

JULIEN M. CAYLA

Curriculum Vitae (August 2017)

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ACADEMIC POSITIONS

- 2013–Present Assistant Professor of Marketing Nanyang Business School
- 2008–2012 Senior Lecturer in Marketing University of New South Wales
- 2010–Present Visiting Professor Kedge Business School
- 2003–2008 Lecturer in Marketing Australian Graduate School of Management

EDUCATION

- Ph.D. Marketing, University of Colorado, Boulder, Minor in Cultural Anthropology, December 2003
- M.B.A. Indiana University of Pennsylvania, Exchange Program with the Institut Commercial de Nancy-Full Scholarship May 1997
- Diplôme de Grande Ecole Institut Commercial de Nancy (ICN) France, 1995

ACADEMIC HONORS AND AWARDS

- 2015 Nanyang Business School Excellence in Research Award
- 2015 Finalist, Grand Prix de la Recherche en Management, France (Finalist, National Management Research Prize, France), with Lisa Peñaloza
- 2014 Keynote speaker at Consumer Culture Theory Workshop, ANZMAC conference
- 2012 Susan Douglas Award for EMAC Best Paper in International Marketing
- 2009 Invited Speaker at the Yale Customer Insights Conference
- 2008 University of New South Wales Non-Professorial Research Award
- 2002 University of Colorado Graduate School Research and Creative Work Award
- 2000 Marketing Science Institute Alden Clayton Dissertation Award
- 2000 ACR/Sheth Foundation Dissertation Award
- Fellow, AMA Doctoral Consortium, University of Western Ontario

- Gerald Hart Fellowship, University of Colorado, Boulder
- Fellow, Haring Symposium, Indiana University, Bloomington, IN
- Fellow, Nebraska Doctoral Symposium, University of Nebraska, Lincoln, NB

PAPERS UNDER REVIEW

- “Brand Fanaticism,” with Bernard Cova and Gregorio Fuschillio, invited for second review at the *Journal of Consumer Research*
- “The Postcolonial Contours of Westernization,” with Rohit Varman, invited for fourth round of reviews at the *Journal of Consumer Research*
- “At Home in the Global Village,” with Bernardo Figueredo, invited for second round of reviews at the *Journal of Consumer Research*
- “Escape: The missing concept in consumption experience,” with Bernard Cova and Antonella Carù, invited for revision at *Qualitative Market Research: an International Journal*
- “Respect and Recognition in India’s ‘New Services’,” with Michiel Baas invited for revision at *Consumption, Markers and Culture*

WORKING PAPERS

- “The Luxury Boutique: Consumer Experience and Managerial Challenges,” with Eileen Fischer and Jean-Baptiste Welte, to be submitted to the *Journal of Marketing* [expected submission date: December 2017]
- “Service Cultures,” with Jean-Baptiste Welte and Lionel Ochs, to be submitted to *MIT Sloan Management Review* [expected submission date: December 2017]
- “Serving as a Sociocultural Practice: An Ethnography of Luxury Hotels,” with Delphine Dion, Kushagra Bhatnagar and Gregorio Fuschillio to be submitted to the *Journal of Marketing* [expected submission date: March 2018]

JOURNAL PUBLICATIONS

1. Arnould, Eric, **Cayla, Julien** and Delphine Dion (2017), “Fetish, Magic, Marketing,” *Anthropology Today*, 33 (2), 28-32.
2. Scott, Rebecca, **Cayla, Julien** and Bernard Cova (2017), “Selling Pain to the Saturated Self,” *Journal of Consumer Research*, 42 (June), 22-43.
3. **Cayla, Julien** and Kushagra Bhatnagar (2017), “Language and Power in India’s ‘New Services’,” *Journal of Business Research*, 72 (March), 189-198.
4. Arnould, Eric and **Julien Cayla** (2015), “Consumer Fetish: Commercial Ethnography and the Sovereign Consumer,” *Organization Studies*, 2015,

vol. 36 (10) 1361–1386.

5. **Cayla, Julien**, Arnould, Eric and Robin Beers (2014), “Stories that Deliver Business Insights,” *MIT Sloan Management Review*, vol. 55 (2), 55–62.
6. **Cayla, Julien** and Eric Arnould (2013), “Ethnographic Stories for Market Learning,” *Journal of Marketing*, July, vol. 77 (4), 1–16 (lead article).
7. **Cayla, Julien** (2013), “Brand Mascots as Organisational Totems,” *Journal of Marketing Management*, vol. 29 (1–2), 86–104.
8. **Cayla, Julien**, Cova, Bernard and Lionel Maltese (2013), “Party Time: Recreation Rituals in the World of BtoB,” *Journal of Marketing Management*, vol. 29 (11–12), 1394–1421.
9. **Cayla, Julien** and Lisa Peñaloza (2012), “Mapping the Play of Organizational Identity in Foreign Market Adaptation,” *Journal of Marketing*, vol. 76, 38–54.
10. **Cayla, Julien** and Mark Elson (2012), “Indian Consumer Kaun Hai? The Class-Based Grammar of Indian Advertising,” *Journal of Macromarketing*, vol. 32 (3), 295–308.
11. **Cayla, Julien** and Eric Arnould (2008), “A Cultural Approach to Branding in the Global Marketplace,” *Journal of International Marketing*, Special Issue on International Branding, 16 (4), 86–112.
12. **Cayla, Julien** and Eckardt, Giana (2008), “Asian Brands and the Shaping of a Transnational Imagined Community,” *Journal of Consumer Research*, vol. 35 (August), 216–230.
13. **Cayla, Julien** (2008), “Following the Endorser: Shah Rukh Khan and the Creation of the Cosmopolitan Indian Male,” *Advertising and Society Review*, vol. 9 (2) [electronic publication].
14. **Cayla, Julien** and Eckardt, Giana (2007), “Asian Brands without Borders: Regional Opportunities and Challenges,” *International Marketing Review*, vol. 24 (4), 444–456.

BOOKS

15. Zwick, Detlev and **Julien Cayla** eds. (2011), *Inside Marketing: Practices, Ideologies, Devices*. Oxford University Press.

BOOK CHAPTERS

16. Agafonoff, Nick, **Cayla, Julien** and Heath, Belinda (2014), “Ethnography Guiding: Brand Strategy: Rum & Real Blokes,” in eds. R. Denny and P. Sunderland, *An Anthropological Sourcebook*, Left Coast Press, pp. 379–395.
17. Zwick, Detlev and **Julien Cayla** (2011), “Inside Marketing: Practices, Ideologies, Devices,” in *Inside Marketing: Practices, Ideologies, Devices*, eds. D. Zwick and J. Cayla, Oxford University Press, 3–23.
18. **Cayla, Julien** and Lisa Peñaloza (2011), “Mapping the Future of Consumers,” in *Inside Marketing: Practices, Ideologies, Devices*, eds. D. Zwick and J. Cayla, Oxford University Press, 320–343.
19. Roberts, John and **Julien Cayla** (2009), “Global Branding,” in *Handbook of Research in International Marketing*, ed. M. Kotabe, London: Sage Publications, 346–361.
20. Peñaloza, Lisa and **Julien Cayla** (2006), “Writing Pictures/Taking Fieldnotes: An Exploration of the Properties and Relative Roles of Fieldnotes and Photographs in Studying Market Aesthetics,” in *Handbook of Qualitative Research Methods in Marketing*, Northampton, MA: Edward Elgar Publishing, 279–290.

RESEARCH REPORT

21. **Cayla, Julien** and Eric Arnould (2013), “Ethnographic Stories and the Strategic Development of the Firm,” Marketing Science Institute Report No. 13-100.

OTHER PUBLICATIONS

22. **Cayla, Julien** and Charlie Cochrane (2011), “Are Australian Companies Ready for Ethnography?” in *Professional Marketing*, October-December 2011, 12–13.
23. **Cayla, Julien** (2012), Review of Steve Derne’s book *Globalization on the Ground*, *Asian Studies Review*, vol. 35, 562–564.
24. **Cayla, Julien** (2009), Review of Russell Smith and Marika Vicziany’s book *Business in Asia*, *Asian Studies Review*, September, 411–413.
25. **Cayla, Julien** (2008), “Julien Cayla Interviews Nandita Chalam, Senior Creative Director, J. Walter Thompson, India,” *Advertising and Society Review*, 9 (2).
26. **Cayla, Julien** and John Roberts (eds.) (2006), *Marketing Science Institute: First Asian Conference*, Report No. 06-300. Cambridge, MA: Marketing Science Institute.

REFEREED CONFERENCE PROCEEDINGS

27. Arnould, Eric and **Julien Cayla** (2014), “Consumer Fetish,” *Ethnographic Praxis in Industry Conference Proceedings*, 386–404.
28. **Cayla, Julien** (2009), “Inventing the Nation: Marketing and the Politics of Nation-Making,” in *Asia-Pacific Advances for Consumer Research*, eds. Samu, Sridhar and Dipankar Chakravarti. [Special Session Summary].
29. **Cayla, Julien** (2009), “Imagining an Indian Identity: An Ethnography of Muslim Indian Women and Media Reception,” in *Asia-Pacific Advances for Consumer Research*, eds. Samu, Sridhar and Dipankar Chakravarti. [Abstract].
30. **Cayla, Julien** (2008), “Making up Consumers: A Journey into the Marketing Department,” in *European Advances for Consumer Research*, eds. Otnes, Cele and Stefania Borghini, 1–2 [Special Session Summary].
31. **Cayla, Julien** and Mark Koops-Elson (2006), “Global Men with Local Roots: Representation and Hybridity in Indian Advertising,” in *Gender and Consumer Behavior*, eds. Stevens, Lorna and Janet Borgerson, Edinburgh: Association for Consumer Research, vol. 8, 150–164 [Full Paper].
32. **Cayla, Julien** (2006), “The Production of Consumer Representations,” in *Advances in Consumer Research*, eds. Price, Linda and Connie Pechmann, Valdosta, GA, vol. 34, 458–461 [Special Session Summary].
33. **Cayla, Julien**, Detlev Zwick and Mark Koops-Elson (2002), “Market Formations: Three Empirical Investigations on the Construction of Consumer Representations,” in *Advances in Consumer Research*, eds. Broniarczyk, Susan and Kent Nakamoto, vol. 29, 158–161 [Special Session Summary].
34. **Cayla, Julien** and Lisa Peñaloza (1999), “Writing Pictures/Taking Fieldnotes: An Exploration of the Properties and Relative Roles of Fieldnotes and Photographs in Studying Market Aesthetics,” in *European Advances in Consumer Research*, eds. Dubois, Bernard, Tina M. Lowrey, L. J. Shrum and Marc Vanhuele, vol. 4, 188–190 [Abstract].

CONFERENCE PRESENTATIONS (Partial List)

- **Cayla, Julien** and Eric Arnould (2011), “Consumer Fetish: Videography and the Illusion of the Real,” *Consumer Culture Theory Conference*, Northwestern University, Illinois, June.
- **Cayla, Julien** (2009), “Marketers and the Invention of Tradition,” *China India Consumer Insights Conference*, New Haven, Connecticut, April.

- **Cayla, Julien** (2008), “Marketers and the Invention of Tradition,” *Association for Consumer Research Asia-Pacific American Conference*, Hyderabad, India, December.
- **Cayla, Julien** (2005), “Domesticating the Indian Imagination: Muslim Representations in Indian Popular Culture,” *Association for Consumer Research North American Conference*, San Antonio, Texas, October.
- **Cayla, Julien** and Giana Eckhardt (2005), “Asian Brands without Borders: Reworking Models of International Marketing,” *Academy of International Business Annual Conference*, Quebec City, July.
- Eckhardt, Giana and **Julien Cayla** (2005), “Navigating Culture in the Asian Regional Context,” *Association for Consumer Research European Conference*, Goteborg, Sweden, June.
- **Cayla, Julien** and Lisa Peñaloza (2003), “Cross Cultural Market Learning,” *American Marketing Association Summer Educator Conference*, Chicago, Illinois, August.

CONFERENCE SESSION ORGANIZER

- Special Session Organizer and Chair, “Service Interactions and the Struggle for Recognition,” *Consumer Culture Theory Conference*, University of Lille, July 2016.
- Special Session Organizer and Chair, “The Culture of Services,” *Consumer Culture Theory Conference*, University of Arkansas, June 2015.
- Special Session Organizer and Co-Chair, “Reclaiming the Body in Consumer Research,” *Consumer Culture Theory Conference*, Aalto University, June 2013.
- Special Session Organizer and Chair, “The Politics and Rhetorics of Commercial Videography,” *Consumer Culture Theory Conference*, Northwestern University, July 2011.
- Special Session Organizer and Chair, “Marketing and the Politics of Nation Making,” *Asia-Pacific Association for Consumer Research*, Hyderabad, India, January 2009.
- Special Session Organizer and Chair, “Inside the Marketing Department,” *European Association for Consumer Research Conference*, Milan, Italy, July 2007.
- Special Session Organizer and Chair, “The Production of Consumer Representations in Consumer Research,” *North American Association for Consumer Research Conference*, San Antonio, Texas, October 2005.
- Special Session Organizer and Chair, “The Social Construction of Markets,” *North American Association for Consumer Research Conference*, Austin, Texas, October 2001.

INVITED TALKS

- Health Promotion Board, Singapore (January 2017)
- Taj Hotels, Singapore (December 2016)
- Club Med Asia, Bangkok, Thailand (October 2016)
- Flamingo Singapore, Singapore (March 2016)
- Kyoto University, Kyoto, Japan (September 2016)
- Flamingo, London, UK (July 2015)
- IIM Calcutta, Calcutta, India (April 2015)
- University of Southern Denmark, Odense, Denmark (April 2014)
- University of Sydney, Sydney, Australia (March 2012)
- Nanyang Technological University, Singapore (November 2011)
- Naked Communications, Sydney, Australia (October 2011)
- Australian National University, Canberra, Australia (October 2011)
- Interbrand Australia, Sydney, Australia (August 2011)
- Wells Fargo, San Francisco, USA (July 2011)
- Groupe de Recherche Energie, Technologie, Société, EDF-GDF, Paris, France (June 2010)
- Yale University Center for Customer Insights, New Haven, USA (April 2009)
- Euromed Management, Marseille, France (December 2008)
- Asia Research Institute, National University of Singapore, Singapore (June 2008)
- Instituto de Empresa, Madrid, Spain (February 2008)
- Bocconi University, Milan, Italy (January 2008)
- Sawyer School of Business, Suffolk University, Boston, USA (November 2007)
- Sasin Graduate Institute of Business Administration, Bangkok, Thailand (October 2007)
- Mudra Institute of Communications, Ahmedabad, India (August 2006)
- Schulich School of Business, York University, Toronto, Canada (September 2005)
- Australian Association for Asian Studies, Sydney, Australia (April 2004)
- Association for Asian Studies Annual Meeting, San Diego, USA (March 2004)
- HEC Paris, Paris, France (October 2001)
- Concordia University, Montreal, Canada (October 2001)

RESEARCH GRANTS

- 2016–2018 Institute for Asian Consumer Insights, Research Grant, with Delphine Dion, Yutaka Yamauchi, Jean-Baptiste Welte and Jeff Wang, “A Cross-Cultural Comparison of Service Interactions,” SGD\$125,575 [PI; internal grant; competitive]
- 2016–2018 NUS/NTU and Japan society for the Promotion of Science (JSPS), grant to hold seminar on “Ethnography and Interaction in Asia,” with Patrick Williams (Sociology / NTU) and Yutaka Yamauchi (Management / Kyoto University), SGD\$15,240 [PI; internal grant; competitive]

- 2010–2012 Marketing Science Institute Research Grant, “Ethnography in Marketing Environments,” US\$15,000, with Eric Arnould [PI; external grant; competitive]
- 2010–2012 University of New South Wales Faculty Research Grant, “Ethnography in Marketing Environments,” University of New South Wales, AU\$17,000 [PI; internal grant; competitive]
- 2003–2005 University of New South Wales Faculty Research Grant, “How Asia Brands: The Role of Cultural Categories and Regional Learning in Creating Asian-ness,” University of New South Wales, AU\$17,000 [PI; internal grant; competitive]
- 2000–2001 Marketing Science Institute Research Grant, “A Passage to India: An Ethnographic Study of the Advertising Agency’s Role in Mediating the Cultural Learning and Adaptation of Multinational Corporations,” US\$5,000 [PI; external grant; competitive]

LEARNING AND TEACHING GRANTS

- 2014–Edex Learning and Teaching Grant, “Marketers at Work and Consumers in Action,” with Ellison Lim, SGD\$57,000

THESIS COMMITTEES

- Member of Thesis Advisory Committee, Ruta Vaidya (Sociology, Nanyang Technological University), 2015–present
- Member of Thesis Advisory Committee, Yixiong Chen (English Language and Literature, Nanyang Technological University), 2016-present
- Member of Thesis Advisory Committee, Nao Sato (Management, Kyoto University)
- Member of Thesis Committee, Paul Priday (Gender Studies, University of Sydney); defended in August 2016
- Dissertation co-supervisor, Bernardo Figueireido (winner of the ACR Sheth Doctoral Dissertation Competition); Ph.D. completed in June 2012, currently Senior Lecturer of Marketing at RMIT
- Dissertation co-supervisor, Rebecca Scott (co-supervision); Ph.D. completed, currently Lecturer of Marketing at Cardiff Business School
- Dissertation Committee, Anne-Sophie Trebuchet-Breitweiller, Ph.D. student in sociology at Mines Paris Tech (defended in May 2013)

UNIVERSITY SERVICE

- 2015– Committee on the Business of Culture / Culture of Business (Nanyang Business School)
- 2013– Research Seminar Coordination Committee (Nanyang Business School)

- 2013–2015 Ph.D. Program Committee (Nanyang Business School)
- 2012 Acting Head of the Masters of Marketing Program (UNSW)
- 2010–2012 Founder and Coordinator of the Marketing in Asia Speaker Series (UNSW)
- 2009–2012 Member of the Marketing Advisory Council for the Australian School of Business (UNSW)
- 2006–2010 Coordinator of the School of Marketing Seminar Series (UNSW)
- 2009 Internal Grants Assessment Committee (UNSW)
- 2003–2006 Coordinator of the Seminar Series, Australian Graduate School of Management (AGSM)
- 2004–2006 Standing Committee Member, Australian Graduate School of Management (AGSM)

PROFESSIONAL SERVICE

- Outreach committee, Consumer Culture Theory Conference, Lille, France, July 6–9, 2016
- Evaluation committee for appointment of Associate Professor, University of Southern Denmark (2015)
- Evaluation committee for appointment of Assistant Professor, University of Southern Denmark (2014)
- Evaluation committee for grant proposals of the Social Sciences and Humanities Research Council of Canada (2015)
- Evaluation committee for the Syd Levy Dissertation Award (2013)
- Member of the Consumer Culture Theory Conference Board (Representative-at-large for Asia-Pacific, 2014–)
- Reviewer for the MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (2011)
- Program committee of the Association for Consumer Research North American Conference, 2009
- Program committee of the Association for Consumer Research Asia-Pacific Conference, 2008
- Co-chair of the Heretical Consumer Research Conference, Asia-Pacific, Sydney, 2006

EDITORIAL BOARDS

- 2016– *Journal of Marketing Management*
- 2016– *Markets, Globalization & Development Review*
- 2015– *Recherches et Applications en Marketing* (journal of the French Marketing Association)

REVIEWING ACTIVITY

- Ad hoc reviewer for *Journal of Consumer Research*, *Journal of the Academy*

of Marketing Science, International Marketing Review, Journal of International Marketing, Consumption Markets and Culture, Australian Journal of Management, European Journal of Marketing, Customer Needs and Solutions, Journal of Marketing Management, Marketing Theory, Journal of Consumer Culture, Qualitative Market Research, Journal of Economic Psychology, Anthropologie et Sociétés, Qualitative Market Research Journal, Scandinavian Journal of Management, Markets, Globalization & Development Review, Recherches et Applications en Marketing, European Association for Consumer Research Conference, North American Association for Consumer Research Conference, Academy of International Business Annual Conference, ANZMAC Conference, AMA Summer and Winter Educators' Conference, Consumer Culture Theory Conference.

TEACHING PORTFOLIO

- Brand management (D.B.A. Program of Euromed Management and Renmin University, Marseille/Beijing)
- Advances in Consumer Analysis (Masters of Marketing, Ph.D. Program at the Australian School of Business)
- Marketing in Emerging Markets (Full-time M.B.A., AGSM)
- Customer Analysis (Full-time M.B.A., AGSM)
- Integrated Marketing Communications (Full-time M.B.A., AGSM; Executive M.B.A. in Hong Kong, AGSM; Masters of Marketing, UNSW)
- International Marketing (Full-time M.B.A., AGSM; Executive M.B.A. in Hong Kong, AGSM)

INDUSTRY EXPERIENCE

- 2015– Consumer Research Advisory Board, Valio (Finland)
- 2012–2013 Ogilvy and Mather China, Advisory Council on Ethnography
- 1995-1996 *Alcatel Mobile Phones*, Paris, France (short term contract)
- 1992 Adelshoffen, Strasbourg, France (sales internship)