

CURRICULUM VITAE

Dr. Matthew A. Hawkins

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CURRENT POSITION

Assistant Professor of Marketing
ICN Business School
Nancy, France

March 2016 – Current

Researcher
CEREFIGE, Université de Lorraine
Nancy, France

June 2016 – Current

Maître de conférences

February 2019 – Current

EDUCATION

Doctor of Philosophy: Business Administration
ESADE Business School, Ramon Llull University

2009 – 2015
Barcelona, Spain

Dissertation: An Investigation into Consumers' Relationship with
Their Consumption Activities

Advisers: Ann Majchrzak (University of Southern California) &
Jatinder Jit Singh (ESADE Business School)

External Committee: Jim McAlexander (Oregon State University),
John Schouten (Aalto University), &
Joan Manel Batista-Foguet (ESADE Business School)

Master of Education: Curriculum and Instruction
Bowling Green State University

2004 – 2006
Bowling Green, Ohio

Adviser: Leigh Chiarelott (University of Toledo)

- Summa Cum Laude

B.S.B.A: Marketing

B.A: Political Science

West Virginia University

1997 – 2001
Morgantown, West Virginia

- Rank: 1st in College of Business & Economics

ACADEMIC WORK EXPERIENCE

Assistant Professor of Marketing ICN Business School Nancy, France	March 2016 – <i>Current</i>
Visiting Instructor Paul Merage School of Business, University of California-Irvine Irvine, California	Summer I 2015
Visiting Scholar Aalto University Helsinki, Finland	Jan—June 2014
Visiting Instructor Sam M. Walton College of Business, University of Arkansas Fayetteville, Arkansas	Fall 2013
Visiting Instructor Paul Merage School of Business, University of California-Irvine Irvine, California	Summer I 2013
Visiting Instructor Universidade Nova de Lisboa Lisbon, Portugal	Spring 2013
Visiting Instructor Sam M. Walton College of Business, University of Arkansas Fayetteville, Arkansas	Summer II 2012
Visiting Scholar Paul Merage School of Business, University of California-Irvine Irvine, California	Jan—June 2012

REFEREED JOURNAL PUBLICATIONS

Hawkins, Matthew A. (Forthcoming). The impact brand communities and need for belonging have on counterfeit consumption. *Journal of Retailing and Consumer Service*.

Hawkins, Matthew A. & Rome, Alexandra S. (Forthcoming). Identity Relevant Possessions. *Journal of Strategic Marketing*.

Hawkins, Matthew A. (2019). The Effect of Identity Fusion on Negative Consumer Behavior. *Psychology & Marketing*. 36(4), 395-409.

Hawkins, Matthew A. (2018). Researching and Marketing to Consumption Collectives. *International Journal of Market Research*. 60(5), 517-530.

Hawkins, Matthew A. (2017). Brand Network Communities: Leveraging Brand Relationships Within the Supply-Chain. *Journal of Brand Management*. 24(6), 516-521.

Shin, Joonho, Mendoza, Xavier, **Hawkins, Matthew A.**, & Choi, Changbum. (2017). The Relationship between Multinationality and Performance: Knowledge-Intensive vs. Capital-Intensive Service Micro-Multinational Enterprises. *International Business Review*. 26(5), 867-700.

Jiang, Tzuu Hwa, Cheng, Li Min, & **Hawkins, Matthew A.** (2017). A study of regulatory policies and relevant issues concerning E-cigarette use in Taiwan. *International Journal of Health Planning and Management*. 33(1), 119-130.

Hawkins, Matthew A. (2015). Market Identification to Generation: A Practice Theory Market Orientation. *Journal of Strategic Marketing*. 23(2), 112-121.

Hawkins, Matthew A. & Rezazade, Mohammad H. (2012). Knowledge Boundary Spanning Process: Synthesizing Four Spanning Mechanisms. *Management Decision*. 50(10), 1800-1815.

Hawkins, Matthew A. & Saleem, Fathima Z. (2012). The Omnipresent Personal Narrative: Story Formulation and the Interplay Among Narratives. *Journal of Organizational Change Management*. 25(2), 204-219.

BOOK CHAPTER

Franch, Joseph, Gruber, Verena, & **Hawkins, Matthew A.** (2012). Migration and Minorities in Europe (Chapter 1). In *Diversity in European Marketing: Texts and Cases*. Eds. Rudolph, T., Schlegelmilch, B., Franch, J., Bauer, A., & Meise, J. N. Springer Gabler.

WORK-IN-PROGRESS

Hawkins, Matthew A. & Kitchen, Philip. Antecedents of Consumer-Activity Identification in the Brand Context: Expanding the Consumer-Activity Relationship. Under 1st review.

Filali Boissy, Dounaized & **Hawkins, Matthew A.** The Impact of Imitation Propensity and Color on Advertisement Effectiveness. Under 1st review.

Hyun, Hyowon, Park, Jungkun, Kim, Dongyoun & **Hawkins, Matthew A.** Identifying Online Service Attributes of Luxury Brands to Build Customer-Based Brand Equity. Under 1st review.

Hawkins, Matthew A., Jacob Leal, Sandrine & Biga, Mahamadou. To Feel or To Have: The Impact Project Management Knowledge and Identity have on Group Performance. Under 1st review.

Hawkins, Matthew A. & Canhilal, Kubra. Where Do Consumption Collectives Come From: The Story of Shared Resource Bundles. Preparing manuscript, submission Summer 2020.

Hawkins, Matthew A. & Thyroff, Anastasia. The Impact of Self-Worth Dimensions on Consumer-Activity Relationship. Data analysis, submission late Spring 2020.

CONFERENCE PRESENTATIONS

Hawkins, Matthew A. (presented) & Canhilal, Kubra (August 9-11, 2019). Where Do Consumption Collectives Come From: The Story of Shared Resource Bundles. *AMA Summer Marketing Educators Conference 2019*. Chicago, USA.

Hawkins, Matthew A. & Canhilal, Kubra (presented) (June 18-23, 2019). Where Do Consumption Collectives Come From: The Story of Shared Resource Bundles. *Sunbelt Social Networks Conference*, Montreal, Canada.

Saleem, Fathima Z., **Hawkins, Matthew A.**, (presented) & Pyle, Martin (May 29-June 1, 2018). In Blog We Trust: Examining How Blog Narrative Fit and Sponsorship Influence Consumers, EMAC, Glasgow, UK.

Hawkins, Matthew A. (2017). The Roles Identity Central Possessions Play in Consumers' Lives, *GIKA Conference*, Lisbon, Portugal.

Hawkins, Matthew A. (2017). How Consumers Manage Their Identities Through Possessions, *125th APA Annual Convention*, Washington, DC., US.

Hawkins, Matthew A. (July 11-12, 2016). Consumption Collective Participant Screens and Understanding Membership Transformation, *7th International Research Meeting in Business and Management*, Nice, France.

Hawkins, Matthew A. & Rome, Alexandra (June 18-21, 2015). Practice Makes Perfect: Conceptualizing Identity Construction as a Practice, *Consumer Culture Theory Conference*, University of Arkansas. Fayetteville, Arkansas.

Hawkins, Matthew A. (July 9-11, 2013). The Importance of Practice: A Resourcing-Market Perspective, *2013 GIKA Conference*, Universitat de València. Valencia, Spain.

Shin, Joon-Ho; **Hawkins, Matthew A.** & Mendoza, Xavier (July 3-6, 2013). Internationalization of Emerging Market Firms: Capability Renewal through Competitive Dynamics, *Academy of International Business (AIB) 2013*. Istanbul, Turkey.

Saleem, Fathima Z. & **Hawkins, Matthew A.** (presented) (March 7-9, 2013). Resourcing Tensions Across Multiple Identities: A Case of Online Personal Branders, *Anthropology of Markets & Consumption Conference*. University of California-Irvine, Irvine, California.

Hawkins, Matthew A. (presented) & Singh, Jatinder J. (August 17-19, 2012). Risk Reducing Portfolio Effects: Uncertainty Avoidance in Brand Extensions, *AMA Summer Marketing Educators Conference 2012*. Chicago, Illinois.

Hawkins, Matthew A. (presented) & Singh, Jatinder J. (April 5-7, 2011). Brand Extensions and Culture: The Impacts of Uncertainty Avoidance and Power Distance on Extension Attitudes, *7th Global Brand Conference of the AM's Brand, Corporate Identity and Reputation SIG*. Said Business School, University of Oxford, UK.

WORKSHOPS

Rome, Alexandra & **Hawkins, Matthew A.** (co-presented) (April 16-17, 2015). And... Action! Implementing Self-Directed Interview Research Designs, *8th Workshop on Interpretive Consumer Research*. University of Edinburgh, Edinburgh, UK.

Saleem, Fathima Z. & **Hawkins, Matthew A.** (co-presented) (May 24-26, 2012). Identity and Space Narrative Tensions: A Performativity-Practice Perspective using User-Generated Content Providers, *7th Organization Studies Workshop*. Rhodes, Greece.

Hawkins, Matthew A. (July 5-7, 2011). Meaning Creation Process in Gift Receivers, *6th Consumer Culture Theory Workshop*. Northwestern University, Chicago, Illinois.

Hawkins, Matthew A. (June 3-10, 2011). Hauling in Gift Meaning, *Consumption Theory: Contemporary Issues*. Bilkent University, Ankara, Turkey.

PROFESSIONAL SERVICE

Associate Editor

- Journal of Strategic Marketing (January 2019 – *Current*)

Ad-Hoc Journal Reviewer

- European Journal of Marketing
- Marketing Theory
- Journal of Organizational Change Management
- Journal of Product & Brand Management
- Journal of Brand Management

Conference Service

- 6th French Austrian German Workshop on Consumer Behavior, Discussant, Nancy France—2019
- IEF Doctoral Forum, Participant, Nancy, France—2019
- 11th Consumer Culture Theory Conference, Track Chair – Consumer Identity, Lille, France—2016
- 7th International Research Meeting in Business and Management, Track Chair – Marketing, Nice, France—2016
- 10th Consumer Culture Theory Conference, Outreach Committee, U. of Arkansas—2015
- 9th Consumer Culture Theory Conference, Aalto University—2014
- 5th International Conference on Rhetoric & Narratives in Management, ESADE—2013
- 4th International Conference on Rhetoric & Narratives in Management, ESADE—2011
- 6th Global Brand Conference: Academy of Marketing, ESADE—2010

Professional Affiliations

- Consumer Culture Theory Consortium—2013-*Current*
- Society for Consumer Psychology—2016—*Current*
- European Marketing Academy—2016—*Current*
- Association for Consumer Research—2016—*Current*
- Association Française du Marketing—2017—*Current*
- ALCOR, Alternative Consumption Research—2018—*Current*

Student Supervision

- Master Thesis: 2 to 6 students per year (2016-Current)
- BBA Thesis: 2 groups of 5 students per year (2016-2018)
- Tutor: 10 students per year (2016-Current)
- Phd Students
 - Daniel Brou Sabenin (2016-Current)
 - Li Beibei (2017-Current)

CLASSES TAUGHT

ICN Business School

- Becoming an Online Influencer: 2nd Year MSc (Self-designed, 90hr workshop)
- Marketing Management: 3rd year BBA
- International Marketing & Brand Management: 1st year MSc
- Services and Industrial Marketing: 2nd year MSc
- Industry Specific Communication: 3rd year MSc

Summer School

- International Marketing & Luxury Brand Management: Undergraduates

University of California-Irvine

- Introduction to Marketing: Undergraduate

University of Arkansas

- Introduction to Marketing: Undergraduate
- Integrated Marketing Communications: 4th year Undergraduates

NOVA Business School

- Marketing Across Cultures: MSc

ESADE Business School

Teaching Assistant

- Global Marketing: MBA and MSc
- Marketing Methods: MBA