

Curriculum Vitae: Professor Shona Bettany

Academic employment history

2019-	Professor of Marketing (2019-), Head of Department (2019-2023)	University of Huddersfield
2016-2019	Professor of Marketing (2016-2019) Faculty Associate Dean, Research and Knowledge Exchange (2017-2019)	Liverpool John Moores University
2012-2016	Professor of Marketing (2012-2016) Faculty Research Director (2013-2016)	University of Westminster
2011-2012	Senior Lecturer in Marketing	University of Hull
2004-2011	Lecturer in Marketing	University of Bradford

Academic and professional qualifications

PhD Lancaster University School of Management (2005)
Pg. C Teaching and learning in HE (Distinction) Lancaster University (2003)
B.Sc. (Hons) Marketing (First Class) Lancaster University School of Management (1999)
BAM/cABS Development Programme for Directors of Research (DPDOR) (2013-14)
FHEA (2020)
CMgr, FCMI Chartered Institute of Management Level 7, Chartered Manager (2020)
MYMO+ (University qualification in online teaching and learning) University of Huddersfield (2022)
ABM Foundation in Business Mentoring, Association for Business Mentors (2024)

Funded Research

Externally Funded Research

£214,637 Innovate UK KTP (2025-) Principal Investigator “*Developing the MAGIC approach for hospice marketing and fundraising*” with Bluebell Wood Children’s Hospice, Sheffield, UK

£319,837 Innovate UK KTP (2024-) Principal Investigator “*Developing the Forget-Me-Not Blueprint: strategy for the hospice of the future*” with Forget-Me-Not Children’s Hospice, Huddersfield, UK

£192,043 Innovate UK KTP (2022-2025) Co-investigator. “*Toolkit for consumer adoption of decarbonising retrofit measures in social housing.*” With Together Housing, Blackburn, UK

£191,849 Innovate UK mKTP (2021-2024) Principal Investigator. “*Institutionalising Ecosystems 2.0 in the global IT and telecoms industry: the Coterie community*” with Coterie Global (Completed Feb 2024)

£10,000 (2020) Consultancy funding from Coterie Global Ltd. Researching the Ecosystem Landscape.

£5,000 (2019) Academy of Marketing Alternative markets: researching PrEP (with Jack Coffin, Manchester and Christian Eichert, Goldsmiths)

£3,000 GRIP (2019) 8-week funded RA, Goldsmiths University, London (with Jack Coffin, Manchester and Christian Eichert, Goldsmiths) Alternative markets project

£20,000 (2018) Australia National University Distinguished Visiting Professor Travel/Subsistence/Seed Funding.

£64,260 (2014) Leverhulme Trust, Diasporic South Asian Women’s Access to Financial Services (Principal Investigator from 2014 - 2015)

£78,000 (2013) ESRC, Impact and Research in UK Business Schools (Co-investigator with Orr, K., Johnson, S.)

£2,000 (2012) Academy of Marketing “Sibling influences on consumption”

£2,000 (2010) ACR (US) - development of an archive and review of the history of gender-related consumer research (Co-applicant with Dobscha, S., Prothero, A., and O’Malley, L., 2010)

ESRC competitive full (fee + stipend) PhD scholarship (Lancaster 1999-2003)

Internal (university-managed) funding

Current Award - £5,000 Impact Accelerator Account (ESRC) Proof of Market Award – University of Huddersfield (2024) with House of Hound Hydrotherapy, Huddersfield, to market scan for work-based training development (**basework towards a KTP application**)

£5,000 (HEIF) – University of Huddersfield (2023) with Full Circle Funerals, Developing work-based training for bereavement and loss (**OUTCOME**: work informed development and submission of mKTP application with Forget-me-not children's hospice)

£10,000 HEIF (2018) Developing smartphone technology for managing transitions in chronically ill children (PI) (Liverpool John Moores University) (**OUTCOME** publication in 3* cABS journal)

£60,000 3-year PhD scholarship (2018) competitive bid, awarded to research digital exclusion (with Sophie Reeves-Morris) (Liverpool John Moores University) (**OUTCOME**: PhD Submitted – awaiting examination)

£6,000 HEIF “Interdisciplinary intersections of diversity research: making connections” (Principal Investigator with Karyuik, V) (2015) award to increase impact and business collaboration within WBS (University of Westminster) (**OUTCOME**: School centre for EDI established)

Current External Research Governance Roles

(2019-) Project Board (£790,000) CANVAS Patient-Centred Models for Surveillance and Support of Cancer Survivors with Breast and Bowel Cancer, Yorkshire Cancer Research/Leeds Teaching Hospitals NHS Trust (PI Prof. Galina Velikova)

(2017-) Research Advisory Group, Patient Centred Outcomes Research (PCOR) Leeds Teaching Hospitals NHS Trust. Advising/evaluating research projects from PhD to large, funded projects

(2022-) Patient & Public Involvement & Engagement Group Leeds Teaching Hospitals, Dept. of Research & Innovation (R&I PPIE Core Group). Developing PPIE strategy for Leeds THT/University of Leeds

PGR Activities

PhD Completions

- Sophie Reeves-Morris (2024) Becoming a Digital Citizen: A Child Socialisation Perspective (Liverpool John Moores University)
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- Mäkelä, M. (2020) “In Search for Totemic Foods” (passed with minor corrections) University of Westminster
- Bagdarysan, L (2018) “Reproduction of gender ideology through Russian Consumer Culture” (passed with minor corrections) University of Westminster
- Michielsens, E (2016) “Contextualising diversity management: Challenging the effectiveness of the business case” (passed with minor corrections) University of Westminster
- Nikolaou, I (2011) “Consumer identity in virtual worlds”, (passed with minor corrections) University of Bradford

Current PGRs

- Kirsty Watson (passed PM2) Reading between the lines: A social constructivist investigation into the propensity between entrepreneurial traits, abilities, characteristics and skills with road, county lines and gang-affiliated activities
- Vaidehi Phatak (passed PM1) Developing a user experience/satisfaction (UXS) framework for chronic disease management telemedicine)

PhD External Examiner (National/International)

- Pratibha Ram (2023) Extending Inconspicuous Consumption Theory: Accounting for Fluidity of Brand Meanings and Multiplicities of Consumer Motivations, **University of Manchester**, Supervisor Professor Emma Banister (Awarded)
- Södergren, J (2022) “Woke” Authenticity in Brand Culture A Patchwork Ethnography, **Stockholm University**, Sweden, Supervisor Professor Jacob Ostberg, (Awarded)
- Hosany, A. S., (2022) Children Influence, Sustainability, Resource Scarcity and Family Consumption **University of Surrey**, Supervisor Professor Chanaka Jayawardhena (passed with minor corrections)
- Coffin, J (2018) ‘Dis/place/d Consumers: A Multi-Sited Ethnography of LGBT+ Groups in Manchester’, **University of Manchester**, Supervisor Professor Emma Banister (passed with minor corrections)
- Smith, A (2017) ‘Training Relations – Horses, leadership and proper sociality in the Danish neoliberal welfare society’ **University of Southern Denmark**, Supervisor Professor Dannie Kjeldgaard (pass)
- Scheurenbrand, K (2017) ‘Politicising Practice Theory: exploring the potential of a practice ontology for debates on sustainable consumption’ **University of Liverpool** Supervisor Professor Liz Parsons (passed with minor corrections)
- Duus, R (2016) ‘Speak to the leg: re-visioning consumer-object relations’. **University of Leicester**, Supervisor Professor Mike Saren (Passed with no corrections required)
- Gordon-Wilson, S (2015) ‘Transitions into motherhood, consumption and identity’ **University of Lancaster**, Supervisor Professor Helen Woodruffe-Burton (passed with minor corrections)
- Kohgeer, Y. (2014) ‘Brand anthropomorphism: the literary life of brand mascots’ **University of Liverpool**, Supervisor Professor Anthony Patterson (passed with minor corrections)

Publications

Papers for REF 2029 period (full list of peer-reviewed publications at end of document)

Eagar, T. and Bettany, S. (2025) Traversing shrines: transforming space into place” *Annals of Tourism Research* (cABS 4)

Kerrane, B., Kerrane, K., Bettany, S (2025) Exploring the role grandfathers play in the consumer socialisation of children” *European Journal of Marketing* (cABS 3)

Re-signifying gender: how women of the new Indian middle-class enact gendered aspiration in globalising society” *Gender, Work and Organisation* (cABS 3)

Kerrane, B., Kerrane, K., Bettany, S (2024) Exploring the role UK grandfathers play in parenting culture: intermittent intensive grandfathering *Sociology* (cABS 4)

Kerrane, B., Kerrane, K., Bettany, S., & Rowe, D. (2023). ‘Othering’ the unprepared: Exploring the foodwork of Brexit-prepping mothers. *Gender, Work & Organization*. (cABS3)

Gurrieri, L., Prothero, A., Bettany, S., et al. (2022) Feminist Academic Organizations: Challenging Sexism Through Collective Mobilizing Across Research, Support and Advocacy, *Gender, Work and Organisation* (cABS 3)

Coffin, J., Eichert, C., Bettany, et al. (2022). Crossing Wires: Short-Circuiting hierarchies of knowledge in Marketing Theory. *Marketing Theory* (cABS 3)

Bettany, S., Coffin, J., Eichert, C., and Rowe, D. (2022) Stigmas that matter: diffracting marketing stigma theoretics *Marketing Theory* (cABS 3)

Kerrane, B., Kerrane, K., Bettany, S., & Rowe, D. (2021). (Invisible) Displays of Survivalist Intensive Motherhood among UK Brexit Preppers. *Sociology* (cABS 4)

Bettany, S. (2022) Doing Marketing Differently: an artnography of cathartic consumption. *Journal of Marketing Management* (cABS 2)

Dobscha, S., Prothero, A., Bettany, S., et al. (2021). Academic Marketing Climate Survey: Motivation, Results, and Recommendations: A Commentary. *Marketing Letters* (cABS 3)

Articles under review

- “Towards a theory of transitional entrepreneurship” *International Small Business Journal* (cABS 3) (first round)
- “Responsibilization Flows and Social Inequalities in Consumer Culture: A Transformative Advertising Research Perspective” *Journal of Consumer Research* (cABS 4* Elite) (resubmitted with second round revisions)

Public/External engagement articles

(January 2024) *The Conversation* “UK urged to get ready for disaster with new national crises plan – but our research reveals the dark side of prepping” **60,263 reads** (following this publication, our team were invited to contribute to the development of a new government website to support consumer resilience in the UK by the **Resilience Directorate of the Cabinet Office** (we contributed 8th February 2024)

(2021) Ecosystems 2.0: How to drive marketing value from your marketing relationships B2B Marketing Industry publication <https://huddersfield.app.box.com/s/m91mwz8pcdr3u447faur8mied3n32aom> This industry publication is with end users (from the Coterie KTP)

University Leadership

1) University of Huddersfield/Huddersfield Business School (2019-)

Professor (2019-), **Head of Department** (2019-2023) (Logistics, Marketing, Hospitality and Analytics)

Senior Leadership Team (SLT) member – on the SLT that delivered **THES Business School of the Year** (2023); **AACSB** (awarded 2023) (successful first application). I was AACSB school lead for Standard 3; AACSB Societal Impact panel member; AACSB SED Writing Group; AACSB Professors panel chair; School AACSB Champions committee (2019-2023); **School Covid response team (2019-2021)**; SLT representative and chair **School Equality Diversity and Inclusion Committee**; School representative **University Collaborative Programmes Committee**; REF strategy and submission writing group; **Small Business Charter accreditation group** (successful first application, awarded January 2022). University **Impact Accelerator Account Funding Panel** (2024-)

Currently School KTP champion (October 2023-). Working closely with university KTP managers. Organising and/or delivering university and school-level KTP staff training and development events. Mentoring and supporting KTP applications and KTP management. Capacity building for inexperienced staff invited onto my own applications and supported in business liaison and pipeline funding activities. Working with organisations to create a pipeline of KTP applications.

VC's Award for Strategic Plan (CMI) (2021)

2) Liverpool Business School (2016-2019)

Inspire Professor of Marketing. Promoted to Faculty Associate Dean, Research, Scholarship and Knowledge Transfer (2017-2019); University REF 2021 committee; Line manager/mentor for readers (x6). Athena Swan committee. University procurement and implementation committee. University Research Awards committee (PhD scholarships, HEIF, GCRF, Impact, VC awards). University procurement and steering committee (PhD management software, Grants and projects management software).

Awarded professorial grade increment September 2018 for outstanding performance.

3) Westminster Business School (2012-2016)

Professor of Marketing. Promoted to Faculty Research Director (2013-2016) REF 2014 UoA lead, Panel C deputy lead. School Research Leader, Marketing. University Research Committee, University Research Ethics Committee, University Research Centres Review Committee, University REF Committee, Faculty Executive Group, Faculty Research Committee (Chair), Faculty Research Ethics Committee, International Committee, University Research Centres Review Committee, Faculty Board, Faculty Research allocations committee (Chair).

Bonus payment awards 2013, 2014 & 2015 for outstanding contributions.

Teaching

My primary teaching specialities are Consumer and Buyer Behaviour, Research Methods, Strategy, and Business Transformation. I have delivered to all cohort types and levels of higher education.

Executive Education Experience

Help to Grow National Business Mentor (Association of Business Mentors) (2023-); Help to Grow Programme Team (2022-) Module leader Module 5 'Developing a Marketing Strategy' and Module 6 'Building a brand case study'. **(Current teaching)** Excellent feedback from participating SMEs

UG/PGT Teaching Experience

- MBA and MSc Marketing Strategy **(Current teaching)**; Consumer Behaviour; Research Methods
- PGT Live Consultancy project module **(Current teaching)**
- UG Practical Marketing (2021); Consumer Experience (2020); Principles of Marketing
- UG/PGT Dissertation Modules

PGR/ECR Training Experience

- "Managing the Literature" Module development and leader (2020-2021), Module redevelopment for centralised PGR training (2024) (Huddersfield)
- "Qualitative research and data analysis"; "Theory development: comparing phenomenology and discourse analysis"; "Elevator pitch your DBA" (LJMU)

- “Academic communication (academic posters and presentations)”, “Preparing for the Viva”, “Writing the Thesis, Definitional work and conceptualisation”, “Developing your PhD research proposal”, “Theorising and Theory development” (Haaga-Helia, Helsinki, Finland)
- “Qualitative research and theory development”; “Qualitative research and theory development” (Bradford)
- British Academy of Management/Chartered Association of Business Schools DBA Symposium facilitator (2018) “Impact – developing, capturing and using the impact of DBA research”.
- Mentor - Doctoral Symposium, International Consumer Culture Theory (CCT) Qualitative Data Analysis Workshop, Long Beach, CA, USA June 2017 (CCT)
- Mentor - Qualitative Data Analysis Workshop mentor, Fayetteville, Arkansas, USA June 2015 (CCT)
- Writing Retreats: Doctoral Student and Early Career Researcher Mentor Liverpool Business School “Shut up and Write!” Weekly Research Writing Retreat (LJMU)
- Inspire staff/PhD monthly research seminars (Westminster)

UG/PG Curriculum and Programme Development

Leader – review, redesign and revalidation UG curriculum for Logistics, Marketing, Hospitality and Analytics Department, (Huddersfield); Marketing, Consumer Research, and Public Relations Programmes (LJMU); PGT programmes (Westminster) Revalidation steering groups DBA/DPA/PhD research training programme (Huddersfield); DBA programme (2017-18) (LJMU); MSc Digital Marketing, (LJMU); International DBA programme, (Westminster); MSc Marketing Development team (Bradford); UG Marketing development team (Bradford). PhD joint institution collaborative programme leader (2013-2016) with Haaga-Helia University, Finland (Westminster)

Re/developments currently contributing to: MBA course redevelopment; PGR Training redevelopment (Managing the Literature); Online MSc Management (Marketing Module); and Executive Education short course development (Marketing Focused Courses).

Esteem Indicators

External REF Consultancies, University of Leicester. (2017-2020) (Assessing quality/ranking of journal outputs, impact cases and environment statement); Leeds Beckett University (2019) (Assessing quality/ranking of research outputs)

Conference programme committees Consumer Culture Theory Conference, Lund, Sweden 2023; Academy of Marketing Conference, Huddersfield, UK, 2020-2022; 2022 Consumer Culture Theory Conference, Portland, Or; GENMAC conference, Sweden, 2022; 2019 Consumer Culture Theory Conference, Montreal, Canada; 2010 Programme committee European Association for Consumer Research (EACR) conference Royal Holloway, University of London; Co-Chair 9th ACR Gender, Marketing and Consumer Research Conference, Boston, 2008

Distinguished Visiting Professorships, Australia National University, Canberra, 2019; Skema Business School, Lille, France, November 2018

Keynote/invited conference addresses “Ethnography: under threat in the neoliberal university?” ANU, (Canberra, Australia) (Live-streamed worldwide) September 2018; “Naturecultures of Childhood: reflections on 20 years of child and family consumer research” November 2018, ANU (Canberra, Australia);

“Feminist theory in marketing and consumer research: future directions”, GENMAC conference (Boston, USA 2017); “Gender after genders” GENMAC conference (Paris, 2016)

Founder member and board member GENMAC (Gender, Markets, and Consumers) **Scholarly Society** (Chair: Professor Susan Dobscha, Bentley, MA, USA)

International doctoral student mentorships, CCT conference International Consumer Culture Theory Qualitative Data Analysis Workshop, Fayetteville, Arkansas, USA June 2015; International Consumer Culture Theory Qualitative Data Analysis Workshop, Long Beach, CA, USA June 2017

Associate Editor/Reviewer Journal of Marketing Management Special Issue on Family Consumption (2014); Marketing Theory (ABS 3*) Special Issue on Gender, Marketing and Consumer Research (2010) Journal of Consumer Research (CABS 4* elite), Marketing Theory (CABS 3), European Journal of Marketing (CABS 3), Journal of Marketing Management CABS 2), Consumption, Markets and Culture (CABS 2), Journal of Macromarketing (CABS 2), Journal of Business Research (CABS3), ACR (CABS 2), EACR, CCT, ACR, GENMAC

Invited speaker (2024) University of Edinburgh; (2022) University of Stirling; (2019) Australian National University; (2018) University of Liverpool; (2016) University of Bournemouth; (2014) University of Birmingham, (2013) Royal Holloway, University of London; (2013) Academy of Marketing Conference; (2013) Keele University; (2005) ESRC “Critical Marketing” Seminar Series.

Invited journal commentaries

(2014) Light selves: where (and what) are the politics in Consumer Culture Theory? *Journal of Marketing Management* (cABS 2)

(2024). Moving gender across, between and beyond the binaries: In conversation with Shona Bettany, Olimpia Burchiellaro and Rohan Venkatraman. *Journal of Consumer Affairs*, (cABS 3) 58(1), 209-222.

(2021). Connecting DEI to explicit and implicit gendered workplace discrimination, harassment, and assault: a commentary on 2019 Marketing Climate Survey. *Marketing Letters*, (cABS 3) 32(3), 341-347.

(2016) “Where (and what) is the critical in consumer-oriented Actor Network Theory?” *Assembling Consumption*, Eds. Canniford, R and Badje, D., London, Routledge

Invited external engagement presentations/workshops

- (2024) TeamYou Menopause Exposed Conference (presenting to c.100 menopause-related entrepreneurs and professionals), John Smiths Stadium, Huddersfield
- (2024) Federation of Small Business “Where is the front door?” (presentation on routes to engagement with universities for small businesses), (Virtual)
- (2023) Huddersfield Giants Business Breakfast, (c.40 local SME participants) (Huddersfield Business School) “Managing through Crisis”.
- (2018) Northern Powerhouse Consortium, (Co-operative HQ, Manchester) Women's leadership development event.
- (2016) Stonewall Workplace Conference (Leeds) “Managing diversity among employees”

Invited External Research Governance Roles

(2019-) Project Board (£790,000) CANVAS Patient-Centred Models for Surveillance and Support of Cancer Survivors with Breast and Bowel Cancer, Yorkshire Cancer Research/Leeds Teaching Hospitals NHS Trust (PI Prof. Galina Velikova)

(2017-) Research Advisory Group, Patient Centred Outcomes Research (PCOR) Leeds Teaching Hospitals NHS Trust. Advising/evaluating research projects from PhD to large, funded projects

(2022-) Patient & Public Involvement & Engagement Group Leeds Teaching Hospitals, Dept. of Research & Innovation (R&I PPIE Core Group). Developing PPIE strategy for Leeds THT/University of Leeds

Full list of peer-reviewed publications

Eagar, T. and Bettany, S. (2025) Traversing shrines: transforming space into place” *Annals of Tourism Research* (cABS 4)

Kerrane, B., Kerrane, K., Bettany, S (2025) Exploring the role grandfathers play in the consumer socialisation of children” *European Journal of Marketing* (cABS 3)

Re-signifying gender: how women of the new Indian middle-class enact gendered aspiration in globalising society” *Gender, Work and Organisation* (cABS 3)

Kerrane, B., Kerrane, K., Bettany, S (2024) Exploring the role UK grandfathers play in parenting culture: intermittent intensive grandfathering *Sociology* (cABS 4)

Bettany, S., and Coffin, J (2024) Light selves: where (and what) are the politics in Consumer Culture Theory? *Journal of Marketing Management* (cABS 2)

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Gurrieri, L., Prothero, A., Bettany, S., et al. (2022) Feminist Academic Organizations: Challenging Sexism Through Collective Mobilizing Across Research, Support and Advocacy, *Gender, Work and Organisation* (cABS 3)

Coffin, J., Eichert, C., Bettany, et al. (2022). Crossing Wires: Short-Circuiting hierarchies of knowledge in Marketing Theory. *Marketing Theory* (cABS 3)

Bettany, S., Coffin, J., Eichert, C., and Rowe, D. (2022) Stigmas that matter: diffracting marketing stigma theoretics *Marketing Theory* (cABS 3)

Kerrane, B., Kerrane, K., Bettany, S., & Rowe, D. (2021). (Invisible) Displays of Survivalist Intensive Motherhood among UK Brexit Preppers. *Sociology* (cABS 4)

Bettany, S. (2022) Doing Marketing Differently: an artnography of cathartic consumption. *Journal of Marketing Management* (cABS 2)

Dobscha, S., Prothero, A., Bettany, S., et al. (2021). Academic Marketing Climate Survey: Motivation, Results, and Recommendations: A Commentary. *Marketing Letters* (cABS 3)

Bettany, S and Kerrane, B. (2018) Figuring the pecking order: emerging child food preferences where species meet in the family environment, *European Journal of Marketing*, (cABS 3)

Bettany, S., and Kerrane, B. (2016) The socio-materiality of parental style: negotiating the multiple affordances of parenting and child welfare within the new child surveillance technology market *European Journal of Marketing* (cABS 3)

Kerrane, B., Bettany, S. and Kerrane, K., (2015) Siblings as socialization agents: exploring the role of “sibship” in the consumer socialization of children *European Journal of Marketing* (cABS 3)

Bettany, S., Kerrane, B., and Hogg, M (2014) The material-semiotics of fatherhood: The co-emergence of technology and contemporary fatherhood *Journal of Business Research* (cABS 3)

Kerrane, B., Bettany, S and Hogg, M (2014) “Revisiting contemporary issues in family consumption” Editorial, *Journal of Marketing Management* (cABS 2)

Kerrane, B., Hogg, M., and Bettany, S. (2012), “Children's influence strategies in practice: Exploring the co-constructed nature of the child influence process in family consumption”, *Journal of Marketing Management* (cABS 3)

Bettany, S., and Belk, R. (2011) “Disney discourses of self and other: animality, primitivity, modernity, and postmodernity” Special issue on Heretical Consumer Research (Ed. F. Fuat Firat) *Consumption, Markets and Culture* (cABS 2)

Bettany, S., and Kerrane, B. (2011) “The (post-human) consumer, the (post-avian) chicken and the (post-object) Eglu: towards a material-semiotics of anti-consumption”, *European Journal of Marketing* (cABS 3)

Bettany, S. , Dobscha, S, Prothero, A. & O'Malley, L (2010). “Moving beyond binary opposition: Exploring the tapestry of gender in consumer research and marketing” *Marketing Theory*, Vol 10 (1), pp.3-28 (cABS 3)

Bettany, S., & Woodruffe-Burton, H., (2009) “Working the limits of method: the possibilities of critical reflexive practice in marketing and consumer research” *Journal of Marketing Management*, Vol 25, Issue 7-8, pp.661-80 (cABS 3)

Bettany, S., and Daly, R., (2008) “Figuring companion species consumption: a multi-site ethnography of the post-canine Afghan hound” *Journal of Business Research* (cABS 3)

Easton, G., Zolkiewski, J. and Bettany, S., (2003) Mapping Industrial Marketing Knowledge; A Case Study of an IMP Conference, *Journal of Business and Industrial Marketing* 18: 6-7 p. 529-544 (CABS 2)

Peer-Reviewed Conference outputs

(2023) An advertising history of the UK AIDS crisis response, Contribution to Special Session: Responsibilization Flows and Social Inequalities in Consumer Culture: A Transformative Advertising Research Perspective, Advances in Consumer Research, Seattle, USA (cABS2 proceedings)

(2023) The pinkification of the menopause market gold rush Consumer Culture Theory Conference, Lund, Sweden

(2023) Traversing shrines: transforming space into place Consumer Culture Theory Conference, Lund, Sweden Winner of the Jim McAlexander Award

(2022) Sailing close to the edge: figuring resistant ideational edgework through consumption in cruise ship hospitality workers Advances in Consumer Research, Denver, USA (cABS2 proceedings)

- (2022) Organising B2B marketing in practice: the potential for the industry entrepreneur in the ecosystem 2.0 epoch American Marketing Association Winter Conference, Las Vegas, USA
- (2022) Comfort, pleasure, and schadenfreude: extending affect into neutralisation theory among UK Brexit prepping consumers in crisis American Marketing Association Winter Conference, Las Vegas
- (2021). Exploring the role grandfathers play in the consumer socialisation of grandchildren In Advances in Consumer Research (cABS 2 proceedings)
- (2021). Sharing is Not Always Caring: Enforced familial sharing during the COVID-19 Lockdown. In Advances in Consumer Research (cABS 2 proceedings)
- (2021) The pinkification of the menopause market gold rush GENMAC Conference, Virtual, Winner of Most Innovative Paper award
- (2019) Enshrining Pooh bears, padlocks, and petitions: the things people leave behind Special Session Competitive contribution, Lead Author: Professor Shona Bettany; Discussant: Prof John Sherry (Notre Dame, US) Paper contributors Bettany (LJMU, UK), Eagar (ANU, Aus), Hamilton (Strathclyde, UK), Higgins (Lancaster, UK), DeCosta (ANU, Aus), Zhang (ANU, Aus) Consumer Culture Theory Conference, Montreal, Canada July, 2019
- (2019) Maybe she's born with it? Maybe its oestrogen? A feminist critique of evolutionary psychology, Competitive submission, Consumer Culture Theory Conference, Montreal, Canada July, 2019
- (2018) Building connections: Conversing Feminist Theory and Consumer Culture Theory (Competitive Special Session) Consumer Culture Theory Conference, Denmark, June.
- (2018) Happily ever after!? Exploring the Future of Research on Marginalized, Stigmatized, and Vulnerable Consumer Collectives (Competitive Roundtable submission) Consumer Culture Theory Conference, Denmark, June.
- (2017) The Politics of in/appropriate/d Others: an activist auto-ethnography of the vulnerable consumer in the LGBT Market/Movement Manchester Ethnography Conference, Manchester, August 2017
- (2017) Revolutionising the hyperretail: the space, place and politics of a Hong Kong Sunday (with Dean, D) Consumer Culture Theory Conference, Anaheim, CA, USA (Full competitive paper)
- (2017) Who are you calling gay? Theorizing disidentification within cultural conceptualisations of sexual health risk in men who have covert sex with men (MCSM) Consumer Culture Theory Conference, Anaheim, CA, USA
- (2017) Crunch my heart! It falls for you: re-theorizing chocolate gift-giving as carnal-singularity in consumer culture theory Consumer Culture Theory Conference, Anaheim, CA, USA
- (2016). Theorising Gender, Theorising Fat: the Material-Semiotics of the Obesogenic Environment For Professional Women Weight-Cyclers. Advances in Consumer Research (cABS 2)
- (2016) Theorizing la post-gay revolution in consumer cultures of non-heterosexuality: radical market de-homogenization, fragmentation, dissolution and resistance, (Chair and Discussant), Special Session Consumer Culture Theory Conference, Lille, France

- (2016) Post-humanist readings of market/movement/mainstream cultures of resistance: an international multi-site ethnography of LGBT pride Consumer Culture Theory Conference, Lille, France (Special session contribution)
- (2016) Theorising gender, theorising fat: the material-semiotics of the obesogenic environment for professional women weight cyclers Association for Consumer Research, Berlin, Germany (cABS2)
- (2015) Fashionable translations: Where (and what) is the critical in consumer oriented Actor Network Theory? Macromarketing Conference, Chicago, USA
- (2015) The politics of in/appropriate/d others: exploring discrimination on the LGBT movement/market Macromarketing Conference, Chicago, USA
- (2015) Targeting dis-identification strategies with marketing communications: the case of sexual health risk in men who have covert sex with men (MCSM), Macromarketing Conference, Chicago
- (2015) Big mother is watching you: how child surveillance technologies afford parental style, Macromarketing Conference, Chicago
- (2014) Targeting dis-identification strategies with marketing communications: the case of sexual health risk in men who have covert sex with men (MCSM) Advances in Consumer Research (cABS 2)
- (2014) Figuring the post-avian domestic chicken: voluntary simplicity and the not-so- simple life Consumer Culture Theory, Helsinki
- (2014) Targeting dis-identification strategies with consumer communications: the case of sexual health risk in men who have covert sex with men (MCSM), AM sig Arts, Heritage, Non-Profit and Social Marketing Colloquium
- (2014) Bringing up cyborg baby: from body hacking to surveillant seduction in the case of the bleep bleeps Consumer Culture Theory, Helsinki
- (2014) Theorising gender, theorising fat: the material-semiotics of the obesogenic environment for professional women weight cyclers Gender, Marketing and Consumer Research Conference, Helsinki
- (2013) Naturecultures of consumption: voluntary simplicity and the not so simple life, Association for Consumer Research, Chicago
- (2012). Negotiating the new father: the consumption of technology within the contemporary family. Advances in Consumer Research (cABS 2)
- (2010) Performativity and belonging: negotiating the ethnographer and her field in virtual worlds, European ACR, London, UK
- (2010) Performing Local Community Through Co-housing: A Discourse Analysis of the Value and Values of Sharing the Home in "From Environmental Critique to Community Building: The Social Negotiation of New Transitional Forms of Exchange" (Special session) European ACR, London, UK, July
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