

JULIEN M. CAYLA
Curriculum Vitae (September 2023)

Nanyang Business School
Nanyang Technological University
S3-01A-15, 50 Nanyang Avenue

E-mail: jgayla@ntu.edu.sg
Phone: (65) 9073 2217

ACADEMIC POSITIONS

2018–Present	Associate Professor of Marketing (with tenure) Nanyang Business School
2018–Present	Research Advisor Indian Institute of Management (Udaipur)
2018–2021	Visiting Professor Indian Institute of Management (Ahmedabad)
2013–2018	Assistant Professor of Marketing Nanyang Business School
2008–2012	Senior Lecturer in Marketing University of New South Wales
2010–2020	Visiting Professor Kedge Business School
2003–2008	Lecturer in Marketing Australian Graduate School of Management

EDUCATION

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

ACADEMIC HONORS AND AWARDS

2021–Present	Associate Editor, <i>Journal of Consumer Research</i>
2020	Research Area Advisor, IIM Udaipur
2018	Sidney J. Levy Award
2015	Nanyang Business School Excellence in Research Award
2015	Finalist, National Management Research Prize, France (Grand Prix de la Recherche en Management, 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
2000	Fellow, AMA Doctoral Consortium, University of Western Ontario
1999	Gerald Hart Fellowship, University of Colorado, Boulder
1999	Fellow, Haring Symposium, Indiana University, Bloomington, IN
1998	Fellow, Nebraska Doctoral Symposium, University of Nebraska, Lincoln, NB

BOOKS

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

JOURNAL PUBLICATIONS

- Bhatnagar, Kushagra, **Cayla, Julien**, Dion, Delphine, Fuschillo, Gregorio (2023), “Consumer Sovereignty and The Ethics of Recognition,” *Journal of Business Ethics*, in press.
- Welté, Jean-Baptiste, Julien Cayla, and Eileen Fischer (2022), “Navigating contradictory logics in the field of luxury retailing,” *Journal of Retailing*, October, 510–526

- Welté, Jean-Baptiste, **Julien Cayla**, and Bernard Cova (2022), “The intimacy trap: Navigating the commercial friendships of luxury,” *Journal of Business Research*, 145 (June), 649-659.
- Fuschillo, Gregorio, **Julien Cayla**, and Bernard Cova (2022), “Brand magnification: When brands help people reconstruct their lives,” *European Journal of Marketing*, 56 (3), 768–798.
- Baas, Michiel and **Julien Cayla** (2019), Recognition in India’s new service professions: gym trainers and coffee baristas,” *Consumption, Markets and Culture*, 1–18.
- Cova, Bernard, Carù, Antonella and **Julien Cayla** (2018) “Escape: The missing concept in consumption experience,” *Qualitative Market Research: an International Journal*, 21 (4), 445–464.
- Arnould, Eric, **Cayla, Julien** and Delphine Dion (2017), “Fetish, Magic, Marketing,” *Anthropology Today*, 33 (March), 28–32.
- Scott, Rebecca, **Cayla, Julien** and Bernard Cova (2017), “Selling Pain to the Saturated Self,” *Journal of Consumer Research*, 42 (June), 22–43.
- **Cayla, Julien** and Kushagra Bhatnagar (2017), “Language and Power in India’s ‘New Services’,” *Journal of Business Research*, 72 (March), 189–198.
- Arnould, Eric and **Julien Cayla** (2015), “Consumer Fetish: Commercial Ethnography and the Sovereign Consumer,” *Organization Studies*, 2015, vol. 36 (10) 1361–1386.
- **Cayla, Julien**, Arnould, Eric and Robin Beers (2014), “Stories that Deliver Business Insights,” *MIT Sloan Management Review*, vol. 55 (2), 55–62.
- **Cayla, Julien** and Eric Arnould (2013), “Ethnographic Stories for Market Learning,” *Journal of Marketing*, July, vol. 77 (4), 1–16 (lead article).
- **Cayla, Julien** (2013), “Brand Mascots as Organisational Totems,” *Journal of Marketing Management*, vol. 29 (1–2), 86–104.
- **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.
- **Cayla, Julien** and Lisa Peñaloza (2012), “Mapping the Play of Organizational Identity in Foreign Market Adaptation,” *Journal of Marketing*, vol. 76, 38–54.
- **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.
- **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.

- **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.
- **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].
- **Cayla, Julien** and Eckardt, Giana (2007), “Asian Brands without Borders: Regional Opportunities and Challenges,” *International Marketing Review*, vol. 24 (4), 444–456.

BOOK CHAPTERS

- Arnould, Eric, **Cayla, Julien** and Delphine Dion (2018), “Fetish, Magic, Marketing,” in *Magical Capitalism* eds. Brian Moeran and Timothy de Waal Malefyt, Palgrave Macmillan, 115–136.
- 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.
- 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.
- **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.
- Roberts, John and **Julien Cayla** (2009), “Global Branding,” in *Handbook of Research in International Marketing*, ed. M. Kotabe, London: Sage Publications, 346–361.
- 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 REPORTS AND OTHER PUBLICATIONS

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

- **Cayla, Julien** and Charlie Cochrane (2011), “Are Australian Companies Ready for Ethnography?” in *Professional Marketing*, October–December 2011, 12–13.
- **Cayla, Julien** (2012), Review of Steve Derne, *Globalization on the Ground*, *Asian Studies Review*, vol. 35, 562–564.
- **Cayla, Julien** (2009), Review Russell Smith and Marika Vicziany, *Business in Asia*, *Asian Studies Review*, September, 411–413.
- **Cayla, Julien** (2008), “Julien Cayla Interviews Nandita Chalam, Senior Creative Director, J. Walter Thompson, India,” *Advertising and Society Review*, 9 (2).

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 (Partial list)

- Arnould, Eric and **Julien Cayla** (2014), “Consumer Fetish,” *Ethnographic Praxis in Industry Conference Proceedings*, 386–404.
- **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].
- **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].
- **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].
- **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].
- **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].
- **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].

- **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].

WORKING PAPERS / CURRENTLY UNDER REVIEW

- “Fueled by Emotional Energy: Exploring the Impact of Customer Interactions on Service Employees,” with Brigitte Auriacombe, invited for revision at the *Journal of Marketing*
- “Brand religion: Going beyond the Communal perspective,” with Gregorio Fuschillo and Bernard Cova, under second review at *Marketing Theory*
- “Service Work: A Critical Review,” with Kushagra Bhatnagar and Jean-Baptiste Suquet, in preparation for submission to the *Journal of Service Research*
- “The Cultural Logics of Service Work,” with Kushagra Bhatnagar and Delphine Dion, in preparation for submission at the *Journal of Marketing*
- “The Ideology of Customer Experiences,” with Michelle Yang, in preparation for submission at *Marketing Theory*

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, Evanston, 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, Canada, 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.

SPECIAL SESSIONS

- Special Session Organizer and Chair, “Market Interactions: A Promising New Direction for CCT?” *Consumer Culture Theory Conference*, University of Southern Denmark, July 2018.
- Special Session Organizer and Chair, “Service Interactions and the Struggle for Recognition,” *Consumer Culture Theory Conference*, University of Lille, France, 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, Finland, 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

November 2022	University of Reims, France
May 2022	Audencia, France
May 2022	Bocconi University, Italy
November 2021	Aalto University, Finland
March 2019	Singapore Prime Minister’s Strategy Group, Singapore

February 2019	Hitotsubashi University, Tokyo, Japan
October 2018	CBRE Symposium, Scottsdale, Arizona
February 2018	Hitotsubashi University, Tokyo, Japan
January 2018	EM Lyon Business School, France
September 2017	Essilor Asia-Pacific, Singapore
July 2017	Schulich School of Business, York University, Toronto, Canada
January 2017	Health Promotion Board, Singapore
December 2016	Taj Hotels, Singapore
October 2016	Club Med Asia, Bangkok, Thailand
March 2016	Flamingo Singapore, Singapore
September 2016	Kyoto University, Kyoto, Japan
July 2015	Flamingo, London, UK
April 2015	IIM Calcutta, Calcutta, India
April 2014	University of Southern Denmark, Odense, Denmark
March 2012	University of Sydney, Sydney, Australia
November 2011	Nanyang Technological University, Singapore
October 2011	Naked Communications, Sydney, Australia
October 2011	Australian National University, Canberra, Australia
August 2011	Interbrand Australia, Sydney, Australia
July 2011	Wells Fargo, San Francisco, USA
June 2010	Groupe de Recherche Energie, Technologie, Société, EDF-GDF, Paris, France
April 2009	Yale University Center for Customer Insights, New Haven, USA
December 2008	Euromed Management, Marseille, France
June 2008	Asia Research Institute, National University of Singapore, Singapore
February 2008	Instituto de Empresa, Madrid, Spain
January 2008	Bocconi University, Milan, Italy
November 2007	Sawyer School of Business, Suffolk University, Boston, USA
October 2007	Sasin Graduate Institute of Business Administration, Bangkok, Thailand
August 2006	Mudra Institute of Communications, Ahmedabad, India
September 2005	Schulich School of Business, York University, Toronto, Canada
April 2004	Australian Association for Asian Studies, Sydney, Australia
March 2004	Association for Asian Studies Annual Meeting, San Diego, USA
October 2001	HEC Paris, Paris, France
October 2001	Concordia University, Montreal, Canada

RESEARCH GRANTS

- 2022–2025 Singapore Ministry of Education Tier 1 Grant, with Yougesh Khatri and Bernard Cova, “Managing Customer Intimacy,” SGD \$48,000 [PI; internal grant; competitive]
- 2016–2018 Institute for Asian Consumer Insights, Research Grant, with Delphine Dion, Yutaka Yamauchi, Jean-Baptiste Welté and Jeff Wang, “A Cross-Cultural Comparison of Service Interactions,” SGD\$125,575 [PI; external grant; competitive]
- 2016–2018 NUS/NTU and Japan society for the Promotion of Science (JSPS) grant for seminar on “Ethnography and Interaction in Asia,” with Patrick Williams (Sociology/NTU) and Yutaka Yamauchi (Management/Kyoto University), SGD\$15,240 [PI; external 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 [A4]

THESIS COMMITTEES

- 2015–2020 Member of Thesis Advisory Committee, Ruta Vaidya (Sociology, Nanyang Technological University)
- 2016–2019 Member of Thesis Advisory Committee, Yixiong Chen (English Language and Literature, Nanyang Technological University)
- 2018 Member of Thesis Advisory Committee, Nao Sato (Management, Kyoto University)
- 2016 Member of Thesis Committee, Paul Priday (Gender Studies, University

- of Sydney); defended in August 2016
- 2012 Dissertation co-supervisor, Bernardo Figueireido (winner of the ACR Sheth Doctoral Dissertation Competition); Ph.D. defended in June 2012, currently Senior Lecturer of Marketing at RMIT
- 2015 Dissertation co-supervisor, Rebecca Scott (co-supervision); defended in June 2015, currently Lecturer of Marketing at Cardiff Business School
- 2013 Dissertation Committee, Anne-Sophie Trebuchet-Breitweiller, Ph.D. student in sociology at Mines Paris Tech (defended in May 2013)

UNIVERSITY SERVICE

Nanyang Business School

- 2018– Present Academic Director of the EDHEC/Nanyang BBA
- 2022–Present Head of the Recontract Committee
- 2018–Present Head of Faculty Search Committee, Marketing Division
- 2018–Present Member, Recontract Committee
- 2018– 2020 Industry Committee
- 2015–Present Committee on the Business of Culture/Culture of Business
- 2013 Research Seminar Coordination Committee
- 2013–2015 Ph.D. Program Committee

University of New South Wales

- 2012 Acting Head of the Master 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)

Australian Graduate School of Management

- 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

- 2024 Program committee, Association for Consumer Research Conference (Asia-Pacific)

2024	Track Chair committee, Consumer Culture Theory Conference
2019	Program committee, Consumer Culture Theory Conference
2019	Program committee, Association for Consumer Research Conference
2018	Program committee, Consumer Culture Theory Conference
2018	Program committee, Association for Consumer Research Conference
2017	Program committee, Consumer Culture Theory Conference
2016	Outreach committee, Consumer Culture Theory Conference
2015	Evaluation committee for appointment of Associate Professor, University of Southern Denmark
2014	Evaluation committee for appointment of Assistant Professor, University of Southern Denmark
2015	Evaluation committee for grant proposals of the Social Sciences and Humanities Research Council of Canada
2013	Evaluation committee for the Syd Levy Dissertation Award
2014	Member of the Consumer Culture Theory Conference Board (Representative-at-large for Asia-Pacific)
2011	Reviewer for the MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
2009	Program committee of the Association for Consumer Research North American Conference
2008	Program committee of the Association for Consumer Research Asia-Pacific Conference
2006	Co-chair of the Heretical Consumer Research Conference, Asia-Pacific

EDITORIAL BOARDS

2018	<i>Journal of Consumer Research</i>
2016	<i>Journal of Marketing Management</i>
2016–2020	<i>Markets, Globalization & Development Review</i>
2015–2020	<i>Recherches et Applications en Marketing</i> (Journal of the French Marketing Association)

REVIEWING ACTIVITY

Ad hoc reviewer for:

- *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

- Academic Writing as Craft (Doctoral level at NTU 2022–present)
- Market Intelligence (Undergraduate level at NTU 2020–present)
- Market Behaviour (Undergraduate level at NTU 2013–present)
- Ethnography (Master level at NTU 2013–present)
- International Branding (Executive education at NTU)
- Brand management (D.B.A. Program of Euromed Management and Renmin University, Marseille/Beijing)
- Advances in Consumer Analysis (Master 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; Master of Marketing, UNSW)
- International Marketing (Full-time M.B.A., AGSM; Executive M.B.A. in Hong Kong, AGSM)