

## Keith R. Brown

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### ACADEMIC POSITIONS

2015-Current      Associate Professor, Sociology  
                         Saint Joseph's University

2009-2015        Assistant Professor, Sociology  
                         Saint Joseph's University

2008-2009        Teaching Fellow, Critical Writing Program  
                         University of Pennsylvania

### EDUCATION

2008	Ph.D.	Sociology	The University of Pennsylvania
2002	M.A.	Sociology	The University of Massachusetts
1999	B.A.	Sociology	The College of New Jersey (Marketing minor)

### RESEARCH AND TEACHING INTERESTS

Ethical Consumption and Consumer Culture, Markets and Morality, Ethnography, Environmental Sociology, Sociology of Culture, Race and Ethnicity, Social Movements, Disability and Society.

### BOOK

*Buying into Fair Trade: Culture, Morality, and Consumption.* (2013). New York University Press.  
• Korean translation (2013) by Gimm-Young Publishers.

### PEER REVIEWED ARTICLES

Nicki Lisa Cole and Keith Brown. (2014). "The Problem with Fair Trade Coffee." *Contexts*, 13(1): 50-55.

Brown, Keith. (2012). "Critical Reflections on a 'Big Tent' Approach to Reducing Consumption." Commentary on Markowitz & Bowerman's 2011 article: "How much is enough? Examining the public's beliefs about consumption." *Analyses of Social Issues and Public Policy*, 12(1): 216-220.

Brown, Keith. (2011). "Interaction Ritual Chains and the Mobilization of Conscientious Consumers." *Qualitative Sociology*, 34(1): 121-142.

Brown, Keith. (2009). "The Social Dynamics and Durability of Moral Boundaries." (2009). *Sociological Forum*, 24(4): 854-876.

Brown, Keith, Doris Hamner, Susan Foley, and Jonathan Woodring. (2009). "Doing Disability: Disability Formations in the Context of Work." *Sociological Inquiry*, 79(1): 3-24.

Jonathan Woodring, Susan Foley, Gabriella Rado, Doris Hamner, and Keith Brown. (2006). "Focus Groups and Methodological Reflections: Conscientious Flexibility in the Field." *Journal of Disability Policy Studies*, 16(4): 248-258.

## BOOK CHAPTERS

“Ethical Consumption.” (2018). Book chapter in *Oxford Handbook of Consumption*. Frederick Wherry and Ian Woodward (eds.) New York: Oxford University Press.

“Consumer Politics, Political Consumption, and Fair Trade.” (2015). Book chapter in *Handbook of Research on Fair Trade*. Laura Raynolds and Elizabeth Bennett (eds.) Northampton, MA: Edward Elgar Press.

- Reprinted in *Impacts of Fair Trade: Considering Economy of Virtue*. (2017). Koichi Ikegami (ed). Produced with support of Japan Society for the Promotion of Science.

Ehrhardt-Martinez, Karen and Juliet Schor with W. Abrahamse, A. Alkon, J. Axsen, K. Brown, R. Shwom, D. Sotherton, and H. Wilhite. (2015) “Consumption and Climate Change” in *Climate Change and Society: Sociological Perspectives*, Riley E. Dunlap and Robert J. Brulle (eds.) New York: Oxford University Press.

“Framing a Fair Trade Life: Tensions in the Fair Trade Marketplace.” (2008) Book chapter in *Lived Experiences of Public Consumption*. Daniel Thomas Cook (ed.) New York City: Palgrave Macmillan.

## OTHER PUBLICATIONS

Brown, Keith. “Are we Really Fair Trade?” (February 2018). *The Hawk Newspaper (SJU)*. Guest Columnist.

Brown, Keith and Sarah Lyon. Blog Post (October 2017), *What Economists Get Wrong About Fair Trade Coffee*. Published in “Consume This!,” the Consumers and Consumption section newsletter of the American Sociological Association.

Book Review (May 2015), *Eco-Business: A Big-Brand Takeover of Sustainability*, in *Contemporary Sociology*, 44(3):353-354. By Peter Dauvergne and Jane Lister (2013). Cambridge, MA: MIT Press.

Book Review (2012), *Coffee and Community: Maya Farmers and Fair-Trade Markets*, in *Social Forces*. By Sarah Lyon (2011), Boulder, CO: University Press of Colorado. First published online June 21, 2012.

“Margaret and Matilda Roumania Peters.” (2008) Biographical entry for *African American National Biography project*. Henry Louis Gates, Jr. and Evelyn Higginbotham (eds.) Oxford University Press.

Featured Review of *America Becoming* (January 02) published with Suzanne Model in *Contemporary Sociology*. Book edited by William Wilson, Neil Smelser, Faith Mitchell. Washington DC. National Academy Press, 2001.

## IN PROGRESS

“The Social and Civic Meanings of SNAP” with Colette Hanlon and Dr. Becki Scola.

## GRANTS / FELLOWSHIPS

- Summer Research Grant, Saint Joseph’s University (2018, \$6000)
- National Endowment for the Humanities, (2016, \$50,000 – Not Funded)
- Fellowship for Advanced Social Science Research on Japan (NEH), (2016, \$50,000 – Not Funded)
- Sustainability Across the Curriculum, (2014, \$800)

- Fair Trade Colleges and Universities (2014, \$900), grant to subsidize the work of three fair trade student internships at SJU.
- Michael J. Morris Grant for Scholarly Research (2013, \$1200)
- Ignatian Pedagogy Teaching Seminar (Summer 2013)
- Fair Trade Colleges and Universities (2013, \$600). Faculty advisor of Richard Estudillo and Adriana Zegarelli's application.
- Catholic Relief Services, Saint Joseph's University and Cabrini College (2011-2013, \$14,000) (Research on fair trade movement).
- FTRN Grant for five colleagues at SJU to attend Chicago Fair Trade Conference (\$2500)
- Curriculum Development Grant, Saint Joseph's University (2011, \$4,000)
- Summer Research Grant, Saint Joseph's University (2010, \$8000)
- William Penn Fellow, The University of Pennsylvania
- Pollak Summer Research Fellowship, The University of Pennsylvania (2005, 2006, 2007; \$9000)

### ACADEMIC PRESENTATIONS

"Consumer Politics, Political Consumption, and Fair Trade." Paper presentation at the International Fair Trade Symposium entitled Considering Economy of Virtue, March 2017 in Kyoto, Japan.

"Consumer Politics, Political Consumption, and Fair Trade." Paper presentation at the 2<sup>nd</sup> International Fair Trade Symposium in March of 2014 at Tokyo University of Economics (Tokyo Keizai University) in Tokyo, Japan.

"Consumer Politics, Political Consumption, and Fair Trade." Paper presentation at the 2014 meeting of the Eastern Sociological Society in Baltimore, MD.

"How much is moral capital worth? Analyzing morality as a social boundary." Paper presentation at the 2013 meeting of the Eastern Sociological Society in Boston, MA.

"Can I just get a *regular* cup of coffee? Crafting a moral reputation through fair trade." Paper presentation at the 2012 consumer culture mini-conference prior to the ASA meetings in Denver, CO.

"An integrative framework for theorizing socially responsible markets and corporate Regulation." Roundtable presentation at the 2011 ASA annual meeting in Las Vegas, NV. With Paul Dean (University of Maryland) and Gregory Schaefer (Saint Joseph's University).

"Who are we pillaging from this time? Managing value contradictions while shopping." Paper presentation at the 2011 American Psychological Association meeting in Washington DC.

Author Meets Critics for Juliet Schor's book *Plenitude*. 2011 Eastern Sociological Society Annual Meeting in Philadelphia, PA.

"Ethical Consumption and the Great Recession: Comparing Fair Trade Coffee and Handicrafts." Paper presentation (and session organizer) at the 2010 meetings of the Eastern Sociological Society in Boston, MA.

"Social Dynamics and Durability of Moral Boundaries." Paper presentation at the 2008 Meetings of the American Sociological Association in Boston, MA.

“The Social Performance of Economic Value: Handicraft Markets Compared.” With Frederick Wherry. Paper presentation at the 2008 Consumer Studies Consumer Research Network mini-conference prior to American Sociological Society meetings at Boston College.

“Moral Premiums and the Performance of Altruism.” Paper session at the 2008 Consumer Culture Theory Conference in Boston, MA.

“Social Dynamics of Moral Boundaries.” Paper presented at the 2008 Inter-Ivy Sociological Symposium at Princeton University.

“Mobilizing Conscientious Consumers.” Paper session at the 2007 Consumer Culture Theory Conference in Toronto, Canada.

“Place, Identity, or Interaction Rituals: Mobilizing Altruistic Consumers.” Workshop Presentation in the Spring 2007 to the Culture and Social Interaction Cluster at the University of Pennsylvania.

“Living a Fair Trade Life: Mobilizing the Altruistic Consumer.” Paper session at the 2006 Social Science and History Association meeting in Minneapolis, MN.

“Movement and Market: Explaining the Divergence in Fair Trade Framing Strategies.” Paper session at the 2006 annual American Sociological Association meeting in Montreal, Canada.

“Doing Disability: Disability Formations in the Context of Work.” Paper session at the 2006 annual American Sociological Association meeting in Montreal.

“Altruistic Consumption: Framing Fair Trade.” Paper session at the 2005 annual American Sociological Association Meeting in Philadelphia, PA.

“Altruistic Consumption: The Roots of the Fair Trade Movement.” Paper presented at 2005 conference entitled “Society and Consumption” sponsored by the Berkeley Journal of Sociology.

“A Proposal for Studying the Fair Trade Movement.” Presentation at 2005 Ethnography Workshop with Michael Burawoy at the University of Pennsylvania.

“Theories Behind the Exchange: Tipping and the Treatment of Service Workers.” Paper session at 2004 meeting of Eastern Sociological Society in Philadelphia, PA.

#### **INVITED PRESENTATIONS / PRESS**

Invited Speaker. “Fair Trade in the Classroom and Beyond.” Presentation at the Fair Trade Campaigns national conference. Washington, DC, March, 2018.

Guest Speaker. “Ethical Eating: What is it and why does it matter?” Presentation sponsored by Weaver’s Way co-operative grocery store. Ambler, PA, September, 2017.

Panel Moderator. Fair Trade Federation Annual Conference. Burlington, Vt. April, 2016.

Guest Speaker. “Buying Into Fair Trade.” Presented research for annual training provided to Ten Thousand Villages store managers. May 20, 2014.

Invited Guest. "Buying Into Fair Trade." Panelist looking at spread of markets promoting social responsibility at Villanova University. May 21, 2014.

Invited Guest. "Buying Into Fair Trade." WYPR - Baltimore, *Midday with Dan Rodricks*. July 18, 2013.

Invited Guest. "Culture, Morality, and Consumption." *think with Krys Boyd*. Kera: Public Media for North Texas. June 5, 2013

Invited Guest. "Just one normal coffee!" Crafting a moral reputation through fair trade. Rutgers School of Business. March 2013.

Invited Presentation. "Buying Into Fair Trade." The College of New Jersey. February 22, 2013.

Discussant on Radio Times with Marty Moss-Coane. "Worker Safety in the Global Marketplace: Whose responsibility is it?" December 17, 2012.

Invited Presentation. "Buying Into Fair Trade: The Culture of Ethical Consumption." Food Policy Seminar Series. Department of Food Marketing, SJU. Spring 2012.

Invited Discussant. Student's for Worker's Rights Discussion of Fair Trade. Spring 2010.

Invited Presentation. "Fair Trade and the Social Dynamics of Moral Boundaries." Sigma Xi Scientific Research Society, SJU Chapter. Fall 2009.

Quoted in *New York Times* article about the future of ethical consumption. "We Agreed to Agree and Forgot to Notice" Kirk Johnson. January 6, 2008.

Panel Moderator. Session on political consumption at the American Sociological Association "Future of Consumer Studies" mini-conference. August 2007, New York City.

Panel Moderator. WHYY in Philadelphia (PBS) film screening of "Black Gold." March 2007.

Commentator. Screening of Mitchell Duneier's film "Sidewalk" at ethnography conference hosted by Elijah Anderson. May 2006, University of Pennsylvania.

Invited Presentation. "From Co-op to Cup." Chestnut Hill College. Fall 2006, Philadelphia, PA.

## **TEACHING EXPERIENCE**

Assistant/Associate Professor, Saint Joseph's University, Philadelphia, PA. Classes Taught: Markets and Morality (first year seminar, introduction to economic sociology), Introduction to Sociology, Consumer Culture in Global Perspective, Ethical Consumption, Media and Popular Culture, Fair Trade Study tour to Nicaragua, Philadelphia in Black and White, and Senior Seminar: Ethical Consumption.

Teaching Fellow, Critical Writing Program, University of Pennsylvania, Philadelphia, PA. Academic Year 2008-09. Classes taught: Cultural Capital and Consumption, and The Enlightened Consumer.

Collegiate Instructor, Pre-Freshman Program University of Pennsylvania, Philadelphia PA. Summer 2005, 2006. Class taught: Sociological Perspectives of Philadelphia.

Teacher's Assistant, Sociology Department, The University of Pennsylvania, Philadelphia, PA. Fall 2004 – Spring 2006. Classes taught: Introduction to Research Methods, Media and Popular Culture.

Teacher's Assistant, Inside-Out Prison Exchange Program, Temple University, Philadelphia, PA. Fall 2004.

Collegiate Instructor, Sociology Department, The University of Massachusetts, Amherst, MA. Spring 2002. Class: Social Class Inequality.

Teacher's Assistant, Sociology Department, The University of Massachusetts, Amherst, MA. Fall 2000-Spring 2002. Classes taught: Racial Formations in Global Perspective, Writing in Sociology, Social Class Inequality, Social-Psychology.

## RESEARCH EXPERIENCE

2010 – 2012	Independent Consultant	Mars, Inc. and Wrigleys
2007 – 2009	Research Associate	Program for the Theological Exploration of Vocation, funded by the Lilly Foundation under the direction of Dr. Tim Clydesdale (The College of New Jersey).
2006	Research Assistant	Fair Trade Research Network
2004	Summer Intern	Educational Testing Services
2002 – 2004	Research Data Coordinator	The Institute for Community Inclusion, UMass – Boston
2001	Research Assistant	Social and Demographic Research Institute, UMass-Amherst

## SERVICE

2018 – Present	College Council Executive Committee
2015 – 2017	Faculty Policies and Procedures (member)
2015 – 2016	Faculty Development Funds Task Force (chair)
2014 – 2017	Environmental Science and Sustainability Advisory Board
2010 – Present	Led a successful campaign to help SJU become a Fair Trade University
2013	Volleyball fundraiser for Los Quinchos
2011 – 2015	Community Standards Board at SJU
2012 – Present	Latin American Studies Advisory Board at SJU
2011 – 2013	Faculty Adviser for Students for Workers' Rights at SJU
2010 – Present	Undergraduate adviser, approximately 12-15 students/year
2011, 2017	Honor's thesis supervisor (Catherine Chezik '11, and Colette Hanlon '18)

## PROFESSIONAL ACTIVITIES

Occasional Reviewer *Journal of Consumer Culture*, *Sociological Forum*, *Social Problems*, *Human Organization*, *Social Psychology Quarterly*, *International Journal of Comparative Sociology*, *Analysis of*

*Social Issues and Public Policy*, National Science Federation grants, and Consumer Studies Research Network mini-conferences.

**PROFESSIONAL MEMBERSHIPS**

American Sociological Association, Eastern Sociological Society