of Cultural Intermediaries", Consumer Culture Theory Conference, Schulich School of Business, Toronto, Ontario (2007) (with Maggie Mear).

"Four Dimensions of Brand Identity," Corporate Identity / Associations Research Group, Rotterdam, Netherlands, October 2005.

"You-Can-Do-It-We-Can-Help: Emancipation Within the Marketplace?", Associate for Consumer Research, San Antonio, Texas, October 2005 (with Tiebing Shi).

"It Takes Two to Tango: Trust and Institutional Logics as Organizing Principles During Change," Academy of Management Meeting, Honolulu, Hawaii, August 2005 (with Karan Sonpar and Ali Dastmalchian).

"Corporate Identity and the Societal Constituent," Academy of Marketing Science Annual Conference, Tampa, Florida, April 2005.

"Consumer Activism and the Corporate Brand," Advances in Consumer Research, Portland Oregon, October 2004 (with Robert Kozinets).

"Market Orientation and Stakeholder Orientation", Invited Panel Participant, Academy of Marketing Science Annual Conference, Vancouver, BC, May 2004.

"Institutional Complexity in the Firm-Brand Community Relationship," presented at Corporate Identity/Associations Research Group, University of Southern California, April 2004 (with Peter Dacin and Tina Dacin).

"Is Corporate Reputation Enough? Moral Legitimacy as an Alternative Measure for Corporate Social Responsibility," presented at Integrating Social Initiatives and Marketing Strategy, Boston, Mass, September 2003 (with Robert Kozinets).

"Institutional Theory and Retail Store Patronage," American Collegiate Retailing Association Spring Conference, Montreal, Quebec, March 2003 (with Stephen Arnold).

"Consumer Activism and Marketers' Attempts at Corporate Social Legitimacy," invited presentation at Exploring Corporate Associations: Developing a Research Agenda, American Marketing Association, presented at Oklahoma State University, April 2002.

"Fast, Family or Fun: The Relevance of Performative, Institutional, and Hedonic Norms to Store Choice," International Conference on Advances in Retailing and Services Science, Vancouver, British Columbia, Volume 8, page 3, June 2001. (with Stephen Arnold and Jane Dunnett).

"Changing the Rules: An Institutional Perspective on the Rhetoric of Consumer Activism," at Advances in Consumer Research Conference, Salt Lake City, Utah, October 2000.

"Applying Institutional Theory to Marketing Strategy", Organizer and Chair of Special Conference Session, American Marketing Association Summer Educators' Conference, Chicago Illinois, Volume 11, page 207, August 2000 (with John P. Workman).

"How Marketers Can 'Do Well While Doing Good': The Institutional Theory Framework" Invited Special Session Participant, Academy of Marketing Science, Montreal Quebec, Volume 23, page 350, May 2000.

"Moderators, Mediators, and Multiple Mediation: Theoretical and Empirical Implications", Academy of Marketing, Stirling Scotland, July 1999 (with Frederic Perron, Patrick Viau, and Stephen Arnold).

"Defining the Community Through Its Retail Structure", presented at the International Conference on Advances in Retailing and Services Science, Baveno Italy, August 1998 (with Allison Gray).

"The Effects of Retail Sector and Competitive Market Structure on Store Choice", Academy for Marketing Science Retailing Conference, St. Louis Mo., November, 1997 (with Stephen Arnold and Douglas Tigert).

"Expanding The Application Of The Marketing Concept Through Organizational Theory", Proceedings of the American Marketing Association Educators' Conference, Cornelia Droge and Roger Calantone (eds.), Volume 7, Chicago Il, August, 1996, 485-491 (with Stephen Arnold).

"S&R Discount Department Store: A Case Study", Proceedings of the European Association For Education And Research In Commercial Distribution", Paris France, July 1996, 340-357. (With Stephen Arnold)

"What Happens When Wal-Mart Comes To Town? The Impact of Competitive Market Structure on Retail Store Patronage", presented at the International Conference on Advances in Retailing and Services Science, Telfs/Buchen, Austria, June 1996 (with Stephen Arnold and Douglas Tigert).

"Protecting or Stimulating? The Effects of Violence Warnings on Television Viewing By Adolescents", Proceedings of the Public Policy and Marketing Conference, Atlanta, Georgia, May 1995 (with Michael Parent).

This article has been reviewed and reported in the Globe and Mail, May 1, 1997.

"Retail Store Patronage and Legitimation", Proceedings of the Cutting Edge IV: Patronage Conference, Baton Rouge, Louisiana, May 1995 (with Stephen Arnold and Douglas Tigert).

"Brand Loyalty or Brand Aversion: A Pilot Experiment", Proceedings of the Administrative Sciences Association of Canada 1994 Annual Conference, Halifax, Nova Scotia, June 1994.

"Henry Mintzberg 25 Years Later: Clues to the Future of Organizational Theory", presented at the First Organizational Studies Doctoral Students Conference, Albany, New York, October 1993.

TEACHING EXPERIENCE

Developed and Implemented the Certificate in Corporate Social Responsibility in the Bachelor of Commerce Program, Queen's University;

Open Enrolment Executive Development Program: Marketing Strategy; Branding; Corporate Social Responsibility, Queen's University;

Executive MBA: Marketing Strategy, Queen's University;

Accelerated MBA: Brand Management; Marketing Strategy, Queen's University;

Full Time MBA: Marketing Fundamentals, Queen's University;

Cornell-Queen's MBA: Marketing Strategy, Queen's University;

Bachelor of Commerce: Marketing Ethics, Marketing Communications, Queen's University;

PhD Seminar: Marketing History, Theory, Philosophy; Interpretive Research Methods, Queen's University;

Graduate (MSc) Seminar in Marketing Theory, University of Lethbridge;

Commerce Program: Marketing and Society; Introduction to Marketing, McGill University;

MBA Program: Consumer Behaviour, McGill University;

Commerce Program: Consumer Behaviour; Advertising and Promotions; Foundations of Marketing, University of Lethbridge;

Foundations Of Marketing, Queen's University (Winter term, 1994/95; Fall 1995/96);

Teaching Assistant, McGill University, 1987-89.

TEACHING INTERESTS

Brand Management; Marketing Strategy; Marketing and Society and Corporate Social Responsibility; Marketing Communications and Advertising; Consumer Behavior

WORK WITH GRADUATE STUDENTS

A) PhD and MSc Supervision

Doctoral Dissertation Supervisor, Gabrielle Patry-Beaudoin, Queen's University
Doctoral Dissertation Supervisor, Jeff Wiebe, Queen's University.
Doctoral Dissertation Supervisor, Alex Mitchell, Queen's University, Final Thesis Defence 2018
Doctoral Dissertation Supervisor, Annetta Grant, Queen's University, Final Thesis Defence 2017
MSc Project Supervisor, Sheldon Kaufmann, Queen's University, Completed Summer 2015.
Doctoral Dissertation Supervisor, Joachim Scholz, Queen's University (Thesis Proposal Awarded Sheth Doctoral Dissertation Proposal Award by the Association for Consumer Research), Successfully Defended March 2014;
MSc Project Supervisor, Laura Railey, Queen's University, Completed Fall 2012.
Doctoral Dissertation Supervisor, Terry Beckman, Final Thesis Defence 2012;
Doctoral Dissertation Supervisor, Tiebing Shi, PhD Thesis, Queen's University, Successfully Defended November 2010;
Doctoral Dissertation Supervisor, Yannik St. James, Queen's University, Successfully Defended, September 2008;
MSc Project Supervisor, Andrew Smith, Queen's University, Successfully Completed August 2009;
MSc Project Supervisor, Tandy Chalmers, Queen's University, Successfully Completed August 2004;
MSc Thesis Co-Supervisor, Bernhard Risse, University of Lethbridge, 2003;
MSc Thesis Co-Supervisor, Karan Sonpar, University of Lethbridge, 2002;

B) PhD and MSc Committee Membership

Doctoral Dissertation Committee Member, Diego Soares
Doctoral Dissertation Committee Member, Derin Kent, Queen's University
Doctoral Dissertation Committee Member, Svetlana Davis, Queen's University, Successfully Defended 2015;
Doctoral Dissertation Committee Member, Wren Montgomery, Queen's University, Successfully Defended 2015;
Master of Arts (Sociology) External Examiner, Amelia Cheston, Queen's University, June 2013;
Doctoral Dissertation Committee Member, Maggie Matear, Queen's University, Successfully Defended 2012;
Doctoral Dissertation Committee Member, Na Xiao, Queen's University, Successfully Defended November 2010;
Doctoral Dissertation Committee Member, Maureen Bourassa, Queen's University, Successfully Defended 2009;
Doctoral Dissertation Committee Member, Leighann Neilson, Queen's University, Successfully Defended 2004;
Doctoral Dissertation Committee Member, Monika Narang-Luthra, Queen's University, Successfully Defended 2003;

C) PhD and MSc External Examiner

Doctoral Dissertation External Examiner, Pierre-Yann Dolbec, York University, 2015;
Doctoral Dissertation External Examiner, Preeti Krishnan, University of Manitoba, 2008;
MSc Thesis External Examiner, Jingzhi Shang, University of Lethbridge, 2007;

Doctoral Dissertation External Examiner, Kelley Main, University of British Columbia, 2004;
Doctoral Dissertation External Examiner, Jennifer Argo, University of Manitoba, 2003;

CONTRIBUTION TO RESEARCH COMMUNITY

Doctoral Consortium Mentor, Consumer Culture Theory Conference, June 2015;
Guest Co-Editor (with Robert Kozinets and Michael Lee), Special Issue, Consumption, Markets and Culture, Anti-Consumption.
Invited speaker at Association for Consumer Research Doctoral Symposium, San Francisco, CA, October 2008.
Track Chair, Marketing Ethics, American Marketing Association Summer Educators' Conference, 2007.
Editorial Review Board, Canadian Journal of Administrative Sciences, 2005-2008
Reviewer, Journal of Marketing
Reviewer, Journal of Consumer Research
Reviewer, Journal of Public Policy and Marketing
Reviewer, Journal of Retailing and Consumer Services
Reviewer, Advances in Consumer Research
Reviewer; Consumer Culture Theory Conference
Ad Hoc Reviewer, Social Sciences and Humanities Research Council of Canada
Reviewer, American Marketing Association Conferences (Summer and Winter)
Administrative Sciences Association of Canada Conferences - Marketing Division, 1997 – 2000

UNIVERSITY COMMUNITY SERVICE

Executive MBA Curriculum Review Committee, Queen's University, February 2011 – Present;
Marketing Area Coordinator, Queen's University, July 2009 – June 2011;
MSc/PhD Program Committee, Queen's University, 2004 – Present;
Monieson Centre Adjudication Committee, 2008- Present;
Internal Advisory Board, Centre for Responsible Leadership, Queen's University 2009 – Present;
Founder and Director, Centre for Corporate Social Responsibility, Queen's University, 2005 – 2008;
Appointments Committee, Queen's University, 2008 – 2009;
Promotion, Tenure, Renewal Committee, Queen's University, 2004 – 2007;
International Committee, Queen's University, 2003 – 2004;
Salary, Tenure, Promotions Handbook Appeals Committee, University of Lethbridge, 2002 – 2003;
Faculty of Management Search Committee, University of Lethbridge, 2002 – 2003;
Graduate Programs and Research Committee, University of Lethbridge, 2002 – 2003;
Co-ordinator for Introduction to Marketing Course, McGill University, 2000 – 2001;
KARMA, Executive Committee, McGill University, 2000 – 2001;
Undergraduate Program Committee, McGill University, 2000 – 2001;
University of Lethbridge Co-ordinator for the Intercollegiate Business Case Competition;
Council on Graduate Studies, University of Lethbridge, 1998 – 2000;
Faculty of Management Research Committee, University of Lethbridge, 1997 – 2000;
Faculty of Management Curriculum Planning Committee, University of Lethbridge, 1998 – 2000;
Faculty of Management Teaching Effectiveness Committee, University of Lethbridge, 1998 – 2000;
Admissions Standards Committee, University of Lethbridge, 1997 – 1999;
Admissions, Awards, and Graduation Committee, University of Lethbridge, Faculty of Management, 1996 – 1998;
Centre For Management Solutions, University of Lethbridge Consulting Service, Faculty Advisor, 1996 – 1999;
Supervised Applied Studies Projects completed by Herb Barios (1997), Sherri Richardson (1997), and Ray Chow (1998);
Judge, Intercollegiate Business Case Competition, Queen's University - Marketing Division, 1994; 1995;
Queen's School of Business Research Committee, 1993-1995;

PROFESSIONAL AFFILIATIONS

American Marketing Association, Member;
Academy of Marketing Science, Member;
Association for Consumer Research, Member