

Giana M. Eckhardt

Associate Professor

Education

PhD, University of Minnesota, Minneapolis, MN, Marketing, 2000

BSc, University of Connecticut, Storrs, CT, Marketing, 1993

Teaching Interests

international marketing, global brand management, culture and cognition

Research Interests

globalization, consumer behavior in Asia, branding and culture

Honors/Awards

Scholarship/Research

2009: chosen by my peers to be co-chair of the Asia Pacific film festival., Association for Consumer Research.

2009: Chosen by my peers to be guest editor of a special issue., Consumption, Markets and Culture.

2008: Chosen by my peers to be co-chair of the conference, Consumer Culture Theory Conference.

2007: Invited to be a faculty mentor., Workshop in Qualitative Data Analysis.

2006: Co-chair of the Film Festival at the annual conference, Association for Consumer Research.

2006: Winner of the best film award at the 2006 Asia Pacific Film Festival for the film: Why don't consumers behave ethically? The social construction of consumption., Association for Consumer Research.

2006: Co-chair of the conference, Heretical Consumer Research (HCR) annual conference.

Grants, Fellowships, or Contracts

2007 - "The social construction of brands in China," Marketing Science Institute, (\$26,000).

2004 - "Consumer perceptions of Asian brands," McKinsey Consulting, Asia Pacific Marketing Practice, (\$22,000).

ACADEMIC EXPERIENCE

Courses Taught

Global Brand & Comm Strategies

Mkting: Challenge of Mging Val

Business/Professional Experience

Assistant Professor of Marketing, Australian Graduate School of Management, Sydney, Australia (September 2000 - June 2006).

Consulting

2004: Australian Government, Department of Diversity, Implementing cultural diversity strategies.

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Eckhardt, G. M., Bengtsson, A. (2010). A brief history of branding in China. *Journal Of Macromarketing*, 30(3), 210 - 221.

- Eckhardt, G. M., Askegaard, S. Global Yoga: Reappropriation in the South Asian consumptionscape. *To appear in Marketing Theory*.
- Eckhardt, G. M., Bengtsson, A. (2010). Naturalistic Group Interviewing in China. *Qualitative Market Research: an international journal*, 13(1), 36-44.
- Eckhardt, G. M., Belk, R., Devinney, T. Why don't consumers consume ethically?. *To appear in Journal of Consumer Behavior*.
- Eckhardt, G. M., Houston, M. J. (2008). On the malleable nature of product meaning in China. *Journal of Consumer Behaviour: An International Research Review*, 7(6), 484-495.
- Cayla, J., Eckhardt, G. M. (2008). Asian brands and the shaping of a transnational imagined community. *Journal Of Consumer Research*, 35(3).
- Maulana, A., Eckhardt, G. M. (2007). Just friends, good acquaintances or soul mates? An exploration of website connectedness. *Qualitative Market Research: an international journal*, 10(3), 227-242.
- Cayla, J., Eckhardt, G. M. (2007). Asian brands without borders: Regional opportunities and challenges. *International Marketing Review*, 24(4), 444-456.
- Devinney, T., Auger, P., Eckhardt, G. M., Birtchnell, T. (2006). The other CSR: Consumer Social Responsibility. *Stanford Social Innovation Review*, 30-37.
- Belk, R., Devinney, T., Eckhardt, G. M. (2005). Consumer Ethics Across Cultures. *Consumption Markets and Culture*, 8(3), 275-289.
- Eckhardt, G. M. (2005). Local branding in a foreign product category in an emerging market. *Journal Of International Marketing*, 13(4), 57-79.
- Eckhardt, G. M., Mahi, H. (2004). The role of consumer agency in the globalization process in emerging markets. *Journal Of Macromarketing*, 24(2), 136-146.

Books

- Eckhardt, G. M., Devinney, T., Auger, P. (2010). *The myth of the ethical consumer* (pp. 250). Cambridge: Cambridge University Press.

Book Chapters

- Eckhardt, G. M., Houston, M. J. (2007). On the distinction between cultural and cross-cultural psychological approaches and its significance for consumer psychology. In Naresh Malhotra (Ed.), *Review of Marketing Research*, vol. 3 (pp. 81-108). Armonk NY: ME Sharpe.
- Eckhardt, G. M. (2004). The role of culture in conducting trustworthy and credible qualitative business research in China. In Catherine Welch and Rebecca Piekkari (Ed.), *Handbook of Qualitative Research Methods for International Business* (pp. 402-420). Cheltenham UK: Edward Elgar.

Conference Proceedings

- Eckhardt, G. M. (2006). *Made in Asia: An exploration of country of origin effects within the region* (vol. S10, pp. 27-33). European Society for Marketing Research (ESOMAR).

Non-Refereed Presentations or Papers

International

- Eckhardt, G. M., Bengtsson, A. (2007, June). *Pulling the white rabbit out of the hat: Brand co-creation in imperial China*. Presented at Marketing Science Institute Mini-Conference, Minneapolis, Minnesota.

Presentation of Refereed Papers

International

- Eckhardt, G. M., Bardhi, F. (2010). *Travelling Light: Liquidity of possessions and practices among global nomads*. London.
- Eckhardt, G. M., Kjeldgaard, D., Askegaard, S. (2009). *Glocal Branding*. Presented at Consumer Culture Theory Conference, Ann Arbor, Michigan.

- Eckhardt, G. M., Bardhi, F. (2009). *Market Mediated Collective Consumption: The case of Zipcar*. Presented at Association for Consumer Research Conference, Pittsburgh, Pennsylvania.
- Eckhardt, G. M., Bengtsson, A. (2009, January). *Naturalistic group interviewing in China*. Presented at Association for Consumer Research, Asia-Pacific Conference, Hyderabad, India.
- Eckhardt, G. M., Bengtsson, A. (2007, July). *Pulling the white rabbit out of the hat: Consuming brands in imperial China*. Presented at Association for Consumer Research, European Conference, Milan, Italy.
- Patrice, A., Devinney, T., Eckhardt, G. (2006, October). *The other CSR: Consumer Social Responsibility*. Presented at United Nations Corporate Social Responsibility Global Forum, Cleveland, Ohio.
- Eckhardt, G. M. (2006, June). *Alternative roles for documentary in consumer research*. Presented at Association for Consumer Research, Asia-Pacific Conference, Sydney, Australia.
- Amalia, M., Eckhardt, G. (2006, June). *Just friends, good acquaintances or soul mates? An exploration of website connectedness*. Presented at Association for Consumer Research, Asia-Pacific Conference, Sydney, Australia.
- Eckhardt, G. M. (2005, August). *Interpretive methods in management research: The state of the art*. Presented at Academy of Management Annual Meeting, Honolulu, Hawaii.
- Cayla, J., Eckhardt, G. (2005, July). *Asian brands without borders: Reworking models of international marketing*. Presented at Association for International Business Conference, Quebec City, Canada.
- Belk, R., Devinney, T., Eckhardt, G. (2005, April). *Consumer ethics: An interpretive elicitation approach*. Presented at Annual Corporate Social Responsibility Conference, Haas School of Business, Berkeley, California.

SERVICE ACTIVITIES

College/School Assignments

Committee Member

- 2008: PSPC;.
- 2007: PSPC;.

Department Assignments

Committee Member

- 2008: Marketing Department Journal List;.
- 2008: Marketing Department Recruiting;.
- 2006: Marketing Department Recruiting Committee; Responsible for organizing recruitment efforts for three tenure track positions.

Faculty Advisor

- 2008: Marketing Department Graduate Student;.

Other Institutional Service Activities

- 2007: Marketing Department; MBA Marketing Advisor.

Professional Service

Committee Chair

- 2009: Association for Consumer Research, Asia-Pacific Conference; Co-chair of the ACR Film Festival.
- 2006: Association for Consumer Research, Asia-Pacific Conference; Co-chair of the ACR film festival.

Conference-Related

- 2007 - 2008: Consumer Culture Theory Conference; Co-chair of the 2008 CCT conference, hosted at Suffolk in June.
- 2007: Workshop in Qualitative Data Analysis/Consumer Culture Theory Conference; Invited faculty mentor to PhD students.

Editor, Journal Editor

2009: Consumption Markets and Culture;.

Editorial Review Board Member

2010 - Present: International Journal of Consumer Research;.

Invited Lecture

2006: Suffolk Marketing Department; Presented at the global consumer culture conference at Suffolk in Fall 2006..

Reviewer, Ad Hoc Reviewer

2008: International Marketing Review;.
2007 - 2008: Consumption, Markets and Culture;.
2007 - 2008: Journal of Macromarketing;.
2004 - 2007: Journal of Business Research;.
2004 - 2007: Journal of International Business Studies;.
2002 - 2007: Journal of Consumer Research;.
2002 - 2007: Journal of International Marketing;.
2004: Journal of Business Research;.

Reviewer, Conference Paper

2008: Association of Consumer Research;.
2000 - 2007: Association for Consumer Research;.

Reviewer, Journal Article

2008: Journal of Consumer Research;.
2008: Journal of International Marketing;.

Professional Memberships

American Marketing Association.
Association for Consumer Research.
McKinsey Quarterly Online Executive Panel.
Sloan Industries Study Program.