



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

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

Research Interests

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

Education

2008
Ph.D in Social Sciences, Paris III Sorbonne

Teaching Experience

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

Articles in refereed journals

- Takhar, J., Houston, H., Dholakia, N., (forthcoming) Live very long and prosper? Transhumanist visions and ambitions in 2021 and beyond, *Journal of Marketing Management*
- Takhar, J. (2022) Rhetrickery revisited: Social egg freezing and online advertising discourse in the age of anxious reproduction, *Consumption, Markets & Culture*
- 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

-ACR Association for Consumer Research

-CCT Consumer Culture Theory

Reviewing Activity

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

Scientific Awards

2016 Datablitz Paper, Association for Consumer Research

2017 Datablitz Paper, Association for Consumer Research

2018 Best Poster Award, Consumer Culture Theory Conference