

Dr. Aliakbar Jafari

Abridged Academic CV

Senior Lecturer in Marketing
Director – Masters in International Marketing Programme
Department of Marketing, University of Strathclyde Business School
Stenhouse Wing, 199 Cathedral Street, Glasgow, G4 0QU, UK
Email: aliakbar.jafari@strath.ac.uk

Qualifications:

- PG Certificate in Advanced Academic Studies, University of Strathclyde, UK
- PhD in Marketing and Consumer Research, University of Wolverhampton, UK
- MSc International Marketing Management, The University of Leeds, UK
- MA English Literature, The University of Tehran, Iran
- BA English Language and Literature, Shahid Beheshti University, Iran

Professional Membership & Esteem:

- Chartered Fellow of the Chartered Institute of Marketing (FCIM)
- Member of the Editorial Board of *Marketing Theory*
- Member of the Editorial Review Board of *Consumption, Markets & Culture*
- Member of the Editorial Board of *Journal of Marketing Management*
- Member of the Senior Editorial Advisory Board of *Journal of Islamic Marketing*
- Member of the Editorial Board of *International Journal of Islamic Marketing and Branding*
- Member of the Editorial Board of *Iranian Journal of Management Studies*
- Member of the Editorial Board of *Tourism Planning and Development*
- Member of the Editorial Board of *International Journal of Academic Research in Management*
- Member of the Editorial Board of *International Journal of Social Science and Management*
- Member of the Scientific Committee of BrandMemo

Prizes and Awards

- Best Special Session Award (2016) for co-chairing ‘Religion, Markets and Consumption: Critical Inquiries at the Intersections’, *Consumer Culture Theory Conference*; Lille, France.
- Emerald Group’s Citations of Excellence Award (2015) for ‘Islamic Marketing: Insights from a Critical Perspective’, *Journal of Islamic Marketing*, 3(1), 22-34.
- *Consumption, Markets & Culture*’s ‘Honourable Mention’ of the Year Award (2013) for ‘Globalization, Reflexivity and the Project of the Self: A Virtual Intercultural Learning Process’, *Consumption, Markets & Culture*, 16 (1), 65-90.
- Teaching Excellence Award, University of Strathclyde, UK, 2015.
- Teaching Excellence Award, University of Strathclyde, UK, 2014.
- Teaching Excellence Award, University of Strathclyde, UK, 2013.
- Teaching Excellence Award, University of Strathclyde, UK, 2012.
- Teaching Excellence Award, University of Strathclyde, UK, 2011.
- Best Research Poster Award, University of Wolverhampton, UK, 2007
- Best Research Poster Award, University of Wolverhampton, UK, 2006

Publications:

Articles:

- El-Jurdi, H., Batat, W., and **Jafari, A.** (forthcoming 2017) Harnessing the Power of Religion: Broadening Sustainability Research and Practice in the Advancement of Ecology. *Journal of Macromarketing*.

- **Jafari, A.** and Sandıkcı, Ö. (2016) The Ontological Pitfalls of Islamic Exceptionalism: A Re-Inquiry on El-Bassiouny's (2014, 2015) Conceptualization of "Islamic Marketing". *Journal of Business Research*, 69(3), 1175–1181.
- **Jafari, A.** and Sandıkcı, Ö. (2015) 'Islamic' Consumers, Markets, and Marketing: A Critique of El-Bassiouny's (2014) "The one-billion-plus marginalization". *Journal of Business Research*, 68(12), 2676–2682.
- **Jafari, A.**, Özhan Dedeoğlu, A., Üstündağlı, E., Regany, F., and Batat, W. (2015) Rethinking Religion in the Context of Ethnicity and Wellbeing. *Marketing Theory*, 15(2), 287–295.
- **Jafari, A.** and Visconti, L.M. (2015) New Directions in Researching Ethnicity in Marketing and Consumer Behaviour: a Wellbeing Agenda. *Marketing Theory*, 15(2), 265–270.
- Visconti, L.M., **Jafari, A.**, Batat, W., Broeckerhoff, A., Özhan Dedeoğlu, A., Demangeot, C., Kipnis, E., Lindridge, A., Peñaloza, L., Pullig, C.P., Regany, F., Üstündağlı, E., and Weinberger, M. (2014). Consumer ethnicity three decades after: A TCR agenda. *Journal of Marketing Management*, 30(17-18), 1882–1922.
- **Jafari, A.** (2014) Towards an Enhancement of Knowledge Generation in Marketing by Contributions from Non-Western Contexts. *Iranian Journal of Management Studies*, 7(2), 189-202.
- **Jafari, A.** (2014) Reflections on Young Iranians' Ethnocentric Behaviours: Evidence from Consumer Culture. *Journal of Socio-Cultural Change*, 1(1), 128-152.
- **Jafari, A.** and Maclaran, P. (2014) Escaping into the World of Make-up Routines in Iran. *The Sociological Review*, 62(2), 358-382.
- Taheri, B., **Jafari, A.** and O'Gorman, K. (2014) Keeping your audience: Presenting a visitor engagement scale. *Tourism Management*, 42 (June), 321–329.
- **Jafari, A.** and Taheri, B. (2014) Nostalgia, Reflexivity, and the Narratives of Self: Reflections on Devine's 'Removing the Rough Edges?' *Consumption, Markets & Culture*, 17 (2), 215-230.
- **Jafari, A.**, Taheri, B., and vom Lehn, D. (2013) Cultural Consumption, Interactive Sociality and the Museum. *Journal of Marketing Management*, 29(15-16), 1729-1752.
- Sandıkcı, Ö. and **Jafari, A.** (2013) Islamic Encounters in Consumption and Marketing. *Marketing Theory*, 13(4), 411–420.
- **Jafari, A.**, Dunnett, S., Hamilton, K., and Downey, H. (2013) Exploring Researcher Vulnerability: Contexts, Complications and Conceptualisation. *Journal of Marketing Management*, 29 (9/10), 1182-1200.
- **Jafari, A.** and Goulding, C. (2013) Globalization, Reflexivity and the Project of the Self: A Virtual Intercultural Learning Process. *Consumption, Markets & Culture*, 16 (1), 65-90.
- **Jafari, A.**, Firat, A.F., Süerdem, A., Askegaard, S., and Dalli, D. (2012) Non-Western Contexts: the invisible half. *Marketing Theory*, 12(1), 3-12.
- **Jafari, A.** and Süerdem, A. (2012) An Analysis of Material Consumption Culture in the Muslim World. *Marketing Theory*, 12(1), 59-77.
- **Jafari, A.** (2012) Islamic Marketing: insights from a critical perspective. *Journal of Islamic Marketing*, 3(1), 22-34.
- Taheri, B. and **Jafari, A.** (2011) Socialising through Cultural Consumption. *Advances in Consumer Research*, 39(1), 459-460.
- **Jafari, A.** and Süerdem, A. (2011) The Sacred and the Profane in Islamic Consumption. *Advances in Consumer Research*, 39(1), 427-29.
- **Jafari, A.**, Maclaran, P. and Taheri, B. (2010) The Flow of Cosmetic Routines in Iran. *Advances in Consumer Research*, 38 (1).
- **Jafari, A.** and Goulding, C. (2010) Globalisation Tug-of-War: Consumption as a Site of Conflict. *Advances in Consumer Research*, 38 (1).
- **Jafari, A.** (2009) Misconceptions of Culture in Cross-cultural Business and Management Studies. *International Journal of Management Concepts and Philosophy*, 3 (4), 349–361.
- **Jafari, A.** and Goulding, C. (2008) "We Are Not Terrorists!" UK Based Iranians, Consumption Practices, and the 'Torn Self'. *Consumption, Markets & Culture*, 11 (2), 73–93.

- **Jafari, A.** (2007) Two Tales of a City: An Exploratory Study of Cultural Consumption among Iranian Youth. *Iranian Studies*, 40 (3), 367–83.

Books:

- **Jafari, A.** and Sandıkcı, Ö. (Eds.) (2016) *Islam, Marketing and Consumption: Critical Perspectives on the Intersections*. London: Routledge. ISBN: 9780415746946.
- Hewer, P., Hamilton, K. and **Jafari, A.** (Eds.) (2015) *New Directions in Consumer Research*, Four Volumes. London: Sage. ISBN: 9781473911536.

Book Contributions:

- **Jafari, A.** (in press) ‘Religious Critiques of the Market’ in Tadajewski, M., Higgins, M., Dholakia, N., Denegri-Knott, J., and Varman, R. (Eds.) *The Routledge Companion to Critical Marketing*. London: Routledge.
- **Jafari, A.** (in press) ‘Islam and Reputational Landscape’ in T.C. Melewar and S.F.S. Alwi (Eds.) *Islamic marketing and branding: Theory and practice*. Surrey: Gower Publishing.
- Saatçioğlu, B., Sandıkcı, Ö, and **Jafari, A.** (2016) ‘Poverty and Socioeconomic Injustice in Muslim Geographies’, in A. Jafari and Ö, Sandıkcı (Eds.) *Islam, Marketing and Consumption: Critical Perspectives on the Intersections*, pp. 61-80. London: Routledge.
- **Jafari, A.**, Taheri, B., and vom Lehn, D. (2015) ‘Cultural Consumption, Interactive Sociality and the Museum’, in Kathy Hamilton, Paul Hewer and Aliakbar Jafari (eds.) *New Directions in Consumer Research*, Vol. IV. pp. 129-154. London: Sage.
- **Jafari, A.** and Goulding, C. (2015) ‘Globalization, Reflexivity and the Project of the Self: A Virtual Intercultural Learning Process’, in Aliakbar Jafari, Paul Hewer, and Kathy Hamilton (eds.) *New Directions in Consumer Research*, Vol. III. pp. 259-289. London: Sage.
- **Jafari, A.** and Sandıkcı, Ö. (2015) Sosyal Adalet, Tüketici Refahı ve Sürdürülebilir Piyasa Geliştirimi (Consumer Rights, Social Justice and Sustainable Development of Markets) in Y.E. Sezgin and F. Bulut (Eds.) *İslam İktisadı ve Piyasa (Islamic Economy and Market)*. pp. 59-76. Istanbul: IGIAD Publications.
- **Jafari, A.** (2015) ‘Towards an Understanding of Religion-related Vulnerability in Consumer Society’ in Kathy Hamilton, Susan Dunnett, and Maria Piacentini (Eds.) *Vulnerable Consumers: Conditions, contexts and characteristics*. pp. 173-184. Oxon, UK: Routledge.
- **Jafari, A.** and Süerdem, A. (2013) ‘An Analysis of Material Consumption Culture in the Muslim World’ in Mark Tadajewski and Robert Cluley (Eds.) *International Perspectives of Marketing Theory*, Vol. III. pp. 135-158. London: Sage.
- **Jafari, A.** (2013) ‘Islamic Marketing: insights from a critical perspective’ in Mark Tadajewski and Robert Cluley (Eds.) *New Directions in Critical Marketing Studies*, Volume 4. pp. 155-168. London: Sage.
- **Jafari, A.** (2013) ‘Can Society Nurture Humanistic Marketing?’ in Richard Varey and Michael Prison (Eds.) *Humanistic Marketing*. pp. 113-125. London: Palgrave Macmillan.
- Taheri, B. and **Jafari, A.** (2012) ‘Museums as Playful Venues in the Leisure Society.’ In Richard Sharpley and Philip Stone (Eds.) *The Contemporary Tourist Experience: Concepts and Consequences*. pp. 201-215. New York: Routledge.

Book Reviews:

- **Jafari, A.** (2015) ‘Religions as Brands: New Perspectives on the Marketization of Religion and Spirituality’ 2014. By Jean-Claude Usunier and Jörg Stolz. London: Ashgate Publishing Ltd. *Journal of Macromarketing*, 35(2), 272–274.
- **Jafari, A.** (2014) ‘Religion in Consumer Society: Brands, Consumers and Markets’. 2013. Edited by François Gauthier and Tuomas Martikainen. London: Ashgate Publishing Ltd. *Consumption, Markets & Culture*, 17(6), 612-618.

- **Jafari, A.** (2014) ‘Consumer Culture and the Media: Magazines in the Public Eye’. 2012. by Mehita Iqani. Hampshire: Palgrave Macmillan. *Journal of Marketing Management*, 30(13/14), 1517-1520.
- **Jafari, A.** (2014) ‘Muslim Societies in the Age of Mass Consumption: Politics, Culture and Identity between the Local and the Global’. 2009. Edited by Johanna Pink. Newcastle upon Tyne: Cambridge Scholars Publishing. *Journal of Marketing Management*, 30(13/14), 1513-1517
- **Jafari, A.** (2014) ‘Islamic Branding and Marketing: Creating a Global Islamic Business’. 2011. by Paul Temporal. Singapore: John Wiley & Sons. *Journal of Marketing Management*. 30(13/14), 1510-1513.
- **Jafari, A.** (2014) ‘Handbook of Islamic Marketing’. 2011. Edited by Özlem Sandıkcı and Gillian Rice. Cheltenham: Edward Elgar. *Journal of Marketing Management*, 30(13/14), 1506-1510
- **Jafari, A.** (2013) ‘Marketing without Advertising: Brand Preference and Consumer Choice in Cuba’. 2012. by Emilio Morales and Joseph L. Scarpaci. New York: Routledge. *Journal of Macromarketing*, 33 (4), 390–392.
- **Jafari, A.** (2013) ‘Proper Islamic Consumption: Shopping among the Malays in Modern Malaysia’. 2008. by Johan Fischer. Copenhagen: NIAS Press. *European Journal of Marketing*, 47(8), 1368–1370.
- **Jafari, A.** (2013) ‘The Principles of Islamic Marketing’. 2011. by Baker Ahmad Alserhan. Surrey: Gower Publishing Limited. *European Journal of Marketing*, 47 (1), 1774–1774.
- **Jafari, A.** (2012) ‘The Halal Frontier: Muslim Consumers in a Globalized Market’. 2011. by Johan Fischer. London: Palgrave Macmillan. *International Journal of Market Research*, 54 (5), 723–725.
- **Jafari, A.** (2009) ‘Young and Defiant in Tehran’. 2008. by Shahram Khosravi. Philadelphia: University of Pennsylvania Press, *Iranian Studies*, 42 (3), 521–24.

Refereed International Conference Papers:

- Sandıkcı, Ö. And **Jafari, A.** (2016) Religion, Market, and Consumption: Critical Inquiries at the Intersections. University of Lille and SKEMA Business School, Lille, France.
- Stephan, J., Hamilton, K., and **Jafari, A.** (2016) Like a Phoenix from the Ashes: Being (sustainably) happy after overcoming a spell of poverty. Macromarketing Conference, Trinity College, Dublin, Ireland.
- Mamun, K.N., **Jafari, A.**, and Dimitratos, P. (2015) The Entrepreneurial Act of International Opportunity Enactment: Evidence from Scottish SMEs. The 19th McGill International Entrepreneurship Conference, Birkbeck, University of London, UK.
- **Jafari, A.** and Sandıkcı, Ö. (2014) Consumer Rights, Social Justice and Sustainable Development of Markets. Islamic Economics Workshop II, Istanbul Şehir University, Istanbul, Turkey.
- **Jafari, A.**, Taheri, and Hamilton, K. (2013) Towards Understanding of Arts as Social Mobiliser. Academy of Marketing Conference, Cardiff, UK.
- **Jafari, A.**, Karababa, E., and Süerdem, A. (2011) Emancipatory Interpretive Consumer Research: “The Road Less Travelled By” in Islamic Societies. 6th Interpretive Consumer Research Workshop. May 2011, Denmark.
- **Jafari, A.** and Süerdem, A. (2010) Demystifying Consumption Culture in Islamic Societies. ACR Workshop on ‘Enhancing the Status of Consumer Research in Non-Western Contexts’. University of Strathclyde Business School, Glasgow, UK.
- **Jafari, A.** (2010) A Historical Review of the (Re)Formation of Markets in the Context of Islamic Capitalism. 1st Interdisciplinary Market Studies Workshop, Stockholm School of Economics – Stockholm, Sweden.
- **Jafari, A.** (2009) Strategising Critical Marketing by Reinventing Traditions: A Pedagogical Perspective. 6th Critical Management Conference, Warwick Business School – Coventry, UK.
- **Jafari, A.** (2009) The Role of Escapism in Young Iranian Women’s Consumption of Cosmetics. European Marketing Academy Conference, Audencia School of Management – Nantes, France.

- **Jafari, A.** (2009) The Researcher's Position in Interpretive Consumer Research. 5th Workshop on Interpretive Consumer Research, Bocconi University School of Management – Milan, Italy.
- **Jafari, A.** (2008) Consumer Experiences and Marketplace Paradoxes in Iran. 9th ACR Conference on Gender, Marketing, and Consumer Behaviour. Bentley College – Boston, USA.
- **Jafari, A.** (2008) The Consequences of Cultural Globalisation among Young Iranian Consumers: Self-reflexivity and Identity Dilemmas. CCT Conference. Suffolk University – Boston, USA.
- **Jafari, A.** (2008) Globalisation and Intercultural Learning: Young Adult Iranians' Consumption Practices and Lifestyle Choices. CCT Conference. Suffolk University – Boston, USA.
- **Jafari, A.** (2007) The Impact of Cultural Globalisation on the Interrelatedness of Identity Construction and Consumption Practices of Iranian Youth. European Conference of the Association for Consumer Research. Bocconi University – Milan, Italy.
- **Jafari, A.** and Goulding, C. (2007) Consumption Practices of UK Based Iranians. 4th Workshop on Interpretive Consumer Research. Euromed School of Management – Marseille, France.

Research Esteem:

Journal Special Issue Editorial Work

- Co-editor of special commentary Section in *Marketing Theory* (2014) on Ethnicity Research and Wellbeing.
- Co-editor of special issue of *Marketing Theory* (2013) on Islamic Marketing.
- Co-editor of a virtual special issue of *Marketing Theory* (2012) on Knowledge and Power.
- Co-editor of a special issue of *Marketing Theory* (2012) on Non-Western Contexts.

Conference and Track Chair / Organising Committee

- Member of Scientific Committee for Quality Services in Hospitality & Tourism: Experiencing Persian Heritage Conference, Isfahan, Iran, 2016.
- Member of Scientific Committee for the First International Tourism Brand Conference. Isfahan, Iran, 2016.
- Member of Scientific Committee for 2nd International E-Conference on Green Economics. The University of Mazandaran, Babolsar, Iran, 2015.
- Member of Scientific Committee for 1st Biennial National Conference on Marketing: Opportunities and Challenges. Ferdowsi University, Mashhad, Iran, 2014.
- Track Chair for 'The Politics of Markets and Marketing Systems'. 38th Annual Macromarketing Conference, 2013.
- Track Chair for 'Immigration, Culture and Ethnicity'. 4th Transformative Consumer Research Conference. University of Lille, France, 2013.
- Track Chair for 'Politics, Markets and Socio-Economic Development in the Arab Region'. 12th Biennial Conference of the International Society for Markets and Development. Casablanca, 2012.
- General Secretary of the 1st Biennial International Conference in Humanities, The University of Tehran, 2010.
- Chair of the International Workshop on "Enhancing the Status of Consumer Research in Non-Western Contexts", University of Strathclyde Business School, July 2010.

Invited Speaker/Panellist

- Invited panellist at 'Religion in the New Political Economy' seminar, Istanbul Şehir University, Istanbul, Turkey, 25 September 2014.
- Invited speaker at Islamic Economics Workshop II, Istanbul Şehir University, Istanbul, Turkey, 5-6 April 2014.
- Invited speaker at Doctoral Colloquium, 39th Macromarketing Conference, Royal Holloway University of London, 1 July 2014.

- Invited panellist at ESRC Seminar Series on Consumer Vulnerability, Lancaster University School of Management, 13 June 2014.
- Invited panellist at British Council's consultation meeting in Edinburgh on Iran-UK cultural partnership development, 29 October 2013.
- Invited speaker at ESRC Seminar series on Social Exclusion of Consumers, University of Strathclyde, 2013
- Guest Speaker at Heriot-Watt University School of Management, 2013
- Invited speaker at 12th International Colloquium on Non-profit, Arts, Heritage, and Social Marketing. Heriot-Watt University, 6 September 2013
- Invited panellist at Internationalisation and Growth Strategies for Scottish SMEs Symposium, University of Strathclyde, 1 May 2013.
- Guest speaker at Durham University Business School, 2013
- Guest speaker at the University of Glasgow Business School, 2013
- Invited speaker at Islamic Business Symposium, Monash University, Malaysia, 2012
- Guest speaker at the Department of Peace Studies of the University of Bradford, 2012
- Invited Speaker at the 2nd Global Islamic Marketing Conference, Abu Dhabi – UAE, 2012.
- Invited Speaker at Iran and Global Academic Communication Conference, Wales – UK, 2011.
- Invited speaker at the 7th International Management Conference, Sharif University of Technology, Tehran – Iran, 2009
- Guest speaker at the Faculty of Economics and Business Administrations, University of Mazandaran, Iran, 2009
- Invited speaker at the Faculty of Social Sciences, The University of Tehran, Iran, 2009

International Refereeing

- ESRC and ERC funding bodies
- Carnegie Trust grant applications referee
- Routledge Ltd.
- Palgrave Macmillan
- The Islamic Research and Training Institute, Jeddah, Saudi Arabia
- Consumer Culture Theory (CCT) annual conferences (2008-present)
- Association for Consumer Research (ACR) annual conferences (2008-present)
- European Marketing Academy annual conferences (2008-present)
- ANZMAC conferences (2011-present)
- Academy of Marketing annual conferences (2008-present)
- *Marketing Theory*
- *Consumption, Markets & Culture*
- *International Marketing Review*
- *Journal of Business Ethics*
- *Journal of Marketing Management*
- *Journal of Macromarketing*
- *Political Studies*
- *Journal of Customer Behaviour*
- *Journal of Brand Management*
- *Journal of Islamic Marketing*
- *International Journal of Islamic Marketing and Branding*
- *Iranian Journal of Management Studies*
- *Journal of Consumer Behaviour*
- *International Journal of Academic Research in Management*
- Member of the Executive Council of the *Intl. Islamic Marketing Association* (2009-2013)
- Member of Jury for Scottish Business Award (2011-2012)

Courses Taught:

- Marketing Management: Executive MBA, Swiss Management Forum AG, Switzerland
- Marketing Management: Executive MBA, Corporate Connections Business Management, UK
- Marketing Management: Executive MBA – Strathclyde Business School’s Dubai Campus, UAE
- MSc Intl. Marketing and Communication – Athens University of Economics & Business, Greece
- Consumer Behaviour (Undergraduate Level 2)
- International Marketing (Undergraduate Levels 2 & 3)
- Advances in Consumer Behaviour (Honours Level 4)
- International Business Management (Honours Level 4)
- Marketing Communications (MSc Marketing/International Marketing, Level 5)
- Cross-cultural Buyer Behaviour (MSc International Marketing, Level 5)
- Strategic Marketing Management (MSc Marketing/Tourism Marketing, Level 5)
- Export Marketing (MSc Marketing/International Marketing, Level 5)
- Key Skills – Self-Branding (MSc Programmes, Level 5)
- Key Skills – Industrial Report Writing (MSc Programmes, Level 5)