

## ***Jeff B. Murray, Ph.D.***

### **Office Address**

Department of Marketing, 302 Business Building  
Sam M. Walton College of Business  
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### **Home Address**

2706 E. Woodcliff Road  
Fayetteville, Arkansas 72701  
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### **Academic Summary**

<i>Doctor of Philosophy</i>	Marketing, Virginia Tech, 1987 (Minors: Sociology and Statistics)
<i>Master of Arts</i>	Sociology, University of Northern Colorado, 1981
<i>Bachelor of Arts</i>	Sociology, University of Northern Colorado, 1978

### **Academic Experience**

2012-Present	<i>Aalto University, Finland</i> , Distinguished Visiting Professor of Marketing
2011-Present	<i>University of Arkansas</i> , Department Chair and R.A. and Vivian Young Endowed Chair in Marketing
2008-2009	<i>EMBA Shanghai, China</i> , Professor of Marketing
2004-Present	<i>University of Arkansas</i> , Professor of Marketing
1995-2004	<i>University of Arkansas</i> , Associate Professor of Marketing
1989-1995	<i>University of Arkansas</i> , Assistant Professor of Marketing
1987-1989	<i>Seattle University</i> , Assistant Professor of Marketing

### **Research Interests**

- *Marketing Theory*: including critical theory, postmodernism, and cultural studies;
- *Lifestyle Research*: interpretive approaches to style, fashion, identity, leisure, music, body adornment and diet;

- *Interpretive Consumer Research*: including philosophy of science, semiotics, ethnography, and existential-phenomenology.

### Refereed Publications

- 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, 635-642.
- Cherrier, H el ene and Jeff B. Murray (2007), "Reflexive Dispossession and the Self: Constructing a Processual Theory of Identity," *Consumption, Markets and Culture*, Vol. 10, Issue 1, 1-29.
- Murray, Jeff B. and Julie L. Ozanne (2006), "Rethinking the Critical Imagination," in *Handbook of Qualitative Methods in Marketing*, ed. Russell W. Belk, London, UK: Edward Elgar Publishers, 46-55.
- Velliquette, Anne M., Jeff B. Murray, and Deborah J. Evers (2006), "Inscribing the Personal Myth: The Role of Tattoos in Identification," in *Research in Consumer Behavior*, Vol. 10, ed. Russell W. Belk, Oxford, U.K.: Elsevier Science Ltd., 35-70.
- Cherrier, H el ene and Jeff B. Murray (2004), "The Sociology of Consumption: The Hidden Facet of Marketing," *Journal of Marketing Management*, 20 (July), 509-526.
- Murray, Jeff B. (2002), "The Politics of Consumption: A Re-Inquiry on Thompson and Haytko's (1997) 'Speaking of Fashion'," *Journal of Consumer Research*, 29 (December), 427-440.
- Janda, Swinder, Jeff B. Murray, and Scot Burton (2002), "Manufacturer – Supplier Relationships: An Empirical Test of a Model of Buyer Outcomes," *Industrial Marketing Management*, 31 (2), 1-10.
- Velliquette, Anne M. and Jeff B. Murray (1999), "The New Tattoo Subculture," in *Mapping the Social Landscape: Readings in Sociology*, ed. Susan J. Ferguson, Mountain View, CA: Mayfield Publishing Company, 56-68.
- 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*, Vol. 8, ed. Russell W. Belk, Greenwich, CT: JAI Press, 57-92.
- Ozanne, Julie L. and Jeff B. Murray (1995), "Uniting Critical Theory and Public Policy to Create the Reflexively Defiant Consumer," *American Behavioral Scientist*, 38 (February), 516-525. This article was reprinted in Hill, Ronald Paul (1996), *Marketing and Consumer Research in the Public Interest*, Thousand Oaks, CA: Sage, 3-16.

- Murray, Jeff B., Deborah J. Evers, and Swinder Janda (1995), "Marketing, Theory Borrowing, and Critical Reflection," *Journal of Macromarketing*, 15 (Fall), 92-106.
- Claxton, Reid P., Jeff B. Murray, and Swinder Janda (1995), "Spouses' Materialism: Effects of Parenthood Status, Personality Type, and Sex," *Journal of Consumer Policy*, 18 (2), 267-291.
- Murray, Jeff B., Julie L. Ozanne, and Jon M. Shapiro (1994), "Revitalizing the Critical Imagination: Unleashing the Crouched Tiger," *Journal of Consumer Research*, 21 (December), 559-565.
- Ozanne, Julie L. and Jeff B. Murray (1994), "An Experiential Approach for Developing Conceptual Skills in Marketing Doctoral Students," *Marketing Education Review*, 4 (3), 28-33.
- Murray, Jeff B. and John T. Mentzer (1993), "The Critical Source of Uncertainty and the Dominant Sentiments of Marketing Channel Dyads," *Journal of Marketing Channels*, 3 (2), 1-40.
- Murray, Jeff B. and Julie L. Ozanne (1991), "The Critical Imagination: Emancipatory Interests in Consumer Research," *Journal of Consumer Research*, 18 (September), 129-144.

#### **Refereed Publications in National Conference Proceedings**

- Rose, Alexander S. and Jeff B. Murray (2012), "Husserl's Phenomenological Method: Insights and Implications for Consumer Research," Paper Presented at the Seventh Annual *Consumer Culture Theory Conference*, Oxford, UK, August 16-19.
- Stokes, Amy and Jeff B. Murray (2010), "An Interpretive Inquiry into the Consumption of Fashion: A Microsociological Perspective," in *2010 Consumer Culture Theory Conference Proceedings*, Madison, WI, eds. Craig Thompson and David Crockett.
- Murray, Jeff B., Myla Bui, and Amy Stokes (2009), "Explaining Obesity: An Inquiry into the Lives of the Obese," in *Advances in Consumer Research, Vol. 36*, eds. Ann L. Mcgill and Sharon Shavitt, Provo, UT: Association for Consumer Research, 839.
- Murray, Jeff B. and Julie L. Ozanne (2005), "Transformative Theory and Method," in *Advances in Consumer Research, Vol. 33*, eds. Connie Pechmann and Linda L. Price, Provo, UT: Association for Consumer Research, Special Session Presentation, abstract published in 2006.
- Smith, Scott, Jason Cole, Dan Fisher, Jeff B. Murray, and Molly Rapert (2005), "Gearhead Pilgrimage: The Queen Mary Summit of Indiana Jones Fans," in *Advances in Consumer Research, Vol. 33*, eds. Connie Pechmann and Linda L. Price, Provo, UT: Association for Consumer Research, Film, abstract published in 2006.

- Cherrier, H el ene and Jeff B. Murray (2005), "Research Subcultures, Neotribes, Countercultures, or New Social Movements: The Case of Voluntary Simplicity," in *European Advances in Consumer Research, Vol. 6*, eds. Karin M. Ekstr om and Helene Brembeck, Provo, UT: Association for Consumer Research, special session presentation, abstract published in 2006.
- Smith, Scott, Jeff B. Murray, Jason Cole, Molly Rapert, and Dan Fisher (2005), "Fanatic Consumption: Reconsidering Fanaticism," in *Advances in Consumer Research, Vol. 32*, eds. Geeta Menon and Akshay Rao, Provo, UT: Association for Consumer Research, Film, abstract published on page 7.
- Smith, Scott, Jeff B. Murray, Molly Rapert, H el ene Cherrier, Steven Chen, Jason Cole, and Dan Fisher (2003), "Down on the Corner, Peace on the Street," in *Advances in Consumer Research, Vol. 30*, eds. Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, Film, abstract published on page 6.
- Cherrier, H el ene and Jeff B. Murray (2002), "Drifting Away From Excessive Consumption: A New Social Movement based on Identity Construction," in *Advances in Consumer Research, Vol. 29*, eds. Susan Broniarczyk and Kent Nakamoto, Provo, UT: Association for Consumer Research, *working paper*, 245-47.
- Fisher, Dan and Jeff B. Murray (2001), "The Real Thing: Conceptualizing Authenticity in a Commodity Culture," in *Advances in Consumer Research, Vol. 28*, eds. Mary C. Gilly and Joan Meyers-Levy, Provo, UT: Association for Consumer Research, *working paper*, 137.
- Velliquette, Anne M. and Jeff B. Murray (1999), "The Symbolic Realm of Body Adornment: The Tattoo as Identity Marker," in *Advances in Consumer Research, Vol. 26*, eds. Eric J. Arnould and Linda M. Scott, Provo, UT: Association for Consumer Research, 264.
- Velliquette, Anne M., Jeff B. Murray, and Elizabeth H. Creyer (1998), "The Tattoo Renaissance: An Ethnographic Account of Symbolic Consumer Behavior," in *Advances in Consumer Research, Vol. 25*, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association of Consumer Research, 461-467.
- Lee, Renee G. and Jeff B. Murray (1995), "A Framework for Critiquing the Dysfunctions of Advertising: The Base-Superstructure Metaphor," in *Advances in Consumer Research, Vol. 22*, eds. Frank Kardes and Mita Sujan, Provo, UT: Association for Consumer Research, 139-143.
- Claxton, Reid P. and Jeff B. Murray (1994), "Object-Subject Interchangeability: A Symbolic Interactionist Model of Materialism," *Advances in Consumer Research, Vol. 21*, eds. Chris T. Allen and Deborah Roedder John, Provo, UT: Association for Consumer Research, 422-426.

Murray, Jeff B. and Deborah J. Evers (1989), "Theory Borrowing and Reflectivity in Interdisciplinary Fields," *Advances in Consumer Research*, Vol. 16, ed. Thomas K. Srull, Provo, UT: Association for Consumer Research, 647-652.

Hudson, Laurel A. and Jeff B. Murray (1986), "Methodological Limitations of the Hedonic Consumption Paradigm and a Possible Alternative: A Subjectivist Approach," *Advances in Consumer Research*, Vol. 13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, 343-348.

### **Current Research Projects (Abstracts Available Upon Request)**

Murray, Jeff B., Søren Askegaard, My Bui, and Amy Stokes, "Framing Fatness and the Social Construction of Fat Identity," positioned for the *Journal of Consumer Research*.

Murray, Jeff B. Deborah J. Evers, and Amy Stokes, "Vegetarianism and Identity: The Politics of Eating," positioned for the *Journal of Consumer Research*.

### **Selected Invited Presentations**

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|---------------|---|
| December 2012 | <i>The Semiotics of Branding and Ethnography for Managers, The Innovation Network; Copenhagen, Denmark.</i> |
| August 2012   | <i>Habermas and Critical Marketing; Oxford University, Oxford, UK.</i>                                      |
| June 2012     | <i>Critical Marketing and Existential-Phenomenology; University of Lille2, Lille, France.</i>               |
| March 2012    | <i>Critical Marketing and Existential-Phenomenology; Aalto University, Helsinki, Finland.</i>               |
| January 2012  | <i>Ethnography and Semiotics; University of Panama, Panama City, Panama.</i>                                |
| August 2010   | <i>Habermas and Critical Marketing; University of Southern Denmark, Odense, Denmark.</i>                    |
| August 2010   | <i>Ethnography and Semiotics; University of Leicester, Leicester, UK.</i>                                   |
| July 2010     | <i>Seminar in Critical Marketing; Witten University, Witten, Germany.</i>                                   |
| November 2008 | <i>Executive MBA, Lectures on Brand Management, Shanghai, China</i>   |
| March 2006    | <i>Seminar in Interpretive Consumer Research; University of Queensland, Brisbane, Australia.</i>            |

October 2005

*Seminar in Interpretive Consumer Research; Göteborg University, Göteborg, Sweden.*

### Teaching Experience

**Marketing Principles:** required course for marketing majors (i.e., juniors).

**Consumer Behavior:** required course for marketing majors (i.e., juniors and seniors).

**Marketing Management:** required course for marketing majors (i.e., juniors and seniors).

**Managing Ideas, Products, and Services:** required in our part-time managerial MBA program.

**Shopper, Buyer, and Consumer Behavior:** elective course for our full-time MBA program.

**Interpretive Consumer Research:** This is a doctoral seminar designed to provide for every doctoral student a theoretical and practical overview of key issues in philosophy of science, semiotics, ethnography, and existential-phenomenology.

### Doctoral Committees—Marketing

<u>Student</u>	<u>Placement</u>	<u>Status</u>	<u>Role</u>
Reid Claxton	<i>East Carolina University</i>	Completed 1992	Member
Ken Clow	<i>University of Louisiana—Monroe</i>	Completed 1992	Member
Doug Vorhies	<i>University of Mississippi</i>	Completed 1993	Member
Sri Seshadri	<i>University of Nebraska—Kearney</i>	Completed 1993	Member
Swinder Janda	<i>Kansas State University</i>	Completed 1996	<b>Chair</b>
Scott Keller	<i>Michigan State University</i>	Completed 1997	Member
Paul Wang	<i>University of Technology—Sydney</i>	Completed 1999	<b>Chair</b>
Mike Landry	<i>Northeastern Oklahoma University</i>	Completed 1999	Member
Anne Velliquette	<i>University of Utah</i>	Completed 2000	<b>Chair</b>
Dan Fisher	<i>University of Central Arkansas</i>	Completed 2002	<b>Chair</b>
Jennifer Christie	<i>University of Dayton</i>	Completed 2003	<b>Co-Chair</b>
Hélène Cherrier	<i>Griffith University</i>	Completed 2003	<b>Chair</b>

Terry Esper	<i>University of Tennessee</i>	Completed 2003	Member
Scott Smith	<i>Central Missouri State University</i>	Completed 2004	<b>Co-Chair</b>
Deirdre Guion	<i>Saint Joseph's University</i>	Completed 2005	Member
Hillary Leonard	<i>University of Rhode Island</i>	Completed 2005	Member
Kyle Huggins	<i>James Madison University</i>	Completed 2007	<b>Chair</b>
Amy Stokes	<i>Oregon State University</i>	Completed 2011	<b>Chair</b>
Yoon-Na Cho	<i>Villanova University</i>	In process	<b>Co-Chair</b>
Anastasia Thyroff	<i>Clemson University</i>	In process	<b>Chair</b>
Alex Rose	<i>Will be on the market 2013</i>	In process	<b>Chair</b>
Anastasia Seregina	<i>Will be on the market 2015</i>	In process	Member
Zeynep Ertekin	<i>Will be on the market 2015</i>	In process	Member

### **Professional Service**

#### Conference Organization:

*Asked to participate on the Association for Consumer Research Program Committee for the 2011 conference in St. Louis, Missouri.*

*Asked to participate on the Association for Consumer Research Program Committee for the 2010 conference in Jacksonville, Florida.*

*Asked to participate on the Association for Consumer Research Program Committee for the 2004 conference in Portland, Oregon.*

*Co-coordinator of HCR-2000 with Dr. Lisa Penaloza, the ACR interpretive pre-conference to be held in Salt Lake City, October 18-22, 2000.*

*Participated as Area Coordinator for Marketing, 1996 Global Trends Conference, Academy of Business Administration, Acapulco, Mexico, December 18-23, 1996.*

*Participated as the Assistant conference co-chair, Seventh Bi-Annual World Marketing Congress in Melbourne, Australia. This conference was hosted by the Academy of Marketing Science and Monash University and took place July 6-10, 1995.*

Review Manuscripts For:

*Journal of Consumer Research*  
*Journal of Advertising*  
*Consumption Markets and Culture (Editorial Review Board)*  
*Journal of Contemporary Ethnography*  
*Journal of Retailing*  
*Psychology and Marketing*  
*Association for Consumer Research*  
*American Marketing Association*  
*Academy of Marketing Science*

Department and College Committee Assignments:

*Executive Committee, Walton College*  
*MBA Task Force to Redesign Walton College MBA Program*  
*Elections Committee (Chair)*  
*Computing Services Committee*  
*O'Brien Chair Selection Committee*  
*Student Admissions and Matriculation Committee*  
*Research Committee*  
*Faculty Search Committees (Chair)*  
*Doctoral Review Committees*  
*Doctoral Comprehensive Examination Committees*  
*Faculty Awards Committee (Chair)*  
*Department Graduate Committee (Chair)*  
*Strategic Planning Committee*  
*University Faculty Awards Committee*  
*Masters Program Committee*  
*AACSB Self-Evaluation Committee (Chair)*  
*College Doctoral Program Committee*  
*Master's Program Committee*  
*Graduate Program Committee*

**Academic Honors**

- *Charles and Nadine Baum Faculty Teaching Award*: University of Arkansas 2002
- *Outstanding "All-Around" Professor Award*: Walton College of Business, 2002
- *Outstanding Competitive Paper Reviewer*: Certificate of appreciation presented by the Association for Consumer Research, 1998
- *Phillips 66 Faculty Excellence in Teaching Award*, Walton College of Business, University of Arkansas, 1996



- *Service to the Academy of Marketing Science*: Certificate of appreciation presented by the Academy for conference organization, World Marketing Congress, Melbourne, Australia, 1995
- *Competitive Teaching Enhancement Grant Recipient*: Teaching and Faculty Support Center, University of Arkansas, 1994
- *Undergraduate Teacher of the Year*: College of Business Administration, Seattle University, 1989
- *Undergraduate Teacher of the Year*: College of Business Administration, Seattle University, 1988
- *Richard D. Irwin Doctoral Fellowship*: National competition based on dissertation proposal in marketing (\$2000), 1986

References available upon request