

Jennifer TAKHAR

Professeur associé

Académie : Transformation

Centre de recherche : Marketing Interactions

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Intérêts de recherche

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

Domaines d'enseignement

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

Formation

2008 Doctorat en Sciences Sociales, Sorbonne Université, France

Expérience Professionnelle

Positions académiques principales

Depuis 2024 Professeur associé, SKEMA Business School, France

Autres affiliations académiques

Depuis 2006 Research Associate, Celsa Sorbonne Université, France

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

Publications

Articles académiques revus

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

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

Autres activités de recherche

Membre d'un comité éditorial

Depuis 2025 *Journal of Marketing Management*

Depuis 2023 *Journal of Customer Behavior*