

Professor Christina Goulding – full list of publications

Refereed Papers

Goulding, C and Saren, M, (forthcoming), Transformation, Transcendence and Temporality in Theatrical Consumption, *Journal of Business Research*.

Chaney, D and Goulding, C, (forthcoming), Dress, Transformation and Conformity in the Heavy Rock Subculture, *Journal of Business Research*.

Goulding, C, Shankar, A and Elliott, R, (2013), Facilitating the Formation of Consumer Tribes, *European Journal of Marketing*, 47 (5/6), 813-832.

Goulding, C, Saren, M and Lindrige, A (2013), Reading the Body at Von Hagen's Body Worlds, *Annals of tourism Research: A Social Science Journal*, 40, (1), 306-330.

Jafari, A and Goulding, C, (2013) Globalization, Reflexivity and the Project of the Self: A Virtual Intercultural Learning Process", *Consumption, Markets and Culture*. 16 (1), 65-90.

- **Selected as one of the best three papers published in the journal for 2013**

Goulding, C and Shankar, A, (2011)Rave: A Ritual Perspective, *Annals of Tourism Research: A Social Science Journal*, 38 (4), 1435-1453 – DOI: 10.1016/j.annals.2011.03.013

Jafari, A and Goulding, C (2010) Globalization as Tug of War: Consumption as a Site of Conflict, *Advances in Consumer Research*, 37

Goulding, C and Saren, M, (2010) Immersion, Emergence and Reflexivity: Grounded Theory and Aesthetic Consumption, *International Journal of Culture, Tourism and Hospitality Research*

Goulding, C, Shankar, A, Elliott, R and Canniford, R (2009) The Marketplace Management of Illicit Pleasure, *Journal of Consumer Research*, 35 (February) 759-771 DOI: 10.1086/592946

Goulding, C and Domic, D, (2009) Heritage, Identity and Ideological Manipulation, *Annals of Tourism Research: A Social Science Journal*, 38 (January), 85-102 DOI: 10.1016/j.annals.2008.10.004

Goulding, C and Saren, M, (2009) Performing Identity: An Analysis of Gender expressions at the Whitby Goth Festival *Consumption, Markets and Culture*, 12 (March no.1) 27-46

Jafari, A and Goulding, C (2008) We are Not Terrorists: UK Based Iranians, Consumption Practices and the 'Torn Self', *Consumption, Markets and Culture*, 11 (2), pp73-91

Goulding, C. (2005) Grounded Theory, Ethnography and Phenomenology: A Comparative Analysis of Three Qualitative Strategies for Market Research, *European Journal of Marketing*, 39 (3/4) pp294-308

McLaren, P, Stevens, L, Skiadopoulos, A, Broderick, A, Goulding, C and Saren, M (2005) The Commodification of Romance? Developing Relationships Online, *Finanza Marketing E Produzione*, XX111, (3) pp41-47

Goulding, C, Follett, J, Saren. M & McLaren, P. (2004) Process and Meaning in Getting a Tattoo, *Advances in Consumer Research*, 31, pp447-456

Goulding, C, & Shankar, A. (2004) Age is Just a Number: Rave Culture and the Cognitively Young "Thirty Something" *European Journal of Marketing*, 38 (5/6) pp641-658

Goulding, C. (2003) Issues in Representing the Postmodern Consumer, *Qualitative Marketing Research: An International Journal*, 6 (3) pp152-159

Goulding, C. (2002) Age Related Vicarious Nostalgia and Aesthetic Consumption *Advances in Consumer Research*, 29, pp542-546

Goulding C., Shankar, A., & Elliott, R. (2002) Working Weeks, Rave Weekends: Identity Fragmentation and the Emergence of New Communities, *Consumption, Markets and Culture*, 5 (4) pp261-284

Goulding, C., & Follett, J. (2002) Subcultures, Women and Tattoos: An Exploratory Study, *Gender, Marketing and Consumer Behaviour: Association for Consumer Research*, 6, pp37-54

Goulding, C., Shankar, A., & Elliott, R. (2002) Dance Clubs, Rave and Consumption: An Exploration of a Subculture and its Implications for Marketing, *European Advances in Consumer Research*, 5, pp203-208

Goulding, C. (2001) Grounded Theory: Magical Formula or Potential Nightmare, *Marketing Review*, 2 (October) pp21-34

Shankar, A., Elliott, R., & Goulding, C. (2001) Understanding Consumption: Contributions from a Narrative Perspective, *Journal of Marketing Management*, 17 (3/4) pp429- 454

Goulding, C. (2001) Romancing the Past: Heritage Visiting and the Nostalgic Consumer, *Psychology and Marketing*, 18 (June) pp 565-592

Shankar, A, & Goulding, C. (2001) Interpretive Consumer Research: Two More Contributions to Interpretive Enquiry, *Qualitative Marketing Research: An International Journal* 4, (1), pp7-16

Goulding, C. (2000) Grounded Theory and Consumer Behaviour: Principles, Practice, and Pitfalls, *Advances in Consumer Research*, 27 (September) pp261-266

Goulding, C. (2000) The Museum Environment and the Visitor Experience, *European Journal of Marketing*, 34 (3/4) pp433-452

Goulding, C. (2000) The Commodification of the Past, Postmodern Pastiche, and the Search for Authentic Experiences at Contemporary Heritage Attractions, *European Journal of Marketing*, 34 (7) pp835-853

Goulding, C. (1999) Consumer Research, Qualitative Paradigms, and Methodological Ambiguities" *European Journal of Marketing*, 33 (9/10) pp859-873

Goulding, C. (1999) Heritage, Nostalgia, and the 'Grey' Consumer, *The Journal of Marketing Practice: Applied Marketing Science*, 5, (6/7/8) pp177-199
Winner of the best paper for the 1999 volume – MCB awards for excellence 2000

Goulding, C. (1999) Museum Culture and Consumer Behaviour, *Journal of Marketing Management*, 15, (November), pp647-672

Goulding, C. (1998) Grounded Theory: The Missing Methodology on the Interpretivist Agenda, *Qualitative Marketing Research: An International Journal*, 1 (1), pp50-57

Books

Goulding, C. (2002) *Grounded Theory Methodology: Implications and Applications for Management Research*, London, Sage

Editorship of Books

Joint editor of *Critical Marketing: Defining the Field*, (2007) with Catterill, M, Elliott, R, MacLaren, P, Saren, M and Shankar, A, Oxford, Elsevier

Chapters in Books

Goulding, C, Shankar, A and Elliott, A (2010) Working Weeks Rave Weekends, in Darach O'Reilly, (ed) *Arts Marketing*, London: Elsevier.

Goulding, C (2009) Grounded Theory Perspectives and Organizational Research in David Buchanan and Alan Bryman (eds) *Handbook of Organizational Research Methods*, London: Sage

Goulding, C and Saren, M (2007) Sub-cultural Lifecycles and the Commodification Process in Cova, B, Kozinets, R, and Shankar, A (eds) *Consumer Tribes*: Elsevier

Goulding, C (2006) Consumer Stimulation in Saren, M. *Marketing Graffiti*, London: Elsevier

Goulding, C. (2003) Corsets, Silk Stockings and Men in Dinner Jackets: Retro Shops and Retro Junkies In Brown, S. & Sherry, J. (eds) *Time Space and the Market: Retrospectives Rising*, New York and London: ME Sharp, pp35-53

Goulding, C. (1999) Interpretation and Presentation in Leask, A., & Yeoman, I. (Eds) *Heritage Visitor Attractions: An Operations management Perspective*, London: Cassells, pp 54-68

Conference Papers

Goulding, C and Saren, M (2014) The Faking of the English Working Past, Myth and the Market, Carlingford, Ireland, June

Goulding, C (2013) Resistance and the Market, Critical Management Conference, Manchester, July

Goulding, C and Surman, E (2013) The Politics of Invisibility, part of a special session, EACR, Barcelona, July

Goulding, C and Saren, M (2012) Forgetting the Dead Body, part of Special Session – The Corpse in Consumer Society, Consumer Culture Theory Conference, Oxford University, August 16-19th

Saren, M and Goulding, C (2011) Marketing as Totalitarianism, Critical Management Studies Conference, Naples, July 11th-13th

Jafari, A and Goulding, C (2010) Globalization as Tug-of-War: Consumption as a Site of Conflict, Association for Consumer Research, Jacksonville, Florida, 7th-10th October

Goulding and Saren, M, (2010) Special session – The Body EACR, Royal Holloway, June 31st- July 3rd

MacLaren, P, Stevens, L, Saren, M and Goulding, C, (2009) Rethinking Theory Building and Theorizing in Marketing, EMAC, Nantes, 26-29th May

Jafari, A and Goulding C (2007) We are not all Terrorists: An Ideological reading of Iranian Youth, 4th Interpretivist Workshop, Marseille, 27-29th April

Saren M and Goulding, C (2007) Transposing Meaning into Movement, 4th Interpretivist Workshop, Marseille, 27-29th April

- Goulding, C and Saren, M (2006) Exploring Multiple Gender Identities in the Subcultural Context, *Gender and Consumption*, Edinburgh, June
- Goulding, C, Saren, M and Maclaren, P (2005) Exploring Customer Loyalty in a Service sector: The Case of Tattooing, EMAC, Milan, May
- Saren, M, Goulding, C and Maclaren, P (2005) Blurring the Boundary: Towards a Conceptual Reconstruction of the Relationship Between Production and Consumption, EMAC, Milan, May
- MacLaren, P, Goulding, C, and Saren, M (2005) Virtual Identities and Marketing the Embodied Self: A Study of Internet dating, EMAC, Milan
- Goulding, C, Saren, M, Shankar, A, Murray, J, Chernier, H (2005) Special Session, European Advances in Consumer Research, Gotenberg, June
- Goulding, C., Saren. M. MacLaren, P, and Follett, J. (2004) Into The Darkness: Androgyny and Gender Blurring within the Gothic Subculture, *Gender and Consumption, Association for Consumer Research*, Madison Wisconsin, June
- Golding, C. Saren, M. and Follett, J. (2004) Virtue in Darkness, *Academy of Marketing*, Cheltenham and Gloucester, July
- Goulding, C, Follett, J. Saren, M. & McLaren, P. (2003) Process and Meaning in getting a Tattoo, *Association for Consumer Research*, Fairmont Royal Hotel, Toronto Canada, October
- Goulding, C., Saren, M. & Follett, J. (2003) Consuming the Grotesque Body, *European Advances in Consumer Research*, Dublin, June
- Goulding, C. & Follett, J. (2003) Inclusion and Exclusion in Consumption: The Case of the Branded Body, *Critical Management Conference*, Lancaster University, July
- Goulding, C. & Follett, J. (2002) Women, Subcultures and Tattoos: An Exploratory Study, *Association for Consumer Research: Gender and Consumption*, Dublin, June
- Goulding. C. & Follett, J. (2002) Exclusion and Inclusion: The Case of Tattoos, Presented as part of a Special session on exclusion and inclusion *The 3rd International Consumer Research Academy Workshop*, UMIST, April
- Goulding, C. (2001) Age Related Vicarious Nostalgia and Aesthetic Consumption: An Exploratory Case. Presented as part of a special session entitled “Re-conceptualising Age and Consumption” *Association for Consumer Research*, Hyatt Regency, Austin Texas, October
- Domic, D. & Goulding, C. (2001) Heritage Consumption and National Identity: The Case of Croatia, a Research Agenda, *Academy of Marketing*, Cardiff, July
- Goulding, C. & Shankar, A. (2001) Dance Clubs, Rave and Contemporary Youth Culture, *European Association for Consumer Research*, Berlin, July
- Goulding, C. (2000) Dance Clubs, Rave and the Consumer Experience: An Exploration of a Subculture and its Implications for Marketing, *The 2nd International Consumer Research Academy Workshop*, UMIST, April
- Goulding, C. & Shankar, A. (2000) New Mothers, Identity, and the Reclamation of the ‘Self’ Through Consumption” *2nd Workshop on Interpretive Consumer Research*, European Institute for Advanced Studies in Management, Brussels, Belgium, May

Shankar, A. & Goulding, C. (2000) "Interpretive Consumer Research: Two 'new' Additions to the Canon of Interpretive Enquiry, *Academy of Marketing Conference*, Derby

Goulding, C. (1999) Grounded Theory and Consumer Behaviour, *Association for Consumer Research*, Hyatt Regency, Salt Lake City, Utah, September

Goulding, C. & Domic, D. (1999) Consuming the Past in a 'New' Old Country: The Remaking of History and the Consumption of Heritage in the Former Yugoslavia, *Academy of Marketing Conference*, Stirling University, July

Booth, J. & Goulding, C. (1999) Choosing a Place of Higher Education" Some Preliminary Analysis of Student Response to Marketing Efforts, *Academy of Marketing Conference*, Stirling University, July

Goulding, C. Dance Clubs, 'Rave', and the Consumer Experience: An Exploration of Some Post Modern Themes, (1999) *1st International Conference on Consumption and Representation: Consuming Markets, Consuming Meaning*, Plymouth, September

Goulding, C. (1999) The Meaning of the Past in Contemporary Britain: Heritage Consumption and Cultural Identification, *1st International Conference on Consumption and Representation: Consuming Markets, Consuming Meaning* Plymouth, September

Goulding, C., & Domic, D. (1999) History, Identity & Social Conflict: Consuming Heritage in the Former Yugoslavia, *1st International Conference on Consumption & Representation: Consuming Markets Consuming Meaning*, Plymouth, September

Booth, J. & Goulding, C. (1999) "Lifestyle factors in the Segmentation of Student Markets" *1st International Conference on Consumption & Representation: Consuming Markets Consuming Meaning*, Plymouth, September

Goulding, C. (1998) The Commodification of the Past, Post Modern Parody, and the search for Authentic Experiences at Contemporary Heritage Attractions, *1st International Consumer Research Academy workshop*, UMIST, Manchester, March

Goulding, C. (1997) Nostalgia and the Concept of Self: The Case of Themed Living Heritage and the Elderly Consumer, *Academy of Marketing Conference*, Manchester Metropolitan University, July