



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Benjamin Hartmann

Marketing
benjamin.hartmann@handels.gu.se

Academic degrees

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| 2013 | Ph.D., Business Administration, Jönköping International Business School |
| 2007 | Diplom-Kaufmann (equivalent to Master's degree), Business Management, Technical University Berlin |
| 2006 | Master, International Marketing and Brand Management, Lund University |

Positions within academia:

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| 2014 - 2015 | Other, Acting Assistant Professor at Jönköping International Business School |
| 2008 - 2013 | Doctoral student, Jönköping International Business School |

Main research fields:

marketing, consumption, practices, branding, consumer culture, nostalgia

Main teaching fields:

marketing, consumption, branding

Academic experience

Supervision of PhD students:

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| 2017 - | Ileyha Dagalp, Gothenburg University (Co-supervisor) |
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Reviewer assignments:

Journal of Consumer Research, Consumption, Markets & Culture, Marketing theory, European Journal of Marketing, Consumption, Markets & Culture, Journal of Marketing Management, Journal of Media Business Studies

Academic assignments:

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| 2017 | Teaching in doctoral course 'practice theory and marketing' |
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Arranging conference, symposium, seminar or workshop:

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| 2016 | Nordic Consumer Culture Theory Workshop, 2016-10-02 - 2016-10-04 |
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Awards, distinctions or commissions of trust:

2011 ACR Franco Nicosia Award for best competitive paper, Association for Consumer Research

Pedagogical training:

2017 Handledning : Handelshögskolan
2016 Högskolepedagogik II: Handelshögskolan
2013 Grundläggande Högskolepedagogik

Other experience

Experience outside of academia within field:

2006 - 2007 Intern + junior consultant, trommsdorff + drüner innovation + marketing consultants GmbH

Publications

Journal article (peer-reviewed)

Hartmann, Benjamin J., Brunk, K. H. (2019) Nostalgia marketing and (re-)enchantment. *International Journal of Research in Marketing*, 36:4, p. 669-686.

Brunninge, Olof, Hartmann, Benjamin (2018) Inventing a past: Corporate heritage as dialectical relationships of past and present. *Marketing Theory*.

Molander, Susanna, Hartmann, Benjamin, (2018) Emotion and practice Mothering, cooking, and teleoaffective episodes. *Marketing Theory*.

Hartmann, Benjamin J., Brunk, Katja H., Giesler, Markus (2018) The Production and Consumption of Retro Brands Beyond Meaning Revival. *Advances in Consumer Research*, 46, p. 402-405.

Hartmann, Benjamin, Jacob Östberg (2018) Academic Liner Notes: A Re Inquiry of Chris Hackley's (2012) CCT Blues. *Consumption Markets & Culture*.

Brunninge, Olof, Hartmann, Benjamin J. (2018) Inventing a past: Corporate heritage as dialectical relationships of past and present. *Marketing Theory*, 19:2.

Brunk, Katja H., Giesler, Markus, Hartmann, Benjamin J. (2017) Creating a Consumable Past: How Memory Making Shapes Marketization. *Journal of consumer research*,

Hartmann, Benjamin (2016) Peeking behind the mask of the prosumer: Theorizing the organization of consumptive and productive practice moments. *Marketing Theory, Vol. 16 (1), pp. 3-20.*

Östberg, Jacob, Hartmann, Benjamin (2015) The electric guitar - marketplace icon. *Consumption Markets & Culture, Vol. 18(5), pp. 402-410.*

Hartmann, Benjamin J., Wiertz, Caroline, Arnould, Eric J. (2015) Exploring consumptive moments of value-creating practice in online community. *Psychology & Marketing*, 32:3, p. 319-340.

Hartmann, Benjamin J., Brunk, Katja H. (2015) Negotiating the Merger of Contrasting Consumer Cultures: Ideological Myth and Identity. *Advances in Consumer Research*, 43, p. 358-363.

Brunk, Katja H., Hartmann, Benjamin (2014) Zooming in while zooming out: How a consumption context animates a macro-focus investigation and stimulates new opportunities for theoretical insights. *Advances in Consumer Research, Vol. 42, pp.255-259.*

Hartmann, Benjamin Julien, Östberg, Jacob (2013) Authenticating by re-enchantment. *Journal of Marketing Management*, 29:7-8, p. 882-911.

Raviola, Elena, Hartmann, Benjamin J. (2009) Work in News Organizations: Application of Business and Economic Approaches. *Journal of Media Business Studies, Spring 2009, Special Issue: Change in News Organizations and News Work*, 6:1, p. 7-36.

Book

Hartmann, Benjamin, Jacob Östberg, Anders Parment, Cecilia Solér (2020) *Unboxing Marketing: Creating value for consumers, firms, and society.*

Östberg, Jacob, Bengtsson, Anders, Hartmann, Benjamin (2018) *Märken och Människor: Om marknadssymboler som kulturella resurser.*

Book chapter

Hartmann, Benjamin J., Arnould, Eric J. (2019) Nordic Consumer Culture Theory Research: Conversation in a Wine Bar. In *Nordic Consumer Culture: State, Market and Consumers*, edited by Soren Askegaard and Jacob Östberg, p. 295-327. Palgrave Macmillan.

Ots, Mart, Hartmann, Benjamin (2015) Media Brand Cultures. In *Handbook of media branding*, p. 217-229. Heidelberg : Springer.

Hartmann, Benjamin Julien (2010) The Media Experience Environment for PSM. In *The Public in Public Service Media : RIPE@2009*, Gothenburg : NORDICOM.

Doctoral thesis

Hartmann, Benjamin (2013) *Consumption and Practice*. Doct. thesis, Jönköping: Jönköping International Business School.

Conference paper

Dannie Kjeldgaard, Mikkel Nøjgaard, Hartmann, Benjamin, Frank Lindberg, Lena Mossberg, Jacob Östberg, Matthias Bode (2019) Consumption (of) Failure. *10th EAISM Interpretive Consumer Research Workshop, Lyon, France, May 9-10, 2019..*

Ileyha Dagalp, Hartmann, Benjamin (2019) (Re-)conceptualizing Aestheticization in Consumer Culture. *Consumer Culture Theory Conference, 17-19 July 2019, Montreal, Quebec, Canada..*

Giesler, Markus, Brunk, Katja H., Hartmann, Benjamin J. (2019) Cultural Retro Branding Strategies in the German Ostalgie Market. *2019 AMA Winter Academic Conference, Feb 22 -24 Austin, TX, USA.*

Hartmann, Benjamin J., Östberg, Jacob (2018) Zombie Brands. *Brand Camp, University of Innsbruck. 5-7 April 2018.*

Hartmann, Benjamin J., Woermann, Niklas (2017) Naked, Sweaty, and Free: Performing the Welfare State in the Sauna in Germany and Sweden. *EAISM 9th Workshop On Interpretive Consumer Research, April 27-28 2017 Stockholm, Sweden.*

Brunk, Katja H., Hartmann, Benjamin J., Giesler, Markus (2017) Brand Retrofication: How Old Brands Disrupt New Markets. *American Marketing Association Conference, Feb. 17-19 Orlando, FL., USA.*

Holmberg, Ulrika, Hartmann, Benjamin J. (2016) MEDIATIZED SHOPPING – how smart phones enable and hinder shopping practices and experiences in grocery stores. *Nordic Conference on Consumer Research, May 18-19 2016, School of Business and Social Science, Aarhus University, Denmark.*

Holmberg, Ulrika, Hartmann, Benjamin J. (2016) (C)APP-ability – How smart phones shapes shopping practices and shopping experiences in grocery stores. *Nordic Retail and Wholesale Conference (NRWC), Nov. 8-10 2016, School of Business and Social Science, Aarhus University, Denmark.*

Giesler, Markus, Brunk, Katja H., Hartmann, Benjamin J. (2016) Nostalgic Consumption as Ideological Translation. *BBR conference 2016, May 18-20, Toronto, Canada.*

Brunk, Katja H., Hartmann, Benjamin J., Veresiu, Ela (2016) The Politicization of Markets: Exploring the Interplay Between Politics and Markets. *Special Session held at the Association for Consumer Research Conference, October 27-30, Berlin, Germany.*

Hartmann, Benjamin J., Brunk, Katja H. (2014) Reconstructing the 'East' in the 'West': Exploring Nostalgic Re-enchantment Tactics following Germany's Re-unification as a Case of Institutional Rationalisation.

Hartmann, Benjamin J., Jafari, Hamid, Ots, Mart (2014) The Mediatisation of Shopping: A Conceptual Framework for Understanding and Studying How Shoppers Use Apps in Retail Environments.

Jafari, Hamid, Hartmann, Benjamin, Ots, Mart (2014) Mobile Media and In-Store Shopping Experiences: Profiling App Usage in Food Retailing. *Shopper marketing & pricing conference proceedings : May 8-10, 2014, Stockholm school of economics*.

Jafari, Hamid, Hartmann, Benjamin, Johansson, Anette, Nyberg, Anna (2013) HOW SHOWROOMING IS CONSTITUTED.

Brunk, Katja, Hartmann, Benjamin (2013) Locals as Immigrants in German Unification and Acculturation: How Nostalgia Enchants the Former East. *Advances in Consumer Research 2013*.

Hartmann, Benjamin Julien (2012) It Might Get Loud: A Practice Theoretical Account of Consumer-Based Consumption Constellations in the Guitarsphere. *41st EMAC Conference Proceedings: Marketing to Citizens : Going beyond Customers and Consumers*.

Hartmann, Benjamin Julien (2012) Consumptive and Productive Moments in Practice.

Hartmann, Benjamin Julien (2012) How Consumers form Consumption Constellations in Practices: The Guitarsphere and the Quest for Sound.

Hartmann, Benjamin, Wiertz, Caroline, Arnould, Eric J. (2011) Consuming Community Practices – Insights from a European Gardening Community.

Hartmann, Benjamin, Wiertz, Caroline, Arnould, Eric J. (2011) Practice Consumption and Value Creation: Advancing the Practice Theoretical Ontology of Consumption Community.

Östberg, Jacob, Hartmann, Benjamin Julien (2011) The Return of the Living Dead: An Exploration of Brands in Liminal Market Space.

Hartmann, Benjamin J., Östberg, Jacob (2010) Hagström vs. Hagstrom: A Brand Genealogical Perspective on a Frankenbrand.

Hartmann, Benjamin J., Ots, Mart (2010) What The Heck Is A Mash-Up?. *39th EMAC Conference Proceedings : The Six Senses: The Essentials of Marketing*.

Ots, Mart, Hartmann, Benjamin (2010) All mashed up! Media value creation as socially networked production activities.

Hartmann, Benjamin J. (2009) Old Kid on the Block? Ethnomethodology as a Source of Inspiration for Interpretive Consumer Research.

Hartmann, Benjamin Julien (2009) The Mash-Up Effect.

Hartmann, Benjamin J., Raviola, Elena (2008) Work in News Organizations.

Hartmann, Benjamin J. (2008) Opportunities of Societal Dynamics: On Tribal Marketing and PSM.

Report

Berndt, Adele, Holmberg, Ulrika, Jafari, Hamid, Hartmann, Benjamin, Ots, Mart (2017) *Mobilapplikationer inom dagligvaruhandeln*. Stockholm: Handelsrådet.

Berndt, Adele, Holmberg, Ulrika, Jafari, Hamid, Hartmann, Benjamin J., Ots, Mart (2017) *Mobilapplikationer inom dagligvaruhandeln Konsumtionens medialisering genom nya digitala tjänster*. Stockholm: Handelsrådet.

Other publication

Holmberg, Ulrika, Hartmann, Benjamin (2016) MEDIATIZED SHOPPING – how smart phones enable and hinder shopping practices and experiences in grocery stores. *Nordic Conference on Consumer Research, May 18-19 2016, School of Business and Social Science, Aarhus University, Denmark.*

Hartmann, Benjamin, Wiertz, Caroline, Arnould, Eric (2016) Consuming Community Practices – Insights from a European Gardening Community. *6th Consumer Culture Theory Conference, July 7-10, Kellogg School of Management, Northwestern University USA.*

Hartmann, Benjamin, Brunk, Katja H., Giesler, Markus (2016) Brand Retrofication: How East German Consumers Animate a Retro Brand Market to Create a Revisionist Eastern Consumption Culture. *Advances in Consumer Research (forthcoming)*.

Brunk, Katja H., Hartmann, Benjamin, Veresiu, Ela (2016) The Politicization of Markets: Exploring the Interplay Between Politics and Markets. *Special Session held at the Association for Consumer Research Conference, October 27-30, Berlin, Germany.*

Giesler, Markus, Brunk, Katja H., Hartmann, Benjamin (2016) Nostalgic Consumption as Ideological Translation. *BBR conference 2016, May 18-20, Toronto, Canada.*

Holmberg, Ulrika, Hartmann, Benjamin (2016) “(C)APP-ability – How smart phones shapes shopping practices and shopping experiences in grocery stores. *Nordic Retail and Wholesale Conference (NRWC), Nov. 8-10 2016, School of Business and Social Science, Aarhus University, Denmark.*

Östberg, Jacob, Hartmann, Benjamin (2015) The electric guitar - marketplace icon. *Consumption Markets & Culture, Vol. 18(5), pp. 402-410.*

Hartmann, Benjamin (2015) Peeking behind the mask of the prosumer: Theorizing the organization of consumptive and productive practice moments. *Marketing Theory, April, 1-18.*

Hartmann, Benjamin, Brunk, Katja H. (2014) Reconstructing the ‘East’ in the ‘West’: Exploring Nostalgic Re-enchantment Tactics following Germany’s Re-unification as a Case of Institutional Rationalisation. *Consumer Culture Theory Conference, June 26-29, Helsinki, Finland.*

Brunk, Katja H., Hartmann, Benjamin (2014) Zooming in While Zooming Out: How a Consumption Context Animates a Macro-Focus Investigation and Stimulates New Opportunities For Theoretical Insights. *Advances in Consumer Research, Volume 42, pp. 255-259.*

Hartmann, Benjamin, Östberg, Jacob (2013) Authenticating by Re-Enchantment: The Discursive Making of Craft Production. *Journal of Marketing Management, Vol. 29(7), pp.882-911.*

Hartmann, Benjamin (2013) Brand Constellations in the Guitarsphere. *Brand Camp 2, January 27th -29th, University of Innsbruck, Obergurgl, Austria.*

Hartmann, Benjamin (2012) It Might Get Loud: A Practice Theoretical Account of Consumer-Based Consumption Constellations in the Guitarsphere. *European Marketing Academy Conference, May 22-25, ISCTE Business School Lisbon, Portugal. In: 41st EMAC Conference Proceedings: Marketing to Citizens: Going beyond Customers and Consumers.*”.

Hartmann, Benjamin (2012) Consumptive and Productive Moments in Practice. *7th Consumer Culture Theory Conference, August 16 -19, Saïd Business School, Oxford University, UK.*

Hartmann, Benjamin (2012) The Guitarsphere and the Quest for Sound. *2nd Nordic Conference on Consumer Research, May 30 - June 1, Gothenburg, Sweden..*

Hartmann, Benjamin (2010) The Media Experience Environment for PSM: Recognising Opportunities of a Sociating Function. *In: Gregory Ferrell Lowe (ed.) The Public in Public Service Media: RIPE@2009,101-117, Gothenburg: NORDICOM..*

Hartmann, Benjamin (2009) Old Kid on the Block? Ethnomethodology as a Source of Inspiration for Interpretive Consumer Research. *EIASM 5th Workshop on Interpretive Consumer Research, April 2-3, Bocconi University, Milan, Italy.*