Jennifer TAKHAR

Associate Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Paris

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Research interests

Consumer Culture Theory, Biotechnology Markets, Digital Consumption, Consumer resistance movements, Posthumanism, Gender, Bioethics

Education

2008 Doctorate, Social Sciences, Université Sorbonne Nouvelle, France

Experience

Full-time academic positions

Since 2024 Associate Professor, SKEMA Business School, France

Other academic affiliations and appointments

Since 2006 Research Associate, CELSA - Sorbonne Université (École des hautes études en sciences de l'information et de la communication), France

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

Research grants, Awards and Honors

Awards and Honors

2018 Consumer Culture Theory Conference, Best Poster Award, Denmark

2017 Data Blitz Award, Association for Consumer Research, United States of America

Research Grants

2001 Anglo-California Scholarship 2001-03, University of California, Berkeley, United States of America

Publications

Peer-reviewed journal articles

WILSON-NASH, C., TAKHAR, J., HE , C., AL-MA'ANI, N. and SALU , O. (2026). "If We Were a Straight Couple": Laboring to Navigate LGBTIQA+ Reproductive Bioprecarity in UK Fertility Clinics. *Social Science and Medicine*, 399, pp. 119214.

TAKHAR, J. (2026). Foal Science. *Women's Studies*.

TAKHAR, J. (2026). Body Electric. *Women's Studies*.

TAKHAR, J. (2026). Persuasion. *Women's Studies*.

TAKHAR, J. (2026). Embracing the Change. *The Sociological Review Magazine*.

TAKHAR, J. (2026). Allopathy. *Feminist Review*.

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.

WILSON-NASH, C., AL-MA'ANI, N., TAKHAR, J., SALU, O. and HE, C. (2025). P-732 Beyond the rainbow bunting: examining the realities of uk fertility care for LGBTQ+ patients. *Human Reproduction*, pp. deaf097.1037.

TAKHAR, J. (2025). Space commodity: How the Blue Origin flight left feminism floating in a most peculiar way. *The Sociological Review Magazine*.

TAKHAR, J., SODERGREN, J., PATTERSON, A. and STEVENS, L. (2025). Lit Crit Riffin': A collaborative mode of literary criticism in marketing theory. *Marketing Theory*.

TAKHAR, J. (2024). Aneuploidy. *Journal of Marketing Management*, 40(5-6), pp. 542-545.

TAKHAR, J. (2024). The Field. *Journal of Customer Behavior*, 23(2-3), pp. 100-102.

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. (2023). Blue. *Journal of Customer Behavior*, 22(3), pp. 12-14.

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.

Books and book editor

TAKHAR, J., SCHNEIDER-KAMP, , A. and BETTANY, S. [Eds] (2025). *All Change! Marketing and Consuming the Menopause Transition*. Routledge, 170 pages.

TAKHAR, J., HOUSTON, H.R. and DHOLAKIA, N. [Eds] (2023). *Transhumanisms and Biotechnologies in Consumer Society*. Routledge, 224 pages.

Editorials of a journal

TAKHAR, J., SCHNEIDER-KAMP, A., LIMA, V. and BELK, R. (2025). The Revolution is Here: Thinking through health technology capabilisation. *Recherche et Applications en Marketing*, 40(3), pp. 2-9.

Conference presentations

TAKHAR, J. (2026). Contemporary Menopause Marketing : Who's Included? Who's Excluded? In: Institut Français de la Mode Inclusive Beauty & Fashion Day. Paris.

TAKHAR, J. (2026). The Spectacle: Writing Crip Poetics. In: Interdisciplinary Conference on Disability and Consumption. Odense.

TAKHAR, J. (2026). Gas Food Lodging; The Alien, Eulogy; Fallacy; World Building. In: Consumer Culture Theory Conference. Kyoto.

WILSON-NASH, C., HE , C., TAKHAR, J. and SALU , O. (2026). Transforming Knowledge into Agency: A Qualitative Study of Autodidactic Labour in LGBTQ+ Fertility Care. In: European Society of Human Reproduction and Embryology (ESHRE). London.

TAKHAR, J. and SCHNEIDER-KAMP, A. (2025). Through the autographic looking glass: What pictorial narratives of IVF consumption tell us. In: Consumer Culture Theory Conference. London.

TAKHAR, J. (2025). The Graduates. In: Consumer Culture Theory Conference. London.

TAKHAR, J. (2025). Gothic. In: Consumer Culture Theory Conference. London.

TAKHAR, J. (2025). Gas Food Lodging. In: Consumer Culture Theory Conference. London.

TAKHAR, J. (2025). CCT Cephalopod. In: Consumer Culture Theory Conference. London.

Faculty research seminar presentations

WILSON-NASH, C. and TAKHAR, J. (2026). LGBTIQA+ reproductive bioprecarity in UK fertility clinics. In: Progress Educational Trust (PET). London.

Press and social media

WILSON-NASH, C., HE , C. and TAKHAR, J. (2026). Why LGBTQ+ patients are paying for gaps in fertility care. The Conversation, Great Britain.

TAKHAR, J. and SCHNEIDER-KAMP, A. (2026). Quand les réseaux sociaux incitent les jeunes femmes à tourner le dos à la pilule contraceptive. The Conversation, France.

TAKHAR, J. and SCHNEIDER-KAMP, A. (2026). La ménopause est une transition physiologique, elle devient aussi un marché lucratif. *The Conversation*.

TAKHAR, J. and SCHNEIDER-KAMP, A. (2026). Menopause is a biological transition that's become a lucrative consumer business. *The Conversation*.

Other research activities

Editorial board member

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

Organization of a conference or a seminar

Since 2026	Repro Marketing Research Group (Repro Mark), SKEMA Business School, France
Since 2025	Reproduction Salon, King's College London, Great Britain
Since 2020	Poetry and Spoken Word Track, Co-Chair, The Association for Consumer Research, United States of America
2025 - 2026	AMA Global Conference 2026, IAE Nice, France
2025	PCOS Awareness Day, SKEMA Business School, France

Affiliations

Since 2026	Gender, Marketing & Consumption Research Group, Université de Lorraine, France
Since 2026	Repro Marketing Research Group (Repro Mark), SKEMA Business School, France
Since 2025	SKEMA Observatory on Corporate Feminisation, France
Since 2024	Human Reproduction Study Group, British Sociological Association, Great Britain
Since 2024	Medical Sociology (MedSoc), British Sociological Association, Great Britain
Since 2020	Member, Association Française de Marketing (AFM), France
Since 2016	Member, The Association for Consumer Research, United States of America
Since 2016	Member of the Consumer Culture Theory Consortium, United States of America

Other academic activities

Since 2026	External Examiner (Ph.D), IAE Paris - Sorbonne Business School, France
Since 2026	repromark.org (Founder and Director, Reproductive Marketing Research Group), SKEMA Business School, France
Since 2025	Interdisciplinary Conference on Disability and Consumption (ICDC), Scientific Advisory Board, University of Southern Denmark, Denmark
Since 2019	Society for Consumer Psychology, United States of America
2024 - 2027	Cancer Prevention at Work, University of Southern Denmark, Denmark