

Jennifer TAKHAR

Associate Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Lille

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## Research interests

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

## Teaching interests

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

## Education

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2008      Doctorate, Social Sciences, Sorbonne Université, France

## Experience

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### 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

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### Peer-reviewed journal articles

TAKHAR, J., MUIR, K. and SCHNEIDER-KAMP, A. (2025). "I cannot let this happen to other people": on menopause advocacy, marketing and consumption with Kate Muir. *Journal of Marketing Management*, 41(3-4), pp. 378-387.

TAKHAR, J., SCHNEIDER-KAMP, A. and BETTANY, S. (2025). All change? The new climacteric market awareness. *Journal of Marketing Management*, 41(3-4), pp. 237-244.

TALAULIKAR, V. and TAKHAR, J. (2025). Menopause in transition: science, equity, and the future of care. *Journal of Marketing Management*, 41(3-4), pp. 388-394.

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.

## Other research activities ---

### Editorial board member

Since 2025	Journal of Marketing Management
Since 2023	Journal of Customer Behavior