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Integrated Marketing Communications
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Last Revised: January 2022

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 ARENAS

Sociology of Consumption - Boundaries, Markets, and Consumption

- Role of consumption and the market in community building & inequality
- Symbolic boundary work through experiential consumption, ritual, and gift giving
- Consumption rituals, including corporate, intracommunity, relational, and “crowdfunded” gifts

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

- Innovation, cultural knowledge, power, and symbolic boundaries
- Platform mediated exchanges and their socio-cultural effects, including crowdfunding

PUBLICATIONS

Journal Articles/Chapters

- Weinberger, Michelle F. and Robert F. Lusch, (2022), “Cultural Knowledge and Resources,” *Journal of Macromarketing*, forthcoming.
- 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.
-- Reprinted in: “*Humor in Advertising: Classic Perspectives and New Insights (2021)*, Routledge.
- 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

Baskin, Ernest, Kunter Gunsati, and Michelle Weinberger, "Post Gift Exchange: Evolving Meanings, Practices, and Effects," Association for Consumer Research Conference (2021) (*listed alphabetically, equal contributors*).

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/EDITED VOLUMES IN PROGRESS

- Crowdfunded Businesses and their Platforms, with A. Maciel
- Micro and Macro Understanding of Gift Giving Post-Gift Receipt, with K. Gunasti and E. Baskin
- Platformed Money Ecosystem, with a team of TCR collaborators
- Consumer Culture Theory, Co-editor, 2nd edition, with C. Thompson, E. Arnould, and D. Crockett
(*all royalties donated to the Consumer Culture Theory Consortium*)
- The Future of IMC, with V. Viswanathan
- The Relative Importance of Social Media, Advertising, and Publicity for Marketing and Firm Performance, with M. Weinberger and H. Spotts

HONORS AND AWARDS

- 2021 Lisle & Roslyn Payne Research Symposium Distinguished Guest Speaker (Tucson, AZ)
- 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 Lisle & 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

- Consumer Insight (includes qualitative methods) masters: 2009-16, 19, 20, 21 (Northwestern)
- Consumer Insight international summer certificate/JESIE, undergraduate: 2015, 16, 18, 21 (Northwestern)
- Advanced Cultural Insight Methods (concentration on ethnographic methods) masters: 2017-20 (Northwestern) with Rita Denny, Practica Group
- Summer Immersion/Residency Class masters: 2009-21 (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 undergraduate: 2005, 06, 07 (Arizona)

Teaching Innovation

- Designed and implemented rigorous, intensive, sync+ async online master’s level Consumer Insight course using universal design principles, interactive and engaging course content, and learner centered exercises (rating: 5.74/6).
- 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.

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.
- Ames, Maddie, “More than a Target end cap: Non-Christian holidays struggle for attention,” *Daily Nebraskan*, Nov. 29, 2021.

INDUSTRY EXPERIENCE

Miscellaneous Consulting, Executive Education, Keynotes US & International

- Develop customized, engaging learning opportunities based on client needs & interests in core areas such as developing more resonant insights, the interplay between big and small data, understanding millennial and gen z consumers, understanding travel motivations of young adults, the underlying drivers of gift giving, and the history of wedding rituals.

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/AFFILIATIONS

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

Chicago Consumer Culture Community (C4)

Group Organizer 2019-22

Visiting Speaker Selection Committee 2012-16

American Sociological Association, Consumers & Consumption Section

Membership Committee 2021-22

C&C @ NU Symposium/ Preconference Co-Chair (*cancelled*) 2020-21

Nominations Committee 2019

Roundtable Sessions Organizer 2018

Elected Council Member (1 term) 2015 -17

C&C @ Yale Symposium, Co-Organizer 2017

Consumer Culture Theory Consortium

Elected Board Member (1 term) 2017-2020

Competitive Paper Track Co-Chair 2019

Program Committee 2011, 13, 16, 22

Association for Consumer Research

Program Committee/Review Board 2013, 15, 21

Knowledge Forum Track Co-Chair 2019-20

Other

Society for Consumer Psychology Conference, Associate Editor 2021

American Marketing Association, IMC and Branding Track Co-Chair 2016

Reviewer

Journal of Consumer Research, Editorial Review Board 2018 -

Journal of Marketing, Editorial Review Board 2018 -

Journal of Consumer Marketing, Editorial Review Board 2014-18

Journal of Advertising, AdHoc Reviewer

European Journal of Marketing, AdHoc Reviewer

Journal of Consumer Psychology, AdHoc Reviewer

Journal of the Association for Consumer Research, AdHoc Reviewer

Journal of Interactive Marketing, AdHoc Reviewer

Journal of Macromarketing, AdHoc Reviewer

Journal of Marketing Management, AdHoc Reviewer

Journal of Advertising Research, AdHoc Reviewer

Current Sociology, AdHoc Reviewer

Consumer Culture Theory Conferences, Reviewer

American Marketing Association-Winter Educators Conferences, Reviewer

American Academy of Advertising, Reviewer

Managerially Relevant Consumer Insights-AMA-CBSIG Conference, Review Board

Handbook of Anthropology in Business, (Denny and Sunderland), Reviewer

Miscellaneous

“Consumer Well-Being in a Cashless Culture,” Transformative Consumer Research Conference, Working Group	2021
Dissertation Committee – Aya Aboelenien, PhD Concordia University; Assistant Professor, HEC Montreal	2020
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, Award Juror	2015
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

Promotion and Tenure Committee	2017-
Medill Assessment Committee	2020 -
Medill Metro Media Lab Planning & Implementation Task Force	2020 -21
Northwestern University Faculty Appeals Panel	2018-20
Provost’s Advisory Council on Women Faculty & Mentorship Subcommittee	2016-20
Medill Dean Search Committee	2018-19
“Medill Ideas” Academic Speaker Series Committee	2012-13
Co-editor of MedillMatters: A newsletter of faculty research	2011-13
Medill Dean Search Committee	2011-12
Dean’s Council	2010-12

Department

IMC Curriculum Committee, Chair	2018-19; 20 -
IMC Faculty Search Committee, Co-Chair	2021
IMC Curriculum Committee	2011-13; 16-18
Journalism Faculty Search Committees	2010, 11, 17
IMC Faculty Search Committees	2014-18

Other

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
Master’s Student Advisor	2009-13

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

“Crowdfunding as Market Expanding Gift System,” at the Payne Research Symposium, Tucson, AZ, November 2021.

“Developing Deeper Consumer Insights through Cultural Analysis,” for JIO Institute, India, July 2020 (>1,000 registrants)

“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.