

# CLINTON D. LANIER, JR.

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Opus College of Business  
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<b>EDUCATION</b>	University of Nebraska–Lincoln Doctorate of Philosophy (PhD), 2008 Major: Business Administration / Marketing Dissertation: Experiential Marketing: Exploring the Dimensions, Characteristics, and Logic of Firm-Driven Experiences  Texas A&M University Master of Business Administration (MBA), 2002 Marketing Concentration  Texas A&M University Master of Arts (MA), 1994 Major: Philosophy  Loyola University Bachelor of Arts (BA), 1990 Majors: Philosophy and Sociology Honors Graduate: Magna Cum Laude	Lincoln, NE           College Station, TX           College Station, TX           New Orleans, LA
<b>ACADEMIC APPOINTMENTS</b>	University of St. Thomas Opus College of Business, 2008 - Present Associate Professor of Marketing	St. Paul, MN
<b>RESEARCH INTERESTS</b>	My primary research interests are focused on the consumption of experiential offerings, as distinct from goods and services. While this generally involves researching what is referred to as extraordinary experiences (e.g., amusement parks, festivals, and fan practices), my research seeks to understand the essence of all types of experiences, from the mundane to the exotic. My research often takes an interdisciplinary approach to the study of consumption experiences that utilizes aspects of philosophy, literary criticism, anthropology, and sociology to explore various phenomena.	
<b>RESEARCH AREAS</b>	Experiential Marketing and Consumption, Consumer Culture Theory, Marketing Theory, Consumer Fantasy, and Consumption of Popular Culture	

**JOURNAL  
PUBLICATIONS**

Lanier, Jr., Clinton D. (2023), "An Experiential Primer on Sex and Violence," *Journal of Customer Behaviour*, 22 (1-2): 31-42. DOI: [10.1362/147539223X16838127399142](https://doi.org/10.1362/147539223X16838127399142)

Lanier, Jr., Clinton D. and C. Scott Rader (2021), "Synthesizers: An Exploration into the Iconicity of Marketplace Icons," *Consumption, Markets & Culture*, 24 (6): 596-610. DOI: [10.1080/10253866.2020.1713113](https://doi.org/10.1080/10253866.2020.1713113)

Lanier, Jr., Clinton D. and C. Scott Rader (2019), "The Irresistible and Uncontrollable Urge: Sex, Experience, and Consumption," *Consumption, Markets & Culture*, 22 (1): 17-34. DOI: [10.1080/10253866.2018.1431222](https://doi.org/10.1080/10253866.2018.1431222)

Lanier, Jr., Clinton D. and C. Scott Rader (2018), "Tone quest: Exploring the (Ir)resolvable Paradoxes and Infinite (Im)possibilities of "Epic Tone" in (Rock 'n' Roll) Musical Consumption Constellations," *Consumption, Markets & Culture*, 21 (3): 255-274. DOI: [10.1080/10253866.2018.1447465](https://doi.org/10.1080/10253866.2018.1447465)

Richmond, William, C. Scott Rader, Clinton D. Lanier, Jr. (2017), "The 'Digital Divide' for Rural Small Businesses," *Journal of Research in Marketing and Entrepreneurship*, 19 (2): 94-104. DOI: [10.1108/JRME-02-2017-0006](https://doi.org/10.1108/JRME-02-2017-0006)

Lanier, Jr., Clinton D. and C. Scott Rader (2017), "Deconstructing Symbolic Consumption: Exploring the Anti-Synthetic Space between Meaning and Meaninglessness," *Consumption, Markets & Culture*, 20(3): 215-244. DOI: [10.1080/10253866.2016.1217198](https://doi.org/10.1080/10253866.2016.1217198)

Rader, C. Scott, Zahed Subhan, Clinton D. Lanier, Jr., Daniel J. Flint, and Roger Brooksbank (2016), "Toward a Theory of Consumer Adoption of Mobile Technology Devices: An Ecological Shift in Life-Worlds," *Academy of Marketing Studies Journal*, 20 (3): 38-61.

Lanier, Jr., Clinton D. and C. Scott Rader (2015) "Consumption Experience: An Expanded View," *Marketing Theory*, 15 (4): 487-508. DOI: [10.1177/1470593115581721](https://doi.org/10.1177/1470593115581721)

Rader, C. Scott, Clinton D. Lanier, Jr., Zahed Subhan, Daniel J. Flint, and Roger Brooksbank (2015), "Upwardly Mobile with No Place to Go: A Cross-Cultural Investigation into Consumers' Constrained Consumption Experiences," *Academy of Marketing Studies Journal*, 19 (1): 225-249.

Rader, C. Scott, Zahed Subhan, Clinton D. Lanier, Jr., Roger Brooksbank, Sandra Yanked, and Kristin Spears (2014), "'Cyber': An Emerging Pharmaceutical Social Media Marketing Strategy," *International Journal of Pharmaceutical and Healthcare Marketing*, 8 (2): 193-225. DOI: [10.1108/IJPHM-05-2013-0027](https://doi.org/10.1108/IJPHM-05-2013-0027)

Lanier, Jr., Clinton D., C. Scott Rader, and Aubrey R. Fowler, III (2013), "Anthropomorphism, Marketing Relationships, and Consumption Worth in the *Toy Story* Trilogy," *Journal of Marketing Management*, 29 (1-2): 26-47. DOI: [10.1080/0267257X.2013.769020](https://doi.org/10.1080/0267257X.2013.769020)

Lanier, Jr., Clinton D. and Saini, Amit (2008), "Understanding Consumer Privacy: A Review and New Directions," *Academy of Marketing Science Review*, 12 (2): 1-48.

**BOOK  
CHAPTERS**

Lanier, Jr., Clinton D., C. Scott Rader, Aubrey R. Fowler, III (2023), "Digital Fandom: Exploring the Role of the Hypermediated Fan as Trickster," in *The Routledge Handbook of Digital Consumption, 2<sup>nd</sup> Edition*, Russell W. Belk and Rosa Llamas (eds.), London: Routledge, 384-398.

Lanier, Jr., Clinton D., C. Scott Rader, Aubrey R. Fowler, III (2015), "Ambiguity and Fandom: The (Meaningless) Consumption and Production of Popular Culture," in *Research in Consumer Behavior: Consumer Culture Theory*, Vol. 17, Anastasia E. Thyroff, Jeff B. Murray, and Russell W. Belk (eds.), London: Emerald, 275-293.

Lanier, Jr., Clinton D., Aubrey R. Fowler, III, C. Scott Rader, (2014), "What Are You Looking At, Yak Hockey Puck?!": Anthropomorphizing Brand Relationships in the *Toy Story* Trilogy," in *Brand Mascots and Other Marketing Animals: New Directions in Anthropomorphic Marketing*, Stephen Brown and Sharon Ponsomby-McCabe (eds.), London: Routledge, 35-54.

Lanier, Jr., Clinton D. and Aubrey R. Fowler, III (2013), "Digital Fandom: Mediation, Remediation, and Demediation of Fan Practices," in *The Routledge Companion to Digital Consumption*, Russell W. Belk and Rosa Llamas (eds.), London: Routledge, 284-295.

Lanier, Jr., Clinton D. and Ronald D. Hampton (2009), "Experiential Marketing: Understanding the Logic of Memorable Customer Experiences," in *Memorable Customer Experiences*, Adam Lindgreen, Joëlle Vanhamme, and Michael Beverland (eds.), Surrey: Gower, 9-23.

Lanier, Jr., Clinton D. and Hope Jensen Schau (2007), "Culture and Co-Creation: Exploring Consumers' Inspirations and Aspirations for Writing and Posting On-Line Fan Fiction," in *Research in Consumer Behavior: Consumer Culture Theory*, Vol. 11, Russell W. Belk and John F. Sherry, Jr. (eds.), Oxford: Elsevier, 321-342.

**CONFERENCE  
PROCEEDINGS**

Rader, C. Scott, Clinton D. Lanier, Jr., Zahed Subhan, Daniel J. Flint, and Roger Brooksbank (2014), "Upwardly Mobile with No Place to Go: A Cross-Cultural Investigation into Truck Driver's Constrained Consumption Experiences in the United States and Vietnam," *Allied Academy International Conference Proceedings*, 19 (1): 5.

Fowler, III, Aubrey R., Clinton D. Lanier, Jr. and C. Scott Rader, (2013), "Transgression through Dark Carnival: Death Metal and the Spectre of the Abyss," Society for Marketing Advances Conference, 24-25.

Rader, C. Scott, Zahed Subhan, and Clinton D. Lanier, Jr. (2013), "Toward a Theory of Consumer Adoption of Mobile Technology: An Ecological Shift in Life-Worlds," Society for Marketing Advances Conference, 36-37.

Lanier, Jr., Clinton D. and Ronald D. Hampton, (2007), “Consumer Participation and Experiential Marketing: Understanding the Relationship between Co-Creation and the Fantasy Life Cycle,” *Advances in Consumer Research*, Vol. 35, Angela Y. Lee and Dilip Soman (eds.), Duluth, MN: Association for Consumer Research, 44-48.

Lanier, Jr., Clinton D. (2007), “The Role of Fantasy in Experiential Marketing: Negotiating and Co-creating the Renaissance Festival Experience” in *AMA Winter Marketing Educators’ Conference Proceedings*, Vol. 18, Andrea L. Dixon and Karen A. Machleit (eds.), Chicago, American Marketing Association, 61-62.

Lanier, Jr., Clinton D., Hope Jensen Schau, and Albert Muñiz (2007), “Write and Wrong: Ownership, Access and Meaning in Consumer Co-created Online Fan Fiction,” *Advances in Consumer Research*, Vol. 34, Gavan Fitzsimons and Vicki Morwitz (eds.), Duluth, MN: Association for Consumer Research, 697-700.

Lanier, Jr., Clinton D. and Eric J. Arnould (2006), “Creating and Negotiating Collective Fantasy at Modern-Day Renaissance Festivals,” *Asia-Pacific Advances in Consumer Research*, Vol. 7, Gary Gregory, Teresa Davis, and Margaret Craig-Lees (eds.), Duluth, MN: Association for Consumer Research, 72.

Lanier, Jr., Clinton D. and Amit Saini (2005), “Customer Privacy Protection: An Ethical Orientation and Marketing Control Perspective,” in *AMA Summer Marketing Educators’ Conference Proceedings*, Vol. 16, Beth A. Walker and Mark B. Houston (eds.), Chicago, American Marketing Association, 200-201.  
**(Winner of Best Paper Award: Public Policy and Ethical Issues Track)**

**CONFERENCE  
PRESENTATIONS**

Lanier, Jr., Clinton D. and C. Scott Rader (2022), “Stories, Sex, and Stress: Marketing the Cycles of Life,” presented at the Opus College of Business Research Forum, St. Paul, Minnesota. (March)

Lanier, Jr., Clinton D., C. Scott Rader, and Aubrey R. Fowler, III (2015), “Ambiguity and Fandom: The (Meaningless) Consumption and Production of Popular Culture,” presented at the Consumer Culture Theory Conference, Fayetteville, Arkansas. (June)

Lanier, Jr., Clinton D. and C. Scott Rader, (2014), “The Rock ‘n’ Roll History of Mosrite Guitars: Towards a Deeper Understanding of the Cultural Nature of Brands,” presented at the University of St. Thomas Research Symposium, Minneapolis, Minnesota. (April)

Rader, C. Scott, Clinton D. Lanier, Jr., Zahed Subhan, Daniel J. Flint, and Roger Brooksbank (2014), “Upwardly Mobile with No Place to Go: A Cross-Cultural Investigation into Consumers’ Constrained Consumption Experiences,” presented at the Allies Academy International Conference, Nashville, Tennessee. (March)

Fowler, III, Aubrey R., Clinton D. Lanier, Jr. and C. Scott Rader (2013), “Transgression through Dark Carnival: Death Metal and the Spectre of the Abyss,” presented at the Society for Marketing Advances Conference, Hilton Head, South Carolina. (October)

Rader, C. Scott, Zahed Subhan, and Clinton D. Lanier, Jr. (2013), "Toward a Theory of Consumer Adoption of Mobile Technology Devices: An Ecological Shift in Life-Worlds," presented at the Society for Marketing Advances Conference, Hilton Head, South Carolina. (October)

Lanier, Jr., Clinton D., C. Scott Rader, and Aubrey R. Fowler, III (2013), "Ambiguity and Fandom: The (Meaningless) Production and Consumption of Popular Culture," presented at the University of St. Thomas Research Symposium, Minneapolis, Minnesota. (April)

Lanier, Jr., Clinton D. and Ebru Ulusoy (2011), "Adventure: Towards a Deeper Understanding of Experiential Consumption," presented at the Consumer Culture Theory Conference, Evanston, Illinois (June).

Lanier, Jr., Clinton D. and C. Scott Rader, (2010), "Fantasy Performance: Utilizing Literary theory to Understanding the Creative Nature of Fantasy," Consumer Culture Theory Conference, Madison, Wisconsin, (June).

Lanier, Jr., Clinton D. (2009), "Advancing the Production/Consumption Dialectic in Consumer Culture Theory," presented at the North American Association for Consumer Research Conference, Pittsburg, Pennsylvania (October).

Lanier, Jr., Clinton D. and Ronald D. Hampton, (2007), "Consumer Participation and Experiential Marketing: Understanding the Relationship between Co-Creation and Fantasy Life Cycle," presented at the North American Association for Consumer Research Conference, Memphis, Tennessee (October).

Lanier, Jr., Clinton D. (2007), "The Role of Fantasy in Experiential Marketing: Negotiating and Co-creating the Renaissance Festival Experience," presented at the AMA Winter Marketing Educators' Conference Proceedings, San Diego, California (February).

Lanier, Jr., Clinton D., Hope Jensen Schau, and Albert Muñiz (2006), "Write and Wrong: Ownership, Access and Meaning in Consumer Co-Created Online Fan Fiction," presented at the North American Association for Consumer Research Conference, Orlando, Florida (September).

Lanier, Jr., Clinton D. and Hope Jensen Schau (2006), "Culture and Co-Creation: Exploring the Motivation behind Harry Potter On-Line Fan Fiction," presented at the Consumer Culture Theory Conference, University of Notre Dame, South Bend, Indiana (July).

Lanier, Jr., Clinton D. and Eric J. Arnould (2006), "Creating and Negotiating Collective Fantasy at Modern-Day Renaissance Festivals," presented at the Asia-Pacific Association for Consumer Research Conference, Sydney, Australia (June)

Lanier, Jr., Clinton D. and Amit Saini (2005), "Customer Privacy Protection: An Ethical Orientation and Marketing Control Perspective," presented at the AMA Summer Marketing Educators' Conference, San Francisco, California (July).

**WORKING  
PAPERS**

Lanier, Jr., Clinton D. and C. Scott Rader, "Consumption Fantasy: Toward a Deeper Theoretical Understanding of the Social Construction of Reality."

Lanier, Jr. Clinton D. and C. Scott Rader. "Reenchanting the World: How Religion underlies Secular Consumption Practices"

Lanier, Jr., Clinton D. and C. Scott Rader, "Creativity and Conformity: Navigating the Opposing Forces of Fandom"

**Grants**

2023 – University of St. Thomas, Opus College of Business Summer Research Grant, "Unconscious Consumer Behavior: A Psychoanalytic Examination of Marketing Experiences"

2022 – University of St. Thomas, Opus College of Business Summer Research Grant, "The Power of Stories: Understanding how the Elements of Plot Produce Non-Narrative Responses in Consumers"

2021 – University of St. Thomas, Opus College of Business Summer Research Grant, "Consumer Innovation: A Deeper Understanding of the Practices and Processes Associated with Consumptive Production."

2019 – University of St. Thomas, Opus College of Business Summer Research Grant, "Customer Engagement: A Metatheoretical Analysis."

2018 – University of St. Thomas, Opus College of Business Summer Research Grant, "Vintage Reissue Instruments: Exploring Consumers Consumption of History Through Commodified Products."

2017 – University of St. Thomas, Opus College of Business Summer Research Grant, "The Quest for Epic Tone: Infinite (Im)Possibility in Musical Consumption Constellations."

2016 – University of St. Thomas, Opus College of Business Summer Research Grant, "Marketing in the 21st Century: Charting a New Theoretical Perspective."

2015 – University of St. Thomas, Opus College of Business Summer Research Grant, "The Problematic Nature of Cultural Myths & Scripts: Understanding the Inherent Instability of Consumer Culture."

2014 – University of St. Thomas, Opus College of Business Summer Research Grant, "Retail Mortality: How Consumers React to the Closing of a Favorite Store."

2013 – University of St. Thomas, Opus College of Business Summer Research Grant, "Ambiguous Products: The Production and Consumption of Popular Culture."

2012 – University of St. Thomas, Opus College of Business Summer Research Grant, "Adventure: Redefining the Consumption of Extraordinary Experience."

2011– University of St. Thomas, Opus College of Business, Summer Research Grant, “Fandom and Digital Consumption: Understanding Online Fan Behavior in Participatory Culture.”

2011 – University of St. Thomas, Faculty Research Grant, “Consumer Fantasy: Understanding the Constructed Nature of Reality and Implications for Consumption.”

2010 – University of St. Thomas, Opus College of Business Summer Research Grant, “Consuming Adventure: Towards a Deeper Understanding of the Consumption of Experiential Offerings.”

2009 – University of St. Thomas, Opus College of Business Summer Research Grant, “Experiential Marketing: Exploring the Dimensions and Characteristics of Firm-Driven Experiences.”

2009 – University of St. Thomas, Faculty Research Grant, “Consumer Privacy Protection: Understanding the Organizational Drivers of Firms’ Privacy Policies.”

**DEPARTMENT  
SERVICE**

Faculty Mentor (September 2022 - Present)

Chair, Triennial Review Chair (September 2021 - May 2022)

Committee Member, Tenure Review Committee (September 2021 - May 2022)

Committee Member, MKTG Dept Assurance of Learning Assessment (2011 - Present).

**COLLEGE  
SERVICE**

Committee Member, OCB research Committee (September 2021 – Present)

Work Group, Business Analytics Co-Concentration Work Group (April 2019 - August 2020)

Committee Member, Susan Heckler Research Award (January 2011 - Present).

Committee Member, OCB Curriculum Committee (September 2011 - May 2018).

**UNIVERSITY  
SERVICE**

Committee Member, UST Library Advisory Committee. (September 2013 - May 2017; September 2021 - Present).

Committee Member, Faculty Nominations and Elections. (September 2017 - May 2021).

Committee Member, UST Committee on Studies. (January 2014 - August 2014).

**HONORS &  
AWARDS**

University of Nebraska Outstanding Graduate Research Award – Honorable Mention, 2007-2008

College of Business Administration Graduate Research Award, UNL, 2007-2008

Fling Fellowship, University of Nebraska–Lincoln, 2007-2008

AMA Sheth Doctoral Consortium Fellow, Arizona State University, 2007

Marketing Department Award for Excellence in Research by a Graduate Student, University of Nebraska-Lincoln, 2006-2007

Best Paper Award: Public Policy and Ethical Issues Track, Summer Educators' Conference Proceedings, AMA, 2005

Marketing Department Award for Excellence in Teaching by a Graduate Student, University of Nebraska–Lincoln, 2004-2005

Mays Fellowship, Texas A&M University, 2000-2002

Guy Lemieux Award: Excellence in Philosophy, Loyola University, 1990

Alpha Sigma Nu – National Jesuit Honor Society, 1989

Alpha Kappa Delta – Sociology Honor Society, 1988

**PROFESSIONAL  
SERVICE**

Ad Hoc Journal Reviewer:

*Arts & The Market*

*Consumption, Markets & Culture*

*International Journal of Pharmaceutical and Healthcare Marketing*

*Journal of Consumer Behaviour*

*Journal of Marketing Management*

*Marketing Theory*

Conference Paper Reviewer

Association for Consumer Research

Consumer Culture Theory Conference

Society for Marketing Advances

Conference Chair

OCB Research Forum (2023)

Discussant

14th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln (2005)

Professional Memberships:

Academy of Marketing Science (AMS)

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Consumer Culture Theory Consortium (CCTC)



**TEACHING  
EXPERIENCE**

University of St. Thomas (2008 – Present)

MKTG 200 – Introduction to Marketing (undergraduate)

MKTG 300 – Principles of Marketing (undergraduate)

MKTG 340 – Marketing Research (undergraduate)

MKTG 390 – Marketing Strategy (undergraduate)

MKTG 650 – Marketing Research (graduate)

THEO 422 – Christian Faith and Management Professions (undergraduate)

University of Nebraska (2004 – 2008)

MRKT 341 - Principles of Marketing (undergraduate)

MRKT 443 - Consumer Behavior (undergraduate)

Texas A&M University (1992 – 1993)

PHIL 111 - Contemporary Moral Issues (undergraduate)