



Assistant Professor Klara SCHEURENBRAND

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Transformative Consumer
- Consumer culture and well-being
- Practice Theory
- Digital Consumption

TEACHING DOMAINS

- Digital Marketing
- Strategic Marketing
- Data Analytics

EDUCATION

Highest degree :

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| 2018 | Doctorate/PhD, Management Sciences, Marketing, University of Liverpool, United Kingdom |
| 2012 | Master of Arts in Marketing, Royal Holloway University of London, United Kingdom |
| 2008 | Bachelor of Arts in Business Administration, Duale Hochschule Baden-Württemberg, Germany |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2022 | Assistant Professor, ESSCA School of Management, France |
| 2020 - 2022 | Adjunct Lecturer, Newcastle University Business School, United Kingdom |
| 2018 - 2019 | Post-doctoral Researcher, EM Lyon, France |

Professional experience

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| 2017 - 2018 | Assistant Store Manager, Abercrombie and Fitch, Germany |
| 2013 - 2013 | Account Manager, Serviceplan Campaign 2 GmbH, Germany |
| 2012 - 2012 | Freelance researcher, BBDO, United Kingdom |
| 2010 - 2011 | Marketing and Sales Executive, Cordial Canarias Hotels & Resorts S.A., Spain |
| 2008 - 2009 | Job controller, SelectNY.Hamburg GmbH, Germany |
| 2005 - 2008 | Trainee Account Management, Hundertgrad Kommunikation GmbH, Germany |

GRANTS AND HONORS

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| 2024 | Best impact paper award at the MSP conference 2024 : SCHEURENBRAND, K., YAKOVLEVA, N. et TADJVIDI, M. (2024). How well have you banned plastic? An 'integrative' strategic lens on SMEs' response to sustainable policy in the UK and France, Marketing Strategy & Policy Research Center, India |
| 2022 | Vice Chancellor "Celebrating Success" Award, Newcastle University Business School, United Kingdom |
| 2021 | NUBS Research Fund, Newcastle University Business School, United Kingdom |
| 2021 | NUBS Digital Innovation Fund, Newcastle University Business School, United Kingdom |
| 2014 | Postgraduate Scholarship, University of Liverpool, United Kingdom |

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

SCHEURENBRAND, K., SCHATZKI, T., PARSONS, E. and PATTERSON, A. (2024). How Do Unsustainable Practices Remain Dominant? A Practice Theory Reinterpretation of Gramsci. *Sociology*, 58(1), pp. 231-252.

PARSONS, E., KEARNEY, T., SURMAN, E., CAPPELLINI, B., MOFFAT, S., HARMAN, V. and SCHEURENBRAND, K. (2021). Who really cares? Introducing an 'Ethics of Care' to debates on transformative value co-creation. *Journal of Business Research*, 122, pp. 794-804.

SCHEURENBRAND, K., PARSONS, E., CAPPELLINI, B. and PATTERSON, A. (2018). Cycling into Headwinds: Analyzing Practices That Inhibit Sustainability. *Journal of Public Policy and Marketing*, 37(2), pp. 227-244.

Conference proceedings

SCHEURENBRAND, K., PARSONS, E. and PATTERSON, A. (2020). Tracing non-consumption through space and time: A historical analysis of how spatial-temporal politics of practices restrain contemporary sustainable consumption. In: *Proceedings of the Consumer Culture Theory Conference Leicester 2020*. Consumer Culture Theory Consortium, pp. 78-79.

Conference paper (with selection committee)

SCHEURENBRAND, K. (2024). Towards caring markets or care dominant logic? An ethics of care lens on genomic business. In: Macromarketing Conference.

PARSONS, E., CAPPELLINI, B., EDIRISINGHA, P., SPOTSWOOD, F. and SCHEURENBRAND, K. (2024). Does Practice Theory Have More to Offer Interpretive Consumer Researchers? Applying the Practice Nexus to Sustainable Consumption Futures. In: 12th EIASM Interpretive Consumer Research Workshop. Malaga.

SCHEURENBRAND, K. (2024). Towards Caring Markets or Care Dominant Logic? An Ethics of Care Lens on Service in the Context of Genomic Business and DNA testing.". In: 12th EIASM Interpretive Consumer Research Workshop. Malaga.

SCHEURENBRAND, K., YAKOVLEVA, N. and TADJVIDI, M. (2024). How well have you banned plastic? An 'integrative' strategic lens on SMEs' response to sustainable policy in the UK and France. In: The 8th International Conference of Marketing, Strategy & Policy Research. Goa.

SCHEURENBRAND, K., YAKOVLEVA, N. and TADJVIDI, M. (2024). The impact of bans on SME's: A practice theory perspective on Europe and France. In: Paper Development Workshop, King's College Center of Sustainable Business. King's Business School, London.

SCHEURENBRAND, K. and FORBES, S. (2023). Beyond the object –how DNA testing shapes heritage consumption towards the self. In: Academy of Marketing Conference. Lund.

SCHEURENBRAND, K., FORBES, S. and GREGORY-SMITH, D. (2023). Utopian narratives and self-escape 3.0: How genetic testing adds different dimensions to the identity quest. In: Consumer Culture Theory Conference. Lund.

SCHEURENBRAND, K., GREGORY-SMITH, D. and FORBES, S. (2023). Fostering the undeveloped ethics in service dominant logic through an ethics of care lens on genomic business. In: 7th International Conference of Marketing, Strategy & Policy. Newcastle University.

SCHEURENBRAND, K., RAÏES, K., PARSONS, E. and CAPPELLINI, B. (2019). #Fitmum - Mothering and Body Transformation? Understanding the subordination of competing practices. In: 10th The Biennial EMIA Interpretive Consumer Research Conference. Lyon.

PARSONS, E., KEARNEY, T., SURMAN, E., CAPPELLINI, B., MOFFAT, S., HARMAN, V. and SCHEURENBRAND, K. (2018). Food Poverty and Ethics of care: Framing community responses for consumer well-being. In: Unpublished conference paper at: 3rd International Conference on Marketing, Strategy and Policy. London.

RESEARCH ACTIVITIES

Editorial activities

Editorial board of scientific journals

Since 2024 Reviewing Board member, Consumption Markets & Culture

Reviewer for an academic or professional publication

Since 2020 Ad-hoc reviewer, Marketing Theory

Since 2020 Ad-hoc reviewer, Journal of Public Policy and Marketing

Since 2020 Ad-hoc reviewer, Journal of Marketing Management

Service to the academic discipline

Organising committee of a conference

2024 - 2024 Chairperson: 12th EIASM Interpretive Consumer Research Workshop, European Institute for Advanced Studies in Management (EIASM), Spain