

MICHELLE F. WEINBERGER

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Integrated Marketing Communications
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Last Revised: February 2020

ACADEMIC POSITIONS

Associate Professor, Northwestern University Sept. 2016 - Present
Medill School of Journalism, Media, Integrated Marketing Communications, Evanston, IL

Assistant Professor, Northwestern University Sept. 2009 - Aug. 2016
Medill School of Journalism, Media, Integrated Marketing Communications, Evanston, IL

EDUCATION

Ph.D., University of Arizona, Eller College of Management
Major: Marketing Minor: Sociology (cultural)

B.A., University of Delaware, Honors Program, Phi Beta Kappa
Major: Sociology Minors: Business, Spanish Studies

RESEARCH FOCUS

Consumer Sociology - Symbolic Boundaries, Markets, and Consumption

- Role of consumption and the market in community building and boundary making
- Symbolic boundary work through experiential consumption and consumption rituals
- Social class, consumption, and inequality
- Consumption rituals, including corporate, community, interpersonal, and “crowdfunded” gift-giving

Integrated Marketing Communications and Meaning Making

- Socio-cultural perspectives on the evolution of marketing communications
- Effects of marketing communications on stakeholder knowledge and firm metrics

Socio-Cultural Aspects of Innovation

- Community, gift giving, and consumer “crowdfunded” businesses
- Process of entrepreneurship & innovation
- Innovation, cultural knowledge, power, and symbolic boundaries

PUBLICATIONS

Journal Articles/Chapters

Spotts, Harlan, Marc G. Weinberger, Michelle F. Weinberger, (2020), “Advertising and Promotional Effects on Consumer Service Firm Sales” *Journal of Advertising Research*, 60(1).

Weinberger, Michelle F. and David Crockett (2018), “Critical Reflections on Consumer Identity,” *Consumer Culture Theory*, eds. Eric Arnould and Craig Thompson, Sage.

Weinberger, Michelle F., Jane Zavisca, and Jennifer M. Silva, (2017), “Consuming for an Imagined Future: Middle Class Consumer Lifestyle and Exploratory Experiences in the Transition to Adulthood,” *Journal of Consumer Research*, 44(2), 332–360.

-- *Winner: Distinguished Scholarly Publication Award, 2019, American Sociological Association, Section on Consumers & Consumption*

- Weinberger, Michelle F., (2017), "Gifts: Intertwining Market and Moral Economies and the Rise of Store Bought Gifts in the American Marketplace," *Consumption Markets & Culture*, 20(3), 245-57.
- Weinberger, Michelle F., (2015) "Dominant Consumption Rituals and Intragroup Boundary Work: How Non-Celebrants Manage Conflicting Relational and Identity Goals through Consumption" *Journal of Consumer Research*, 42(3), 378-400.
- Spotts, Harlan, Marc G. Weinberger, Michelle F. Weinberger, (2015), "How Publicity and Advertising Spending Affect Marketing and Company Performance," *Journal of Advertising Research*, 55(4), 416-432.
- Weinberger, Marc G., Charles Gulas, Michelle F. Weinberger, (2015), "Looking in Through Outdoor: A Socio-Cultural and Historical Perspective on the Evolution of Advertising Humour," *International Journal of Advertising*, 34(3), 447-472.
- Visconti, Luca, A. Jafari, W. Batat, A. Broeckerhoff, A. Özhan Dedeoglu, C. Demangeot, E. Kipnis, A. Lindridge, L. Peñaloza, C. Pullig, F. Regany, E. Ustundagli, and M. F. Weinberger (2014), "Consumer Ethnicity Three Decades After: A TCR agenda" *Journal of Marketing Management*, 30 (17-18), 1882–1922.
- Spotts, Harlan, Marc G. Weinberger, and Michelle F. Weinberger (2014), "Publicity and Advertising: What Matters Most for Sales?" *European Journal of Marketing*, 48 (11/12), 1986-2008.
- **Winner Outstanding Paper of 2014 Award**, *European Journal of Marketing*.
 - Version reprinted in *AdMap / WARC Industry Magazine: Integrating PR and Advertising to Boost Sales*, pages 14-6, March 2015.
- Weinberger, Michelle F. and Melanie Wallendorf (2012), "Intracommunity Gifting at the Intersection of Contemporary Moral & Market Economies," *Journal of Consumer Research*, 39 (1), 74-92.
- **Co-Winner Sidney J. Levy Award** for article based on a doctoral dissertation.
 - Featured and reprinted in Thompson, Craig (2013) "The Politics of Consumer Identity Work," *Journal of Consumer Research*, Research Curation.
 - Featured and reprinted in Grayson, Kent (2014) "Morality and the Marketplace," *Journal of Consumer Research*, Research Curation.
- Weinberger, Marc, Charles Gulas, and Michelle F. Weinberger (2012), "The Role of Culture in Advertising Humor" in Wells, Victoria and Gordon Foxall (ed.), *Handbook of New Developments in Consumer Behaviour*, 83-120

Refereed Conference Proceedings

- Weinberger, Michelle F. (2014), "Consumption Rituals and the Complexities of Institutional Resistance," in June Cotte and Stacy Wood (eds.), *Advances in Consumer Research*, Vol. 42, forthcoming, 126-7.
- Spotts, Harlan, Marc G. Weinberger, Michelle F. Weinberger (2013), "Which Marketing Communications Influence Sales? It Depends on the Company's Existing Reputation," *Proceedings of the American Academy of Advertising*, p. 170.
- Gunasti, Kunter and Michelle Weinberger (2012), "Gift Cards and the Social Relationship," in Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu (eds.), *Advances in Consumer Research*, Vol. 40, p. 949.

Weinberger, Michelle F. (2008), "Experiential and Material Consumption: A Cultural Perspective on Experientialism," in Angela Y. Lee and Dilip Soman (eds.), *Advances in Consumer Research*, Vol. 35, 2577-261 (session chair).

Weinberger, Michelle F. and Melanie Wallendorf, (2007), "Tradition and Renewal: Reconstruction of Culture through Consumption," in Gavan J. Fitzsimons and Vicki G. Morwitz (eds.), *Advances in Consumer Research*, Vol. 34, pp. 218 – 221 (session chair).

CONFERENCE PRESENTATIONS, ROUNDTABLES, AND PANELS

Maciel, Andre and Michelle Weinberger, "The Logic and Practices of Consumers Who Fund Businesses: A Study of Crowdfunding," Consumer Culture Theory Conference (2019), Montreal, Canada, July.

Plenary Panel on Economic Sociology and CCT, Consumer Culture Theory Conference (2018), Odense, Denmark, June.

Roundtable on Substantive Contributions and Contributing to Sociological Conversations (2018), Consumer Culture Theory Conference, Odense, Denmark, June.

Epp, Amber, Markus Giesler, Michelle Weinberger, and Valarie Zeithaml (2018), CBSIG Panel on Observational Studies, American Marketing Association Winter Educators Conference, New Orleans, LA, February.

Weinberger, Michelle F. and Jennifer M. Silva (2016), "Consuming for an Imagined Future: Class-Based Consumer Lifestyles and Exploratory Experiences in the Transition to Adulthood," Work and Family Researchers Network conference on "Careers, Care, and Life-Course 'Fit': Implications for Health, Equality, and Policy" (Sociology), Washington D.C., June.

Weinberger, Michelle F., Jane Zavisca, and Jennifer Silva (2015), "Informed by the Past, Stuck in the Present, and Imagining the Future: A Sociological Perspective on Identity Consumption in Emerging Adulthood," Consumer Culture Theory Conference, Fayetteville, June.

Weinberger, Michelle F. and Jane Zavisca (2013), "Exploratory Experience: A New Model of Middle-Class Consumer Lifestyle during the Transition to Adulthood," *American Sociological Association Annual Meeting* (Consumption & Inequality track), New York.

Weinberger, Michelle F. and Jane Zavisca (2013), "Leaving and Mobility as Part of a Middle Class Success Narrative," Consumer Culture Theory Conference, Tucson, June.

Weinberger, Michelle F. (2013), participant in the Immigration, Culture, and Ethnicity Track (peer reviewed, competitive selection), Transformative Consumer Research Conference, Lille, France, May.

Weinberger, Marc G., Charles Gulas, and Michelle F. Weinberger (2013), "Advertising Humor," North East Texas Humor Research Conference, Dallas, February.

Weinberger, Michelle F. (2012), "Collective Consumption Rituals and Tensions between Overlapping Social Fields," Consumer Culture Theory Conference, Oxford, England, August.

Weinberger, Michelle F. (2011), "Experiential Priorities of Young Professionals – a Sociological Perspective," 5th Conference on Emerging Adulthood, Society for the Study of Emerging Adulthood, Providence, October.

Weinberger, Michelle F. (2010), "Non-Participation in Consumption Rituals – A Christmas Story," American Sociological Association Conference, Atlanta, August.

- Weinberger, Michelle F. (2008), “Non-Participation in Dominant Ritual Activity: A Cultural Sociology Perspective,” Consumer Culture Theory Conference, Boston, June (session chair).
- Weinberger, Michelle F. and Melanie Wallendorf (2007), “Market Discourses of Community and Solidarity: Manifest and Latent Effects of Cultural Maintenance,” American Sociological Association pre-conference of the Consumer Studies Research Network, New York, August.
- Weinberger, Michelle F. and Melanie Wallendorf (2007), “The Gift and Social Structure: Solidarity around Inequality,” Consumer Culture Theory Conference, Toronto, June.

RESEARCH/MANUSCRIPTS/CHAPTERS IN PROGRESS

- Consumer “Crowd” Funded Businesses and their Platforms, with A. Maciel
- Sociological Perspectives on Consumption and Domesticity, with Z. Arsel
- Gift Cards and Social Relationships, with K. Gunasti and E. Baskin
- Cultural Knowledge & Resource Creation: Insights for Marketing Theory, Practice & Education, with R. Lusch
- The Relative Importance of Social Media, Advertising, and Publicity for Marketing and Firm Performance, with M. Weinberger and H. Spotts

HONORS AND AWARDS

- 2019 Distinguished Scholarly Publication Award, American Sociological Association, Consumers & Consumption Section
- 2017 Medill IMC Professor of the Year Award (Northwestern – IMC Master’s)
- 2014 Outstanding Paper Award, *European Journal of Marketing*
- 2014 Paper selected for publication in *Journal of Consumer Research* “Research Curation”
- 2013 Paper selected for publication in *Journal of Consumer Research* “Research Curation”
- 2012 ASG Faculty Honor Roll (Northwestern – Undergraduate)
- 2011 Sidney J. Levy Best Paper Award Co-Winner
Best dissertation-based article contributing to Consumer Culture Theory, international jury
- 2011 Medill IMC Professor of the Year Award (Northwestern – IMC Master’s Program)
- 2009 University of Arizona Outstanding Graduate/Teaching Assistant
- 2008 AMA Sheth Foundation Doctoral Consortium Fellow (Columbia, MO)
- 2008 Dean’s Research Award; Dean’s Service Award
Eller College of Management Awards, selected by Dean’s office
- 2007 Lyle and Roslyn Payne Outstanding Marketing Doctoral Student Award
Research funding, winner selected by national jury of marketing academics
- 2001 Phi Beta Kappa

GRANTS

- Social Sciences and Humanities Research Council of Canada (SSHRC)
- Insight Grant, “Consuming Domestic and Commercial Spaces,” with Zeynep Arsel

TEACHING EXPERIENCE

- Advanced Cultural Insight Methods (concentration on ethnographic methods) masters: 2017-20 (Northwestern)
- Consumer Insight (includes qualitative methods) masters: 2009-16, 19 (Northwestern)
- Consumer Insight undergraduate: 2010-18 (Northwestern)
- Consumer Insight international summer certificate/JESIE, undergraduate: 2015, 16, 18 (Northwestern)
- Summer Immersion/Residency Class masters: 2009-19 (Northwestern)
- Understanding Consumers in Physical and Virtual Worlds CEIBS EMBA Study Abroad 2019 (Northwestern)
- Understanding Consumer Insight & Brand Relationships executive education: 2014 (Northwestern)
- “Mining” for Insight: A Cultural Perspective executive education: 2014 (Northwestern)
- Global Perspectives: IMC in the Contemporary East Asian Marketplace, Class & Trip masters: 2013 (Northwestern)
- Consumer and Buyer Behavior undergraduate: 2009 (Arizona)
- Principles of Marketing for Business Majors undergraduate: 2005, 06, 07 (Arizona)

Teaching Innovation

- Designed Canvas and Google Site course websites for masters & undergraduate courses to house supplemental readings, Twitter integration, career resources, & blog roll for lifelong learning.
- Actively manage #CIClass Twitter hashtag since 2010 and student generated blog posts/discussion boards to facilitate learning & interaction outside of class and after course completion.
- Integrate multimedia content through class & homework to increase engagement.
- Netnography methods assignment using ConsumerBase for analysis skill development.
- Developed hybrid blog-discussion board to increase undergraduate student engagement using Google Sites (2014), Canvas Discussion Boards (2015), and YellowDig (2016, 2017) platforms.

MEDIA COVERAGE AND AUTHORED INDUSTRY ARTICLES

- Dribben, Melissa, “Why Gift Givers Goof Up,” *Philadelphia Inquirer* (front page, 1A) and *Philly.com* December 23, 2011.
- Warren-Pederson, Liz, “Marketing Faculty Investigate Social Dynamics in Post-Katrina New Orleans,” *Eller Buzz*, April 2012.
- Warren-Pederson, Liz, “UA Studies Social Dynamics in Post-Katrina New Orleans,” *UA News*, April 2012.
- Calabrese, Erin, Georgett Roberts, and Aaron Feis, “Hoards Spend Thanksgiving Grabbing Bargains,” *New York Post*, November 2013.

- Listed as sociology expert on “Holiday Shopping Season” for media by American Sociological Association, November 2013.
- Spotts, Weinberger, and Weinberger, “Integrating PR and Advertising to Boost Sales,” *AdMap / WARC*, pages 14-6, March 2015.
- Kiernan, John, “St. Patrick’s Day by the Numbers: Ask the Experts,” *WalletHub.com* (leading personal finance Website), March 12, 2015.
- Guillen, Darla, “St. Patrick’s Day by the Numbers,” *Houston Chronicle*, March 12, 2015.
- Wessels, Patrick, “Met deze 4 methoden kom je de kerstdagen wel door,” *consumentenpsycholoog*, November 9, 2015.
- Hester, Jessica Leigh, “The Social Psychology of St. Patrick’s Day,” *The Atlantic’s City Lab*, March 17, 2016.
- Weinberger, Michelle, Jane Zavisca, Jennifer Silva, “Class-Based Experiential Consumption and Inequality,” *Consume This!*, Blog of the American Sociological Association, March 2018.

INDUSTRY EXPERIENCE

Miscellaneous Consulting, Executive Education, Keynotes

CARMA International (Media Tracking & Analysis)

Washington, D.C.

- Quantitative and qualitative research, analysis, reporting, and project management
- Clients included: S.C. Johnson, Sprint, Louisville Gas & Electric Co., Yahoo!

Time Inc. (Home Entertainment Division)

New York, NY

- Worked on Hispanic direct marketing campaign
- Monitored direct marketing efforts

Mona Group (A division of Sinauer Associates Publishing)

Sunderland, MA

- Client research, competitive analyses, and direct sales
- Recognized as top sales representative

PROFESSIONAL ASSOCIATIONS

American Marketing Association (AMA)

American Academy of Advertising (AAA)

Association for Consumer Research (ACR)

American Sociological Association, sections on culture; consumers and consumption; economic sociology (ASA)

Chicago Consumer Culture Community (C4)

Consumer Culture Theory Consortium (CCTC)

PROFESSIONAL SERVICE AND LEADERSHIP

Elected Positions, Conference Organization/Chair, & Program Committees

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|---|-----------|
| Chicago Consumer Culture Community (C4), Organizer | 2019-21 |
| Society for Consumer Society Conference, Associate Editor | 2020-21 |
| Association for Consumer Research, Knowledge Forum Track Co-Chair | 2019-20 |
| Consumer Culture Theory Consortium, Elected Board Member | 2017-2019 |

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| Consumer Culture Theory Conference, Competitive Paper Track Co-Chair | 2019 |
| American Sociological Association, Consumers & Consumption Section, Nominations Committee | 2019 |
| American Sociological Association, Consumers & Consumption Section, Roundtable Sessions Organizer | 2018 |
| American Sociological Association, Consumers & Consumption Section, Elected Council Member, Chair of Nominations Committee | 2015 -17 |
| Consumers & Consumption @ Yale Symposium, Co-Organizer | 2017 |
| American Marketing Association, IMC and Branding Track Co-Chair | 2016 |
| Association for Consumer Research Conference, Review Board | 2015 |
| Association for Consumer Research, Program Committee | 2013 |
| Consumer Culture Theory Conference, Program Committee | 2011, 2013, 2016 |

Reviewer

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| <i>Journal of Consumer Research</i> , Editorial Review Board | 2018 - |
| <i>Journal of Marketing</i> , Editorial Review Board | 2018-2020 |
| <i>Journal of Consumer Marketing</i> , Editorial Review Board | 2014-2018 |
| <i>European Journal of Marketing</i> , AdHoc Reviewer | |
| <i>Journal of Consumer Psychology</i> , AdHoc Reviewer | |
| <i>Journal of Interactive Marketing</i> , AdHoc Reviewer | |
| <i>Journal of Macromarketing</i> , AdHoc Reviewer | |
| <i>Journal of Marketing Management</i> , AdHoc Reviewer | |
| <i>Journal of Advertising Research</i> , AdHoc Reviewer | |
| <i>Current Sociology</i> , AdHoc Reviewer | |
| Consumer Culture Theory Conferences, Reviewer | |
| American Marketing Association-Winter Educators Conferences, Reviewer | |
| Managerially Relevant Consumer Insights-AMA-CBSIG Conference, Review Board | |
| Handbook of Anthropology in Business, (Denny and Sunderland), Reviewer | |

Miscellaneous

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| Invited Best Paper Award Jury Member, <i>Consumption Markets Culture</i> | 2019 |
| Qualitative Data Analysis Workshop, Invited Faculty Mentor | 2011, 2015, 2019 |
| ACR Doctoral Symposium, Invited Faculty Participant | 2015, 2016, 2017 |
| External Reviewer, Israeli Science Foundation (ISF) | 2016 |
| Sidney J. Levy Award, Invited Award Juror | 2015 |
| Chicago Consumer Culture Community Speaker Selection Committee | 2012-16 |
| Interactive Google Map of Historic & Contemporary Sites of Consumption in Chicago for ASA Conference - Consumers & Consumption Section, Creator | 2015 |

MEDILL AND NORTHWESTERN SERVICE

University / Advisory

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|---|---------|
| Promotion and Tenure Committee | 2017- |
| Northwestern University Faculty Appeals Panel | 2018-20 |
| Medill Dean Search Committee | 2018-19 |

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| Provost's Advisory Council on Women Faculty & Mentorship Subcommittee | 2016-19 |
| Medill Dean Search Committee | 2011-12 |
| Dean's Council | 2010-12 |

Research

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| Culture & Society Workshop Participant, Sociology Department | 2009-16 |
| "Medill Ideas" Academic Speaker Series Committee | 2012-13 |
| Co-editor of MedillMatters: A newsletter of faculty research | 2011-13 |

Department / Faculty Search

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| IMC Curriculum Committee, Chair | 2018-19 |
| IMC Curriculum Committee | 2016-18 |
| Journalism Faculty Search Committees | 2010, 11, 17 |
| IMC Faculty Search Committees | 2014-18 |

Student Engagement

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| International Student Pre-Orientation Program, Guest Lecturer | 2013-16, 18 |
| NUvention – Innovate for Impact, informal advisor | 2010, 14 |
| TalentQ Brand Strategy & Strategic Planning Panel Moderator | 2012, 14 |
| IMC Curriculum Committee | 2011-13 |
| Master's Student Advisor | 2009-13 |

INVITED RESEARCH TALKS, INDUSTRY TALKS, & NON-CONFERENCE PANELS

- "Consumer Monetary Gifts to Businesses: A Study of Crowdfunding," project with Andre Maciel, Medill Faculty Colloquium, October 2020.
- "Consumer Funding as a Quasi-Moral Economy," with Andre Maciel, Chicago Consumer Culture Community, Chicago, IL, May 2019.
- "Exploratory Experiences and Inequality: The Role of Consumer Lifestyle during the Transition to Adulthood," Department of Marketing, Queen's University, Kingston, ON, Nov. 2016.
- "Symbolic Conversations through Wedding Rites and Gifts," DuPage County Historical Museum as part of the "Wedding Traditions Unveiled" series, January 2016.
- "Exploratory Experiences and Inequality: The Role of Consumer Lifestyle during the Transition to Adulthood," Department of Marketing, University of Wisconsin, Madison, November 2015.
- "Beyond Trends: Strategies for Understanding Millennial Travel More Deeply," #NEXT Travel Trade Exchange Convention, Mexico, May 2015.
- "How Do Millennials Choose, Book and Share their Travel Experiences?" Panel Moderator, #NEXT Travel Trade Exchange Convention, Mexico, May 2015.
- "Exploratory Experiences and Inequality: The Role of Consumer Lifestyle during the Transition to Adulthood," Kellogg School of Management, Department of Marketing, Northwestern University, May 2014.
- "Dominant Consumption Rituals and Intracommunity Boundary Work: How Non-Celebrants Manage Conflicting Relational and Identity Goals through Consumption," Presented to the Culture and Society Workshop, Northwestern University, February 2014.

- “Making the Most of “Big Data” with “Small Data,”” Google Corporate Offices, Tokyo, Japan, September 2013.
- “Exploratory Experiences and Middle-Class Consumer Lifestyle during the Transition to Adulthood,” Eller College of Management, Department of Marketing, University of Arizona, March 2013.
- “Exploratory Experiences and Middle-Class Consumer Lifestyle during the Transition to Adulthood,” Department of Marketing, University of Lille/SKEMA Business School, France May 2013.
- “Consuming Exploratory Experiences,” American Association of Advertising Agencies’ Institute for Advanced Advertising Studies (4As IAAS) – “Choose Chicago” partnership, March 2013.
- “Getting into Print,” Panel, Culture and Society Workshop, Northwestern University, April 2012.
- Non-Participation in Consumption Rituals “A Christmas Story,” Presented to the Culture and Society Workshop, Northwestern University, May 2011.
- “The Resource Value of Experiential Consumption,” Presented to the Chicago Consumer Culture Community (C4), October 2010.
- “The Resource Value of Experiential Consumption,” Presented to the Culture and Society Workshop, Northwestern University, April 2010.
- “Non-Participation in Consumption Rituals “A Christmas Story,”” Medill Faculty Colloquium, March 2010.