

Jennifer TAKHAR

Associate Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Lille

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Research interests

Consumer Culture Theory, Biotechnology Markets, Digital Consumption, Consumer resistance movements

Teaching interests

Biotechnology Markets, Consumer Culture Theory, Consumer resistance movements, Digital Consumption

Education

2008 Doctorate, Social Sciences, Sorbonne Université, France

Experience

Full-time academic positions

Since 2024 Associate Professor, SKEMA Business School, France

Other academic affiliations and appointments

Since 2006 Research Associate, Celsa Sorbonne Université, France

2018 - 2024 Associate Professor, Institut Supérieur de Gestion, France

Publications

Peer-reviewed journal articles

TAKHAR, J. (2024). Aneuploidy. *Journal of Marketing Management*, 40(5-6), pp. 542-545.

SCHNEIDER-KAMP, A. and TAKHAR, J. (2023). Interrogating the pill: Rising distrust and the reshaping of health risk perceptions in the social media age. *Social Science and Medicine*, 331, pp. 116081.

TAKHAR, J. (2023). Communicative crises in the age of anxious reproduction and fertility preservation. *Consumption Markets & Culture*, 26(3), pp. 210-216.

TAKHAR, J. (2022). Strip Mall Courtship. *Journal of Customer Behavior*, 21(3), pp. 133-134.

TAKHAR, J., HOUSTON, H.R. and DHOLAKIA, N. (2022). Live long and prosper? Transhumanist visions and ambitions in 2021 and beyond.... *Journal of Marketing Management*, 38(5-6), pp. 399-422.

TAKHAR, J. (2022). IVF survivorship, the IVF memoir and reproductive activism. *Journal of Marketing Management*, 38(5-6), pp. 460-472.

PEMBERTON, K. and TAKHAR, J. (2021). A critical technocultural discourse analysis of Muslim fashion bloggers in France: charting 'restorative technoscapes'. *Journal of Marketing Management*, 37(5-6), pp. 387-416.

TAKHAR, J. (2021). Aporia. *Journal of Marketing Management*, 37(1-2), pp. 21-22.

TAKHAR, J. and RIKA HOUSTON, H. (2021). Forty years of assisted reproductive technologies (ARTs): the evolution of a marketplace icon. *Consumption Markets & Culture*, 24(5), pp. 468-478.

TAKHAR, J. (2020). Shopkeeping. *Journal of Marketing Management*, 36(13-14), pp. 1280-1284.

TAKHAR, J. (2020). The Voice Inside. *Marketing Theory*, 20(2), pp. 167-174.

TAKHAR, J. and PEMBERTON, K. (2019). Reproducing "rhetrickery" in online fertility marketing: harnessing the "rhetoric of the possible". *Consumption Markets & Culture*, 22(4), pp. 314-336.