CURRICULUM VITAE

Benjamin Julien Hartmann

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ACADEMIC DEGREES

2021	Professor in Business Administration with focus on Marketing, School of Business, Economics and Law, Department of Business Administration, University of Gothenburg, Sweden.
2018	Docent, School of Business, Economics and Law, Department of Business Administration, University of Gothenburg, Sweden.
2013	Ph.D., Business Administration, Jönköping International Business School, Sweden.
2007	Diplom-Kaufmann, Business Management, Technical University Berlin, Germany.
2006	Master, International Marketing and Brand Management, Lund University, Sweden.

ACADEMIC POSITIONS

2021-today	Professor, School of Business, Economics and Law, Department of Business Administration, University of Gothenburg, Sweden.
2018–2021	Associate Professor, School of Business, Economics and Law, Department of Business Administration, University of Gothenburg, Sweden.
2015–2018	Associate Senior Lecturer, School of Business, Economics and Law, Department of Business Administration, University of Gothenburg, Sweden.
2014–2015	Acting Assistant Professor, Jönköping International Business School, Sweden.
2008–2013	Doctoral student, Jönköping International Business School, Sweden.
2006–2007	Research assistant, Technical University Berlin, Germany, Institute of Business Management, Department of Marketing.
2004–2005	Teaching assistant, Technical University Berlin, Germany, Institute of Business Information Systems and Quantitative Methods, Department of Statistics and Business Mathematics.

ACADEMIC LEADERSHIP POSITIONS

2019–today	Section Leader, marketing section, School of Business, Economics and Law, Department of Business Administration, University of Gothenburg, Sweden.

INDUSTRY EXPERIENCE

2006–2007 trommsdorff + drüner, innovation + marketing consultants GmbH, Berlin, Germany. Marketing consulting within the areas of marketing, brand management, customer experience, Web2.0, online communities, and trend scouting.

AWARDS AND GRANTS

2020 "Marketing book of the year 2020" awarded by the Swedish Marketing Federation for the book Hartmann, Östberg, Parment, and Solér (2020), *Unboxing Marketing: Creating Value for Consumers, Firms, and Society*, Studentlitteratur, Lund.

2015 1 485 000 SEK stipend granted by Jan Wallander and Tom Hedelius Stiftelse.

2014 1 992 000 SEK research funding granted by The Swedish Retail and Wholesale Development Council, together with M. Ots and H. Jafari.

2012 475 000 SEK research funding granted by Haakon Swenson foundation, together with A. Johansson, H. Jafari, and A. Nyberg.

2011 15 000 SEK research visit stipend from FAS and 15 000 SEK from Helge Ax:son Johnsons Stiftelse.

2011 "ACR Franco Nicosia Award for best competitive paper at the Association for Consumer Research Conference" held in St. Louis, Missouri, USA. Co-authors: Caroline Wiertz and Eric J. Arnould.

PHD STUDENT EDUCATION

2020 Opponent, examiner, and pre-examiner for Emma Salminen (24.01.2020), thesis title, "Consumers in the Circular Economy: Essays on Extending Product Lifecycles", Aalto University School of Business, Helsinki, Finland.

2017- today Main supervisor for Ileyha Dagalp, School of Business, Economics and Law, University of Gothenburg, Sweden.

2019- today Main supervisor for Christian Dam, School of Business, Economics and Law, University of Gothenburg, Sweden.

2017-2019 Assistant supervisor, Bianca Koroschetz, thesis title: "Exploring the (re-) configuration of environmentally unsustainable practices". Defended on June 5th 2019, School of Business, Economics and Law, University of Gothenburg, Sweden.

2017 Discussant for midterm seminar, Bianca Koroschetz, School of Business, Economics and Law, University of Gothenburg, Sweden.

2016 Opponent/discussant for final seminar, Henrik Jutbrink, School of Business, Economics and Law, University of Gothenburg, Sweden. Utmärkelsen Årets ciceron i besöksnäringen 2020.

2016 Opponent/discussant for final seminar Eva-Maria Jernsand, School of Business, Economics and Law, University of Gothenburg, Sweden.

PUBLICATIONS

Articles

Hartmann, Benjamin J. and Jacob Östberg (forthcoming), "Presenting Marketing through Music: Alpen Sind Immer Wunderschön", *Journal of Marketing Management*, accepted for publication.

Kjeldgaard, Dannie, Nøjgaard, Mikkel, Hartmann, Benjamin J., Bode, Matthias, Lindberg, Frank, Mossberg, Lena and Jacob Östberg (2021), "Failure: Perspectives and prospects in marketing and consumption theory", *Marketing Theory*, online first DOI: 10.1177/1470593121992539

Dagalp, Ileyha, Brunk, Katja H., and Benjamin J. Hartmann (forthcoming), "The Aestheticization of Past-Themed Consumption," *Advances in Consumer Research*, accepted for publication.

Hartmann, Benjamin J., Brunk, Katja H. (2019), "Nostalgia Marketing and (Re-)enchantment," *International Journal of Research in Marketing*, Volume 36 (4), pp. 669-686.

Brunninge, Olof and Benjamin J. Hartmann (2019), "Inventing a past: Corporate heritage as dialectical relationships of past and present," *Marketing Theory*, Vol. 19 (2), pp. 229–234.

Brunk, Katja H., Giesler, Markus, and Benjamin J. Hartmann (2018), "Creating a Consumable Past: How Hegemonic Memory Making Shapes Marketization", *Journal of Consumer Research*, Vol. 44 (6), pp. 1325–1342.

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

Hartmann, Benjamin J. and Jacob Östberg (2018), "Academic Liner Notes: A Re- Inquiry of Chris Hackley's (2012) CCT Blues," *Consumption Markets & Culture*, Vol. 21(3), pp. 205-214.

Molander, Susanna and Benjamin J. Hartmann (2018), "Emotion and practice: Mothering, cooking, and teleoaffective episodes," *Marketing Theory*, Vol. 18 (3), pp. 371–390.

Hartmann, Benjamin J. (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.

Hartmann, Benjamin J., Brunk, Katja H. and Markus Giesler (2016), "Brand Retrofication: How East German Consumers Animate a Retro Brand Market to Create a Revisionist Eastern Consumption Culture," *Advances in Consumer Research*, Vol. 44, pp. 257-263.

Hartmann, Benjamin J., Wiertz, Caroline and Eric J. Arnould (2015), "Exploring Consumptive Moments of Value-Creating Practice in Online Community," *Psychology & Marketing*, Vol. 32 (3), pp. 319–340.

Hartmann, Benjamin J. and Katja H. Brunk, (2015), "Negotiating the merger of contrasting consumer cultures: Ideological myth and identity," *Advances in Consumer Research*, Vol.43, pp. 358-363.

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

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

Brunk, Katja H. and Benjamin J. Hartmann (2013), "Locals as Immigrants in German Unification and Acculturation: How Nostalgia Enchants the Former East," *Advances in Consumer Research*, Vol. 41, pp.96-97.

Hartmann, Benjamin J., Wiertz, Caroline and Eric J. Arnould (2011), "Practice Consumption and Value Creation: Advancing the Practice Theoretical Ontology of Consumption Community," *Advances in Consumer Research*, Vol. 39, p. 519-520.

Raviola, Elena, and Benjamin J. Hartmann (2009), "Business Perspectives on Work in News Organizations," *Journal of Media Business Studies,* 6 (1), 7-36.

Books

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

Östberg, Jacob, Bengtsson, Anders and Benjamin J. Hartmann (2018), *Märken och Människor: Om marknadssymboler som kulturella resurser*. Lund: Studentlitteratur (3rd edition).

Book chapters

Hartmann, Benjamin J. and Eric J. Arnould (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, Palgrave McMillan, pp. 295-327.

Ots, Mart and Benjamin J. Hartmann (2015), "Media Brand Cultures: Researching and Theorizing How Consumers Engage in the Social Construction of Media Brands." In: Siegert, G., Förster, K., Chan-Olmsted, S.M., Ots, M. (Eds.), *Handbook of Media Branding*, Springer, pp. 217-229.

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

Refereed conference contributions

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

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

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

Hartmann, Benjamin J. and Jacob Ostberg (2018), "Zombie Brands", *Brand Camp,* Obergurgl, University of Innsbruck, Austria.

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

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

Holmberg, Ulrika and Benjamin J. Hartmann (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.

Brunk, Katja H., Hartmann, Benjamin J., and Ela Veresiu (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.

Holmberg, Ulrika and Benjamin J. Hartmann (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.

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

Hartmann, Benjamin J., and 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.

Jafari, Hamid, Hartmann, Benjamin J. and Mart Ots (2014), "Mobile Media and In-store Shopping Experiences: Profiling App Usage in Food Retailing," *In-Store Marketing Conference*, May 8-10, Stockholm, Sweden.

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

Hartmann, Benjamin J. (2012), "Consumptive and Productive Moments in Practice," 7th *Consumer Culture Theory Conference*, August 16 -19, Saïd Business School, Oxford University, UK (part of a special session on Practice Theory and Consumption).

Hartmann, Benjamin J. (2012), "Consumption Constellations and Practices: The Guitarosphere and the Quest for Sound," *Nordic Conference on Consumer Research*, May 30 - June 1, Gothenburg, Sweden.

Hartmann, Benjamin J. (2012), "It Might Get Loud: A Practice Theoretical Account of Consumer-Based Consumption Constellations in the Guitarosphere," *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 J., Wiertz, Caroline and Eric J. Arnould (2011), "Consuming Community Practices – Insights from a European Gardening Community," *Consumer Culture Theory Conference*, July 7-10, Kellogg School of Management, Northwestern University USA.

Östberg, Jacob and Benjamin J. Hartmann (2011), "The Return of the Living Dead: An Exploration of Brands in Liminal Market Space," *Brand Camp*, Feb. 27 - Mar. 2, University of Innsbruck, Obergurgl, Austria.

Hartmann, Benjamin J. and Mart Ots (2010), "What The Heck Is A Mash-Up?: Consumer Generated Media, Value Creation And Resource Integration," *European Marketing Academy Conference*, June 1-4, Copenhagen, Denmark. In: 39th EMAC Conference Proceedings: The Six Senses: The Essentials of Marketing. Copenhagen: CBS Library.

Ots, Mart and Benjamin J. Hartmann (2010), "All mashed up! Media value creation as socially networked production activities," *IX World Media Economics Conference*, June 2-6, Bogotá, Colombia.

Hartmann, Benjamin and Jacob Östberg (2010), "Hagström vs. Hagstrom: A Brand Genealogical Perspective on a Frankenbrand," *Consumer Culture Theory Conference*, June 10-13, Madison, Wisconsin, USA.

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

Hartmann, Benjamin J. (2009), "The Mash-Up Effect: The Creation of Value through Community-Based Media Consumption and Production," *International Workshop on Media Interactivity: Economic and Managerial Issues*, October 30-31, University of Neuchâtel, Switzerland.

Hartmann, Benjamin J. (2008), "Opportunities of Societal Dynamics: On Tribal Marketing and PSM," *RIPE@2008 conference*, October 8-11th, ZDF and Johannes Gutenberg-University of Mainz, Germany.

Hartmann, Benjamin J. and Elena Raviola (2008), "Work in News Organizations: Application of Business and Economic Approaches," *Media Management and Transformation Centre: JOMBS Workshop on News Organization and News Work*, Jönköping, Sweden.

PhD thesis

Hartmann, Benjamin J. (2013), *Consumption and Practice: Unfolding Consumptive Moments and the Entanglement with Productive Aspects*. Jönköping International Business School (JIBS), Jönköping University, JIBS Dissertation Series No. 093.