

## Aliakbar Jafari

## Curriculum Vitae

Senior Lecturer in Marketing; Director – MSc International Marketing Programme  
Department of Marketing, University of Strathclyde Business School, Glasgow, UK  
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### **Qualifications:**

- PG Certificate in Advanced Academic Studies, University of Strathclyde, UK (2010)
- PhD in Consumer Behaviour, University of Wolverhampton, UK (2008)
- MSc International Marketing Management, The University of Leeds, UK (2004)
- MA English Literature, The University of Tehran, Iran (1999)
- BA English Language and Literature, Shahid Beheshti University, Iran (1997)

### **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 Senior Editorial Advisory Board of *Journal of Islamic Marketing*
- Member of the Editorial Board of *Iranian Journal of Management Studies*
- Member of the Editorial Board of *International Journal of Academic Research in Management*
- Member of the Executive Council of the *International Islamic Marketing Association*

### **Journal Articles:**

- Taheri, B., Jafari, A. and O’Gorman, K. (forthcoming 2014) Keeping your audience: Presenting a visitor engagement scale. *Tourism Management*.
- Jafari, A. and Maclaran, P. (forthcoming 2014) Escaping into the World of Make-up Routines in Iran. *The Sociological Review*.
- Jafari, A. and Taheri, B. (2013) Nostalgia, Reflexivity, and the Narratives of Self: Reflections on Devine’s ‘Removing the Rough Edges?’ *Consumption, Markets & Culture*. iFirst.
- 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. (2011) Vulnerabilities of an estranged researcher and researched. *European Advances in Consumer Research*, 9 (1), 78-79.
- 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. (2008) The impact of cultural globalisation on the interrelatedness of identity construction and consumption practices of Iranian youth, *European Advances in Consumer Research*, 8(1), 539-41.

- 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.) (forthcoming 2014) *Critical Perspectives on Islamic Marketing*. London: Routledge.

#### **Book Chapters:**

- Jafari, A. (forthcoming 2014) ‘Religion as stigma in the age of militant secularism’ in Kathy Hamilton, Susan Dunnett, and Maria Piacentini (Eds.) *Vulnerable Consumers: Conditions, contexts and characteristics*. London: 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*. 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*, 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. (forthcoming 2014) ‘Religion in Consumer Society: Brands, Consumers and Markets’. 2013. Edited by François Gauthier and Tuomas Martikainen. London: Ashgate Publishing Ltd. *Consumption, Markets & Culture*.
- Jafari, A. (forthcoming 2014) ‘Consumer Culture and the Media: Magazines in the Public Eye’. 2012. by Mehita Iqani. Hampshire: Palgrave Macmillan. *Journal of Marketing Management*.
- Jafari, A. (forthcoming 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*.
- Jafari, A. (forthcoming 2014) ‘Islamic Branding and Marketing: Creating a Global Islamic Business’. 2011. by Paul Temporal. Singapore: John Wiley & Sons. *Journal of Marketing Management*.
- Jafari, A. (forthcoming 2014) ‘Handbook of Islamic Marketing’. 2011. Edited by Özlem Sandıkcı and Gillian Rice. Cheltenham: Edward Elgar. *Journal of Marketing Management*.
- 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).
- 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:**

- 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. 6<sup>th</sup> 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. 1<sup>st</sup> Interdisciplinary Market Studies Workshop, Stockholm School of Economics – Stockholm, Sweden.

- Jafari, A. (2009) Strategising Critical Marketing by Reinventing Traditions: A Pedagogical Perspective. 6<sup>th</sup> 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. 5<sup>th</sup> Workshop on Interpretive Consumer Research, Bocconi University School of Management – Milan, Italy.
- Jafari, A. (2008) Consumer Experiences and Marketplace Paradoxes in Iran. 9<sup>th</sup> 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. 4<sup>th</sup> Workshop on Interpretive Consumer Research. Euromed School of Management – Marseille, France.

#### ***Invited Speaker:***

- Invited speaker at ESRC Seminar series on Social Exclusion of Consumers, University of Edinburgh Business School, 2013
- Guest Speaker at Heriot-Watt University School of Management, 2013
- Keynote speaker at 12th International Colloquium on Non-profit, Arts, Heritage, and Social Marketing. University of Durham Business School, 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
- Keynote Speaker at the 2<sup>nd</sup> Global Islamic Marketing Conference, Abu Dhabi – UAE, 2012.
- Keynote Speaker at Iran and Global Academic Communication Conference, Wales – UK, 2011.
- Keynote speaker at the 7<sup>th</sup> International Management Conference, Tehran – Iran, 2009
- Guest speaker at the Faculty of Economics and Business Administrations, University of Mazandaran, Iran, 2009
- Guest speaker at the Faculty of Social Sciences, The University of Tehran, Iran, 2009
- Guest speaker at the School of Management, Keele University, 2007
- Guest speaker at the Faculty of Social Sciences, The University of Tehran, Iran, 2006

#### ***Academic Referee for:***

- ESRC and ERC funding bodies
- Routledge Ltd.
- Palgrave Macmillan
- *Marketing Theory*
- *Consumption, Markets & Culture*
- *International Marketing Review*
- *Journal of Marketing Management*
- *Journal of Customer Behaviour*
- *Journal of Islamic Marketing*
- *Iranian Journal of Management Studies*
- *Journal of Consumer Behaviour*
- *International Journal of Academic Research in Management*

#### ***Conference and Track Chair:***

- Track Chair for 'The Politics of Markets and Marketing Systems'. 38<sup>th</sup> Annual Macromarketing Conference, 2013.
- Track Chair for 'Immigration, Culture and Ethnicity'. 4<sup>th</sup> Transformative Consumer Research Conference. University of Lille, 2013.
- Track Chair for 'Politics, Markets and Socio-Economic Development in the Arab Region'. 12<sup>th</sup> Bi-Annual Conference of the International Society for Markets and Development. Casablanca, 2012.

- General Secretary of the *1<sup>st</sup> 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.

#### ***Journal Special Issue Editorial Work:***

- *Marketing Theory* (2014) on Immigration and acculturation.
- *Marketing Theory* (2013) on Islam and Marketing.
- *Marketing Theory* (2012) on Knowledge and Power.
- *Marketing Theory* (2012) on Non-Western Contexts.

#### ***Teaching Excellence:***

- Nominee for Teaching Excellence Award, University of Strathclyde, UK, 2013.
- Nominee for Teaching Excellence Award, University of Strathclyde, UK, 2012.
- Nominee for Teaching Excellence Award, University of Strathclyde, UK, 2011.

#### ***International Teaching:***

- MBA Programme – Bucharest, Romania
- MSc Programme – Athens, Greece
- MBA and MSc Programmes – Dubai, UAE

#### ***Key Teaching Areas:***

Consumer Behaviour, Strategic Marketing Management, & International Marketing

#### ***Past Employment Record:***

##### **Academic**

- 2008 – 2012: Lecturer in Marketing  
University of Strathclyde Business School
- 2007 – 2008: Visiting Lecturer in Marketing  
University of Leicester School of Management
- 2005 – 2008: Visiting Lecturer in Business Management  
University of Wolverhampton Business School
- 1995 – 2003: Part-time Lecturer in English  
Tehran University’s Academic Centre for Education, Culture, and Research

##### **Industrial**

- 1997 – 2003: Export Marketing Supervisor and Manager  
Iranian Automotive Industries – Tehran