

**Mary Beth Finch**  
Curriculum Vitae

Department of Sociology, Northwestern University  
1810 Chicago Ave, Evanston IL, 60208  
1128 Maple Ave. Apt 2B, Evanston, IL 60202 (Mailing)  
Email: [maryfinch2011@u.northwestern.edu](mailto:maryfinch2011@u.northwestern.edu)  
Phone: 314.680.9402

**Education:**

---

**Northwestern University, Evanston, IL**

- 2015            Ph.D, Sociology (to be conferred in December)  
                  Dissertation: Selling Fair Trade: Markets, Morality and Ambiguity  
                  Committee: Carol Heimer (Chair), Bruce Carruthers, and Wendy  
                  Griswold
- 2015            Graduate Certificate in Gender and Sexuality Studies
- 2008            M.A., Sociology  
                  Masters Thesis: Spending One's Treasure: Identity and the Purchase of Religious  
                  Products

**University of Missouri, Columbia, MO**

- 2002            B.A., Majors in Sociology and Philosophy, *Summa Cum Laude*,  
                  Departmental Honors in Sociology and Philosophy

**Areas of Interest:**

---

Morality, Consumers and Consumption, Culture, Qualitative Methods, Gender, and Religion

**Publications**

---

Finch, Mary Beth 2015. "Fair Trade" in Cook, Daniel T. and J. Michael Ryan (eds.). *The Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies*. London: Wiley-Blackwell.

**Manuscripts in Preparation**

---

Finch, Mary Beth "Ethical Consumption: Beyond the Individual" invited article for *Sociology Compass*

Finch, Mary Beth "The Sacralization Process and the Meaning of Fair Trade"

Finch, Mary Beth "Valuing Fair Trade: Fair Trade Consumption as Gift vs Market Exchange"

## Conference Papers and Presentations

---

- 2015 “Valuing Fair Trade: Fair Trade Consumption as Gift vs Market Exchange” paper presented at American Sociological Association Annual Meeting. Chicago, IL August 22-26, 2014.
- 2014 ““Vulnerable Yet Enterprising People”: Fair Trade Marketing and the Representation of Producers as the Deserving Poor” Paper presented at Annual Meeting of the Society for the Study of Social Problems. San Francisco, CA: Aug 15-17, 2014.
- “From Farm to Pew: Religious Organizations as Fair Trade Purveyors and Advocates” paper presented at ASA Consumers and Consumption conference Farm to Table. Berkeley, CA: Aug 15, 2014.
- “Fair Trade Consumption as Organizational Accomplishment” paper presented at the 26th Annual Meeting of the Society for the Advancement of Socio-Economics. Chicago, IL: July 10-12, 2014.
- “The Sacralization Process and the Meaning of Fair Trade” paper presented at the Yale Center for Cultural Sociology Annual Conference. New Haven, CT: April 25-26, 2014.
- 2013 “Where Was It Made?: Fair Trade Consumption and the Importance of Place” paper presented at Annual meeting of Society for Study of Social Problems. New York, NY: Aug 9-11, 2013
- “Only Happy Stories: Using Positive Emotions to Sell Fair Trade Products” paper presented at Society for the Study of Symbolic Interaction Annual Meeting, New York, NY, August 8-10, 2013 and Kellogg-Booth Student Symposium, Chicago, IL: April 26, 2013.
- “The Sacralization Process and the Meaning of Fair Trade” paper presented at Beyond Production and Consumption: Refining American Material Culture Studies, Boston University, Boston MA: March 23, 2013.
- 2012 “Selling Virtue: Moral Discourse in Fair Trade Marketing” Paper presented at annual meeting of American Sociological Association, Denver, CO: Aug 17-20, 2012.
- “The Fair Trade Shopping Experience: The Creation of a Sacred Market” paper presented at Global Consumption: Politics, Culture, Practice conference. Denver, CO: Aug 16, 2012.
- 2011 “Moral Conflict in Everyday Talk: Creating and Negotiating Moral Boundaries at a Suburban Dog Beach.” Annual meeting of American Sociological Association Las Vegas, NV: Aug 20-23, 2011

2008 “Is Sexual Objectification Ever Okay?” Paper presented at Annual Fall Conference of Notre Dame’s Center for Ethics and Culture, South Bend, IN: Nov. 6-8, 2008.

"Spending One’s Treasure: Consumer Trends in the Purchase of Religious Goods" Paper presented at the annual meeting of the American Sociological Association Annual Meeting, Boston, MA: Aug. 1-4, 2008

“Beware of Dog: Constructing and Combating Danger at Dog Parks.” Paper presented at Chicago Ethnography Conference, DeKalb Il: April 7, 2008

## Teaching Experience

---

2015— **Instructor, Oakton Community College**

present Introduction to Sociology:  
Fall 2015 (3 courses)

2012— **Lecturer, Northwestern University, School of Professional Studies**  
present **(formerly School of Continuing Studies)**

Sociological Analysis (Research Methods):  
Summer 2012, Winter 2013, Summer 2013, Winter 2014 (2 courses),  
Summer 2014 and Summer 2015:  
Sociology of Complex Organization:  
Fall 2012, Summer 2014, Spring 2015, and Summer 2015  
Born to Shop?: Sociology of Consumers and Consumption:  
Winter 2015

2010— **Lecturer, Northwestern University, Weinberg College of Arts and**  
2014 **Science**

Introduction to Sociology  
Summer 2012 and Summer 2014  
Sociology of Complex Organizations  
Summer 2013  
Language and Power  
Fall 2010  
Graduate Writing Seminar: Second Year Paper (Master’s Thesis  
Development)  
Fall 2009, Winter 2010, Fall 2011 and Winter 2012  
College Teaching Seminar  
Spring 2010

2006— **Teaching Assistant: Northwestern University**

2010 Economy and Society (Discussion sections)  
Family and Society (Discussion sections)  
Individual and Society (Discussion sections)  
Law and Society (Discussion sections)  
Medical Sociology

Social Inequality (Discussion sections)  
Social Theory  
Sociology of Religion

## Research Experience

---

2012—2013    Research Assistant for Nicole Stephens, Northwestern University, Kellogg  
School of Management and Organizations  
2012            Research Assistant, American Bar Foundation

## Grants, Fellowships and Awards

---

2013            Northwestern University TGS Travel Grant  
2011            Karpf Prize, Sociology Department, Northwestern University  
2010-2011     University Fellowship, The Graduate School, Northwestern University  
2010            Robert F. Winch Memorial Award for Outstanding Teaching Assistant, Department  
of Sociology, Northwestern University  
2006-2007     University Fellowship, The Graduate School, Northwestern University

## Service

---

2014            Reviewer for *Law and Society*  
2013            Roundtable Organizer, Consumer Studies Research Network, American  
Sociological Association Annual Meeting, New York, New York, Aug 9-11  
2008-2010     Graduate Affair Committee, Sociology Department, Northwestern University

## References

---

Carol Heimer  
Professor of Sociology,  
Northwestern University  
Research Professor, American Bar Foundation  
1810 Chicago Ave.  
Evanston, IL 60208  
(847) 491-7480  
[c-heimer@northwestern.edu](mailto:c-heimer@northwestern.edu)

Bruce Carruthers  
Professor of Sociology

Northwestern University  
Director, Buffett Institute for Global Studies  
1810 Chicago Ave.  
Evanston, IL 60208  
(847) 467-1251  
[b-carruthers@northwestern.edu](mailto:b-carruthers@northwestern.edu)

Wendy Griswold  
Professor of Sociology and Humanities  
Northwestern University  
1810 Chicago Ave.  
Evanston, IL 60208  
(847) 491-2701  
[w-griswold@northwestern.edu](mailto:w-griswold@northwestern.edu)