

Years at SKEMA Business School: 3



Melea PRESS

**Innovation
Lille**

CV

Skills & Interests

Expertise

Sustainability, market systems, ideology, value chains

Qualification

Scholarly Academic

Academic Degrees

Ph.D. Pennsylvania State University, University Park, PA, Business Administration : Marketing, 2007.

Work Experience

Professor in Marketing, SKEMA Business School (August, 2016 - Present), Lille, France.

Intellectual contributions

Articles in Journals

PRESS, M., & ARNOULD, E. (2019). OVERVIEW OF CONSUMER CULTURE THEORY: DEVELOPMENT, CRITIQUE, APPLICATION, and PROSPECTS. *Foundations and Trends® in Marketing*, 12 (2), 80-166.

PRESS, M., & ARNOULD, E. (2019). Systemic small-player market exclusion in an east African context. *Consumption, Markets & Culture*, doi: 10.1080/10253866.2018.1561634.

PRESS, M., Robert, I., & Maillefert, M. (in press, 2019). The role of linked legitimacy in sustainable business model development. *Industrial Marketing Management*.

PRESS, M., ARNOULD, E. J., MURRAY, J. B., & STRAND, K. (2014). Ideological Challenges to Changing Strategic Orientation in Commodity Agriculture. *Journal of Marketing*.

PRESS, M., & ARNOULD, E. J. (2014). Narrative transparency. *Journal of Marketing Management*.

PRESS, M., ARNOULD, E. J., & STRAND, K. (2014). Tillage practices and identity formation in High Plains farming. *Journal of Material Culture*.

PRESS, M., & ARNOULD, E. J. (2011). How does organizational identification form? A consumer behavior perspective. *Journal of Consumer Research*.

PRESS, M., & ARNOULD, E. J. (2011). Legitimizing community supported agriculture through American pastoralist ideology. *Journal of*

Consumer Culture.

PRESS, M., CAIRES, M., & PATTON, T. (2010). Campus Sustainability through Civic Engagement at the University of Wyoming. *Sustainability: The Journal of Record.*

PRESS, M., & ARNOULD, E. J. (2009). Constraints on sustainable energy consumption: market system and public policy challenges and opportunities. *Journal of Public Policy and Marketing.*

Articles in Proceedings

PRESS, M., & Steinfield, L. (2018). Exploring the Epistemological Space for Fairy Tale Transformations: A Consumer Culture Theory Perspective of Social Change and Justice. *Consumer Culture Theory Conference (CCT).*

Books, Monographs, Compilations, Manuals

PRESS, M., ARNOULD, E. J., & Thompson, C. J. (2018). *THE ROUTLEDGE COMPANION TO ORGANIZATIONAL ANTHROPOLOGY.*

Chapters, Cases, Readings, Supplements

PRESS, M., & THOMPSON, C. J. (2014). How community-supported agriculture facilitates reembedding and reterritorializing practices of sustainable consumption. *Sustainable lifestyles and the quest for plenitude: case studies of the new economy.* Yale University Press.

Conference Presentations

PRESS, M. & Arnould, E. (2017). *Small Player Exclusion in an East African Context.* Consumer Culture Theory Conference (CCT), Amaheim, California.

Other Research

2017: PRESS, M., *Conference on ethnographic approaches to the understanding of business creation, sponsored by Princeton University and The Kauffman Foundation.* It has become clear that business creation is a major factor in job growth, improved sector productivity, the creation of innovative and adaptive economic structures, and a major career option for tens of millions in the U.S. and other economies. As the significance of firm creation was discovered, a number of projects have focused on developing representative samples of individuals and teams involved in business creation. This has led to a number of robust empirically based relationships regarding entry into and activities involved in the business creation process. While these empirical regularities provide some predictive potential about the processes that lead to new firms, full understanding of the processes is incomplete. There is a lack of detailed information on how start-up teams react to and implement new firms in real time. This reflects the limits of information that can be developed from structured interviews and administrative databases. Understanding the dynamics as teams assemble information and respond to new opportunities as they work to implement new firms requires different data collection and research strategies. Trained, focused ethnographers, recording activities from on site observations, can do much to fill these gaps. This conference seeks to bring together anthropologists, sociologists, and entrepreneurship researchers with funding agencies to discuss how best to stimulate and support new research to collect and analyze detailed observations and information on how startup teams react to and implement new firms in real time. [Teaching and Learning Scholarship]

2017: PRESS, M., *Data collection activities on failure in entrepreneurship.* Data collection activities on failure in entrepreneurship. This is part of a larger research project that I am starting at Skema with Helen Bollaert and others (we are trying to assemble a team now). [Basic or Discovery Scholarship]