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**Jennifer TAKHAR**

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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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### ***Books***

Takhar, J., Houston, R., & Dholakia, N. (Eds.). (2022). *Transhumanisms and Biotechnologies in Consumer Society*. Taylor & Francis.

### ***Articles in refereed journals***

Schneider-Kamp, A., & Takhar, J. (2023). Interrogating the pill: Rising distrust and the reshaping of health risk perceptions in the social media age. *Social Science & Medicine*, 331, 116081.

Takhar, J. (2023). Blue. *Journal of Customer Behaviour*, 22(3), 8-9.

Takhar, J. (2023) Aneuploidy. *Journal of Marketing Management*.

Takhar, J. (2022). Strip Mall Courtship. *Journal of Customer Behaviour* 21.3-4: 133-134.

Takhar, J. (2023). Communicative crises in the age of anxious reproduction and fertility preservation. *Consumption Markets & Culture*, 26(3), 210-216.

Takhar, J., Houston, H. R., & Dholakia, N. (2022). Live very long and prosper? Transhumanist visions and ambitions in 2021 and beyond.... *Journal of Marketing Management*, 38(5-6), 399-422.

Takhar, J. (2021) IVF survivorship, the IVF memoir and reproductive activism, *Journal of Marketing Management*

Pemberton, K., Takhar, J., (2021) A critical technocultural discourse analysis of Muslim fashion bloggers in France, *Journal of Marketing Management*

Takhar, J. (2020) Shopkeeping: Understanding racial dynamics in the south Asian store, *Journal of Marketing Management*

Takhar, J. (2020) Aporia, #MeToo, Inequality and Injustice in marketing practice, *Journal of Marketing Management*

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

Takhar, J. (2020) The Voice Inside, *Marketing Theory*

Takhar, J., Pemberton, K. (2019). 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*, RIPCO, 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

-AFM Association Française de Marketing, Contributing writer  
-Alcor, Alternative Consumption Research, <https://alcor-institute.com/>

### **Reviewing Activity**

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Since 2016 -Association for Consumer Research  
Since 2018-Consumer Culture Theory Consortium

### **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