

JULIE L. OZANNE

Professor of Marketing
Department of Management and Marketing
University of Melbourne
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Education

1985 Ph.D. University of North Carolina at Chapel Hill
1980 B. A. Florida State University, Major Area: Humanities
 Phi Beta Kappa and Phi Kappa Phi National Honor Society

Academic Positions

Professor of Marketing and Management, University of Melbourne (2014-ongoing)
Emerita Professor, Sonny Merryman Professor of Marketing, Virginia (1985-2015)

Research

Transformative consumer research aimed at improving the well being of low literate and low income consumers; social innovation through new models of exchange; and extending methodologies of social change and impact including critical, feminist, action, and relational engagement research approaches

Journal Articles

Yang, Nicole Ye, Julie L. Ozanne, and Marcus Phipps (2025), "Using Cultural Repertoires in Unsettled Times," *Journal of Consumer Research*, 51 (5), 982–1005.

Ordóñez-Giraldo, Sebastián, Marcus Phipps, and Julie L. Ozanne (2025), "Love in Times of Boredom: Contingent Social Synchronization in Accelerated Markets," *Marketing Theory*, forthcoming (online publication November 2024)

Yang, Nicole Ye and Julie L. Ozanne (2025), "Coordination and Compromise Across Economies of Worth," *Marketing Theory*, forthcoming (online publication August 2024).

Venkatraman, Rohan, Julie L. Ozanne, and Erica Coslor (2024), "Stigma Resistance through Body-in-Practice: Embodying Pride through Creative Mastery," *Journal of Consumer Research*, 51 (4), 797-819.

Ozanne, Julie L., Brennan Davis, Christopher Blocker, Benét DeBerry-Spence, and Rebecca Balenger Gann (2024), "Transitioning to New Paradigms for Societally Impactful Research:

- Recommendations from the Impact Task Force and an Agenda,” *Journal of Public Policy & Marketing*, 43 (3), 191-206.
- Chow, Ai Ming**, Michal Carrington, and Julie L. Ozanne (2022), “Mediating the Indigenous Art Market,” *Journal of Marketing Management*, 38:17-18, 1983-2010.
- Ozanne, Julie L., Brennan Davis, and **Akon E. Ekpo** (2022), “Research Pathways for Societal Impact: A Typology of Relational Engagements for Consumer Psychology Research,” *Journal of Consumer Psychology*, 32 (1), 127-44.
- Vlahos, Aphrodite, Anna Hartman**, and Julie L. Ozanne (2022), “Aesthetic Work as Cultural Competence: Chasing Beauty in the Coproduction of Aesthetic Services,” *Journal of Service Research*, 25 (1), 126-42.
- Carrington, Michal** and Julie L. Ozanne (2022), “Transforming through Contiguity and Lines of Flight: The Four Faces of Celebrity-Proximate Assemblages,” *Journal of Consumer Research*, 48 (February), 858–84.
- Ozanne, Lucie K. and Julie L. Ozanne (2021), “Disaster Recovery: How Ad Hoc Marketing Systems Build and Mobilize Social Capital for Service Delivery,” *Journal of Public Policy & Marketing*, 40 (3), 372-88.
- Appau, Samuelson**, Julie L. Ozanne, and Jill Klein (2020), “Understanding Difficult Consumer Transitions: The In/Dividual Consumer in Permanent Liminality,” *Journal of Consumer Research*, 47 (2), 167-91.
- Ozanne, Lucie K. and Julie L. Ozanne (2020), “The Power of Sharing to Support Consumers through Liminality,” special issue Leveraging the Power of the Sharing Economy, *Australasian Marketing Journal*, 28 (3), 34-41.
- Ozanne, Julie L. and **Samuelson Appau** (2019), “Commentary: Spirits in the Marketplace,” *Journal of Marketing Management*, 35 (5-6), 451-66.
- Davis, Brennan and Julie L. Ozanne (2019), “Measuring the Impact of Transformative Consumer Research: The Relational Engagement Approach as a Promising Avenue,” *Journal of Business Research*, 100 (July), 311-18.
- Moscato, Emily** and Julie L. Ozanne (2019), “Rebellious Eating: Older Women Misbehaving through Indulgence,” *Qualitative Marketing Research*, 22 (4), 582-94.
- Davis, Brennan and Julie L. Ozanne (2018), “Risky Research? How Relational Engagement in Research can Mitigate Harm and Enhance Benefits,” *Journal of Association for Consumer Research*, 3 (1), January, 7-15.
- Ozanne, Lucie K., Julie L. Ozanne, and **Marcus Phipps** (2018), “Tactical Moments of Creative Destruction for Affordable Housing,” *Journal of Macromarketing*, June, 38 (2), 139-53.

Phipps, Marcus and Julie L. OZanne (2017), "Routines Disrupted: Reestablishing Security through Practice Alignment," *Journal of Consumer Research*, 44, 2 (August), 361-80.

Bagchi, Rajesh, Lauren Block, Rebecca Hamilton, and Julie L. OZanne (2017), "A Field Guide for the Review Process: Writing and Responding to Peer Reviews," *Journal of Consumer Research*, Tutorials in Consumer Research, February.

OZanne, Julie L., et al. (2017), "Assessing the Impact of Research: A Relational Engagement Approach," *Journal of Public Policy & Marketing*, 36, 1 (Spring), 1-14.

Davis, Brennan, Julie L. OZanne, and Ronald Paul Hill (2016), "The Transformative Consumer Research Movement," *Journal of Public Policy & Marketing*, 35 (2), 159-69.

OZanne, Lucie K. and Julie L. OZanne (2016), "How Alternative Consumer Markets can Build Community Resiliency," *European Journal of Marketing*, vol. 50 (3/4), 330-357 (highly Commended paper in the 2017 Emerald Awards for Excellence).

OZanne, Julie L. (2015), "Transformative Consumer Research," *Journal of Consumer Research*, Spring, Research Curation, spring/summer.

Saatcioglu, Bige and Julie L. OZanne (2013), "Moral Habitus and Status Negotiation in a Marginalized Working Class Neighborhood," *Journal of Consumer Research*, 40, December, 692-710 (Sidney Levy Award for best CCT dissertation article).

Reprinted in *JCR Curations*, "Morality and the Marketplace," ed. Kent Grayson, (Summer, 2014). *New Directions in Consumer Research* (2015), Paul Hower, Aliakbar Jafar, Kathy Hamilton (ed.), vol. 4, London: Sage Publications.

Saatcioglu, Bige and Julie L. OZanne (2013), "A Critical Spatial Approach to Marketplace Exclusion and Inclusion," *Journal of Public Policy & Marketing*, Fall, 32 (no. special issue), 32-37.

Reprinted in *New Directions in Critical Marketing Studies: Power, Resistance and Marketplace Boundaries* (2013), Mark Tadajewski and Robert Cluley (ed.), vol. III, London: Sage Publications, 229-238.

OZanne, Julie L., Emily M. Moscato, and Danylle R. Kunkel (2013), "Transformative Photography: Evaluation and Best Practices for Eliciting Social and Policy Changes," *Journal of Public Policy & Marketing*, Spring, 32 (1), 45-65.

Crockett, David, Hilary Downey, A. Fuat Firat, Julie L. OZanne, Simone Pettigrew (2013), "Conceptualizing a Transformative Research Agenda," *Journal of Business Research*, 66, 1171-8.

Corus, Canan and Julie L. Ozanne (2012), "Stakeholder Engagement: Building Deliberative and Participatory Spaces in Subsistence Markets," *Journal of Business Research*, 65 (March), 1728-35.

Ozanne, Lucie K. and Julie L. Ozanne (2011), "A Child's Right to Play: The Social Construction of Civic Virtues in Toy Libraries," *Journal of Public Policy & Marketing*, Fall, 30 (2), 263-76.

Reprinted in *New Directions in Consumer Research* (2015), Paul Hower, Aliakbar Jafar, Kathy Hamilton (ed.), vol. 2, London: Sage Publications.

Ozanne, Julie L. (2011), "Introduction to the Special Issue on Transformative Consumer Research: Creating Dialogical Spaces for Policy and Action Research," *Journal of Public Policy & Marketing*, Spring, 30 (1), 1-4.

Corus, Canan and Julie L. Ozanne (2011), "Critical Literacy Programs: Can Business Literacy be a Catalyst for Economic and Social Change?" *Journal of Macromarketing*, 31, 2 (June), 184-98.

Littlefield, Jon and Julie L. Ozanne (2011), "Socialization into Consumer Culture: Deer Hunters Learning to be Men," *Consumption, Markets, and Culture*, 14 (4), December, 333-60.

Ozanne, Julie L., Simone Pettigrew, David Crockett, Hilary Downey, Fuat Firat, Melanie Pescud (2011), "The Practice of Transformative Consumer Research—Some Issues and Suggestions," *Journal of Research for Consumers*, issue 19 (http://www.jrconsumers.com/academic_articles/issue_19_2011).

Ozanne, Julie L. and Laurel Anderson (2010), "Community Action Research," *Journal of Public Policy & Marketing*, Spring, 29 (1), 123-37.

Murray, Jeff B. and Julie L. Ozanne (2009), "The Critical Participant," invited paper for the special issue of the *Journal of Marketing Management: Expanding Disciplinary Space on the Potential of Critical Marketing*, special editors, Douglas Brownlie, Paul Hower, and Mark Tadajewski, vol. 25, issue 7-8, 835-41.

Reprinted in *Expanding Disciplinary Space: On the Potential of Critical Marketing* (2013), Key Issues in Marketing Management, Routledge.

Ozanne, Julie L., Canan Corus, and Bige Saatcioglu (2009), "The Philosophy and Methods of Deliberative Democracy: Implications for Public Policy & Marketing," *Journal of Public Policy & Marketing*, 28, 1 (Spring), 29-40.

Reprinted in *New Directions in Critical Marketing Studies: Power, Resistance and Marketplace Boundaries* (2013), Mark Tadajewski and Robert Cluley (ed.), vol. III, London: Sage, 205-228.

Ozanne, Julie L. and Bige Saatcioglu (2008), "Participatory Action Research," *Journal of Consumer Research*, 35, (October), 423-39.

Reprinted in *Philosophy of Marketing: Consumer Studies* (2013), Mark Tadajewski, John O'Shaughnessy, and Michael Hyman (ed.), vol. V, London: Sage, 425-439.

Shapiro, Jon M., Julie L. Ozanne, and Bige Saatcioglu (2008), "An Interpretive Examination of the Development of Cultural Sensitivity in International Business," *Journal of International Business Studies*, 39, 1 (January), 71-87.

Adkins, Natalie Ross and Julie L. Ozanne (2005), "The Low Literate Consumer," *Journal of Consumer Research*, 32, (June), 93-105 (JCR Ferber award winner).

Reprinted in *New Directions in Critical Marketing Studies: Power, Resistance and Marketplace Boundaries* (2013), Mark Tadajewski and Robert Cluley (ed.), vol. III, London: 239-262.

Ozanne, Julie L., Natalie R. Adkins, and Jennifer Sandlin (2005), "Shopping for Power: How Adult Literacy Learners Negotiate the Marketplace," *Adult Education Quarterly*, 55, 4 (August), 251-68 (lead article).

Adkins, Natalie Ross and Julie L. Ozanne (2005), "Critical Consumer Education: Empowering the Low Literate Consumer," *Journal of Macromarketing*, (December), 153-62.

Dobscha, Susan and Julie L. Ozanne (2001), "An Ecofeminist Analysis of Environmentally Sensitive Women Using Qualitative Methodology: Findings on the Emancipatory Potential of an Ecological Life," *Journal of Public Policy & Marketing*, Vol. 20, 2 (Fall), 201-14.

Reprinted in *Critical Marketing: Contemporary Issues in Marketing* (2008), Mark Tadajewski and Douglas Brownlie (ed.), John Wiley, pp. 271-300; *Marketing Theory* (2008), Mark Tadajewski, Michael A. J. Saren, and Pauline Maclaran (ed.), vol. 3, London: Sage; *Critical Marketing Studies* (2009), vol. 2, Mark Tadajewski and Pauline Maclaran (ed.), London: Sage.

Lee, Renee Gravois, Julie L. Ozanne, and Ronald Paul Hill (1999), "Improving Service Encounters Through Resource Sensitivity: The Case of Health Care Delivery in an Appalachian Community," *Journal of Public Policy & Marketing*, 18, 2 (Fall), 230-48. Finalist for the "Kinnear Best Article Award" in the *Journal of Public Policy & Marketing* for 1998-2000.

Ozanne, Julie L., Ronald Paul Hill, and Newell D. Wright (1998), Juvenile Delinquents' Use of Consumption as Cultural Resistance: Implications for Juvenile Reform Programs and Public Policy, *Journal of Public Policy & Marketing*, 17, 2 (Fall), 185-96.

- Underwood, Robert and Julie L. Ozanne (1998), "Is Your Package an Effective Communicator? A Normative Framework for Increasing the Communicative Competence of Packaging," *Journal of Marketing Communications*, 4 (December), 207-20.
- Murray, Jeff B. and Julie L. Ozanne (1997), "A Critical-Emancipatory Sociology of Knowledge: Reflections on the Social Construction of Consumer Research," in *Research in Consumer Behavior*, Russell W. Belk ed., volume 8, 57-92, Greenwich, CT: JAI Press.
- Ozanne, Julie L. and Jeff B. Murray (1995), "Uniting Critical Theory and Public Policy to Create the Reflexively Defiant Consumer," *American Behavioral Scientists*, 38, (February), 516-25 (lead paper).
- Reprinted in *Marketing and Consumer Research in the Public Interest* (1996), ed. Ronald Paul Hill, CA: Sage, 3-16.
- Ozanne, Julie L. and Jeff B. Murray (1995), "An Experiential Approach for Developing Conceptual Skills in Marketing Students," *Marketing Education Review*, 5 (Spring), 28-33.
- Murray, Jeff B., and Julie L. Ozanne, and Jon Shapiro (1994), "Revitalizing the Critical Imagination: Unleashing and Crouched Tiger," *Journal of Consumer Research*, 21 (December), 516-25.
- Ozanne, Julie L., Merrie L. Brucks, and Dhruv Grewal (1992), "A Study of Information Search Behavior during the Categorization of New Products," *Journal of Consumer Research*, 18 (March), 452-63.
- Murray, Jeff B. and Julie L. Ozanne (1991), "The Critical Imagination: Emancipatory Interest in Consumer Research," *Journal of Consumer Research*, 18 (September), 129-44 (lead article).
- Reprinted in *Philosophy of Marketing: Alternative and Multiple Paradigms* (2013), Mark Tadajewski, John O'Shaughnessy, and Michael Hyman (ed.), vol. III, London: Sage, 121-148; *Marketing Theory* (2008), Mark Tadajewski, Michael A. J. Saren, and Pauline Maclaran (ed.), vol. 1, London: Sage; *Critical Marketing Studies* (2009), Mark Tadajewski and Pauline Maclaran (ed.), vol. I, London: Sage.
- Ozanne, Julie L., Edward F. Fern, and Majit S. Yadav (1990), "A Conceptual Framework for Judging Interdisciplinary Research in Marketing," *Review of Marketing*, ed. Valerie Zeithamel, Chicago, IL: American Marketing Association, 457-80.
- Reprinted in *Philosophy of Marketing: Rethinking Concepts* (2013), Mark Tadajewski, John O'Shaughnessy, and Michael Hyman (ed.), vol. IV, London: Sage, 39-60.
- Hudson, Laurel Anderson and Julie L. Ozanne (1988), "Alternative Ways of Seeking Knowledge in Consumer Research," *Journal of Consumer Research*, 14 (March), 508-21.

Reprinted in *Consumer Behavior* (2005), ed., Margaret Hogg, Volume 1, London: Sage;
Philosophy of Marketing: Historical and Philosophical Overview (2013), Mark Tadajewski,
John O'Shaughnessy, and Michael Hyman (ed.), vol. I, London: Sage, 281-308.

Schurr, Paul H. and Julie L. Ozanne (1985), "Influences on Exchange Processes: Buyers' Preconception of a Seller's Trustworthiness and Bargaining Toughness," *Journal of Consumer Research*, 12 (March), 939-53.

Armstrong, Gary M. and Julie L. Ozanne (1983), "An Evaluation of NAD/NARB Purpose and Performance," *Journal of Advertising*, 12 (3), 15-26.

Books and Chapters

Ozanne, Julie L. and Laurel Anderson (2020), "Action Research in Consumer Culture," in *Marketing Management: A Cultural Perspective*, ed. Lisa Penaloza, Nil Toulouse, and Luca Visconti, London: Routledge, 279-92.

Ozanne, Julie L. and Lucie K. Ozanne (2018), "Collaborative Consumption Might just Save your Life One Day," *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, Ronald P. Hill, Cait Lamberton, and Jennifer Swartz (ed.), 168-71.

Corus, Canan and Julie L. Ozanne (2014), "The Rising Tide of Corporate Accountability: Combining Participatory Action Research and Deliberative Democracy for Positive Impact," *Handbook of Research on Marketing and Corporate Social Responsibility*, Ronald Paul Hill and Ryan Langan (ed.), Edward Elgar Publishing, 355-80.

Mick, David Glen, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne ed. (2012), *Transformative Consumer Research for Personal and Collective Well-Being*, New York: Routledge.

Mick, David Glen, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne (2012), "Origins, Qualities, and Envisionments of Transformative Consumer Research," in *Transformative Consumer Research for Personal and Collective Well-Being*, ed. David Glen Mick, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne, New York: Routledge, 3-24.

Ozanne, Julie L. and Eileen Fischer (2012), "Sensitizing Principles and Practices Central to Social Change Methodologies," in *Transformative Consumer Research for Personal and Collective Well-Being*, ed. David Glen Mick, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne, New York: Routledge, 89-106.

Ozanne, Julie L., David Glen Mick, Connie Pechmann, and Simone Pettigrew (2013), "Transformative Consumer Research," in the Wiley Encyclopaedia of Management, Nick Lee and Andrew Farrell (ed.), 3rd edition, volume 9.

Ozanne, Julie and Bige Saatcioglu (2007), "Understanding Subsistence Marketplaces: Exploring the Contributions of Participatory Action Research," in *Product and Market Development for*

Subsistence Marketplaces, ed. Jose Rosa and Madhubalan Viswanathan, in *Advances in International Management*, 20, London: Elsevier, 111-32.

Murray, Jeff B. and Julie L. OZanne (2006), "Rethinking the Critical Imagination," in *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, UK: Edward Elgar Publishers, 46-55.

OZanne, Julie (2006), "Personalizing the Learning Experience," in *Teaching Excellence at a Research-Centered University: Energy, Empathy, and Engagement in the Classroom*, ed. E. Scott Geller and Philip K. Lehman, Boston, MA: Pearson Custom Publishing, 167-72.

Dobscha, Susan and Julie L. OZanne (2000), "Marketing and the Divided Self: Healing the Nature/Woman Separation," in *Marketing and Feminism: Current Issues and Research*, ed. Miriam Caterall, Paulina McLaren, and Lorna Stevens, Routledge Press: London, 239-54.

OZanne, Julie L. and Laurel Anderson Hudson (1989), "Exploring Diversity in Consumer Research," in *Interpretive Consumer Research*, ed. Elizabeth C. Hirschman, Provo, UT: Association for Consumer Research, 1-9.

Research Distinctions and Esteem

2024 Association for Consumer Research Distinguished Service Award
2022 Marketing and Society Special Interest Group Lifetime Achievement Award
Co-chair TCR-AMA Impact Festival (2022) and Keynote Speaker
2022 Finalist AMA-EBSCP-RRBM Annual Award for Responsible Research in Marketing (OZanne and OZanne 2016 European Journal of Marketing)
Associate Editor, *Journal of Consumer Research*, (2014-19)
Chair, advisory board, Transformative Consumer Research (2013-15)
Co-chair, Transformative Consumer Research Conference (2009, 2015, 2017)
AMA Fellows Selection Committee (2017)
Keynote Speaker, Transformative Consumer Research Conference (2011, 2013)
Keynote Speaker, Wicked Problems Conference (2015)
Sidney J. Levy Award for best consumer culture theory dissertation (2013)
Research Excellence Award, Pamplin College of Business (2010)
Pamplin College of Business Research Award (2009-10, 2013-14)
Exceptional Contribution by a Journal of Public Policy & Marketing Reviewer (2007)
Visiting Erskine Scholar, University of Canterbury, Christchurch, New Zealand (2007)
Ferber Award, *Journal of Consumer Research* for Adkins, Natalie and Julie L. OZanne (2005), "The Low Literate Consumer"

Teaching Awards and Esteem

Outstanding Faculty in Doctoral Education Award (2006-07)
Department of Marketing Teaching Excellence Award (2004-05)
Warren Holtzman Outstanding Educators Award, Pamplin College of Business (2004-05)
Certificate of Teaching Excellence, Academy of Teaching Excellence (2004-05)

Delta Sigma Pi Professor of the Semester (Spring 2004)
 William E. Wine Award for Teaching Excellence (2000), a university-wide award given to three people
 Faculty Speaker (selected by students) for the College of Business Commencement (1999)
 Certificate of Teaching Excellence, Academy of Teaching Excellence (1994-95)
 R. B. Pamplin College of Business Teaching Excellence Award (1994-95)
 Department of Marketing Teaching Excellence Award (1994-95)
 Faculty Presenter at the AMA Doctoral Consortium (1993)
 R. B. Pamplin College of Business Teaching Excellence Award (1990-91)
 Department of Marketing Teaching Excellence Award (1990-91)
 Certificate of Teaching Excellence, Academy of Teaching Excellence (1990-91)
 M. W. Lee Award for Excellence in Teaching (1982-8/3)
 Faculty Presenter at the ACR Doctoral Consortium (2019), “Tools and Tips for Generating Research with More Impact”
 Faculty Presenter at the AMA Doctoral Consortium (2017), “Consumer Welfare”
 Faculty Presenter at the ACR Doctoral Consortium (2012, 2017), “Transformative Consumer Research”
 Faculty Participation at the ACR Doctoral Consortium (2011, 2014, 2018)
 Faculty Presenter at the ACR Doctoral Consortium (2009), “The Charitable Consumer”
 Faculty Presenter at the ACR Doctoral Consortium (2008), “Managing Your Career”
 Faculty Presenter at the ACR Doctoral Consortium (2005), “Critical Consumer Culture Theory”

Research under Review

Wei, Carol Jianwen, Julie L. Ozanne, and Daiane Scaraboto, “Illegitimacy in the Tattoo Market,” *Marketing Theory*, revise and resubmit

Research in Process

Ordóñez-Giraldo, Sebastián and Julie L. Ozanne, “The Radicalization of Responsibilized Consumers,” writing for 1/1/2025 *Journal of Consumer Research*

Ozanne, Julie L. et al. “Transformative Retailing,” writing

Tran, Minh (Moon) Nguyet, Julie L. Ozanne, and Rohan Venkatraman, “Spinning Around Gender Identities: Understanding the Role of the Body in Consumers’ Embodied and Socialized Experiences,” analyzing data and writing

Ozanne, Julie L., Lucie K. Ozanne, and Robin Canniford, “Recovery Machines” analysis complete, writing

Wei, Carol Jianwen, Daiane Scaraboto, and Julie L. Ozanne, “Slow Fashion and Longevity Practices,” analyzing and writing

Government and Business Reports

Ozanne, Lucie K., Julie L. Ozanne, and Rosemarie Martin-Neuning (2019), *The Social Benefits of Toy Libraries in Australia*,” Commissioned by Toy Libraries Australia, 2019 Research Report.

Ozanne, Lucie K. and Julie L. Ozanne (2013), “Developing Local Partners in Emergency Planning and Management: Lyttelton Time Bank as a Builder and Mobiliser of Resources during the Canterbury Earthquakes,” Commissioned by the New Zealand Ministry of Civil Defence and Emergency Management.

Competitive Special Session, Referred Presentations, and Invited Presentations

Ordóñez-Giraldo, Sebastián and Julie L. Ozanne (2024), “Radical Wellness: Politicizing the Therapeutic Ethos,” Australian and New Zealand Marketing Academy Conference, Hobart, Tasmania, December 3

Ordóñez-Giraldo, Sebastián, Marcus Phipps, and Julie L. Ozanne (2024), “Resynchronizing in Digital Love Markets,” Australian and New Zealand Marketing Academy Conference, Hobart, Tasmania, December 4

Ozanne, Julie L. (2024), “Research in Service of Social Problems,” Keynote Distinguished Service Award, *Association for Consumer Research*, Paris, September 26

Ordóñez-Giraldo, Sebastián and Julie L. Ozanne (2024) “Consumer Responses to Marketplace Deprivation: The Case of Radical Wellness,” *Association for Consumer Research*, Paris, September 27

Ordóñez-Giraldo, Sebastián, Marcus Phipps, and Julie L. Ozanne (2024), “Temporal Re-alignments in Online Platforms,” *Association of Consumer Research*, APAC, Bali (Indonesia), July 9

Ordóñez-Giraldo, Sebastián, Marcus Phipps, and Julie L. Ozanne (2023), “Love in Times of Boredom: Contingent Social Synchronization in Online Dating,” *Consumer Culture Conference*, Lund University, June 29

Wei, Carol J., Julie L. Ozanne, and Daiane Scaraboto (2023), “Struggling for Legitimacy in an Illicit Market,” Competitive Paper, Association for Consumer Research Conference, Seattle, Wa, October

Ozanne, Julie L. (2022), “The Conviviality of Research,” Austin, Texas, June 10

Wei, Carol J., Julie L. Ozanne, and Daiane Scaraboto (2022), “Struggling for Legitimacy in an Market,” Australian & New Zealand Marketing Academy Conference, Dunedin, December

- Chow, Ai Ming, Michal Carrington, and Julie L. Ozanne (2019), "The Indigenous Art Market: A Site of Cultural Production or Cultural Assimilation?" in *NA - Advances in Consumer Research* Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN : Association for Consumer Research, 315-319.
- Ozanne, Julie L. (2019), Transformative Consumer Research: Tools and Tips for Generating Research that has More Impact," Association for Consumer Research (October 17).
- Ozanne, Lucie K., Julie L. Ozanne, and Rosemary Martin-Neuninger (2019), "Toy Library Social Impact Survey: Preliminary Findings," presentation at Toy Library Australia Annual Conference, Melbourne, Australia (May 5).
- Vlahos, Aphrodite, Marcus Phipps, Robin Canniford, and Julie L. Ozanne (2018) "Trying to Fit In: How Consumers Change to Embody Marketplace Aesthetics," in *European Advances in Consumer Research*, Vol. 11, Maggie Geuens, Mario Pandelaere, Michel Tuan Pham, and Iris Vermeir, eds. Duluth, MN: Association for Consumer Research, 55-8.
- Ozanne, Julie L. and Lucie K. Ozanne (2018), "More than Toys: The Toy Library as a Community Incubator," National Conference of Australian Toy Libraries, (May 6).
- Ozanne, Julie L. (2018), "TCR and Wicked Problems," Oregon State University and Workshop on Impact (January 19).
- Ozanne, Julie L. (2017), "Could an Opportunity Network Save Your Life during a Disaster?" American Marketing Association Doctoral Consortium (June 15).
- Ozanne, Julie L. (2017), "Relational Engagement for Research Impact," (with Benet DeBerry-Spence), TCR workshop (June 18).
- Yang, Ye (Nicole), Julie L. Ozanne, and Angela Paladino (2017), "The Material Negotiation of Home Sharing," in *ANZMAC 2017-Marketing for Impact Conference Proceedings*. eds. Linda Robinson, Linda Brennan, and Mike Reid. Australian and New Zealand Marketing Academy, 191.
- Yang, Ye (Nicole), Julie L. Ozanne, and Angela Paladino (2016), "'People Like Us:' Negotiating Social Boundaries in House Swapping," in *NA - Advances in Consumer Research*, Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 37-41 (October 28).
- Carrington, Michal, Gergely Nyilasy, and Julie L. Ozanne (2016), "You'Re Killing Me! Exploring How Consumers with Food Intolerances Navigate Eating Out," in *NA - Advances in Consumer Research* Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 76-81 (October 29).
- Ozanne, Julie L. (2016), "Community Improvisation," RMIT, Melbourne (July 20).

- Ozanne, Lucie K. and Julie L. Ozanne (2016), "Dynamic Innovations to Mobilize Social Connectivity during High Velocity Disasters," Marketing and Public Policy Conference, San Luis Obispo (June 25).
- Phipps, Marcus, Julie L. Ozanne, Lucie K. Ozanne, Wasana Jayawickrama, and Outi Lundahl (2016), "Morphing Community as First Responder Policy: Time Banks as Emergency Response Organizations," San Luis Obispo (June 25).
- Ozanne, Lucie K. and Julie L. Ozanne (2016), "Exploring Different Forms of Service Exchange within a Collaborative Exchange Network," Australian & New Zealand Marketing Academy, Conference.
- Ozanne, Lucie K. and Julie L. Ozanne (2016), "Lyttelton Time Bank as a Builder and Mobiliser of Resources during the Canterbury Earthquakes," Christchurch, New Zealand: People in Disasters Conference, 24-26 February, in *Proceedings of People in Disasters Conference*: 53.
- Samuelson Appau, Julie L. Ozanne, and Jill Klein (2015), "The Dark Side of Sharing: Social Exclusion Within Donation Pooling", in NA - *Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 152-156.
- Ozanne, Julie L. (2015), "Opportunity Networks for Organizational Resiliency," University of Queensland, Brisbane (September 11).
- Ozanne, Julie L. (2015), "Wicked Problems in Consumer Research," RMIT University, Keynote speech at the Wicked Problems Conference, Association for Consumer Research (September).
- Ozanne, Julie L. (2015), "Social Marketing in a Changing World," invited panelist, Georgetown University, June 4
- Ozanne, Julie L. (2015), "Building Resiliency through Time banking," West Virginia University, April 2
- Ozanne, Julie L. (2015), "Opportunity Networks," University of Virginia, February 20
- Ozanne, Julie L. and Lucie K. Ozanne (2014), "Community Resiliency in the Aftermath of the New Zealand Earthquakes," in NA - *Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacey Wood, Duluth, MN: Association for Consumer Research, 7-11 (October 24).
- Ozanne, Julie L. (2014), "Social Change Methodologies," July 31, PhD Project, San Francisco, CA
- Ozanne, Julie L. (2013), "A Transformative Research Agenda," University of Melbourne, Australia, November 15

- Ozanne, Julie L. and Bige Saatcioglu (2013), "Moral Identity and Competition in a Working Class Neighborhood," in NA - *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna A. Labroo, Duluth, MN: Association for Consumer Research, 11-15 (October 5).
- Ozanne, Julie L. (2013), "Transformative Consumer Research: Catalytic Conversion?" September 18, *Reclaiming Impact Conference*, Durham University Business School, Durham, UK.
- Ozanne, Julie L. (2013), "Transformative Consumer Research," August 8, PhD Project, Boston, MA.
- Ozanne, Julie L. (2013), "Transformative Consumer Research: Reflections on Negative Space," keynote address presented at the *Fourth Transformative Consumer Research Conference*, Lille, France, May 24
- Ozanne, Julie L. and Jeff Murray (2013), "Innovative Methods," track chairs for dialogical presentation at the *Fourth Transformative Consumer Research Conference*, Lille, France, May 24-25
- Moscato, Emily and Julie L. Ozanne (2012), "Crones, Hags, and Biddies: How I Became a Burlesque Queen At Seventy," in NA - *Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 18-21 (October 6).
- Ozanne, Julie L. (2012), "Transformative Consumer Research," doctoral consortium, Association for Consumer Research, Vancouver (October 5).
- Ozanne, Julie L. (2012), "The Publishing Game: Disciplined Imagination," PhD Project, Chicago (August 9).
- Ozanne, Lucie and Julie L. Ozanne (2011), "Building Community Efficacy and Welfare Through Time Bank Exchanges," in NA - *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 65-66 (October 15).
- Ozanne, Julie L. (2011), "The Theory and Practice of Transformative Consumer Research," keynote address presented at the *Third Transformative Consumer Research Conference*, Waco, Texas (June 26).
- Simone Pettigrew and Julie L. Ozanne (2011), "Innovative Research Approaches for Transformative Consumer Research," track chairs for dialogical presentation at the *Third Transformative Consumer Research Conference*, Waco, Texas (June 24-26).

- Corus, Canan and Julie L. Ozanne (2011), "Improving Corporate Social Responsibility through Deliberative Methods," in Macromarketing Conference, ed. William Redmond, Macromarketing Society, 193 (June 5-8).
- Ozanne, Julie L. (2011), "Community Time Banks as a New Form of Community Efficacy and Capacity Building," Pamplin College of Research Seminar (April 1).
- Ozanne, Julie L. (2010), "Ideas that Matter? Or Should we be Matter-ing our Ideas?" at American Marketing Association, Boston, Ma (August 14).
- Ozanne, Julie L. (2010), "Transformative Consumer Research: A Paradigm Shift," invited talk at HEC, Paris (September 6).
- Ozanne, Lucie K. and Julie L. Ozanne (2011), "Building the Strength of the Local Community through Time Bank Exchanges," in European Advances in Consumer Research, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran Egden, Duluth, MN: Association for Consumer Research, 6-8 (July 1).
- Saatcioglu, Bige and Julie L. Ozanne (2010), "Surviving or Fighting Back? Exploring how the Marginal Poor Manage Resources," Third Subsistence Marketplaces Conference (July 10).
- Corus, Canan and Julie L. Ozanne (2010), "Creating Participatory Spaces for the Poor: Reconceptualizing Corporate Social Responsibility as Deliberative Processes," Third Subsistence Marketplaces Conference (July 10).
- Ozanne, Julie L. (2010), "Transformative Consumer Research," invited talk for the Translational Obesity Group, Virginia Tech (March 31).
- Saatcioglu, Bige and Julie L. Ozanne (2009), "The Voices of Trailer Park Residents: Towards a Multidimensional Understanding of Stigma," in NA - Advances in Consumer Research, Volume 37, eds. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 29-30 (October 23).
- Ozanne, Julie L. (2009), "The Charitable Consumer," doctoral consortium, Association for Consumer Research, Pittsburg, PA, October 22.
- Ozanne, Lucie K. and Julie L. Ozanne (2009), "Relational Exchange within a Community Time Bank," Australian & New Zealand Marketing Academy, Melbourne, Australia, November 30.
- Ozanne, Lucie K. and Julie L. Ozanne (2009), "Parental Mediation of the Market's Influence on their Children: Toy Libraries as Safe Havens," at the Academy of Marketing Conference, Leeds, UK, July 9 (abstract).
- Littlefield, Jon and Julie L. Ozanne (2009), "Consumer Socialization: The Role of Hunting and Gun Rituals in Becoming a Man," in Association for Consumer Research, Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 634-35.

- Saatcioglu, Bige and Julie L. Ozanne (2009), "Understanding Stigma within the Context of Poverty," special session, Consumer Culture Theory Conference, Ann Arbor, MI, June 13.
- Ozanne, Julie L. (2009), "The Philosophy and Methods of Deliberative Democracy," in a special session at Public Policy & Marketing Conference, Washington, DC, May 30.
- Anderson, Laurel and Julie L. Ozanne (2009), "Community Action Research on Diabetes," in *Advances in Consumer Research*, Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 143-45.
- Anderson, Laurel, Deborah Brown McCabe, and Julie L. Ozanne (2008), "Will the 'Real' Person Please Sign In: Adolescent Identity Play in the Online and Offline Worlds," Presented at the *American Marketing Association Summer Educator's Conference*, August.
- Ozanne, Julie L. (2008), "Participatory Action Research Methods," in a special session called 'Research Methods for Bottom-of-the-Pyramid Markets and Entrepreneurs,' Academy of Management, Anaheim, CA, August 11.
- Ozanne, Lucie K. and Julie L. Ozanne (2008), "Building Community within a Toy Library: The Pleasures of Sharing," in a special session called 'Exploring the Conceptual Boundaries of Sharing' at the Consumer Culture Theory Conference, Boston, MA (June 22).
- Ozanne, Julie L. (2008), "Alternative Perspectives and Paradigms for Research Methods in Public Policy and Marketing" at the Public Policy and Marketing Pre-Conference, Villanova University (May 27).
- Ozanne, Julie L. (2008), "Participatory and Community Action Methods," University of Wyoming (April 25).
- Ozanne, Julie L. (2007) "The Low Literate Consumer," University of Canterbury at Christchurch New Zealand (July 25).
- Ozanne, Julie L., Bige Saatcioglu, and Canan Corus (2007), "Participatory Action Research as Engaged Practice: Implications for Transformative Consumer Research," in *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 20-22.
- Ozanne, Julie L. and Bige Saatcioglu (2006), "Participatory Action Research as a Method for Studying Subsistence Markets," at Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship beyond Literacy and Resource Barriers, University of Illinois, Chicago, IL, August 3.
- Corus, Canan, Bige Saatcioglu, Julie L. Ozanne, Natalie R. Adkins (2006), "The Co-Creation of Health Literacy by Pharmacists and Low Literate Consumers," Public Policy and Marketing, Longbeach, CA (abstract).

- Corus, Canan and Julie L. Ozanne (2006), "Sustained Consumer Fascination," in *Advances in Consumer Research*, ed. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 679.
- Anderson, Laurel and Julie L. Ozanne (2006), "The Cyborg Teen: Identity Play and Deception on the Internet," in *Advances in Consumer Research*, Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 12-14.
- Ozanne, Julie L. and Jeff B. Murray (2005), "Transformational Theory and Methodology," in *Advances in Consumer Research*, Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 520-522.
- Ozanne, Julie L., Natalie R. Adkins, Jennifer Sandlin (2005), "The Social Construction of Consumer Literacy: Consumer Empowerment among Adult Literacy Learners," Adult Education Research Conference, June 3, Athens, Georgia (abstract).
- Ozanne, Julie L., Natalie R. Adkins, and Nichole Nardon (2004), "The Low Literate Consumer in the Pharmacy," Public Policy and Marketing Conference, May 24, Salt Lake City, Utah (abstract).
- Dobscha, Susan and Julie L. Ozanne (2001), "A Critical Ecofeminist Look at the Woman-Nature Link: Exploring the Emancipatory Potential of an Ecological Life," Public Policy and Marketing Conference, June 1, Washington, D.C.
- Wright, Newell D., Julie L. Ozanne, and Ronald Paul Hill (2001), "Horizontal Spillover between the Material and Spiritual Life Domains: An Analysis of Religiosity and Material Desires," in *Proceedings of the Academy of Marketing Studies*, Volume 6 (1), 60-4.
- Ozanne, Julie L. (2001), "The Promise and Peril of Critical and Feminist Methods for Public Policy," Public Policy and Marketing Conference, June 1, Washington, D.C (abstract).
- Ozanne, Julie L. (2000) "Critical Ecological Feminism," Lincoln University, Christchurch, New Zealand, April 12, 2000.
- Adkins, Natalie Ross and Julie L. Ozanne (1999), "Between Functional Illiteracy and Consumer Literacy," in *Advances in Consumer Research*, Vol. 26, ed. Eric J. Arnould and Linda M. Scott, Provo, UT: Association for Consumer Research, 25, Montreal, Canada, October 2 (abstract).
- Lee, Renee Gravois, Ronald Paul Hill, and Julie L. Ozanne (1998), "Consumer Vulnerability from a Framework of Consumer Resources Perspective: The Case of Health Care Delivery in Appalachia," in the *1998 Marketing and Public Policy Conference Proceedings*, ed. Alan Andreasen, Alex Simonson, and N. Craig Smith, Washington, DC: American Marketing Association, 3, presented on June 5, Arlington, VA.

- Ozanne, Julie L. (1998), "A Consuming Passion," at No Purchase Necessary: Building the Voluntary Simplicity Movement," September 19, Los Angeles, CA.
- Ozanne, Julie L. (1997), "Critical Ecological Feminism: Dismantling the Consumer and Creating the Ecological Self," March 6 at University of Arkansas, Fayetteville, Arkansas and April 12 at University of Alabama, Tuscaloosa, Alabama.
- Adkins, Natalie R. and Julie L. Ozanne (1997), "Johnny's Mom Can't Read: The Stigma of Low Literacy in the Marketplace," in *Proceedings of 1997 Public Policy and Marketing Conference*, ed. Easwar Iyer and George R. Milne, Boston, MA: American Marketing Association, 9-10, presented on May 16, Boston, MA.
- Hill, Ronald Paul, Julie L. Ozanne, and Newell D. Wright (1997), "Coming of Age in a Material World: The Juvenile Delinquents' Use of Consumption as Cultural Resistance," in the *1997 Marketing and Public Policy Conference Proceedings*, ed. Easwar Iyer and George R. Milne, Boston, MA: American Marketing Association, 6, presented on May 16, Boston, MA.
- Renee Gravois Lee and Julie L. Ozanne (1996) "Appalachian Women's Struggle with the Health Care System," Public Policy Marketing Conference, May, Washington, DC (abstract).
- Underwood, Robert and Julie L. Ozanne (1995), "An Interpretive Examination of Product Packaging and Its Effect on Customer-Based Brand Equity," special session at the Association for Consumer Research (abstract).
- Hill, Ronald Paul and Julie L. Ozanne (1993), "Sneaky Thrills and Auto Theft," special session AMA Winter Educators' Conference, February 16 (abstract).
- Ozanne, Julie L. (1991), "Material Concerns While Coming of Age in the Mormon Faith: Spiritual Work in a Secular World," presented Chicago, IL, October 19 (abstract).
- Claiborne, C. B. and Julie L. Ozanne (1990), "The Meaning of Custom-Made Homes: Home as a Metaphor for Living," in *Advances in Consumer Research*, Vol. 17, ed. Marvin E. Goldberg, Gerry Gorn and Richard Pollay, Provo, UT: Association for Consumer Research, 367-74.
- Ozanne, Julie L. (1989), "Critical Theory as a Third Way of Knowing," special session AMA Winter Educators' Conference, St. Petersburg, Florida, February 13 (abstract).
- Ozanne, Julie L. and Cathy C. Hinson (1988), "Hermeneutics as a Method for Studying Social Phenomena," special session AMA Winter Educators' Conference, San Diego, CA, February 8 (abstract).
- Ozanne, Julie L. (1988), "Keyword Recognition: A New Methodology for the Study of Information Seeking Behavior," in *Advances in Consumer Research*, Vol. 15, ed. Michael J. Houston, Provo, UT: Association for Consumer Research, 574-79.

Ozanne, Julie L. and Dhruv Grewal (1987), "A Concept-Based Approach to Theory Construction: A Step-by-Step Approach, in *AMA Educators' Proceedings*, ed. Susan P. Douglas and Michael R. Soleman, Chicago, IL: American Marketing Association, 157.

Fern, Edward F., Julie L. Ozanne, and Majit S. Yadav (1987), "The Role of Evaluative Criteria in the Development of Marketing Knowledge," in *Winter AMA Educators' Proceedings*, ed. Russell W. Belk, Chicago, IL: American Marketing Association, 275, presented in San Antonio, TX.

Hudson, Laurel Anderson and Julie L. Ozanne (1987), "Two Cultures: A Look at the Humanities," special session AMA Winter Educators' Conference, San Antonio, TX, February (abstract).

Invited Book Reviews

Review of *Basics of Qualitative Research*, by Anselm Strauss and Juliet Corbin, Newberry Park, CA: Sage, in *Journal of Marketing Research*, (1992), August, 382-84.

Conference Program Appearances

Association for Consumer Research, 2024

"Fostering Impactful Consumer Research: Challenges and Opportunities," roundtable participant

TCR-AMA Impact Festival, 2024

Session: Identifying Pressing Social and Global Challenges and Scoping Impact, "Transitioning to a New Paradigm for Societally Impactful Research," Julie Ozanne and Brennan Davis, August 15

American Marketing Association, 2024

Co-chair, Special Session, "Advancing an Agenda to Support Research with Societal Impact: Debating the Results from the TCR Impact Task Force"

Co-presenter, "TCR Impact Task Force and Findings," August 16

Consumers and Markets: Insights and Impact Symposium, 2024

Presenter, "From a Silent Voice to a Chorus: How to Amplify Your Voice and Research Impact," March 8

Association for Consumer Research, 2023

Co-chair, Special session, "Preservation Nation—Using Social Problems to Challenge and Extend Core Consumer Concepts" October 27

Presentation, "Expanding Collective Action in Repair Cafes: A World of Concern Approach"

Transformative Consumer Research, 2023

Co-chair, "The Emancipatory Potential of Retailscapes: A Strategic Framework for Allyship with Stigmatized Consumers," June 18-20 dialogical track

Consumption and Markets: Insight and Impact Symposium, 2023

Presenter, “The Promise and Perils of Impactful Research: Boosting Impact Before and After Research,” April 14

TCR-AMA Impact Conference, 2022

Co-chair, “Best Practices and Scholarship for Impact,” August 19

Keynote Presenter, “A Transformative Mindset”

Association for Consumer Research, 2021

Panel discussion for middle career academics

Association for Consumer Research, 2019

Co-chair, Special session, “Post-Colonial Theory: Consumer Empowerment through Marketplace Decolonization” October 19

Co-chair, “Workshop: What is the DNA of a Fantastic Article,” October 18

Panel discussant on special session, “Consumption Ideology,” October 18

Association for Consumer Research, 2017

Co-chair, Roundtable “Charting the Future of the Transformative Consumer Research Movement”

Co-moderator, *Journal of Consumer Research* Reviewer Workshop

Association for Consumer Research 2016

Co-chair, special session on “Threats to Food Well-being for At-Risk Consumers in the Marketplace”

Co-moderator, “*Journal of Consumer Research* Reviewer Workshop”

Marketing and Public Policy 2016

Presentation at the Doctoral Workshop on “Research Impact”

First Symposium on Wicked Problems in Consumer Research 2015

Track co-chair on “Wicked Nature of Disasters,” (with Lucie Ozanne and Marcus Phipps)

Association for Consumer Research 2015

Co-chair, special session (with Samuelson Appau), on “Theoretical Advances in the Sharing Economy,” October 30

Public Policy and Marketing 2015

Pre-conference, “Transformative Consumer Research: Values and Vision, June 4

Co-chair, special session on “Transformative Consumer Research Informs Marketing and Public Policy,” June 6

Moderator for special session, “Tales from the ‘hood’: Gentrification, Consumption, and Community,” June 5

Roundtable participant—"The Tipping Point: Going from adaptive to maladaptive consumption behavior patterns," June 5

Transformative Consumer Research 2015
Co-chair and organizer, May 31-June 2

Association for Consumer Research 2014, Roundtable, "Was Captain Kirk Wrong? Consumer Behavior Research and the 'Prime Directive,'" October 24

Association for Consumer Research 2013
Organized roundtable with Meryl Gardner and Minita Sanghvi, "Making a Difference in Different Ways: Unleashing the Power of Collaborative Research Teams to Enhance Consumer Well-being" October 5

American Marketing Association 2013
Phd Project, Research roundtables

Transformative Consumer Research 2013
Keynote Address on "TCR: Reflections on Negative Space"
Track Co-chair on "Innovative Research Methods"

Association for Consumer Research 2012
Invited faculty participant for the doctoral consortium, "Transformative Consumer Research," October 4
Co-chair, special session, "Virgins, Mommies, and Hags: Women Buying into Change" October
Moderator for roundtable, "Different Methodological Approaches to Studying Transformative Consumer Research: What Can We Learn from Each Other? October 5

American Marketing Association 2012
Research Roundtable, Phd Project Conference, Chicago, August 16-17

Association for Consumer Research, Asia-Pacific 2012
Co-chair of Special Session Track

Association for Consumer Research 2011
Invited faculty participant for the doctoral consortium, October 13
Chair, special session, "Innovative Community Exchange Systems: Grassroots Social Experiments in Sustainability," October 15
Round table participant in "Giving, Sharing, Consuming: Connecting Consumer Behaviors," October 14

American Marketing Association 2011
Research Roundtable, Phd Project Conference, San Francisco, August 4th

Public Policy and Marketing 2011

Chair, special session, “Exploring Relevant Theories and Methods for Transformative Consumer Research: Connecting with the Elusive Agent of Change”

Transformative Consumer Research 2011

“The Theory and Practice of TCR,” Keynote address

Track Co-chair on “Developing Innovative Research Methods to Achieve Better Outcomes for Consumers”

American Marketing Association 2010

Special session: Commentaries on the Theory Pre-Conference “Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing,” invited panelist, August 14

Roundtable on Career Issues for the Doctoral Special Interest Group, August 13

European Association for Consumer Research 2010

Special session: Ozanne, Julie L. and Lucie K. Ozanne, special session, “From Environmental Critique to Community Building: The Social Negotiation of New Transitional Forms of Exchange” July 1

Association for Consumer Research 2009

HCR participant

Invited speaker for the doctoral consortium on the charitable consumer, October 22

Roundtable participant, “Advancing the Production/Consumption Dialectic in Consumer Culture Theory,” October 23

Roundtable participant, “Sustainability,” October 23

Transformative Consumer Research 2009

Co-chair for the second conference at Villanova University

Public Policy and Marketing 2009

Discussant for special session, “Democracy, Civic Participation, and Consumption” May 29

Association for Consumer Research 2008

Invited speaker for the doctoral consortium, “Managing Your Career,” October 23

Discussant for special session “Building an Understanding for What Makes Consumer Research Transformative,” October 24

Chair of roundtable discussion, “Building the Transformative Consumer Research Community: Opportunities and Obstacles for Rising Scholars,” October 24

Co-chair special session “Taking it to the Streets: Methodological Challenges of Doing Transformative Consumer Research on Health,” October 25 (with Laurie Anderson)

Consumer Culture Theory 2008

Co-chair for special session with Lucie K. Ozanne, “Exploring the Conceptual Boundaries of Sharing,” Boston, MA, June 22.

Association for Consumer Research 2006

Chair for special session with Jonathan Deschenes (2007), "Workbench Issues in Transformative Consumer Research," in *Advances in Consumer Research*, Volume 34, ed. Gavan Fitzsimons and Vicki Morowitz, Duluth, MN: Advances in Consumer Research, 20-2.

Discussion Leader in Round Table Session with Stacey Menzel Baker, David Hunt, David Mick (2007), "Disseminating Transformative Consumer Research: Getting Research Results Out of the Tower and Into Consumers' Lives," in *Advances in Consumer Research*, Volume 34, ed. Gavan Fitzsimons and Vicki Morowitz, Duluth, MN: Association for Consumer Research, 83.

Product and Market Development for Subsistence Marketplaces: Consumption and

Entrepreneurship beyond Literacy and Resource Barriers 2006

Chair, Special Session entitled "Diverse Methodological Approaches to Subsistence Markets"

Association for Consumer Research 2005

Chair for special session with Laurel Anderson (2006), "In Harm's Way? The Turbulence of Adolescence," in *Advances in Consumer Research*, Volume 33, ed. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 12-14.

Chair for special session with Susan Dobscha (2006), "Transformative Consumer Culture Theory?" in *Advances in Consumer Research*, Volume 33, ed. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 520-2.

Workshop in Qualitative Data Analysis 2005, University of Nebraska-Lincoln

Mentor and presenter, "Conceptual Analysis as a Tool for Theory Building," May 16, 2005

Public Policy and Marketing 2001

Chair for special session entitled, "Methodological Approaches to Public Policy and Marketing Issues"

Association for Consumer Research 1992

Organized (and discussant) with Barbara B. Stern (1993), "The Feminine Imagination and Social Change: Four Feminist Approaches to Social Change," in *Advances in Consumer Research*, Volume 20, ed. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, 35.

Association for Consumer Research 1991

Organized and chaired a special session, (1992) "The Role of Consumption and Disposition During Classic Rites of Passage: The Journey of Birth, Initiation, and Death," in *Advances in Consumer Research*, Volume 19, ed. John F. Sherry, Jr. and Brian Sternthal, Provo, UT: Association for Consumer Research, 396-403.

Association for Consumer Research 1990

Discussant for special session entitled, "Interpretive Approaches in Consumer Research."

American Marketing Association Winter Educators' Conference 1989

Organized and co-chaired a special session entitled, "The Three Way Tension: Positivism, Interpretivism, and Critical Theory as Alternative Approaches to Seeking Knowledge"

TEACHING SUMMARY

Subjects Taught (University of Melbourne)

Marketing 90023 (Advanced Qualitative Methods)
Management 90198 (Advanced Consumer Behaviour)

Courses Taught (Virginia Tech)

Marketing 4644 (Marketing, Society, and the Public Interest)
Marketing 3504 (Advertising)
Marketing 3104 (Marketing Management)
Marketing 4204 (Consumer Behavior)
Marketing 4704 (International Marketing)
Marketing 6214 (Marketing Theory)
Marketing 6304 (Buyer Behavior Seminar)
Marketing 6105 (Advanced Topics in Marketing)

Pedagogical Philosophy

My goal in teaching is to change the way students see and understand the marketplace and their role as consumers and marketing managers. I accomplish this goal by providing students with engaging, relevant, and experiential exercises that bring the course material to life.

Teaching Effectiveness

Small class teaching effectiveness (30-60 students): Undergraduate class on Marketing, Society, and the Public Interest had a weighted student average of **4.6** on a 5-point scale (2011). Undergraduate Advertising had a weighted student average of **4.76** on a 5-point scale (2005).

Large class teaching effectiveness: In undergraduate marketing management (class size 363-558), my weighted average teaching score was **4.74** out of a 5-point scale (1997). The average grade given was approximately 78%.

Publications Relevant to Teaching

Ozanne, Julie (2006), "Personalizing the Learning Experience," in *Teaching Excellence at a Research-Centered University: Energy, Empathy, and Engagement in the Classroom*, ed. E. Scott Geller and Philip K. Lehman, Boston, MA: Pearson Custom Publishing.

Ozanne, Julie L. (1998) "Hermeneutics," in *The Elgar Companion to Consumer Research and Economic Psychology*, ed. Peter E. Earl and Simon Kemp, Cheltenham, UK and Williston, VT: Edward Elgar, 280-4.

Ozanne, Julie L. and Jeff B. Murray (1994), "An Experiential Approach for Developing Conceptual Skills in Marketing Students," *Marketing Education Review*, 4 (Fall), 28-33.

Management Training

"Emotional Training in the Workplace," University Leadership and Development, 2007-08.

Student Awards

Rohan Venkatraman, "Exploring the Construction, Embodiment, and Management of Disruptive Consumer Performances using Practice Theory," 2023 ANZMAC Layton Dissertation Award, second place in the inaugural Professor Michael J. Baker Annual Thesis Awards Competition

Samuelson Appau, "Understanding Difficult Consumer Transitions"
2021 Honorable Mention, Sidney J. Levy Award for best Consumer Culture Theory dissertation

Emily Moscato, "Brand Communities and Well-being: Learning to Age in a Red Hat"
2012 ACR-Sheth Foundation Dissertation Award (co-winner in the public purpose category)

Bige Saatcioglu, "The Practice of Consumer Resistance among the Working Poor"
2008 ACR-Sheth Foundation Dissertation Award (second place winner in the public purpose category)
2009 AMA Marketing and Society Dissertation Award
2009 Pamplin Award for Outstanding Dissertation
2013 Sidney J. Levy Award for best Consumer Culture Theory dissertation

Natalie Adkins, "Illiterate Consumers in a Literate Marketplace,"
JCR Ferber award for the best interdisciplinary article from a dissertation
2000 ACR-Sheth co-winner of the public purpose track
2000 SCP-Sheth dissertation award second place

Doctoral and Masters Committees

Student	Degree	Department	Status	Role
Raghu Tadepalli	Ph.D.	Marketing	Defended, 1986	Member
Fanis Varvoglis	Ph.D.	Marketing	Defended, 1987	Member
Cathy Hinson	M.S.	Marketing	Defended, 1988	Member
Dhruv Grewal	Ph.D.	Marketing	Defended, 1989	Member
Manjit Yadav	Ph.D.	Marketing	Defended, 1990	Member
Larry D. Compeau	Ph.D.	Marketing	Defended, 1991	Member
Claudius Claiborne	Ph.D.	Marketing	Defended, 1992	Member
Tamara Mangleburg	Ph.D.	Marketing	Defended, 1992	Member

Pallabi Saboo	M.S.	Marketing	Defended, 1992	Member
Newell Wright	Ph.D.	Marketing	Defended, 1993	Chair
Susan Dobscha	Ph.D.	Marketing	Defended, 1995	Chair
Val Larsen	Ph.D.	Marketing	Defended, 1995	Member
Dennis Cole	Ph.D.	Marketing	Defended, 1995	Member
Dong-Jin Lee	Ph.D.	Marketing	Defended, 1996	Member
Renee Lee	Ph.D.	Marketing	Defended, 1996	Chair
Maureen Bezold	Ph.D.	Management	Defended, 1997	Member
Jon Shapiro	Ph.D.	Marketing	Defended, 1997	Chair
Natalie R. Adkins	Ph.D.	Marketing	Defended, 2001	Chair
Don Cook	Ph.D.	Marketing	Defended, 2002	Member
Nichole Nardon	M.S.	Marketing	Defended, 2003	Chair
Brenda Van Gelder	M.S.	Marketing	Defended, 2004	Member
Jon Littlefield	Ph.D.	Marketing	Defended, 2006	Chair
Canan Corus	Ph.D.	Marketing	Defended, 2008	Member
Bige Saatcioglu	Ph.D.	Marketing	Defended, 2009	Chair
Jonathan Deschenes	Ph.D.	Marketing UBC	Defended, 2009	Examiner
Erin Krzeski	M.S.	HNFE	Defended, 2011	Member
Courtney Long	M.S.	Communication	Defended, 2012	Member
Emily Moscato	Ph. D.	Marketing	Defended, 2014	Chair
Steven Spencer	M.S.	Commerce	Defended, 2016	Co-chair
Samuelson Appau	Ph. D.	Marketing	Defended, 2016	Co-chair
Ye (Nicole) Yang	Ph. D.	Marketing	Defended, 2018	Co-chair
Aphrodite Vlahos	Ph.D.	Marketing	Defended, 2020	Member
Ai Ming Chow	Ph.D.	Marketing	Defended, 2021	Co-chair
Jianwen (Carol) Wei	M.S.	Marketing	Defended, 2021	Advisor
Rohan Venkatraman	Ph.D.	Marketing	Defended, 2021	Co-chair
Jianwen (Carol) Wei	Ph.D.	Marketing	Confirmation 2022	Co-chair
Sebastián				
Ordóñez-Giraldo,	Ph.D.	Marketing	Confirmation 2022	Co-chair
Minh Nguyet Tran	M.S.	Marketing	Defended, 2023	Co-chair
Minh Nguyet Tran	Ph.D.	Marketing	Confirmation 2024	Co-chair

Summer Projects

Claudius Claiborne	Ph.D.	Marketing	Completed, 1988	Chair
Newell Wright	Ph.D.	Marketing	Completed, 1990	Chair
Natalie R. Adkins	Ph.D.	Marketing	Completed, 1996	Chair
Canan Corus	Ph.D.	Marketing	Completed, 2005	Chair

Professional Service

Journal Reviewing

Associate Editor: *Journal of Consumer Research*, 2014-2019

Editorial Review Board: *Journal of Consumer Research*, 1991 to 1996, 2008-2013, 2020

Guest Editor for special issue on “Transformative Consumer research for Greater Impact,”
Journal of Business Research, 2019

Editorial Review Board: *Journal of Public Policy & Marketing*, 2006-present
 Guest editor for special issue on Transformative Consumer Research, 2016
 Guest editor for special issue on Transformative Consumer Research, 2011
 Senior Advisory Board: *Journal of Marketing Management*, 2011-present
 Editorial Board: *Journal of Consumer Affairs*, 2018-present
 Editorial Advisory Board: *Consumption, Markets, and Culture*, 1996 to present
 Editorial Review Board: *AMS Review*, 2014-2016
 Ad hoc reviewer: *Journal of Consumer Research*, 1988-1991, 1996-2006
 Adhoc reviewer: *Journal of Association for Consumer Research*, 2015
 Adhoc reviewer: *European Journal of Marketing*, 2015
 Ad hoc reviewer: *Journal of Marketing*, 1999, 2007, 2010, 2011, 2012
 Ad hoc reviewer: *Journal of Business Research*, 2008, 2010, 2011, 2012
 Ad hoc reviewer: *Journal of Marketing Management* (special issue on critical theory), 2009
 Ad hoc reviewer: *Marketing Theory*, 2014
 Ad hoc reviewer: *Journal of Consumer Psychology*, 2006, 2007
 Ad hoc reviewer: *Journal of Public Policy & Marketing*, 2006
 Ad hoc reviewer: *Journal of Consumer Affairs*, 2006
 Ad hoc reviewer: *Journal of Macro Marketing*, 2005, 2009, 2013
 Ad hoc reviewer: *Journal of Research for Consumers*, 2011
 Ad hoc reviewer: *Journal of Advertising*, 1998
 Ad hoc reviewer: *Journal of the Academy of Marketing Science* (special issue on marketing theory), 1990
 Ad hoc reviewer: *Research in Consumer Behavior*, 1988
 Ad hoc reviewer: *Journal of Business Psychology*, 1988

Conference and Book Reviewing

Conference on Historical Analysis and Research in Marketing, 2013
 Immigration, Consumption, and Markets, 2009
 Cultural Marketing Management: Strategy and Practices, 2009
 Transformative Consumer Research Conference, 2007
 Consumer Culture Theory Conference, 2007, 2008, 2009, 2012
 Association for Consumer Research, ongoing
 MacroMarketing Conference, 2009
 Association for Consumer Research, Asia-Pacific 2008
 Public Policy and Marketing 2008, 2011, 2012
 American Marketing Association Winter Educators' Conference, 1986, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 2000, 2011
 American Marketing Association Summer Marketing Educators' Conference 1991, 1992, 1993, 1994, 1996, 1999
 Second International Conference on Marketing and Development, 1988
 Academy of Marketing Science, 1988
 Southern Marketing Association, 1987
 American Marketing Association Fall Retailing Conference, 1985

National Committees and Service

Program Committee, Association for Consumer Research, 2019-20
 Program Committee, Association for Consumer Research, 2018-19
 Advisory Committee on Transformative Consumer Research 2007-2020 (Conference liaison, Review TCR grants)
 ACR/Sheth Doctoral Award Committee, 2018
 American Marketing Association Fellow Selection Committee, 2017
 Program Committee, European Association for Consumer Research, 2017-18
 Early Career Award Committee, Association for Consumer Research, 2016
 Chairperson, Advisory Committee on Transformative Consumer Research, 2013-2015
 Program Committee, Association for Consumer Research Latin America, 2013-14
 Outreach Committee, member, Consumer Culture Theory, 2013
 Co-chair Special Session Track, Association for Consumer Research Asia-Pacific, 2012
 Program Committee, member, Association for Consumer Research Asia-Pacific, 2012
 Award Committee, member, 2010 Sidney J. Levy Award, 2011
 Co-chair of the Transformative Consumer Research Conference in Philadelphia, June 2009
 ACR Advisory Council, member 2007-09
 Advisory Board, member, *Handbook in Marketing Theory*, Sage Publications, 2009
 Transformative Consumer Research Task Force, member 2005
 Member, Program Committee, Marketing and Public Policy, 1995-96, 2006-07, 2007-08
 Board Member, Marketing and Society Special Interest Group of the American Marketing Association 1994-97
 Member, Program Committee, Association for Consumer Research Annual Meeting, 1991, 1992, 1994, 1997, 1998, 2001, 2007, 2019
 Publications Committee, Association for Consumer Research, 1986, 1990, 1991
 Steward for a monograph by Elizabeth Hirschman and Morris Holbrook
 External Reviewer for Tenure and Promotion for candidates in 2001, 2005, 2007, 2009 (two), 2010, 2011 (two), 2012 (three), 2013 (two), 2014 (five)

University Service

Promotion and Tenure Committee, 2011-2014
 Wine Award Committee 2000-2003, 2009-2010
 Chair of Wine Award Committee 2002-2003
 Alumni Teaching Award Committee 2000-01, 2001-02, 2002-03
 University Library Committee 1987-88 (College of Business representative)
 Continuing Education Committee 1997-98

College Service

Awards Committee, Fall 2008
 Promotion and Tenure Committee 2005-06, 2006-07, 2008-09, 2009-10, 2011-14 (non voting member)
 College Honorifics Committee, 2008-09, 2010-11, 2011-12, 2013-14
 Research Committee, 2013-14
 Dean Administrative Review Committee 2005-06, 2010-11
 Associate Dean Administrative Review Committee 2011-12
 Strategic Planning Committee, 2010-2014
 Associate Dean Recruiting Committee 2005-06

Associate Dean for Graduate Programs Recruiting Committee 2006-07
 Chair Wine Award Committee 2000-01, 2001-02, 2009-10, Member 2002-14
 Department Head Administrative Review Committee 1997, 2003, 2008
 Department Head Search Committee 1999
 Research Committee 2003-04, 2006-07
 Continuing Education Committee 1995-96, 1996-97 (search committee for Associate Director)
 Search Committee for Director of Management Development Program 2001-02
 International Programs Committee 1996-97, 1997-98
 Undergraduate Curriculum Committee 1993-94, 1994-95 (chair), 2000-01, 2001-02 (chair)
 Multicultural Diversity Committee 1991-92 (co-chair)
 Mentoring Program for Black Business Women 1993-94
 College of Business Library Committee 1987-88 (chair), 1988-89, 1989-90, 1990-91, 1991-92 (member)
 Faculty Speaker at the New Business Student Welcome 2009

Department Service

Recruiting Committee 1985-86, 1986-87, 1991-92, 2000-01, 2001-02, Chair 2004-07, 2008-09 (chair), 2013-14 (chair)
 Promotion and Tenure Committee, ongoing (Chair 2010-11)
 Outreach, 2009-11
 Departmental Advisory Committee 2002-03, 2003-04, 2004-05, 2005-06, 2006-07, 2008-09, 2010-11
 Graduate Program Committee 2004-05, 2006-07, 2008-09 (chair), 2011-12
 Undergraduate Curriculum committee 1993-94, 1994-95, 2000-01, 2001-02, 2002-03, chair 2011
 Summer Workshops Coordinator 1991
 Departmental Policy Review Committee 1988-89, 1989-90, 1990-91
 Awards Committee 1987-88, 1988-89, 1990-91, 2008 (fall)
 Subject Pool Coordinator 1994-97
 Doctoral Comprehensive Exam Committee 1987-88, 1988-89, 1991-92, 1992-93, 2001-02, 2002-03, 2003-04, 2005-06, 2008-09
 Library Committee 1987-88, 1988-89, 1989-90, 1990-91, 1991-92
 American Marketing Association Student Club Advisor 1985-86, 1986-87, (Virginia Tech Chapter of AMA received one of eight national awards for their activities in Marketing Week in 1986-87)

Community Service

Social Marketing Plan for the Wildlife Care Alliance 2007
 Coordinator and Teacher for the Teen Parent Support Program 1991-92
 Worked with Lambda Horizons to construct AIDS knowledge questionnaire 1985-86

Professional Associations

American Marketing Association
 Association for Consumer Research

Research Support

“Transformative Health & Safety Photography Project of The Danville Youth City Council”

2014, Make It Happen! Grant, Danville Regional Foundation, \$10,000

Summer Research Grant 2006, “Participatory Action Research”

Summer Research Grant 2005, “The Low Literate Consumer”

Summer Research Grant 2002, “The Residential Gardener: An In-depth Examination of Sustained Meaning-making in Home Gardens”

Summer Research Grant 1999, “Consumer Resistance”

Summer Research Grant 1997, “Bridging the Postmodern and Modern Approaches in Consumer Research: Discursive Critical Theory”

Summer Research Grant 1995, “Uniting Critical Theory and Public Policy”

Summer Research Grant 1992, “The Sociology of Consumer Behavior Knowledge”

Summer Research Grant 1989, “Critical Consumer Research”

Summer Research Grant 1988, “Patterns of Meaning in the Consumption of Ancestral Possessions”

Creative Grant Match 1988, “Patterns of Meaning in the Consumption of Ancestral Possessions”