

Master's Thesis Seminar

Kristina Wittkowski

Assistant Prof., Marketing Master's Program Director



Aalto University
School of Business

Topic Suggestions

Henri Weijs



Aalto University
School of Business

Henri Weijo

- Assistant professor in marketing (2017-)
- Mostly qualitative methods (interviews, ethnography, netnography...)
- Consumer culture researcher: consumption collectives, creativity, value and value creation, exchange practices, political consumption, circular economies, branding...



- Seregina, Anastasia and Henri A. Weijo (2017), "Play at Any Cost: How Cosplayers Produce and Sustain Their Ludic Communal Consumption Experiences," *Journal of Consumer Research*, 44(1), pp. 139-59.
- Weijo, Henri A., Jonathan Bean, and Jukka Rintamäki (2019), "Brand Community Coping," *Journal of Business Research*, 94, pp. 128-136.
- Gollnhofer, Johanna; Henri A Weijo, John W Schouten (2019), Consumer Movements and Value Regimes: Fighting Food Waste in Germany by Building Alternative Object Pathways, *Journal of Consumer Research*, forthcoming
- Weijo, Henri, Diane M. Martin, and Eric J. Arnould (2018), "Consumer Movements and Collective Creativity: The Case of Restaurant Day", *Journal of Consumer Research*, 45, (2), pp. 251-274

Henri Weijo

- Two master's thesis-based papers currently under development for *Journal of Consumer Research*!
 - Gloukhovtsev, Alexei; Sari Nevanpää & Henri Weijo: *Collections in Use: The Charmed Lives of Moomin Mug Collectors*
 - Rosenberg, Laura; Iina Kerkelä & Henri Weijo: *Access-Based Fashion: The Everyday Practice of the Rotating Wardrobe*



- Seregina, Anastasia and Henri A. Weijo (2017), "Play at Any Cost: How Cosplayers Produce and Sustain Their Ludic Communal Consumption Experiences," *Journal of Consumer Research*, 44(1), pp. 139-59.
- Weijo, Henri A., Jonathan Bean, and Jukka Rintamäki (2019), "Brand Community Coping," *Journal of Business Research*, 94, pp. 128-136.
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- The weather is, somewhat astonishingly, absent in cultural consumer research
- What is weather like? How do people talk about it? How, when, and why does it relate to consumption? What does weather enable or inhibit? What objects relate to weather?



Ennen joka kodissa piti olla kirjahylly, nyt sisustuslehdet näyttävät sen kadonneen – näin suomalainen olohuone on muuttunut

Sohva ja televisio hallitsevat yhä olohuonetta, mutta muiden säilytyskalusteiden mukana kirjahylly on katoamassa.



Kuvassa helsinkiläinen olohuone Hertonniemessä vuonna 2007. (kuva: MIKAO UINENO)

Saara Tammi HS

Julkaisu: 17.7.2017 13:54

SUOMALAISIA olohuoneita ovat hallinneet perinteisesti kolme elementtiä: sohva, televisio ja kirjahylly.

Nyt niistä yksi on katoamassa.

”Suomalaisuus on rakentunut voimakkaasti kielen ja kirjallisuuden varaan, ja sivistyneessä kodissa on ollut kirjahylly. Internetin tulo heikensi sen asemaa”, sanoo Helsingin kaupunginmuseon tutkimuspäällikkö **Minna Sarantola-Weiss**.

Hän tietää paljon suomalaisten olohuoneista, sillä on tehnyt aiheesta viittekirjan.

Luetuimmat

JUUNI NYT PÄIVÄ VIIKKO

1. Työelämään tutustuminen oli Suvil Lehtiselle, 15, syvä pettymys, ja niin se on tutkimuksen mukaan yllättävän monelle muullekin: ”Hyvä kun pääsi pois”
2. Vaikka kaikki olisi nyt hyvin, eron ennusmerkit ovat jo ilmassa – Psykologi listaa kahdeksan piirrettä, joista tunnistaa risksuhteen [Tilaa!ille](#)
3. **Kolummi:** Heti itärajan takana on maisemillaan lumova huippusuositettu matkakohte, josta harva suomalainen on kuuluttakaan
4. Helsingin keskustassa on startup-keskittymä, josta ihmiset eivät tiedä oikein mitään – kohta se on suurempi kuin kauppakeskus REDI
5. Euroopan pankit oireilevat nyt kuin finanssikriisin alla: Pelkona on ”täydellinen myrsky”, joka voisi syöstä koko talouden kriisiin
6. Kolme ihmistä kuoli henkilöauton ulosajossa Raumalla
7. Nordean uudeksi konserniohjajaksi nousee Frank Vang-jensen – Suora lähetys tiedotustilaisuudesta juuri nyt
8. Synkkä päivä pääministeri Boris Johnsonille: Alahuone tyrmäsi estyksen vaaleista ja äänesti äkkieron estävän brexit-lain puolesta äänin 327-299
9. Helsingin käräjäoikeus alkaa käsitellä petosjutua, joka lietsoi Cannonball-jengiä väkivaltaan – pääarkkitehdiksi epäilty ”Nacco” Tranberg pakkoilee yhä poliisia

Minulla on taatusti isompi kuin sinulla: kirjahyllyn koko on ainoa Suomessa sallittu snobbailun muoto



Annamari Sipilä, kuva: Kalle Ervoinen / HWS

Annamari Sipilä

Julkaisu: 5.5. 2007, Päivitetty: 5.5. 2021

Minulla on taatusti isompi kuin sinulla, etenkin jos olet samanikäinen tai nuorempi tai urbeihullinen ekstraversti. Jos taas olet vanhempaa väkeä ja aloittanut henkis-fyysisen lisäkkeesi kasvattamisen jo 1940-luvulla, sinulla saattaa olla suurempi, mutta tuskin on.

Puhumme kirjahyllystä. Kirjahyllyn koko eli kodin kirjojen määrä on persvaivattomassa Suomessa ainoa sallittu snobbailun muoto. On tyyliäöntä yrittää erottaa varallisuudella, kaukomatjaston koolla saa rehvastella vapaasti.

KIRJASNOBIT arvottavat toisiaan kirjahyllyn koon ja sisällön mukaan. Katsa mittaa laajuuden ja laadun, fiktion ja faktan suhteen sekä omistajan suosikkikirjaljait. Mitä kirjoja onkaan pantu paraatipaikalle silmän korkeudelle? Entä mitä teoksia löytyy makuuhuoneesta alahyllyltä? Jokainen kirjansnobi tietää, että sattuuma ei ole. Vuosien ja vuosikymmenien aikana muodostuneet kirjakerrostumat kertovat ihmisestä kaiken.

HS:en luetuimmat

JUUNI NYT PÄIVÄ VIIKKO

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10. **HS Espoo:** Espoossa myydään kokonaista kerrostaloa, joka täyttyy li kallel- ja vesiverkkoon: ”Rakennus on iäkäs ja huonossa kunnossa”

Näytä lisää

Suomalaisten unelmakodeissa ei ole enää sijaa kirjoille

Kirjahyllyn puute ei nykyään välttämättä kerro mitään lukuhalusta.

Matti Kallioikoski

Julkaisu: 14.7.2017 2:00, Päivitetty: 14.7.2017 7:17

ASUNTOMESSUT käynnistyvät tänään perjantaina Mikkelissä. Jokakesäiseen tapaan ihmiset kokoontuvat sekä etsimään käytännön ratkaisuja omaan elämänsä että aistimaan unelmia.

Vuodesta toiseen toistuvissa huvaimkuvissa messutalon työkäkkäillä sohvalla istuva hahmo oleele kaikessa rauhaassa heeskelen jotain. Ympärillä on hiljasta ja väljää.

Yleisen elämänoikeuksien perusteella kyse on enemmän unelmasta kuin käytännön ratkaisusta.

TOINEN asuntomessulla silmään pistävä havainto on kirjahyllyn vähäisyys. Seinäniervuorilla on kylä pöytä ja hyllykötä, joilla on yksittäisiä koriste-esineitä, ja seinällä roikkuu kehystetty maisemakuva tai mieliteluseita, mutta kirjoja ei hyllyihin ole pantu.

Kirjastomuseo kuuluu nykyään monella käytännön ratkaisuihin. Isojen kirjahyllöjen puuttuminen ei välttämättä kerro mitään ihmisen lukuaktiivisuudesta: kiitos hyvin kirjastolaitoksen ja sähköisten kirjojen, lukuotoukan ei tarvitse käyttää kallista lattianeliötä harrastuksensa tueksi.

Ilmiöön voi tutustua esimerkiksi nettihautokoupoissa, joissa myydään käytettyjä kirjahyllyjä, tai antikvariaateissa, joista perikannat etsivät apua perittyjen kirjojen kierrättämiseen.

PAINEUTTUJEN kirjojen ystävä pyrkii tietysti löytämään perusteita kirjojen hankkimiselle ja säilyttämiselle. Keskitettykyse sähköisen tekstin parissa on varmaankin helpompi tai lukuokemaks muuten vain huonompi.



Matti Kallioikoski

Luetuimmat

JUUNI NYT PÄIVÄ VIIKKO

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3. **HS Helsinki:** 1970-luvun kerrostaloon rakennettiin ”parvekkeet”, joissa ei enää olekaan ota mitään järjettä: ”Miten tämä toimii?”
4. **Kolummi:** Heti itärajan takana on maisemillaan lumova huippusuositettu matkakohte, josta harva suomalainen on kuuluttakaan
5. Euroopan pankit oireilevat nyt kuin finanssikriisin alla: Pelkona on ”täydellinen myrsky”, joka voisi syöstä koko talouden kriisiin
6. Helsingin keskustassa on startup-keskittymä, josta ihmiset eivät tiedä oikein mitään – kohta se on suurempi kuin kauppakeskus REDI
7. Ostiiko jokuks pusaikajaa Suomenlinan Siivoksi? Nyt entinen kansanedustaja myy talon vintillä asunton
8. Kolme ihmistä kuoli henkilöauton ulosajossa Raumalla
9. Helsingin käräjäoikeus alkaa käsitellä petosjutua, joka lietsoi Cannonball-jengiä väkivaltaan – pääarkkitehdiksi epäilty ”Nacco” Tranberg pakkoilee yhä poliisia
10. Nordean uudeksi konserniohjajaksi nousee Frank Vang-jensen

Näytä lisää

Luetuimmat - Pääkirjoitukset

JUUNI NYT PÄIVÄ VIIKKO

What is happening to bookshelves in Finland?



What are (Collective)
Reconsumption
Rituals?

off.

YOUR DIGITAL DETOX
FOR A BETTER LIFE

TANYA GOODIN



GOOD REASONS to put down your PHONE

@POSITIVELYPRESENT



GOOD
for LIFE

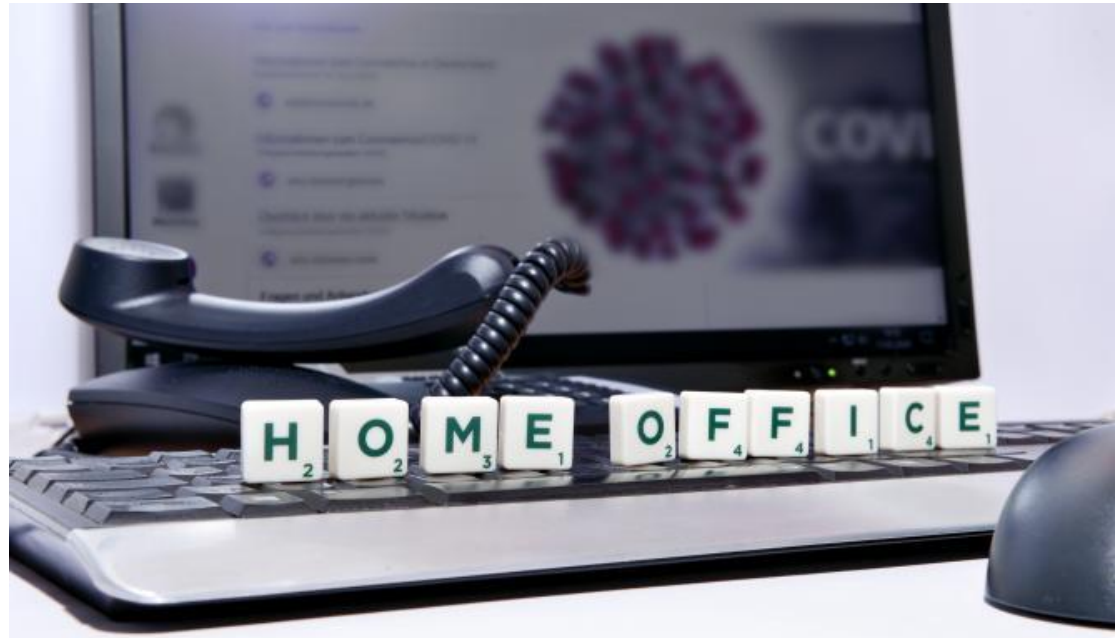
DIGITAL DETOX

What are Consumer Strategies and Practices for Digital Detox?

What is a
“Consumer
Anti-Hero”?

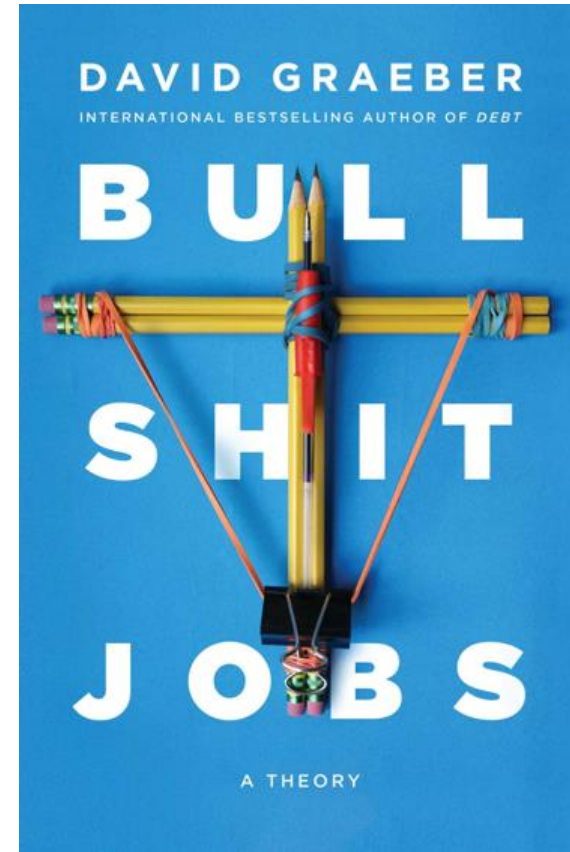
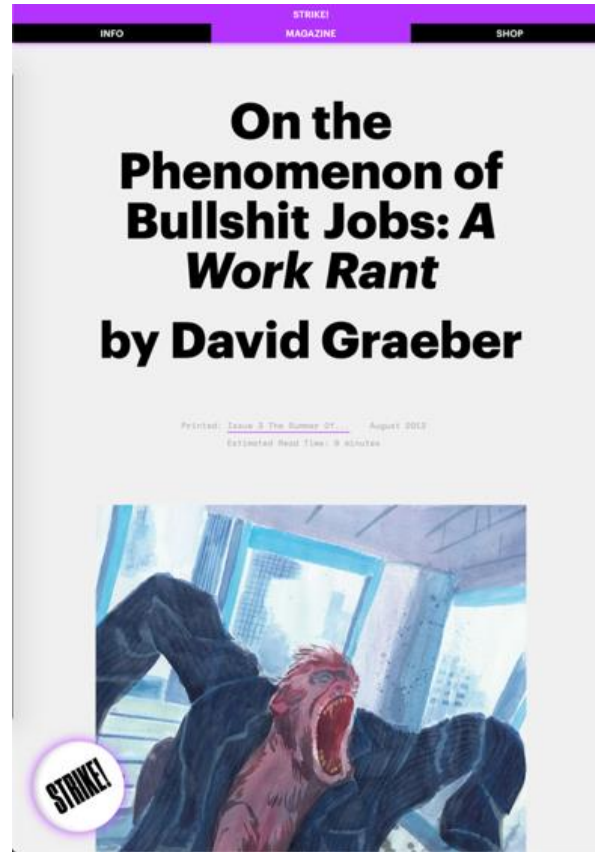


The Post-
COVID-19
Home Office?



Consumer
Coping with
“Bullshit
Jobs”

Bullshit
Creativity
in Marketing



"Dogs as Consumers" OR "Dogs and the Consumption of Aristocracy"





Aalto University

Master seminar

The kick-off session for the Fall 2020

Thursday, Sept. 10, 4 pm
Lasse Mitronen

Lasse Mitronen

Professor of Practice
Aalto University School of Business
Marketing Department
lasse.mitronen@aalto.fi
Tel. + 358 50 375 9015

Areas of teaching and research expertise:

- Service Platforms and Marketplaces
- Retail Strategies, Business Models, Marketing and Entrepreneurship
- Strategic Planning and Management
- Qualitative research methods, practice orientation problems
- Deep collaboration with retailing companies and Finnish Commerce



Multi-sided marketplaces and the transformation of retail: A service systems perspective

Mikko Hänninen^a, Lasse Mitronen^b, Stephen K. Kwan^b



Some topic that I would be very interested in supervising



Aalto University
School of Business

Alexei Gloukhovtsev

(Mostly qualitative) research with concrete implications for consumer wellbeing and quality of life.

How can marketing, marketers, and markets help improve quality of life and promote wellbeing in society?

How can we improve the experience of vulnerable populations in the marketplace? Youth and the elderly, consumers in challenging life circumstances, living in poverty, with disability, or with limited access to markets

Problems (and solutions) related to digital technology, healthcare services, sustainability issues, maladaptive, and (un)ethical consumer behavior?

Advertising of vice goods in professional sports



Advertising of vice goods in professional sports

Last year, 40% of Premier League clubs were sponsored by a gambling business.

Arsenal	Fly Emirates
Man United	Chevrolet
Liverpool	Standard Chartered
Aston Villa	Genting Casino
Chelsea	Yokohama Tyres
Everton	Sportpesa
Fulham	FxPro
Man City	Etihad Airways
Newcastle	Fun88
Norwich	Aviva
QPR	AirAsia
Reading	Waitrose
Southampton	Virgin Media
Stoke City	Bet365
Sunderland	Dafabet
Swansea	LETOU
Tottenham	AIA
West Brom	Zoopla
West Ham	Betway
Watford	Sportsbet.io

Advertising of vice goods in professional sports

The marketing of alcoholic beverages to underage consumers is strictly prohibited in Finland.

So is this a problem?



Advertising of vice goods in professional sports

Should advertisement of alcoholic beverages (and other controversial goods) in sports be regulated?

Quantitative study using advertising analytics to estimate the impact and “effectiveness” of sports sponsorship among underage consumers.

Compare to impact of other regulated channels (e.g. public outdoor advertising).

Advertising of vice goods in professional sports

Why is this an interesting topic?

Your opportunity to become an expert in the field of sports marketing.

Your opportunity take part in public debate.

The cost of a sustainable lifestyle

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Life and style

Can you afford to be green when you're not rich? I kept a diary to find out

Alison Stine

Mon 29 Jul 2019 05:00 BST

1,657



▲ I don't think we talk enough about how the America consumer's attempts to go green involve so much uncertainty and lack of agency. Illustration: Dev Murphy

Politicians and corporations have placed the burden of environmental responsibility on the consumer - but how easy is it to go green when you're barely getting by?

Using USDA's Thrifty Food Plan To Assess Food Availability and Affordability

Margaret Andrews (202) 604-5444
mandrews@ers.usda.gov
Linda Scott Kantor
Mark Lino (703) 605-0261
mark.lino@ers.usda.gov
David Rippinger

In recent years, a number of Federal and local efforts have been launched to help communities assess and improve their community food security situation. In a food secure community, residents of all income levels have access to sufficient, affordable foods that enable them to lead active, healthy lives. Developing a standard for assessing whether food is available and affordable in a community is complex because a variety of factors come into play. One possibility is to determine how much a family would have to spend in local area stores to buy a specific set of relatively lower cost foods that make up a nutritious diet. In this study, researchers with USDA's Economic Research Service (ERS) used a weekly menu meeting the nutritional and dietary requirements of the Thrifty Food Plan (TFP) to assess food availability and affordability in Washington, DC.

Andrews and Kantor are agricultural economists with Food and Rural Economics Division, Economic Research Service, USDA. Lino is an economist with the Center for Nutrition Policy and Promotion, ERS. Rippinger is a research economist. The study is a cooperative effort with the Economic Research Service, the Urban and Global Food Applied Economics at the University of Minnesota.

The TFP serves as a national standard for a nutritious diet at a minimal cost and is used as the basis for food stamp allotments (see box). The District of Columbia was selected for this study because it provides a good case study area—it is a central city with a large percentage of food stamp households. Among all States' districts, Washington, DC, ranked first in the proportion of residents receiving food stamps (16 percent in 1999) and second in residents in households with incomes below the poverty line (20 percent in 1999).

ERS researchers surveyed 34 large food retailers in Washington, DC, authorized to accept food stamps—21 chain supermarkets, 7 independent supermarkets, and 6 discount food stores. The small sample size reflects a scope of effort typical of a community-level assessment effort and not that of a full-blown research study. As a consequence, study findings are less precise than would be desired for many research purposes. With these caveats in mind, the study found that food availability was greatest in the chain supermarkets where, on average, all but 1 of the 48 items on the TFP shopping list were available. At the independent supermarkets, all but 8 items were generally available; at the sam-

pled discount food stores, 18 items, on average, were not in stock. Although limited in variety, the TFP shopping list items in the sampled discount food stores cost 16 percent less than in the supermarkets. For the 34 food stores surveyed, the cost of TFP shopping list items averaged \$3.19 less than the estimated nationwide TFP cost of \$101.70 per week in August 2001.

TFP Shopping List Allows Comparisons Across Stores

To determine the availability and affordability of the TFP shopping list in Washington, DC, ERS researchers developed a foodstore survey using the second of two TFP weekly shopping lists. The shopping list used for this study contains 68 food items plus food condiments (the condiments are used in small amounts to prepare recipes). The food items and condiments were assigned to one of eight food groups: (1) grains (bread, cereal, rice, and pasta), (2) vegetables, (3) fruits, (4) milk (milk, yogurt, and cheese), (5) meat and meat alternatives (meat, poultry, fish, dry beans, eggs, and nuts), (6) sugars and sweets, (7) fats and oils, and (8)

May-August 2001
45

274 THE JOURNAL OF CONSUMER AFFAIRS

PARKE E. WILDE AND JOSEPH LLORRENA

Using the Thrifty Food Plan to Assess the Cost of a Nutritious Diet

The federal government's Thrifty Food Plan (TFP) estimates the difference between a proposed food plan and a current consumption bundle, subject to cost and nutrition constraints. This article adapted the TFP framework to estimate the cost of a nutritious diet, distinguishing between nutrition constraints based on food categories (meat, vegetable) or nutrients (saturated fat, calcium). The official cost target for the TFP was sufficient if it met, in addition, a very high difference from current consumption patterns, or if it met nutrition standards instead of MyPyramid food category standards. In other scenarios, with different constraints, the official cost target was insufficient.

How much does a nutritious diet cost? This question is central to debates over U.S. anti-hunger and nutrition policy. The benefit level for more than 28 million low-income participants in the Supplemental Nutrition Assistance Program (SNAP), formerly called the Food Stamp Program (FSP), is related to the federal government's official estimate of the cost of a "thrifty" but nutritious diet (Carlson et al. 2007). This question also matters for nutrition policy more broadly, because one leading explanation for the current epidemic of obesity-related chronic disease emphasizes the comparatively low cost of energy-dense foods and the high cost of healthier foods (Drewnowski and Specter 2004).

The estimated cost of a nutritious diet depends systematically on the definition of "nutritious." In Stigler's famous 1945 application of linear programming, the minimum cost required to meet narrowly defined nutrition targets was only pennies per day (Stigler 1945). He acknowledged that his cost estimate would make dieters unhappy, and implied that they were too generous in their "cultural requirements" for

Parke E. Wilde is an associate professor at the Friedman School of Nutrition Science and Policy at Tufts University (parke.wilde@tufts.edu). Joseph Llorrena is a graduate student at the Friedman School of Nutrition Science and Policy at Tufts University (joseph.lliorenna@tufts.edu). USDA's Economic Research Service provided support through a REDEI research grant administered by the Harris School at the University of Chicago. David Broton, Craig Goodson, and Robert LaLonde made important suggestions, and Andrea Carlson and Kenneth Hanson at USDA provided data and insight. All opinions and errors belong to the authors.

The Journal of Consumer Affairs, Vol. 43, No. 2, 2009
ISSN 0022-0779
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A? Aalto University School of Business

“Selling out” or “buying in”?

How do professionals in creative industries manage the tension between “art for art’s sake” and taking concerted marketing actions to make a living?

How do artists, musicians, and other creative workers talk about marketing? Why do some move to the “dark side” while others do not?



Service systems in shock and disruption

Why is the music industry struggling to adapt to the ongoing disruption in the marketplace?

What enables an ecosystem to be agile?
What prevents agility?



Students' perceptions of Marketing as a subject

Why are some subjects perceived as so-called “soft” and “feminine” while others “hard” and “masculine”?

Why are Marketing and management seen as “soft” subjects, and Finance and Accounting as “hard”? What does it mean to be a “soft subject”? Why are “soft” subjects “feminine”? Can a “soft” subject become masculine? A “hard” subject feminine?

Empathy, intimacy, and community in remote learning and working

How do we maintain our humanity and community behind the screen?

Practices, behaviors, and experiences of students, teachers, workers...

Ambiguous product claims

“Part of a healthy breakfast”

“30% less sugar”

“Produced in accordance with sustainable development principles”

“Natural”

What do these labels actually mean?

How do consumers interpret and understand them?



Expanding services to include hard-to-reach consumers

Why are some attempts to cater to hard-to-reach customer segments successful while others are not?

How do underserved consumers perceive novel efforts to include them in the marketplace? Why do some consumers reject such services? What can marketers do to include them?

Potential contexts of interest: telemedicine and digital healthcare, online banking, urban (re)development projects.

The “dark side” of digital marketing and analytics

Consumers’ understanding and perceptions of data privacy-related issues

Managing the privacy paradox: the need to give up data to use services.

What do consumers do to protect themselves? How do they rationalize giving up control over their data?



(Mostly qualitative) research with concrete implications for consumer wellbeing and quality of life.

How can marketing, marketers, and markets help improve quality of life and promote wellbeing in society?

How can we improve the experience of vulnerable populations in the marketplace? Youth and the elderly, consumers in challenging life circumstances, living in poverty, with disability, or with limited access to markets

Problems (and solutions) related to digital technology, healthcare services, sustainability issues, maladaptive, and (un)ethical consumer behavior?

Topic Suggestions

Hedon Blakaj



Aalto University
School of Business

Hedon Blakaj

Area of expertise : Consumer Culture Theorizing Research (CCT)

Areas of academic interest:

(I) Consumer and Consumption Driven Market Emergence

(II) Market Dynamics and Market Change

(III) Cultural Production and Cultural Intermediaries

(I). Consumer and Consumption Driven Market Emergence (what I'm doing)

How markets emerge/form as a *consequence* of consumption and consumer driven activities

Focus: the emergence of organic food market in the US

(II). Market dynamic / market change (what I am interested in)

Interested in:

- Food - take home food and delivery
- Context: Restaurants + Foodora + Wolt + Consumers eating home
- How did Foodora + Wolt + ... emerge as market actors?
- What have they done and are doing (activities)?

•

How this relates to home dining + consumer side of the story?

- What impact they have for restaurants and the service industry?

(III). Cultural production and cultural intermediaries (what I'm doing)

- Disc Jockeys (DJs) as cultural intermediaries. How they organize events – process?
- Look at how taste about vinyl records is accomplished
- Explain the revival of the vinyl record as a number one music format

Interested in:

- Relationship between cultural intermediaries and technology
- E.g., fashion bloggers or alike, as they related to algorithms. The evolution of this dynamic is of interest to me. Concept I am interested: the concept of **device(s)**.

Methods: ethnography, interviews

Theorizing perspectives: Assemblage theoretics, Practice Theory, (maybe Institutional Theory)

Topic Suggestions

Kushagra Bhatnagar



Aalto University
School of Business

It's easier to imagine the end
of the world than to imagine
the end of marketing.

WHO AM I

- Born in New Delhi, India
- Studied Computer Science for Bachelors
- Majored in Finance, Minor in Marketing for Master's
- Worked in Investment Banking, Advertising, Marketing Consultancies
- Eventually became an entrepreneur (2011-2015)
- Started PhD at Aalto (2015 - About to Graduate)
- Live in Espoo with wife and 5-year old daughter



Why is Marketing Research interesting?

- Brands and marketing implicated in everyday stories of status, identity, nationality, class
- Can't live with them – can't live without them
- Closest thing to real magic
 - A suspension of disbelief (like in the movies)

BRRROOOOAAADDDD Scope

- What is 'not marketing'?
- We live in the golden age of the consumer

Alternative Modes of Master's Thesis

- Live Projects with Finnish/International companies

Methodological Orientation

- Interpretive approach to research
- Qualitative empirical material
- Working with pictures and words

Potential Research Contexts

- Small worlds
 - Ethnographies – Brick and Mortar + Online
- Market Interactions
 - Service employees
- Media Discourses
 - Advertising as a means of understanding consumption

Contact

- Kushagra.bhatnagar@aalto.fi

Topic Suggestions

Eric Arnould



Aalto University
School of Business

Topic Suggestions

Kristina Wittkowski



Aalto University
School of Business

Kristina Wittkowski

Ass. Professor since 2015

Primarily quantitative methods (experiments, surveys)

Experience in supervising qual. and quant. theses

Services marketing researcher: value co-creation (sharing economy, access-based consumption, co-creation, role of technology in co-creation; transformative service contexts)

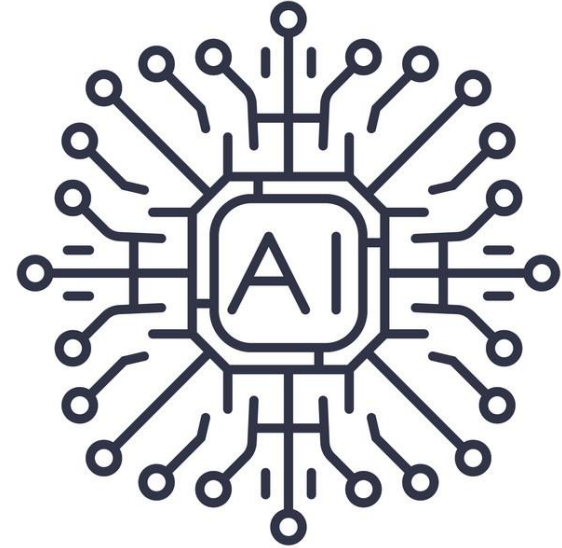


Artificial Intelligence in Services

Consumer perception of the **role of AI** in **services**

What are the perceptions in

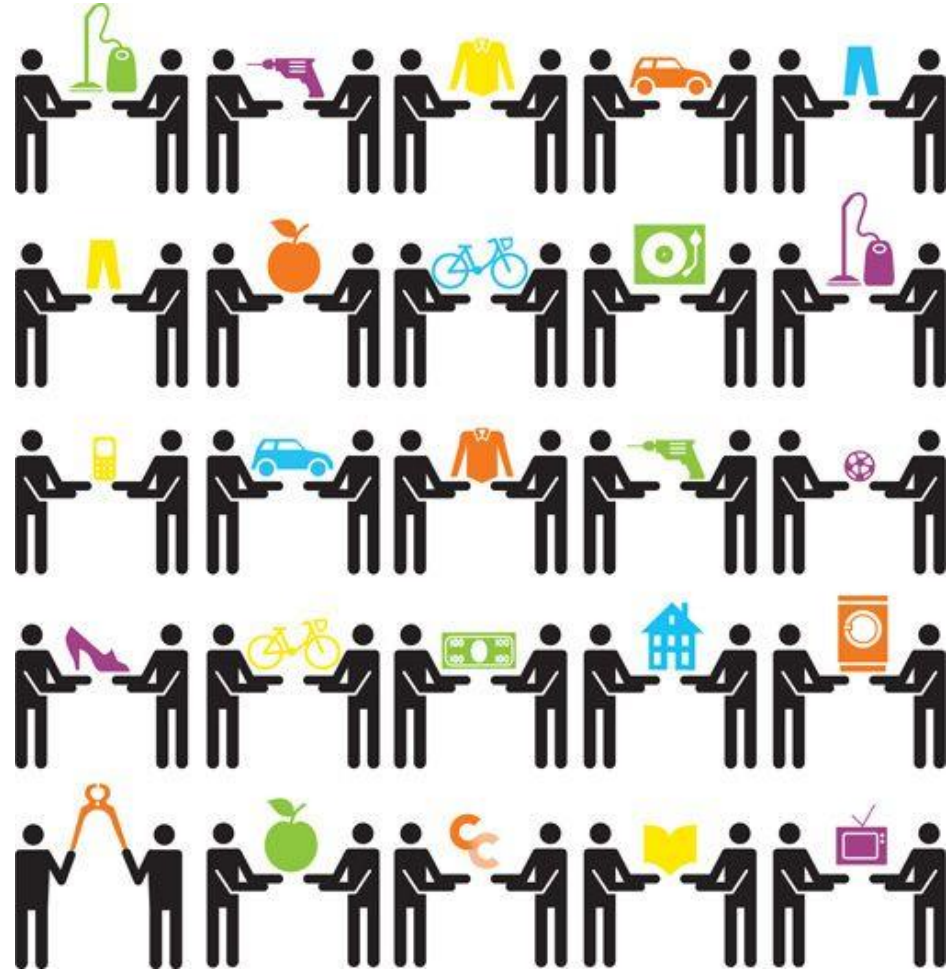
- Service failure
- Service recovery



Sharing economy/ collaborative consumption

Understanding consumers'
views on **providers** and
platforms in the **sharing
economy**

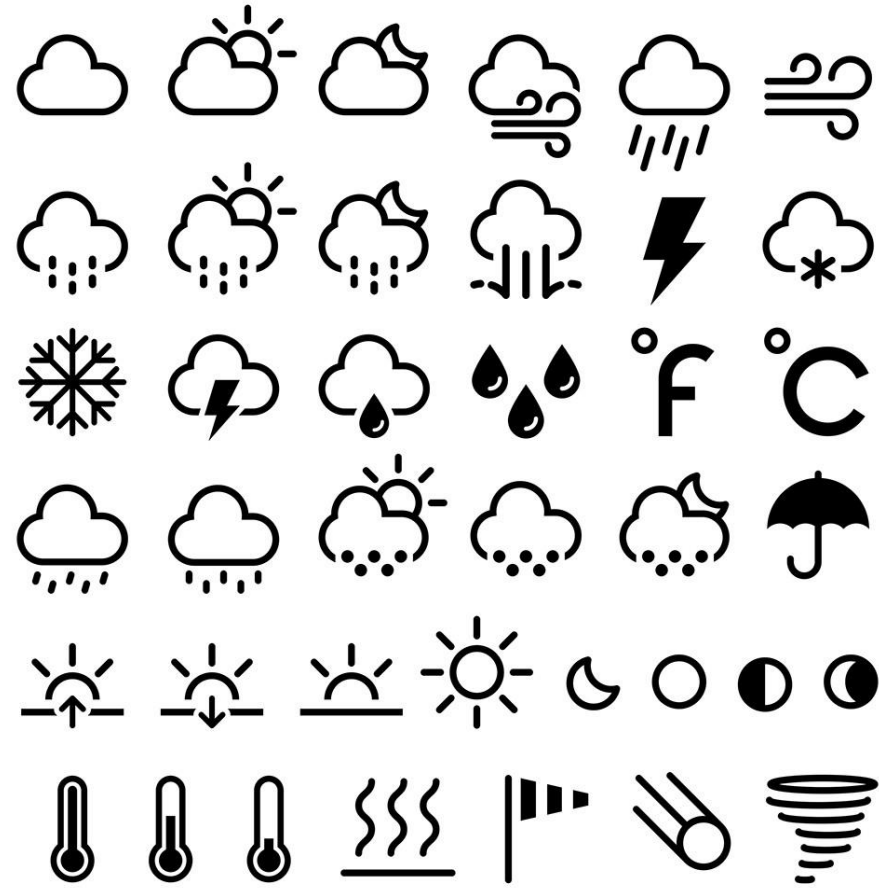
Do certain **marketing promotion
tools** work better in the **sharing
economy** than others – and
why?



Weather Forecasts in Consumption

What **meaning** do consumers attach to **weather forecasts**?

(How) do **weather forecasts** influence people's **planning behavior**?



Q&A