

Keith R. Brown

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ACADEMIC POSITIONS

2021-Current Professor and Chair of the Sociology Department
Saint Joseph's University

2015-2021 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, Fair Trade, Food Insecurity, Race and Ethnicity, Ethnography, Sociology of Culture, and Social Movements.

BOOK

Buying into Fair Trade: Culture, Morality, and Consumption. (2013) New York University Press.

- Korean translation (2013) by Gimm-Young Publishers.
- Reviewed in *The American Journal of Sociology*, *Contexts*, *Political and Legal Anthropology Review*, *Anthropology of Work Review*, and *Contemporary Sociology*

PEER REVIEWED ARTICLES

Brown, Keith, Colette Hanlon, and Becki Scola. (2021) "You Don't Want to Feel Poor All the Time: What SNAP Means to Low-income Philadelphia Residents." *Journal of Contemporary Ethnography*. <https://doi.org/10.1177/0891241620985587>

Becki Scola and Keith Brown. (2020) "The Politics of Scarcity and Barriers to Effective Anti-Hunger Advocacy in Philadelphia." *New Political Science*. <https://doi.org/10.1080/07393148.2020.1807273>

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

- Reprinted in *Imagining Society* (2019) Catherine Corrigan-Brown. Sage Publishing, Thousand Oaks, CA.

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 (Editorially reviewed)

"Ethical Consumption." (2018 online, 2019 in print) 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 Reynolds 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.

- Chinese Translation (2019) China Renmin University Press, Beijing

"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.

SCHOLARSHIP (Non-Refereed)

Book Review. (2020) *Fair Trade Rebels: Coffee Production & Struggles for Autonomy in Chiapas*, in *Contemporary Sociology*. By Lindsay Naylor (2019), Minneapolis, MN: University of Minnesota Press.

Brown, Keith and Sarah Lyon. (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.

OP-EDS

Brown, Keith (2019) "Food Drives Help, But Can't Really 'Strike Out Hunger.'" Published in *The Shuttle* (July/Aug edition) a monthly newspaper for the Weaver's Way Cooperative.

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

GRANTS / FELLOWSHIPS / AWARDS

- SJU Merit Award - Faculty Teaching, Saint Joseph's University (2019)
- Summer Research Grant, Saint Joseph's University (2017, \$6000)
- Sustainability Across the Curriculum, Saint Joseph's University (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 (Refereed)

"You Don't Want to Feel Poor All the Time: What SNAP means to low-income Philadelphia residents." Paper presentation with Colette Hanlon (class of 2018) and Becki Scola at the annual meetings of the American Sociological Association, August 2018 in Philadelphia, PA.

"Redefining Citizenship through SNAP." Paper presentation at the Consumers and Consumption mini-conference prior to the American Sociological Association meetings, August 2018 in Philadelphia, PA.

"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.

"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.

"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.

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

ACADEMIC PRESENTATIONS (Invited)

Invited Speaker. "Food Insecurity in Philadelphia." Presentation at City Hall (Philadelphia) for the Engaging Philadelphia Through Scholarship and Teaching Conference presented by The Lang Center for

Civic and Social Responsibility (Swarthmore) and The Faith Justice Institute (Saint Joseph's University), February 7, 2020.

“Author Meets Critics” session for Norah Mackendrick’s book *Better Safe than Sorry* at the Eastern Sociological Society annual meeting, March 2019 in Boston, MA.

Invited Speaker. (2018) “Food for All Overview.” Intramural Presentation through the Faith-Justice Institute to promote Community Engaged Scholarship at SJU.

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

“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 2nd International Fair Trade Symposium in March of 2014 at Tokyo University of Economics (Tokyo Keizai University) in Tokyo, Japan.

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

“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.

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

PRESENTATIONS / PRESS (Invited)

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.

Keynote Speaker. “Fair Trade: Is it worth it?” Annual Membership Meeting of Weaver’s Way co-operative grocery store. Chestnut Hill, PA, May 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 Speaker. “Just one normal coffee!” Crafting a moral reputation through fair trade. Rutgers School of Business. March 2013.

Invited Speaker. “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 Speaker. “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 Speaker. “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.

SOC 101	Introduction to Sociology	DGNW
SOC 150	Markets and Morality	Freshman Seminar
SOC 212	Classical Sociological Theory	
SOC 340	Ethical Consumption	Ethics Intensive
SOC 252	Media and Popular Culture	Communications elective
SOC 316	Fair Trade Study Tour (Nicaragua/Costa Rica)	Latin American Studies, IBU (international exposure), Faith-Justice, Environmental Studies, DGNW
SOC 358	Consumer Culture in Global Perspective	Globalization
SOC 363	Philadelphia in Black and White	DGNW
SOC 270	Feeding Philadelphia	Service Learning
SOC 470	Ethical Consumption, senior seminar	Writing intensive, Ethics Intensive
SOC 470	Feeding Philadelphia, senior seminar	Writing intensive
SOC 490	Sociology / Criminal Justice Internships	
	Independent Study (4)	

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

2021	Program Assessment	Evaluation of "Breaking Bread, Building Bridges" funded by the Knight Foundation
2018 – 2020	Community Engaged Scholarship	Weaver's Way "Food For All" program
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

SERVICE

2021 - Present	Advisory Board Member of the Institute for Environmental Stewardship
2020 - Present	Faculty Leader of SJ Brew Coffee Program
2019 - 2021	Chair (starting 2020) Advisory Board for Faculty Compensation
2019 - 2021	Co-chair of ad hoc committee to study Just Employment Policy at SJU
2018 - 2020	Co-Organizer of Social Action 101 (fundraising campaign)
2018 – Present	College Council Executive Committee
2015 – 2017	Faculty Policies and Procedures (member)
2015 – 2016	Chair of CAS Faculty Development Funds Task Force
2014 – 2017	Environmental Science and Sustainability Advisory Board
2013	Volleyball fundraiser for Los Quinchos
2012 – Present	Faculty Advisor for the Fair Trade Club
2012 – Present	Latin American Studies Advisory Board at SJU
2011 – 2015	Community Standards Board at SJU

2011 – 2013	Faculty Adviser for Students for Workers' Rights at SJU
2010 – Present	Led a successful campaign to help SJU become a Fair Trade University
2010 – Present	Undergraduate adviser, approximately 15-20 students/year
2011, 2017	Honor's thesis supervisor (Catherine Chezik '11, and Colette Hanlon '18)
Present	Summer Scholar Mentor at SJU ('10,'11,'18,'20, and '21)

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*, NYU Press (Book Reviewer), Temple University Press (Book Reviewer), National Science Federation grants, and Consumer Studies Research Network mini-conferences.

Dissertation Committee Member. (Spring 2020). Melissa Krug, "Translating Fair Trade: Negotiating identity, tradition, and language use in the production and distribution of Peruvian handicrafts." Anthropology Department at Temple University. With Paul Garrett (chair), Immaculada Garcia-Sanchez, and Heather Levi.

Outside Reviewer. (Fall 2019). (Name withheld). Tenure and Promotion to Associate Professor at Private, Liberal Arts University.

Outside Reviewer. (Fall 2018). (Name withheld). Tenure and Promotion to Associate Professor at Private, Liberal Arts College.

PROFESSIONAL MEMBERSHIPS

American Sociological Association, Eastern Sociological Society