PAOLO J. FRANCO, PhD

Consumer Culture Researcher and Marketing Academic

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ACADEMIC POSITIONS

Assistant Professor of Marketing – Radboud University, The Netherlands (May 2021 – present)
Nijmegen School of Management, Institute for Management Research

Sessional Lecturer – The University of Melbourne, Australia (February 2020 – March 2021)
Department of Management and Marketing: MKTG20001 Consumer Behaviour (Undergraduate)

Teaching Fellow – The University of Melbourne, Australia (February 2018 – January 2020)
Department of Management and Marketing: MKTG20001 Consumer Behaviour (Undergraduate); MKTG90008 Consumer Behaviour (Postgraduate).

EDUCATION

Doctor of Philosophy (Marketing) – The University of Melbourne (2016 – 2020)
Supervisors: Robin Canniford, Marcus Phipps and Amber Epp (Wisconsin-Madison)
Thesis: "The Storied (Not) Relationships of Tech-Products: Consumer Experiences of Technology Adoption"
Winner of the 2020 Australian & New Zealand Marketing Academy (ANZMAC) Layton Dissertation of the Year.

Master of Commerce (Marketing) – The University of Melbourne (2013 – 2015)
Supervisors: Robin Canniford and Simon Bell
Thesis: "Assembling Collections: Reconceptualising Consumer Culture Theories of Physical and Digital Collecting"
Winner of the 2015 Forethought Management and Marketing Prize at The University of Melbourne.

Bachelor of Commerce (Degree w/ Honours – Economics) – The University of Melbourne (2009 – 2012)

RESEARCH OUTPUT

Journal Articles

Qiao-Franco, G., & **Franco, P.** (2024). Insurmountable Enemies or Easy Targets? Military-Themed Videogame "Translations" of Weaponized Artificial Intelligence. *Security Dialogue*, 55(1), 81-102. https://doi.org/10.1177/09670106231218829.

Franco, P. (2023). Older Consumers and Technology: A Critical Systematic Literature Review. *AMS Review*, 13(1-2), 92-121. https://doi.org/10.1007/s13162-023-00256-4

Franco, P., Canniford, R., & Phipps, M. (2022). Object-Oriented Marketing Theory. *Marketing Theory*, 22(3), 401-420. https://doi.org/10.1177/14705931221079407

Franco, P., & Yang, Y. (2021). Exiting Fieldwork 'with Grace': Reflections on the Unintended Consequences of Participant Observation and Researcher-Participant Relationships. *Qualitative Market Research: An International Journal*, 24(3), 358-374. https://doi.org/10.1108/QMR-07-2020-0094

Venkatraman, R., Chow, A., & **Franco, P.** (2019). Together/Apart. *Journal of Customer Behaviour*, 18(4), 301-310. https://doi.org/10.1362/147539219X15774563471874

Book Chapters

Franco, P. (2022). The Consumer Culture Theory (CCT) Research Tradition and Digital Marketing. In A. Hanlon & T. Tuten (Eds.), *The SAGE Handbook of Digital Marketing* (pp. 118-135). London: Sage Publications Ltd. https://doi.org/10.4135/9781529782509

Franco, P. (2020). Empowering the Independence of Older People with Everyday Technologies. In S.A. Churchill, L. Farrell & S. Appau (Eds.), *Measuring, Understanding and Improving Wellbeing Among Older People* (pp. 15-39). Singapore: Palgrave MacMillan. https://doi.org/10.1007/978-981-15-2353-3_2

Under Review

Franco, P., Canniford, R., Phipps, M., & Epp, A.M. – Continued Use Trajectories: How Entropy Work Sustains Technology Assemblages. Under Review at *Journal of Marketing*.

Franco, P., Chow, A., & Venkatraman, R. – Rotating Songs and Sneakers: How Consumers Assemble In-Use Collections. Under Review at *European Journal of Marketing*.

Franco, P., & Yang Y. – Wrestling with Whimsy. Under Review by J. Fontaine, L. Woodall, & Garcia, J. (Eds.) for forthcoming *Wrestling in the Pandemic* Edited Volume.

Franco, P. – The Noticeboard: Object Gatekeeper and Lifeworld Montage. Under Review by C. Alexis & H.J. Rule (Eds.) for forthcoming *Writing Artifacts* Edited Volume.

Franco, P., Hoorani, B.H., & Chow, A. – Context and Conversation: A Topology of Interviews Inspired by Grand Challenge Fieldwork. Under Review by E. Rouwette & B.H. Hoorani (Eds.) for forthcoming *Methodology to Address Grand Challenges: Theory, Practice and Interventions* Edited Volume.

CONFERENCE PRESENTATIONS

Franco, P., Driessen, P., Hermans, M., & Horváth, C. (2024), "The (De)Romanticized Multiplicity of Local Food," *Competitive Paper – Consumer Culture Theory Conference*, San Diego, United States, July 2024.

Franco, P., Hoorani, B.H., & Chow, A. (2024), "Context and Conversation: A Topology of Research Interviews," *Competitive Paper – Consumer Culture Theory Conference*, San Diego, United States, July 2024.

Franco, P., Chow, A., & Venkatraman, R. (2024), "Rotating Songs and Sneakers: How Consumers Assemble In-Use Collections," Special Session: Cultures of Object Interaction: Examining How Consumers Learn From and Through Negotiations with Materiality, *Consumer Culture Theory Conference*, San Diego, United States, July 2024.

Sidaoui, K., **Franco, P.**, Blasco-Arcas, L., Patricio, L., & Fisk, R. (2024). "AI-Enabled Service Lifecycle for Social Impact," – Digital Services Track. *13th SERVSIG Conference*, Bordeaux, France, June 2024.

Venkatraman, R., Chow, A., van Hout, I., & **Franco, P.** (2023). "Out with the Old, In with the New: The Gentrification of Sneaker Culture," Competitive Paper – *Consumer Culture Theory Conference*, Lund, Sweden, July 2023.

Chow, A., van Hout, I., **Franco, P.**, & Venkatraman, R. (2022). "Out with the Old, In with the New: The Gentrification of Sneaker Culture," Competitive Paper – Consumer Culture Theory Track. *Australian & New Zealand Marketing Academy (ANZMAC) Conference*, Hybrid Event, Perth, Australia, December 2022.

Venkatraman, R., Loeffen, T., **Franco, P.**, & Chow, A. (2022). "Rise of the Machines: Reluctant Adoption of Disruptive Technologies as Moral Contestation," Competitive Paper – Consumer Culture Theory Track. *Australian & New Zealand Marketing Academy (ANZMAC) Conference*, Hybrid Event, Perth, Australia, December 2022.

Yang, Y. & **Franco, P.** (2022). "Caring Hurts: Conflicts of Care Between Consumers and Beloved Brands," Competitive Paper – Consumer Culture Theory Track. *Australian & New Zealand Marketing Academy (ANZMAC) Conference*, Hybrid Event, Perth, Australia, December 2022.

Franco, P., Canniford, R., Phipps, M., & Epp, A.M. (2022). "Resisting Entropy: How Consumers and Objects Share the 'Work' Involved in Sustaining the Continued Use of Tech-Products," Special Session: Assembling Technological Practices, *Association for Consumer Research Conference*, Denver, United States, October 2022.

Qiao-Franco, G. & **Franco, P.** (2022). "Insurmountable Enemies or Easy Targets? Videogame Visions of Future Artificial Intelligence Weapons," *The Future of War Conference*, Amsterdam, The Netherlands, October 2022.

Qiao-Franco, G., & **Franco, P.** (2022). "Weaponized Artificial Intelligence in Popular Culture: Human Control, Commerciality, and Videogaming," *International Studies and Emerging Technologies (ISET) Working Group Conference*, Dublin, Ireland, May 2022.

Franco, P. (2021). "Older Consumer Stereotypes and Technology: A Review," Competitive Paper – Transformative Consumer Research & Public Policy Track. *Australian & New Zealand Marketing Academy (ANZMAC) Conference*, Hybrid Event, Melbourne, Australia, November 2021.

Franco, P. (2019). "Older Consumers' Independence and Technology Adoption," Competitive Paper – Macro-Marketing/Marketing & Public Policy Track, *Australian & New Zealand Marketing Academy (ANZMAC) Conference*, Wellington, New Zealand, December 2019.

Franco, P., Phipps, M., & Canniford, R. (2019). "Technology Adoption in Non-Purchase Situations," Competitive Paper – Consumer Culture Theory Track, *Australian & New Zealand Marketing Academy (ANZMAC) Conference*, Wellington, New Zealand, December 2019.

Franco, P., Phipps, M., Canniford, R., & Epp, A.M. (2019). "Let Me Write That Down: Material Speed and Older Consumer Technology Adoption," Special Session: Materiality in a Digital World, *Consumer Culture Theory Conference*, Montreal, Canada, July 2019.

Franco, P. (2018). "Family Tech-Support: Consequences for Family Assemblages and Non-Purchase Decision Technology Adoption," Working Paper – Data Blitz Presentation: Trust, Technology and Relationships, *Association for Consumer Research Conference*, Dallas, United States, October 2018.

Franco, P. (2017). "Family Tech-Support and Technology Diffusion," *Australian & New Zealand Marketing Academy (ANZMAC) Doctoral Colloquium*, Melbourne, Australia, December 2017.

Franco, P., & Canniford, R. (2017). "A Family Affair: Home Technologies as Emergent Agency," Special Session: Networked Object Agency in the Socio-Material Ordering of Consumers' Lives, *Consumer Culture Theory Conference*, Anaheim, United States, July 2017.

CONFERENCE POSTERS

Franco, P. (2024). "The Noticeboard: Object Gatekeeper and Lifeworld Montage," Working Paper – *Consumer Culture Theory Conference*, San Diego, United States, July 2024.

Yang, Y., & **Franco, P.** (2023). "Too Good to Be True? Everyday Consumer Critiques of Brands' Responsibility Efforts," Working Paper – *Association for Consumer Research Conference*, Seattle, United States, October 2023.

Franco, P., Chow, A., & Venkatraman, R. (2022). "Rotating Songs and Sneakers: How Consumers Manage the Challenges of Using Collected Objects," Working Paper – *Consumer Culture Theory Conference*, Hybrid Event, Oregon, United States, July 2022.

INVITED TALKS

Franco, P., Chow A., & Venkatraman, R. (2023). "Rotating Songs and Sneakers: How Consumers Assemble In-Use Collections," Department of Management & Marketing, The University of Melbourne, Australia, July 2023.

Franco, P. (2023). "Technology (and its Discontents)," Contemporary Issues in Consumer Culture, Graduate School of Management, Kyoto University, Hybrid Event, Kyoto, Japan, January 2023.

Franco, P. (2021). "Teaching Digital Tools to Students of All Ages: Implications for Marketing Education," Williams Centre for Learning Advancement, The University of Melbourne, Virtual Event, July 2021.

Franco, P. (2020). "2020 Layton Dissertation of the Year Award Presentation – The Storied (Not) Relationships of Tech-Products: Consumer Experiences of Technology Adoption," *Australian & New Zealand Marketing Academy (ANZMAC) Doctoral Colloquium*, Virtual Event, December 2020.

GENERAL AUDIENCE WORKS

Franco, P. (2018, November 30). Giving the Gift of Tech. University of Melbourne Faculty of Business and Economics Newsroom.https://fbe.unimelb.edu.au/newsroom/giving-the-gift-of-tech-during-the-holiday-season.

RESEARCH GRANTS, FUNDING, AND SCHOLARSHIPS

Dutch Ministry of Education, Culture and Science Starter Grant, "Transformational Marketing and Entrepreneurship" (240,000 EUR) with Marleen Hermans (Project Leader), Ruud Wetzels, and Sibel Ozasir Kacar (March 2024).

Radboud University Internationalisation Grant (1,000 EUR) (July 2023).

Association for Consumer Research / Transformative Consumer Research (ACR-TCR) Grant (Tier 1), "Burning Out Together? A Study on Excessive Consumption in Fan Tribes of Professional Wrestling" ($1,000 USD), with Ye (Nicole) Yang (September 2021).

The University of Melbourne Faculty of Business and Economics Graduate Research Abroad Travelling Scholarship (FBE GRATS) (June 2019).

The University of Melbourne Faculty of Business and Economics Doctoral Scholarship (February 2016).

Australian Government Research Training Program (RTP) Scholarship (February 2016).

Australian Government Commonwealth Support Place (CSP) Scholarship for Master of Commerce (Marketing) at The University of Melbourne (July 2014).

RESEARCH RECOGNITION

Australian and New Zealand Marketing Academy (ANZMAC) Conference – Best Paper: Consumer Culture Track, "Out with the Old, In with the New: The Gentrification of Sneaker Culture" with Ai Ming Chow, Ires van Hout & Rohan Venkatraman (December 2022).

Australian and New Zealand Marketing Academy (ANZMAC) Conference – Best Overall Paper: "Older Consumer Stereotypes and Technology: A Review" (December 2021).

Australian and New Zealand Marketing Academy (ANZMAC) Conference – Best Paper: Transformative Consumer Research & Public Policy Track, "Older Consumer Stereotypes and Technology: A Review" (November 2021).

Australian and New Zealand Marketing Academy (ANZMAC) Layton PhD Dissertation of the Year Award, "The Storied (Not) Relationships of Tech-Products: Consumer Experiences of Technology Adoption" (December 2020).

The University of Melbourne Department of Management and Marketing – Best Doctoral Paper, "Family Relationships and Technology Adoption: Gifts, Hand-Me-Downs, Sharing and Tech-Support" (December 2019).

Australian and New Zealand Marketing Academy (ANZMAC) Conference – Most Insightful Reviewer Award: Consumer Culture Theory Track (December 2019).

Forethought Management & Marketing Prize – Best Marketing Thesis at The University of Melbourne, "Assembling Collections: Reconceptualising Consumer Culture Theories of Physical and Digital Collecting" (August 2015).

RESEARCH SERVICE

Ad-Hoc Reviewer – *Australasian Marketing Journal*; *Consumption Markets & Culture*; *International Journal of Consumer Studies*; *Journal of Business Research*; *Journal of Marketing*; *Marketing Theory*

Doctoral Colloquium Mentor – Australian & New Zealand Marketing Academy (ANZMAC) (2020-2021)

RESEARCH SUPERVISION

Radboud University (2021-2024): Master Thesis – 26 Students (Marketing and Innovation & Entrepreneurship Specialisations); Bachelor Thesis – 4 Students (Marketing Specialisation).

TEACHING PHILOSOPHY: EMPATHY-DRIVEN LEARNING

My pedagogical approach is centred upon empowering students' critical thinking and reflexivity through empathy-driven learning. Beyond training students to engage in rigorous problem solving and scientific reasoning, I aspire for students to develop a reflexivity for the sociocultural structures that shape their lives and those of others. In simple terms, I aim for my students to learn how to critique and question how arrangements of meanings, norms, objects, practices, formalized rules and regulations, and institutional forces can empower or disempower all kinds of people in our everyday lives. Accordingly, I equip students with thinking tools that enable them to contemplate sociocultural complexities, make better informed decisions, and to see possibilities to drive emancipatory changes in the world around them. To empower students in this way, I emphasize learning activities that are oriented around empathy. For instance, I often challenge students to come up with their own illustrative examples by applying various theories to consumption, market, and marketing contexts to share with their classmates. Such activities enable us as a learning community to draw from the diversity already present in our classroom to open opportunities to empathize with others. In all, driving my pedagogical choices is the understanding that empathy is not only a crucial capacity for marketers, managers, innovators, and entrepreneurs, but it can be an empowering force that helps us all engage in critical thinking and reflexivity within and across consumer, organizational, market, and societal contexts.

TEACHING SERVICE

Radboud University – Business Administration Program Committee Member (2022 to Present) – Teaching Quality and Evaluation Advisory Body – Upholding Student Experience and Rigorousness of Course Offerings.

Radboud University –Association to Advance Collegiate Schools of Business (AACSB) Accreditation Project Team Member (2023-2024) – Curriculum and Assurance of Learning (AACSB Standards 4 and 5) Project Work.

TEACHING HISTORY

Radboud University (May 2021 – Present)
Course Coordinator / Lecturer / Seminar Leader / Assignment Coordinator

Current:

MAN-MIE004: Business Development – 2021/22 to present (Course Coordinator & Co-Lecturer) (Score: 4.87)
MAN-BCU201A: Operations Management and Logistics – 2021/22 to present (Assignment Coordinator & Seminar Leader) (Score: 4.53)
MAN-BKV64: Principles of Consumer Behaviour – 2021/22 to present (Assignment Coordinator & Seminar Leader) (Score: 4.75)
MAN-MMA035A: International Brand Management – 2022/23 to present (Co-Lecturer) (Score: 4.75)

Previous:

MAN-MOR002: Methods of Research and Intervention – 2021/22 to 2022/2023 (Seminar Leader) (Score: 4.27)
MAN-MOC008: Current Perspectives on Responsible Organization – 2021/22 (Co-Lecturer) (Score: 4.42)

The University of Melbourne (February 2018 – February 2021)
Subject Coordinator / Lecturer

MKTG20001: Consumer Behaviour – Semester 1, 2018 to Semester 1, 2020 (Score: 4.78)
MKTG90008: Consumer Behaviour – Semester 2, 2018 to Semester 2, 2019 (Score: 4.45)

The University of Melbourne (February 2014 – February 2021)
Casual Tutor / Teaching Assistant

MKTG10001: Principles of Marketing – Semester 2, 2015 to Summer Semester 2021 (Score: 4.35)
MKTG20007: Entrepreneurial Marketing – Semester 2, 2015 to Semester 2, 2020 (Score: 4.22)
MKTG20001: Consumer Behaviour – Semester 1, 2018 to Semester 1, 2020 (Score: 4.78)
MKTG20009: Global Marketing – Semester 1, 2014 to Semester 1, 2019 (Score: 4.39)
MGMT20001: Organisational Behaviour – Semester 1, 2014 to Summer 2018 (Score: 4.41)