Jennifer TAKHAR

Professeur associé

Académie : Transformation

Centre de recherche : Marketing Interactions

Campus : Paris

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Intérêts de recherche

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

Formation

2008 Doctorat en Sciences Sociales, Université Sorbonne Nouvelle, France

Expérience Professionnelle

Positions académiques principales

Depuis 2024 Professeur associé, SKEMA Business School, France

Autres affiliations académiques

Depuis 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

Contrats de recherche, prix et distinctions

Prix et distinctions

2018 Consumer Culture Theory Conference, Best Poster Award, Danemark

2017 Data Blitz Award, Association for Consumer Research, Etats-Unis d'Amérique

Contrats de recherche

2001 Anglo-California Scholarship 2001-03, University of California, Berkeley, Etats-Unis d'Amérique

Publications

Articles académiques revus

WILSON-NASH, C., TAKHAR, J., HE , C., AL-MA'ANI, N. et 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. 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.

WILSON-NASH, C., AL-MA'ANI, N., TAKHAR, J., SALU, O. et 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. et 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. 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. (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. 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 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. et PEMBERTON, K. (2019). Reproducing “rhetrickery” in online fertility marketing: harnessing the “rhetoric of the possible”. *Consumption Markets & Culture*, 22(4), pp. 314-336.

Ouvrages et édition d'ouvrages

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

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

Editoriaux d'une revue

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

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

Présentations dans des séminaires de recherche

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

Presse et réseaux sociaux

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

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

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

Autres activités de recherche

Membre d'un comité éditorial

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

Organisation d'une conférence ou d'un séminaire

Depuis 2026	Repro Marketing Research Group (Repro Mark), SKEMA Business School, France
Depuis 2025	Reproduction Salon, King's College London, Royaume Uni
Depuis 2020	Poetry and Spoken Word Track, Co-Chair, The Association for Consumer Research, Etats-Unis d'Amérique
2025 - 2026	AMA Global Conference 2026, IAE Nice, France
2025	PCOS Awareness Day, SKEMA Business School, France

Affiliations

Depuis 2026	Groupe Genre, Marketing & Consommation, Université de Lorraine, France
Depuis 2026	Repro Marketing Research Group (Repro Mark), SKEMA Business School, France
Depuis 2025	SKEMA Observatory on Corporate Feminisation, France
Depuis 2024	Human Reproduction Study Group, British Sociological Association, Royaume Uni
Depuis 2024	Medical Sociology (MedSoc), British Sociological Association, Royaume Uni
Depuis 2020	Member, Association Française de Marketing (AFM), France
Depuis 2016	Member, The Association for Consumer Research, Etats-Unis d'Amérique
Depuis 2016	Member of the Consumer Culture Theory Consortium, Etats-Unis d'Amérique

Autres activités académiques

Depuis 2026	External Examiner (Ph.D), IAE Paris - Sorbonne Business School, France
Depuis 2026	repromark.org (Founder and Director, Reproductive Marketing Research Group), SKEMA Business School, France
Depuis 2025	Interdisciplinary Conference on Disability and Consumption (ICDC), Scientific Advisory Board, University of Southern Denmark, Danemark
Depuis 2019	Société de la Psychologie des Consommateurs, Etats-Unis d'Amérique
2024 - 2027	Cancer Prevention at Work, University of Southern Denmark, Danemark