

# SARAH C. GRACE, Ph.D.

## EDUCATION

Ph.D. in Marketing  
University of Arkansas - Fayetteville, AR  
Graduated: May 2021

B.A. in Economics; B.S. in Business Administration: Marketing  
Truman State University - Kirksville, MO  
Graduated: May 2013

## RESEARCH INTERESTS

Consumer Culture  
Marketing Strategy  
Branding  
Marketing Education

## DISSERTATION

Three Essays on Social Acceleration in the Marketplace  
Successfully defended April 2021.

### Committee

Dr. Jeff B. Murray (chair, University of Arkansas), Dr. Molly Rapert (University of Arkansas), Dr. Daniel Villanova (University of Arkansas), Dr. Anastasia Thyroff (Clemson University)

### Abstract

Consumer culture is fast. Goods, services, people, ideas, and values – the material and nonmaterial aspects of culture – are moving more quickly throughout the marketing system than ever before. Such acceleration effects diverse stakeholders: people, public, and planet. This dissertation explores the phenomenon of ‘social acceleration’, and specifically, the ‘acceleration of the pace of life’ which examines the feeling that time is going faster in modern societies as a result of “the increase of action episodes per unit of time” (Rosa 2013, 80). This project develops an understanding of how meanings in marketing are socially constructed in relation to this phenomenon, focusing on the following research question: “How do consumers experience and personalize the cultural meanings of social acceleration in their everyday life?” This question requires an examination of the phenomenon from both a macro (cultural meaning) and micro (individual experience and personalization) perspective in order to create meso-level theoretical and market insights. Essay 1, “The Intermingling of Meanings in Marketing: Semiology and Phenomenology in Consumer Culture Theory”, provides a theoretical

framework explaining how macro, cultural meanings and micro, individual meanings combine in order to discover how meanings in consumer culture come to constitute a sense of “normalcy” in society. Essay 2, “How Fast Became Normal: Temporal Rhetoric in Consumer Culture”, examines the macro cultural and ideological meanings associated with time and social acceleration in the context of the United States market environment. Essay 3, “Consumer Deceleration Through Market-Mediated Cultural Reflection”, serves as an exploration of micro, individualized consumer meanings created as a response to the phenomenon of social acceleration in the context of the marketization of Danish hygge in the United States. This dissertation expands both marketing literature and theories. The findings will improve marketers’ understanding of social acceleration in both the marketplace and in the everyday life of consumers so that the meanings surrounding this phenomenon may be better managed.

## HONORS + AWARDS

AMA Sheth Doctoral Consortium Fellow (2020)  
Winner of AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles (2019)  
AMS Doctoral Consortium Fellow (2019)  
Best Doctoral Student Conference Paper – 43<sup>rd</sup> Annual Macromarketing Conference (2018)  
Distinguished Doctoral Fellowship – University of Arkansas (2017-2021)

## MANUSCRIPTS

### Published

**Grace, Sarah C.**, "The Intermingling of Meanings in Marketing: Semiology and Phenomenology in Consumer Culture Theory," *AMS Review*, 11 (Special Issue), 70–80.

Rapert, Molly, Anastasia Thyroff, and **Sarah C. Grace** (2021), "The Generous Consumer: Exploring Generosity and Pro-Social Dispositions as Antecedents to Cause-Related Purchase Intentions," *Journal of Business Research*, 132 (August), 838–847.

### Accepted and Forthcoming

**Sarah C. Grace**, J. Manual Meija, Molly I. Rapert, and Anastasia Thyroff (2021), “Emotional Awareness in Time of Disruption: The Impact of Tolerance for Ambiguity, Worry, Perceived Stress, Helpful Communication, and Past Experience on Student Satisfaction”.  
Online first at *Marketing Education Review*. DOI: 10.1080/10528008.2021.1944812

### In Progress

**Grace, Sarah C.**, “How Fast Became Normal: Temporal Rhetoric in Consumer Culture”.  
Derived from Essay 2 of Dissertation.  
Planned submission to *Journal of Macromarketing*.

**Grace, Sarah C.**, “Interrogating Marketplace Representation of Cultural Myths Through Visual Analysis” (A methods tutorial).  
Derived from Essay 2 of Dissertation.

Planned submission to *Journal of Marketing Research*.

Rapert, Molly, Anastasia Thyroff, **Sarah C. Grace**, and Eric Olson, "Moral Grandstanding in Brands and Branding".

Planned submission to *Journal of Marketing*.

**Grace, Sarah C.**, "Consumer Deceleration Through Market-Mediated Cultural Reflection".

Derived from Essay 3 of Dissertation.

Planned submission to *Journal of Consumer Research*.

**Grace, Sarah C.**, "Inspiring Sustainable Lifestyles Through Market-Mediated Global M $\acute{e}$ lange".

Planned submission to the *Journal of Macromarketing*.

## CONFERENCE PROCEEDINGS + PRESENTATIONS

**Grace, Sarah C.** (2020), "Consumer Deceleration Through Cultural Borrowing and Critical Reflection," Presented at the 2020 Association for Consumer Research working paper session, Remote location, October 1-4, 2020.

**Grace, Sarah C.** (2019), "The Social Construction of Mythologies," Presented at the 2019 Association for Consumer Research working paper session, Atlanta, October 17-19, 2019.

**Grace, Sarah C.** (2019), "The Social Construction of Mythologies," Presented at the 2019 Consumer Culture Theory Conference poster session, Montreal, July 17-July 19, 2018.

**Grace, Sarah C.** (2019), "We Now Interrupt This Dominant Social Paradigm: Promoting Sustainable Lifestyles through Consumer Trends," 44th Annual Macromarketing Conference, Cleveland, June 25-28, 2019.

**Grace, Sarah C.** (2019), "The Social Construction of Mythologies," Presented at the 2019 Academy of Marketing Science Conference, Vancouver, May 29-31, 2019.

**Grace, Sarah C.** (2018), "The Bricolage of Cultural Tradition: Danish Hygge in the United States," Presented at the 2018 Consumer Culture Theory Conference poster session, Odense, June 28-July 1, 2018.

**Grace, Sarah C.** (2018), "Closing the Sustainable Consumption-Production Gap: Life Cycle Thinking in Consumer Research," 43<sup>rd</sup> Annual Macromarketing Conference, Leipzig, July 9-13, 2018.

*Presentation examples available on sarahcgrace.com*

## TEACHING

Instructor, Introduction to Marketing

Spring 2020-Spring 2021

Evaluation ratings: 4.98 / 5.00

Instructor, Global Marketing  
Fall 2018-Fall 2019  
Evaluation ratings: 4.92 / 5.00

*Course details and student comments available on sarahcgrace.com*

## **SERVICE**

Ad hoc reviewer for Macromarketing Conferences, Sustainability track  
Ad hoc reviewer for Global Marketing Conferences, Public Policy track

## **DOCTORAL COURSEWORK**

Marketing and Society Seminar	Statistical Marketing Research Methods
Marketing Theory Seminar	Inferential Statistics
Consumer Culture Theory Seminar	Society and Environment – Climate Change
Classical Sociological Theory Seminar	Independent Study - Social Acceleration
Contemporary Sociological Theory Seminar	Independent Study – Storycraft
Qualitative Sociological Research Methods	Seminar in Teaching
Media Processes and Effects	

## **CONSUMER CULTURE THEORY DOCTORAL TRAINING**

Qualitative Data Analysis Workshop in Montreal, Canada (July 2019)  
Canon of Classics Consumption Theory Seminar in Odense, Denmark (June 2018)  
Qualitative Research Methods Workshop in Lille, France (November 2017)

## **PROFESSIONAL DEVELOPMENT**

Association for Consumer Research Doctoral Symposium (2019)  
Academy of Marketing Science Doctoral Symposium (2019)  
Macromarketing Doctoral Symposiums (2018, 2019)  
Southeast Marketing Symposium (2019)  
Society for Marketing Advances Doctoral Symposium (2019)  
Mittelstaedt Doctoral Symposium (2018)

## **INDUSTRY EXPERIENCE**

Insights Consulting and Competitive Intelligence  
Walmart  
March 2021-Present

Consumer Insights Brand Manager; Associate Product Manager  
DaySpring, a subsidiary of Hallmark  
February 2014 - July 2017

Business Analyst; Business Analyst Intern; Executive Store Leadership Intern  
Target Corporation  
June 2011 – December 2013

## **Appendix: Selected Abstracts**

### *The Intermingling of Meanings in Marketing: Semiology and Phenomenology in Consumer Culture Theory*

This paper explores the construction of meaning in consumer culture through a synthesis of two scholarly streams within the Consumer Culture Theory (CCT) body of knowledge: semiology and phenomenology. Semiology represents consumer culture as a web of meanings, studying cultural meanings as socially agreed-upon structures, whereas phenomenology represents the interpretation and personalization of cultural meanings by consumers, focusing on meanings that emerge from individual lived experience. Combining these two approaches results in a framework that excavates meanings at both the cultural level and the individual level, inviting them into a direct figure-ground relationship. This relationship between levels of analysis illuminates how consumer culture is constructed, and how meanings in consumer culture come to constitute a sense of normalcy in modern societies. Ultimately, understanding meaning in consumer culture provides an alternative way to understand value in marketing.

### *How Fast Became Normal: Temporal Rhetoric in Consumer Culture*

Consumer culture is fast. Goods, services, people, ideas, and values – the material and nonmaterial aspects of culture – are moving more quickly throughout the marketing system than ever before. Such acceleration affects diverse stakeholders: people, public, and planet. And as the dance between marketing production and consumer demand increases in tempo every business quarter, effects on consumer wellbeing and social systems can be expected to continue. Social acceleration is an important (and timely) phenomenon to understand from a marketing point of view. The cultural myth of “time is money” serves as a starting point for understanding how fast became “normal” in consumer culture. Roland Barthes’ theory of cultural myth, or repeated significations that naturalize historical constructions (1957/2015), provides the theoretical framework. By analyzing the rhetoric of advertising images in the United States throughout the 20<sup>th</sup> century, a semiological interrogation shows how “time is money” became legitimized, institutionalized, and maintained in the social imagination of the United States throughout the emergence of modern consumer culture. Several thematic meanings are uncovered during this exercise which lead a discussion on temporality in consumer culture. Themes of fastness, speed, efficiency, and time as a resource permeate not only US economic relations but also the day-to-day activities of everyday life that comprise culture in the United States. Ultimately, interrogating the “time is money” cultural myth can help marketing scholars better understand: 1) how marketing has contributed to the phenomenon of social acceleration; 2) how to engage constructively with the phenomenon of social acceleration throughout the marketing system, and; 3) how consumers respond to the meanings of temporality in the marketplace through their everyday lives and consumption choices.

### *Inspiring Sustainable Lifestyles Through Market-Enabled Global M<sup>é</sup>lange*

Sustainability is a global problem that requires exchange of ideas and strategies for implementing solutions. In the spirit of cross-cultural collaboration, this paper suggests that marketing systems can evolve to inspire sustainable lifestyles through market-enabled global m<sup>é</sup>lange: introducing cultural customs and traditions from around the world that promote sustainable patterns of consumption in the marketplace. This paper explicates the relationship between dominant social paradigms and current consumer trend patterns, which together

maintain social norms of unsustainable consumption patterns and substantiate an obstacle to achieving widespread adoption of sustainable lifestyles. Then, this paper presents the opportunity of market-enabled global *mélange*, or the phenomenon of global diffusion and mixing of cultural ideas. Three case studies of cultural ideas that have been marketed across borders as consumer lifestyle trends are explored: KonMari, the Japanese-inspired art of tidying up; Hygge, the Danish quest for coziness; and Lagom, the Swedish concept for maintaining balance. A Sociology of Knowledge Approach to Discourse (SKAD) analysis reveals how these cultural ideas are borrowed, mixed, and diffused throughout the marketing system as consumer trends, promoting messages of sustainability as hedonic consumer benefits.