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## Jennifer TAKHAR

Department of Marketing  
Faculty position: Associate Professor

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**JENNIFER TAKHAR** is Associate Professor at ISG INTERNATIONAL BUSINESS SCHOOL. She holds a Ph.D in Social Sciences and works in the fields of marketing and consumer culture theory. Her teaching specializations are marketing and communication, brand strategy and qualitative research methodologies.

### Teaching Areas

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Course 1: Consumer Behavior  
Course 2: Principles of Marketing  
Course 3: Brand Strategy  
Course 4: Research Methodology

### Research Interests

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Interest 1: Persuasion  
Interest 2: Narratology  
Interest 3: Gender

### Education

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**2008**  
Ph.D in Social Sciences, Paris III Sorbonne

## Teaching Experience

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### 2005-present

Professor of International Marketing, Consumer Behaviour, Advertising Rhetoric, Narratology, Intercultural Marketing, Consumer Culture, Digital Communication and Branding (Ecole Polytechnique, Dauphine University, Paris Chamber of Commerce, Paris 4 Celsa Sorbonne)

## Publications

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### *Articles in refereed journals*

Takhar, J., Houston, R. (2019) Forty years of assisted reproductive technologies: the evolution of a marketplace icon, *Consumption, Markets & Culture*

Takhar, J. (2019) The Voice Inside, *Marketing Theory*

Takhar, J., Pemberton, K. (2018). Reproducing Rhetrickery in online fertility marketing, *Consumption, Markets & Culture*

Takhar, J. (2012). Le Marketing Critique dans tous ses Débats, *L'Expansion Management Review* (146), 38-50.

Takhar, J. (2010). Anita Roddick's Word Stretching: Conflating Philanthropy with Green Marketing, *Revue Internationale de Psychosociologie et de Gestions des Comportements Organisationnels*, RIPC0, XVI (38).

Takhar, J. (2009). Asia vs. the 'others': how to bridge the intercultural gap in cross-border higher education, *International Journal of Management in Education*, 3 (3/4), 375-387.

## Professional Associations

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-ACR Association for Consumer Research

-CCT Consumer Culture Theory

## Reviewing Activity

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Since 2016 -Association for Consumer Research

## Scientific Awards

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2016 Datablitz Paper, Association for Consumer Research

2017 Datablitz Paper, Association for Consumer Research

2018 Best Poster Award, Consumer Culture Theory Conference