



Professeure assistante Klara SCHEURENBRAND

Département de rattachement: Marketing and
Retailing

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INTÉRÊTS DE RECHERCHE

- Consommation durable et transformation
- Bien-être du consommateur
- Théorie de la pratique
- E-Commerce

DOMAINE D'ENSEIGNEMENT

- Digital Marketing
- Strategic Marketing
- Analyse de données

FORMATION

Diplôme le plus élevé :

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| 2018 | Doctorat (PhD), Sciences de Gestion, Marketing, University of Liverpool, Royaume Uni |
| 2012 | Master of Arts in Marketing, Royal Holloway University of London, Royaume Uni |
| 2008 | Bachelor of Arts in Business Administration, Duale Hochschule Baden-Württemberg, Allemagne |

EXPÉRIENCE ACADÉMIQUE ET PROFESSIONNELLE

Expériences académiques

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| Depuis 2022 | Professeure assistante, ESSCA School of Management, France |
| 2020 - 2022 | Chargée de cours, Newcastle University Business School, Royaume Uni |
| 2018 - 2019 | Chercheuse post-doctoral, EM Lyon, France |

Expériences en entreprise

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| 2017 - 2018 | Responsable adjoint de magasin, Abercrombie and Fitch, Allemagne |
| 2013 - 2013 | Gestionnaire de comptes, Serviceplan Campaign 2 GmbH, Allemagne |
| 2012 - 2012 | Chercheuse freelance, BBDO, Royaume Uni |
| 2010 - 2011 | Responsable marketing et ventes, Cordial Canarias Hotels & Resorts S.A., Espagne |
| 2008 - 2009 | Job controller, SelectNY.Hamburg GmbH, Allemagne |
| 2005 - 2008 | Stagiaire gestionnaire de comptes, Hundertgrad Kommunikation GmbH, Allemagne |

PRIX, DISTINCTIONS ET BOURSES

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| 2024 | Prix de la meilleure communication à impact, 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, Inde |
| 2022 | Vice Chancellor "Celebrating Success" Award, Newcastle University Business School, Royaume Uni |
| 2021 | NUBS Research Fund, Newcastle University Business School, Royaume Uni |
| 2021 | NUBS Digital Innovation Fund, Newcastle University Business School, Royaume Uni |
| 2014 | Bourse de fin d'étude, University of Liverpool, Royaume Uni |

PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

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

Conférence proceedings

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

Communications (conférences avec comité de sélection)

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

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

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. Dans: The 8th International Conference of Marketing, Strategy & Policy Research. Goa.

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

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

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

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

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

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

ACTIVITÉS DE RECHERCHE

Activités éditoriales

Comité éditorial de revue scientifique

Depuis 2024 Membre du comité d'évaluation, Consumption Markets & Culture

Travaux d'évaluation pour des revues scientifiques

Depuis 2020 Évaluateur ad-hoc, Marketing Theory

Depuis 2020 Évaluateur ad-hoc, Journal of Public Policy and Marketing

Depuis 2020 Évaluateur ad-hoc, Journal of Marketing Management

Service à la discipline

Comité d'organisation de conférences

2024 - 2024 Comité d'organisation: 12th EIASM Interpretive Consumer Research Workshop, European Institute for Advanced Studies in Management (EIASM), Espagne