

Darmody, Aron (Assistant Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Elliot, E., Darmody, A., Bicen, P. (2018). Value Co-Creation for Service Delivery Innovations in Emerging Markets. *Journal of Business Cases and Applications*.

Darmody, A., Yuksel, M., Venkatraman, M. (2017). The Work of Mapping and the Mapping of Work: Prosumer Roles in Crowdsourced Maps. *Journal of Marketing Management*.

Yuksel, M., McDonald, M. A., Milne, G. R., Darmody, A. (2017). The Paradoxical Relationship between Fantasy Football and NFL Consumption: Conflict Development and Consumer Coping Mechanisms. *Sport Management Review, 20(2)*, 198-210.
10.1016/j.smr.2016.07.001

Bonsu, S. K., Darmody, A., Parmentier, M.-A. (2010). Arrested Emotions in Reality Television. *Consumption Markets and Culture, 13(1)*, 16.
<http://www.tandfonline.com/doi/abs/10.1080/10253860903346781#preview>

Darmody, A. (2009). Value Co-creation and New Marketing. *The Open Source Business Resource, now called Technology Innovation Management Review, November*, 6.
<http://timreview.ca/article/302>

Bonsu, S. K., Darmody, A. (2008). Co-creating Second Life: Market-Consumer co-operation in Contemporary Economy. *Journal of Macromarketing, 28(4)*, 13.
<http://jmk.sagepub.com/content/28/4/355.abstract>

Zwick, D., Bonsu, S. K., Darmody, A. (2008). Putting Consumers to Work: 'Co-creation' and new marketing govern-mentality. *Journal of Consumer Culture, 8(2)*, 34.
<http://joc.sagepub.com/content/8/2/163.short?rss=1&%3bssource=mfc>

Book Chapters

Book, Chapter in Scholarly Book-Revised

Darmody, A. (2013). Value Co-creation and New Marketing. In Stoyan Tanev, Marko Seppä, Adam Chowaniec (Ed.), *Value Co-creation: Best of TIM Review* (1st ed.). Ottawa, ON: Talent First Network. <http://www.amazon.com/Value-Co-Creation-Best-TIM-Review-ebook/dp/B00GR7BXJ2>

Other Intellectual Contributions

Other

Darmody, A., Yuksel, M., Venkatraman, M. (2016). *The work of mapping and the mapping of work: prosumption, psychological ownership, and user citizenship in crowdsourced maps*. Association for Consumer Research-North American Conference.

Conference Proceedings

Conference Proceeding

Venkatraman, M., Darmody, A., Yuksel, M. (in press). *To Tell or Not to Tell: Knowledge Hiding in Knowledge Production and Consumption*. European Association for Consumer Research Conference.

Darmody, A., Zwick, D. (in press). *Affect, Fantasy and 'Social' Services: Towards a critical theory of the service encounter*. Consumer Culture Theory Conference.

Yuksel, M., Darmody, A., Venkatraman, M. (2016). *The Outcomes of Consumer Work in Crowdsourcing Platforms: Psychological Ownership and Consumer Citizenship Behavior*. 2016 Winter Marketing Academic Conference Proceedings: What Happens in Marketing Stays Digital: Rethinking Marketing in the Era of Unlimited Data.

Huvaj, M. N., Smith, R. S., Darmody, A. (2015). *A Psychological Ownership Perspective of Crowdfunding* (9th ed., vol. 35). *Frontiers of Entrepreneurship Research*. <http://digitalknowledge.babson.edu/fer/vol35/iss9/5>

Presentations

Darmody, Aron (Discussant), North American Association for Consumer Research Conference 2009.

Huvaj, M. Nesij (Author Only), Darmody, Aron (Presenter & Author), Smith, Robert S. (Author Only), Academy of Management (AoM) Annual Meeting, "Psychological Ownership and Sensemaking in Non-Equity Crowdfunding," Academy of Management (AoM), Chicago, IL. (August 13, 2018).

Huvaj, M. Nesij (Presenter & Author), Darmody, Aron (Author Only), Smith, Robert S. (Author Only), Eastern Academy of Management (EAM) Annual Meeting, "Psychological Ownership and Sensemaking in Non-Equity Crowdfunding," Eastern Academy of Management, Providence, RI. (May 4, 2018).

Yuksel, Mujde, Darmody, Aron, Venkatraman, Meera, American Marketing Association (2016 Winter Conference), "The Outcomes of Consumer Work in Crowdsourcing Platforms: Psychological Ownership and Consumer Citizenship Behavior," Las Vegas NV. (February 27, 2016).

Darmody, Aron (Presenter & Author), Yuksel, Mujde (Presenter & Author), Venkatraman, Meera (Author Only), North American Association for Consumer Research Conference, 2015, "The Work of Mapping and the Mapping of Work: Prosumption, Psychological Ownership and User Citizenship in Crowdsourced Maps," New Orleans, LA. (October 5, 2015).

Huvaj, M. Nesij (Presenter & Author), Smith, Robert (Author Only), Darmody, Aron (Author Only), Babson College Entrepreneurship Research Conference (BCERC), "A Psychological Ownership Perspective of Crowdfunding," Babson College, Babson Park - MA, USA. (June 10, 2015).

Darmody, Aron, North American Association for Consumer Research Conference, 2014, "14.The Unspectacular Irish Pub: The Theme Retail Environments as a Mise-en-Scene," Baltimore, MD. (October 22, 2014).

Darmody, Aron, North American Association for Consumer Research Conference, 2014, "Researching the Selfie," Baltimore, MD. (October 22, 2014).

Darmody, Aron, North American Association for Consumer Research Conference, 2013, "The Consumption of Heritage." (October 5, 2013).

- Darmody, Aron (Presenter & Author), Fischer, Eileen (Author Only), European Conference for The Association for Consumer Research 2013, "Heritage, Sociality and Fullness in the Irish Theme Pub," Barcelona, Spain. (July 2, 2013).
- Darmody, Aron (Presenter & Author), Fischer, Eileen (Author Only), European Conference of The Association for Consumer Research 2010, "Producers Consuming: Marketer Identity and the Creation of the Themed Retail Environment,," Association of Consumer Research, London, UK. (July 2010).
- Darmody, Aron (Presenter & Author), Sociological Association of Ireland Annual Conference 2010, "Identity Creation in the Socio-Commercial Space: An investigation of Irish Pubs," Sociological Association of Ireland, Belfast, Northern Ireland. (May 2010).
- Darmody, Aron (Presenter & Author), Li, Eric Ping-Hung (Presenter & Author), Association of Consumer Research, "I Get by with a Little Help from my Friends: Consumer creativity in Virtual Communities," Association of Consumer Research, San Francisco, CA. (October 2008).
- Darmody, Aron (Presenter & Author), Bonsu, Samuel K (Author Only), European Conference of The Association for Consumer Research 2007, "Ambivalence in Death Ritual Consumption," Association of Consumer Research, Milan, Italy. (July 2007).
- Darmody, Aron (Presenter & Author), Bonsu, Samuel K (Author Only), Consumer Culture Theory Conference, "Community and Ambivalence in Death Ritual Consumption," Consumer Culture Theory, Toronto, ON, Canada. (June 2007).