

CV for Jeppe Trolle Linnet

Anthropologist, PhD
Post doc researcher

Work address

University of Southern Denmark
Institute of Marketing and Management
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Personal data

Born October 29th 1971

Civil status: Divorced. Father of two girls born 2005 and 2007

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Education

2011 Ph.D., University of Southern Denmark

- Dissertation: *Interweavings: A cultural phenomenology of everyday consumption and social atmosphere within Danish middle-class families.*

2002 MSc. Social Anthropology, University of Copenhagen

- Thesis: *EU Accession and Personal Enlightenment: Everyday Sociality and Political Mobilization among Young Latvian NGO Activists.*

1998 BA Social Anthropology, Aarhus University

Academic positions

2012 – presently: Post doc, University of Southern Denmark, Institute of Marketing and Management

- Member of the Consumption Studies Group
- Responsible for parts of the design and accreditation of the Market and Management Anthropology BSc program at SDU

2011-12 Scientific assistant, University of Southern Denmark, Institute of Marketing and Management

2007-2010 Ph.D. student, University of Southern Denmark

January-August 2008: Visiting Scholar at Schulich School of Business, York University, Toronto

2003 Teaching Assistant, Institute of Anthropology, University of Copenhagen

2002 Assistant Teacher, Institute of Anthropology, University of Copenhagen

2000 External lecturer at Institute of Anthropology and Institute of Political Science, University of Copenhagen

- Related activity autumn 1999: International work with the role of NGO's in conflict prevention, cooperation with the UN and the OSCE. Internship at the Peace & Conflict Committee of the Danish United Nations Association, an NGO.

Research grants

2011: Individual post doc grant from The Danish Council for Independent Research

Academic awards

2007: Tuborg Foundation Business Economic Award

Private sector positions

2010 – presently: Free-lance researcher. Founder of Linnet Research

- Carrying out freelance projects within qualitative market research, ethnographically based innovation, and citizen involvement in urban planning.
- Providing companies with a cultural understanding of consumer rituals, gift-giving, family consumption and other topics, targeted at their specific market.

2003-2007 Senior Qualitative Research Executive, Research International

- Managing national and international teams of consultants, researchers and assistants on market research projects for Danish and international corporations.
- Responsible for all phases of qualitative market analysis: Design, execution, analysis, reporting, presenting results and delivering strategic advice to client management.
- Developing ethnographic methods for commercial market research.
- Main client sectors: Medical sector, dairy products, beverages, confectionary, telecom, insurance and financial services.

Publication list

Jeppe Trolle Linnet, PhD, MSc social anthropology

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1 Published in scientific journals, peer reviewed

1.1

Askegaard, S & Linnet, JT 2011, 'Towards an Epistemology of Consumer Culture Theory: Phenomenology and the Context of Context' *Marketing Theory*, vol 11, nr. 4, s. 381-404.

1.2

Linnet, JT 2011, 'Money can't buy me hygge: Danish middle-class consumption, egalitarianism and the sanctity of inner space' *Social Analysis: Journal of Cultural and Social Practice*, vol 55, nr. 2, s. 21-44.

1.3

Askegaard, S & Linnet, JT 2011, 'Vers une épistémologie de la théorie de la culture du consommateur (CCT): phénoménologie, structure et contexte du contexte' *Perspectives culturelles de la consommation*, vol 1, nr. 1, s. 15-42.

1.4

Linnet, JT 2010, 'Interiority in Consumer Culture' *Advances in Consumer Research*, vol 38.

1.5

Askegaard, S & Linnet, JT 2009, 'Epistemological Pitfalls in (Consumer) Research' *Finanza Marketing e Produzione*, vol 27, nr. 4, s. 9-23.

2 Forthcoming in scientific journals, peer reviewed

Linnet, JT (accepted), 'Cozy interiority: Material structuration and its interplay with social interaction in the experience of cozy atmosphere' *International Ambiances Journal*

3 Pipeline in scientific journals, peer reviewed

3.1

Linnet, JT 2014 (invited for resubmission), 'In defense of context: problematizing emergence as an analytical dogma in consumption ANT' *Marketing Theory*.

3.2

Linnet, JT 2014 (invited for resubmission), 'The Cultural Production of Individual Autonomy in Family Consumption. A Fractal View' *Journal of Consumer Research*.

3.3

Refslund Sørensen, B & Linnet, JT 2014 (under review), 'Courage and coziness: Cultural framings of Danish combat soldiers' *American Ethnologist*.

3.4

Roed Hollensen, C & Linnet, JT 2014 (awaiting first submission), 'Zombie Fans' Position Amongst Other Fan Groups: How devotion to concept rather than trademark affects consumer behaviour' (working title). Planned for submission to *Marketing Theory*.

4 Pipeline, books

4.1

Linnet, JT (second version of prospectus under review, letter of interest received) *Hygge: An Anthropology of Coziness*. Altamira Press.

5 Ph.d. dissertation

5.1

Linnet, JT 2010, *Interweavings: A cultural phenomenology of everyday consumption and social atmosphere within Danish middle-class families*. Ph.d.-afhandling, Syddansk Universitet. Det Samfundsvidenskabelige Fakultet.

6 Contributions to books / anthologies (peer reviewed)

6.1

Linnet, JT 2012, 'The social-material performance of cozy interiority'. i J-P Thibaud & D Siret (red), *Ambiances in Action: Proceedings of the 2nd International Congress on Ambiances*. International Ambiances Network, Montreal, Canada, s. 403-408.

6.2

Linnet, JT 2003, 'An Everyday Moral Economy: NGO Activism among Young Latvians'. i K-O Arnstberg & T Borén (red), *Everyday Economy in Russia, Poland and Latvia*. 1 udg, Almqvist /, Stockholm.

7 Posters (peer reviewed)

7.1

Linnet, JT & Arsel, Z 2014, 'The Moment of Entry: A Phenomenological Exploration of the Experience of Social Buzz', Helsinki, Finland, 26/06/14 - 29/06/14,

7.2

Linnet, JT 2008, 'The intersubjectivity of family consumption: Intra-family consumer identity and the family scape' Port of Call: ACR 2008, San Francisco, USA, 23/10/08 - 26/10/08,

8 Selected conference abstracts (peer reviewed)

8.1

Linnet, JT 2014, 'Regions as a means of theorizing in CCT', Consumer Culture Theory Conference Helsinki, Finland, 26/06/14 - 29/06/14,

8.2

Linnet, JT 2012, 'Conflict as potentiality in the social embeddedness of consumption' CCT7 Consumer Culture Theory Conference, Oxford, Storbritannien, 16/08/12 - 19/08/12,

8.3

Linnet, JT 2012, 'The value of atmosphere', Association for Consumer Research, Vancouver, Canada, 03/10/12 - 07/10/12,

8.4

Linnet, JT 2012, 'Interweavings of home and world among middle-class Danish families', American Anthropological Association, San Francisco, 14/11/12 - 18/11/12,

8.5

Linnet, JT 2011, 'Coziness in cafés and shops: The commercial organization of the social', 3rd International Ambiances Network Conference, Munich, Germany, 06/10/11 - 08/10/11,

8.6

Linnet, JT 2010, 'The experience of atmosphere: Material and social contributions', Consumer Culture Theory Conference, Madison WI, 10/06/10 - 13/06/10,

8.7

Linnet, JT 2009, 'The resonant laughter of consumers: Sharing stories and meanings of unrestrained consumption', American Anthropological Association, Philadelphia, 2/12/09 - 6/12/09,

9 Selected conference papers

9.1

Linnet, JT 2014, 'In Defense of Context: Problematizing "emergence" as an analytical dogma' 3rd Interdisciplinary Market Studies Workshop, Aix-en-Provence, Frankrig, 05/06/14 - 06/06/14,

9.2

Linnet, JT 2013, 'Dwelling in the cozy café: Commercial place-building through the sedimentation of sociality' Market Anthropology Conference, Irvine, CA, USA, 06/03/13 - 09/03/13,