



TRANSFORMATIVE  
CONSUMER RESEARCH

# 2022 TCR-AMA Impact Conference

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Best Practices and  
Scholarship for Impact

## Proceedings



AMERICAN MARKETING  
ASSOCIATION



COLORADO STATE  
UNIVERSITY

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# A Transformative Mindset

*Julie Ozanne*

I have been dreaming about this day for 30 years. So, thank you for making my dreams come true. I'm just blown away by the research that it is part of this conference. So, thank you for those of you who are doing impactful research and I know all of us want to do it. So, thank you to the people who are workshopping their ideas.



I have been thinking a little bit about how did we get here? What is some of the special sauce? And it's great to see that other people have that special sauce too, I've been calling it 'transformative mindset.' TCR came out of **David Mick's ACR 2005 presidential address**. He had done a task force, got researchers together and asked, 'What would we have to do if we wanted people to do research that would enhance the well-being?' And TCR was born of that idea. And I remember sitting in the audience thinking like, 'Okay, I'm all in, but I have no idea what's going to happen'. And I can tell you right now: it happened!

So, what ended up happening is TCR was growing in a crazy way. I think a conservative estimate is there are 400 to 500 people who self-identify as TCR researchers. One of the reasons why we've been so successful is because people were already studying social problems. People already wanted to do social change. But they saw themselves as sustainability researcher or gender researcher. So, what if TCR was a big tent? Because let me tell you, you can't do anything alone. Together we can change the direction of a field, we are really strong here.

People needed to have a community to gather, to find like-minded scholars. And funny enough a very special thing happened at JPP&M. They put out a special issue out of our first dialogical conference. What that special issue did was to signal to people that we're doing something different andnd it was **one of the most highly cited special issues ever**. Three papers won an award out of it. But it signaled a sea change.

I want to recreate that success once again. We have again this opportunity for a special issue at JPP&M. We're doing something different. People are talking about



impact, but they're not doing real impact. We're doing something different. And as you go across the presentations, you can hear that there's something different about this research. All TCR researchers are not doing impact. They're all studying social problems. But it's a world of difference to move from studying the social problems to taking your research and conducting it in such a way that it translates to use. This is exciting stuff!

### TCR: planting seeds for 17 years



For 17 years we've been doing this, which is a little bit shocking for some of us. It just seemed like only the last few years. Today TCR is the **dialogical conference**--that's really who we are. Every other year, we meet, **we organize around social problems**. The best tracks are those that have **diverse communities**. They work for two years, and then they publish a paper, often in a social issue. Many of these researchers have gone and published in other areas. And some of these teams have been successful, and working for over ten years. So, I think what the dialogical conferences is, is the key to

generating communities around different social problems. And what's most exciting and you're seeing some of the fruition at this conference is recently we've been doing relational engagements. We've been very excited about our **incubation for relational engagement**. So now I think we're in the harvesting stage.

### From planting to harvesting



We began with a dialogical conference. But the impact festival is signaling something new. We don't want to now be organized by social problems. **We want to go across the social problems**. You can see that some people are innovating now in their social area, and we can all use their innovative theories. There is a power and control that

we could all use. And in my world, the impact festival will be harvesting what we are individually learning in our different social problem areas.

It will always be a kind, supportive, celebratory environment and we're going to have one heck of a party at the end of this conference to signal things to come. I kind of hope to come back in 15 years. I think what we're trying to do is to **build scholarship on how to do impact and a body of research that demonstrates real impact**. We're not there yet, right? This is the stretch goal. I have been envisioning us as a **community of practice**. There are obviously people in this room doing this hard work, and there are other people who are eager to do that. And so we really need each other. We need the newbies to tell us what they need. We'll do a workshop and we need those people who have learned the hard work to come and share their knowledge.

### **Transformative Mindset**

I hope we use our work in this space with a transformative mindset. I didn't have a transformative mindset. For me, this journey has been enriching because it has changed me. I think I started out with a fearful mindset. I was one of those people who was definitely introverted. Early conferences, I spent a lot of time in the bathroom stall--it was the only place I could hide and feel safe.



I **learned my transformative mindset** from the relational engagements I had with activists, such as toy librarians. I feel so grateful for these experiences, and I see that transformative mindset here. It's not all transformative consumer researchers, as we're starting to build a new community and are tapping into other networks of people who want to have impact.

### **Toy Library**

So, a toy library, how could you not like a toy library? I love to find these little nonprofits that are doing something special. I like to partner with them and then feed back to them what I think they're doing to help them be better. And then I also draw **theoretical insights**. (I'm not a monogamous relational engagement. I think I'm a serial relational engager.) So, what is it that a toy library does? **It connects parents, ideas, and children.**



You don't need to have something new and shiny, but you can get joy over a broken, slightly soiled item and share it. So, it's connecting new ideas.

And the very first time I saw this creative-connected mindset was at our first dialogical conference. I had the honor of going around the various rooms to see what they were creating, what was sparkling. And I walked into the research on food well-being room and it was like magic was happening, electricity was going on. There were researchers from all over the world, different

theories, different methods. I was captivated and from that arose the food well-being framework and a body of research that grew out of that very connected moment.

### Time banks



Where I got my full dose of transformative mindset was with Timebanks. We had been in the field for two years when the earthquakes hit, and we got to seed this transformative mindset in action. This was an organization that you traded labor. Everybody's labor is equally valued. Any labor is traded. If you can convince people to

come and give their labor for your project, so be it. So, this organization was inherently open, flexible, supportive. It was always like: **Why not?** You want to post this project? We'll see if people will do it. I remember somebody posting their special skill--they were tall and they could reach up high! Then right, let's post that skill. There was never judgment. It was always this this kind of opening. And it's crazy what can come





from this. Let's try it. Why not? And the example I always think about is following the earthquake when the Albin Hotel was demolished. They literally said, "Why not ask the owner of this piece of land if we can use it as a community gathering spot?" "Why not ask our neighbors, what would you like to do with this?" "Why not hold swap meets there?" "Why not hold book exchanges?" "Why not let artists come in and build art?" And through all these 'why not's', it ended up being a now permanent gathering spot.

I think we have that, 'Why not?' mindset.

### Tactical Urbanism (Lydon and Garcia 2015)



If you're looking for inspiration, I love tactical urbanism. If you want inspirational stories just pull that up, Google it. Tactical urbanists are committed to taking back the city. The city shouldn't be only a place for cars. It should be the place for people. They do yarn bombing, they do parklets, they do skipping zones. They do many projects. And their whole approach is: **start small**, don't ask permission, **ask for forgiveness**. And when you're having success, **scale up**.

And we will be asking you for feedback. We always ask for feedback because whatever you tell us to do, you tell us this works, we will do it again. You tell us this doesn't work, we won't do it again. And that's how you become strong.

So, I want you to add your own to this transformative mindset. Because we live where there's a bureaucratic mindset, and that bureaucratic mindset for me is a cage. It's rule following, it's rank ordering. Who's up, who's down? And for me, I come to these spaces because you get to spread your wings on anything you're willing to do. We let you do it if you're willing to do it. And it's guided us through this process in the past. I hope it will guide us as we build the impact festival.

We started with the traditional monologue, talking-heads conference. It didn't work. That's why we came up with the dialogical conference. We started that we chose the social problems, and we chose the chairs, and then we realized we could crowd source it. We were missing a lot of creative ideas. We were missing a lot of human capital. And so we crowd sourced it. We started as academics only. And then how cool is this, we have a secret donor. Our secret donor, it was kind of like our fairy godmother, who sprinkles fairy dust in the form of cash. And we've been bringing in our relational partners to these conferences because we are definitely stronger with them. We started with conceptual articles, we moved to then empirical, and now



impact pieces. Many, many, many, 17 years of, 'why not', some failures and many successes.

- **Monologue conference→ dialogical conference**
- **Top down selecting topics/chairs→ bottom-up chairs volunteering ideas**
- **Academics only→ relational partners**
- **Conceptual articles→ empirical and now impact articles**

I think the future really is ours. The universities eyes have turned for us. The field has turned toward us. But we are uniquely positioned in our cultural practice already. We have well-functioning teams. We know how to come together and not work despite our differences, but to **leverage our differences. We care about social problems.** We have already been **co-learning with our relational partners.**

I do think we have some challenges. I think if you look at the talks, everybody is measuring impact differently because it's really hard to measure and there's not ever going to be one set of measures and it will always be challenging to be creative in how we document impact. I know that some of you have need for skills. You need to learn how to write grants, do community action research, try some novel methods that people in the field can use. And we're in desperate need of a theory for social change, and I think we just have to be a lot more creative about our methods. I don't think our methodological toolkit is big enough. But I feel super energized by how many young scholars are sitting right now. And we've always been a welcoming place for young scholars. And we only survive with you.

Thank you!

# Plenary Session on Relational Engagements with Practitioner Partners

## Collaborative Research to End Hunger

- Melissa G. Bublitz, University of Wisconsin Oshkosh
- Laura A. Peracchio, University of Wisconsin-Milwaukee
- Jonathan Hansen, Hunger Task Force

Collaborative Research to End Hunger: Our collaborative research with Milwaukee's Hunger Task Force (HTF) delivers both conceptual and social impact contributions. HTF leveraged this research to secure a 4-year USDA GusNIP grant to support the HTF Mobile Market, a traveling grocery store that brings fresh and healthy foods to people living in Milwaukee's food deserts. In this presentation we shared details about how our research collaboration emerged as well as best practices for creating research partnerships with social impact organizations.

Melissa G. Bublitz, Jonathan Hansen, Laura A. Peracchio, and Sherrie Tussler are the recipients of the 2022 Thomas C. Kinnear Award for their article "Hunger and Food Well-Being: Advancing Research and Practice," which appeared in the April 2019 issue (Vol. 38, No. 2) of JPP&M (available at <https://journals.sagepub.com/doi/10.1177/0743915619827012>).

"We are honored to receive the Kinnear Award on behalf of our collaborative research with the Hunger Task Force," the authors stated. "We are proud of this work to expand the Food Well-Being paradigm to include people experiencing hunger, who have the right to food with dignity. We hope this research inspires more academics and social impact leaders to work together in research partnerships. Deeper conceptual and social impact insights emerge when academics collaborate with nonprofit and public policy leaders. When public policy to address hunger and poverty is fully funded and local community-based organizations are empowered to innovate, solutions emerge for pressing social problems."



## **Buying and Payment Habits: Using Grocery Data for Financial Inclusion**

- Jung Youn Lee, Northwestern University
- Joonhyuk Yang, University of Notre Dame
- Eric T. Anderson, Northwestern University

Many consumers across the world do not have access to credit and one of the key reasons is that lenders do not have sufficient data to assess the creditworthiness of those consumers. This paper evaluates the potential of a new type of alternative data source to predict consumers' creditworthiness: grocery transaction data. Our analysis takes advantage of a unique, individual-level match of credit card data and supermarket loyalty card data, which allows us to build a credit scoring algorithm that incorporates grocery data. We find that grocery data can improve out-of-sample predictive accuracy of missing a credit card payment by up to 12.5%. We also find that consumers who do not have credit scores or are lower-income are more likely to benefit from the use of grocery data. Overall, our findings suggest that grocery data may serve as a channel through which traditionally under-served consumers in credit markets can signal their creditworthiness to lenders.

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3868547](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3868547)

## **BrightSide Produce and the Importance of Partnerships when Addressing Food Access Challenges**

- Iana A. Castro, San Diego State University

# Session 1: Theory and Method for Societal Impact

## New Prospects for Sustainable Consumption: A Neo-Animist Approach

- Eric Arnould, Aalto University School of Business

Well-intentioned, reformist interventions in the crisis of the Anthropocene like green consumerism have taught us about the challenges in facing the crisis of the Anthropocene. However, the crisis worsens, and the limitations of reformist approaches are documented. Rather than continue to feed the dominant capitalist paradigm by exhorting or nudging marketers to sell, or consumers to consume “green” products and services, we argue for a new, neo-animist inspired approach to sustainable consumption. This paradigm rests upon reimagining the relationship between humanity and the rest of the biome in which all actors are resource integrating value cocreating persons. We offer six principles upon which a neo-animist approach to consumption is based. We then reconsider the circulation of resources and their integration in value cocreating consumption practices. We prioritize gifting, reciprocal exchange, and predatory symbiosis characteristic of animist cultures and relegate market exchange to a secondary role. We provide numerous examples that partially prefigure a neo-animist eco-economy. A neo-animist consumption framework can help us reach some of the UN Sustainable Development Goals embedded in projects on which TCR researchers are currently working, while relativizing the role of marketing in a more resilient, respectful, and responsible eco-economy. We propose implications for further research and action based on neo animist principles and resource circulation practices to encourage transformational consumer researchers to shift their perspective toward a neo-animist approach to consumption.



## **Best Practices for Social Movement Impact**

- Gia Nardini, University of Denver
- Tracy Rank-Christman, University of Wisconsin-Milwaukee
- Melissa G. Bublitz, University of Wisconsin Oshkosh
- Samantha N. N. Cross, Iowa State University
- Laura A. Peracchio, University of Wisconsin-Milwaukee

Social movements, such as Black Lives Matter, surge when support grows for their social justice goals. At their core, social movements advance when people act collectively by rising in solidarity with a shared purpose to address injustice and inequality. Drawing on insights from consumer psychology, this review investigates how social movements succeed in creating social change. We build on an established 21st-century framework for how social movements succeed to outline the promising practices of successful social movements. For each of these practices, we identify the consumer psychology mechanisms that motivate collective action and encourage people to transform from bystanders to upstanders, those who provide the grassroots momentum for successful social movements. We illustrate this framework with examples from the growth of the Black Lives Matter movement. Finally, we highlight insights from consumer psychology that promote an understanding of social movements, and we raise research questions to encourage more consumer psychologists to investigate how social movements succeed.

Link: <https://myscp.onlinelibrary.wiley.com/doi/full/10.1002/jcpy.1201>

## **Assisted Autoethnography as a Methodological Innovation for Impact**

- Adam Collin Silva da Costa, Universidade Federal do Rio Grande do Sul
- Getúlio Sangalli Reale, Ciência e Tecnologia do Rio Grande
- Rodrigo Castilhos, Skema Business School

We outline the method of Assisted Autoethnography to account for the first-hand experiences of marginalized individuals in a given market context. We employ Assisted Autoethnography to analyze the thorny journey of a marginalized consumer through the emerging Brazilian Cannabis market in quest for an alternative treatment for severe anxiety, and from it work to construct solutions.

“I believe Assisted Autoethnography can deliver impact by exposing the personal at its affective dimension, creating stories that make people move, connecting the personal dramas to the social problems that cause them, thus fostering public policy action”, stated Getúlio Reale.

## **Session 2: Collaborating Across Stakeholders on Research-Informed Interventions**

### **Community Without Community? Crafting Inclusive Impact through Emancipatory Praxis**

- Martina Hutton, Royal Holloway, University of London
- Sam Watts, Chair, Access to Good Food Network

We outline an alternative approach for building inclusive impact and partnership with marginal communities within a UK Multi-Stakeholder-Initiative (MSI), addressing food/nutritional insecurity. This enables solution and policy agendas to be effectively prioritized in ways that are more relevant and sustainable to communities' lives. An emancipatory praxis approach also develops research capabilities of cross-sector stakeholders to retain the community voice for building sustainable inclusive impact moving forward.

Hutton, M. and Heath, T. (2020), "Researching on the edge: emancipatory praxis for social justice", *European Journal of Marketing*, Vol. 54 No. 11, pp. 2697-2721.  
<https://doi.org/10.1108/EJM-02-2019-0150>

### **Co-designing Social Impact Programs via the Behavioral Ecological Model: From Target Audience to Holistic Ecology**

- Forrest Watson, Middle East Technical University
- Hafize Çelik, Bilkent University

We present a novel methodological tool: Co-designing the social impact within a holistic ecology. The underrepresentation of women in the STEM field is about more than just women not choosing a STEM degree and rather about the brevity of the lifespan of their STEM careers. The pattern of women leaving STEM careers is a phenomenon metaphorically called a "leaky pipeline" (Blickenstaff, 2005). Many campaigns that target STEM women err in focusing on internal motivations in the choosing phase while ignoring the higher-level level influences on and later phases of a STEM career lifespan. The leaky pipeline in STEM is not due to cumulative individualistic behavior, but rather due to different powers and influences of social, cultural, and institutionalized systems –meso and macro layers – in which individuals are inhabited. Since the problem is at a system level involving multiple stakeholders, we maintain that so too should the development of solutions. We present the



findings and reflections from two co-design sessions in which stakeholders worked together to develop solutions for social impact related to women in STEM.

### **Factors Impacting COVID-19 Vaccine Hesitancy and Acceptance**

- Beatriz Pereira, Iowa State University
- Amy Greiner Fehl, Georgia Gwinnett College
- Stacey R. Finkelstein, Stony Brook University
- Marta Caserotti, University of Padova
- Gabriela Jiga-Boy, Swansea University

# Plenary Session on Managing Long-Term Teams for Impact in Research, Education or Practice

## Leveraging Diversity for Innovative Outcomes

- Samantha N.N. Cross, Iowa State University
- Charles Chi Cui, University of Westminster
- Catherine Demangeot, IESEG School of Management
- Cristina Galalae, University of Leicester
- Emma Johnson, University of Sheffield
- Shauna Kearney, Birmingham City University
- Eva Kipnis, University of Sheffield
- Tana Cristina Licsandru, Queen Mary University of London
- Tyrha Lindsey-Warren, Baylor University
- Carlo Mari, University of Molise
- Verónica Martín Ruiz, University of Massachusetts, Amherst
- Chris Pullig, Baylor University
- Lizette Vorster, Aarhus University

## Journey into Subsistence Marketplaces and Marketplace Literacy: Lessons for Scholarship and Impact

- Madhu Viswanathan, Loyola Marymount University
- Xiuying “Sophy” Cai, Xiamen University and Southern Illinois University
- Ashley Goreczny, Iowa State University
- Arun Sreekumar, Indian Institute of Management

We draw on a two-and-a-half decade journey into subsistence marketplaces and marketplace literacy to describe a long process of interplay between research and social impact. Labeled symbiotic academic-social enterprise, we have noted a circular or mutual directionality between academic research and social impact, sustained involvement in both facets, a continuous time-frame, and a unit of analysis not so much of discrete projects as the symbiosis between research and the social enterprise (Viswanathan et al., 2020; Viswanathan, 2012). Hence, the journey of numerous intertwined research and social enterprise activities in subsistence marketplaces informs our insights. Our lessons begin with the reiteration that academicians bring a research mentality to design and impact, and experience in designing education, two important elements to social impact. Sustained immersion in the phenomenon is a central recommendation for researchers. In turn, this leads to enrichment in all

facets of academic-social enterprise and multiple projects that can combine rigor and relevance. Another aspect is that this is not so much a grand strategy, but an emergent bottom-up approach to allow for immersion in reality to lead to new pathways. Also, relevant here is that our approach calls for a hands-on orientation toward social impact. This is the opposite of “if you build it, they will come”. In other words, the researcher as much as the research is at the heart of the dissemination. Our approach calls for a circular loop between research and practice, not a linear translation from research to practice. There are lessons learned as well as many pitfalls as the journey is extreme in the level of involvement of the researcher.

Subsistence Marketplaces Initiative: <https://cba.lmu.edu/smi/>

Marketplace Literacy Project: [www.marketplaceliteracy.org](http://www.marketplaceliteracy.org)





## Elevating the Impact of Gender Research: A Multi-Stakeholder Case Illustration

- Linda Tuncay Zayer, Loyola University Chicago
- Catherine A. Coleman, Texas Christian University

Abstract: This project highlights how multiple stakeholders can work together to bring about social change. A recent editorial in the *Journal of Public Policy & Marketing* (Scott, Hassler, and Martin 2022) suggests that scholarship focused on Diversity, Equity, and Inclusion will be among the top priorities for research in the next 5 years. Yet, despite the clear alignment of gender equality with DEI principles (see Arsel, Crockett and Scott 2021), gender equality lags other areas in terms of its perceived importance for future research among marketing and public policy scholars (falling 11th out of 16 SDG-aligned areas listed in Scott, Hassler, and Martin 2022). Using Transformative Advertising Research as an orienting lens (Gurrieri, Zayer, and Coleman 2022), a case study of #SeeHer is presented to demonstrate how a multi-stakeholder approach of business, non-profit, and academia can align to bring about social change regarding gender equality. The illustration also underscores how gender equality is not only a high impact area in business, but also should be a crucial area for future academic research.

### References:

Arsel, Zeynep, David Crockett, and Maura L. Scott (forthcoming 2022), "Diversity, Equity, and Inclusion (DEI) in the Journal of Consumer Research: A Curation and Research Agenda," *Journal of Consumer Research*.

Gurrieri, Lauren, Linda Tuncay Zayer, and Catherine Coleman (2022), "Transformative Advertising Research: Reimagining the Future of Advertising," *Journal of Advertising*, DOI: 10.1080/00913367.2022.2098545

# Impact Paper Workshop Sessions

## Breakout Session 1

*Led by Chris Blocker and Martina Hutton*

### Protocol for Consumer Research to Marketing in Academics

- A.J. Otjen and Sarah Keller, Montana State University, Billings

A Montana university has used applied consumer research in experiential learning with non-profit clients for over a decade. Through trial and error, a successful protocol has been established -- from problem statement through formative research to integrated marketing campaign execution. Analysis was completed to determine the effectiveness of the campaigns and the results of how pre- and post-consumer research mark societal change because of media.

### Exploring Brand Inclusivity Through Advertisements Featuring Disabled Models

- Sphurti Sewak and Jayati Sinha, Florida International University

Brands that portray inclusivity in their advertisements will likely enjoy a favorable consumer perception. One aspect of brand inclusivity that remains to be understood in marketing is the brand portrayal of disability in ads. This research establishes that featuring disabled models in brand advertisements can lead to favorable consumer brand relationships while identifying the underlying mechanism and investigating boundary conditions to these positive effects. Theoretically, this research contributes to and advances consumer diversity and marketplace inclusion literature in marketing. The findings demonstrate that the portrayal of disability can lead to favorable consumer brand relationships. Moreover, it can also be a small albeit significant step towards countering the prejudice around disability. With the brands increasingly facing the challenge of standing out and disability being omnipresent, inclusive advertisements featuring the disabled can make the consumers view the brand in a more relatable context.

## Breakout Session 2

Led by David Crockett and Linday Tuncay Zayer

### Social Change via Relational Engagement: Redeeming Women's Power

- Ellen Campos Sousa, Gardner-Webb University
- Luciana Freire, Unichristus
- Jayati Sinha, Florida International University
- Severina Faustino Duarte, Community Stakeholder

Summary of the Impact: Our research proposes an intervention protocol based on mindfulness and self-compassion to empower vulnerable women, employing relational engagement with various stakeholders (academic, community, non-profit), simultaneously in the US and in Brazil. We are now testing the efficacy of this intervention protocol to enhance vulnerable women's wellbeing and promote social change.

Pictures: Training Being Conducted in Brazil (left) and the US (right)



Brazil: conducted at a non-profit organization (Casa Mãe Africa) in a low-income neighborhood with high crime rates in Fortaleza, Ceará.

US: conducted at a transitional home (Samantha's House) for women recovering from addiction in Gastonia, North Carolina.



## **Public Art, Collaborative Art: Transforming Communities**

- Hilary Downey, Queen's University Belfast
- John F. Sherry, University of Notre Dame

## **Breakout Session 3**

*Led by Laura Peracchio and Melissa Bublitz*

### **How to Maintain Sustainable Food Consumption through Food Socialization in Multigenerational Families? A Life Course Perspective with Mixed Methods Study**

- Zhewen Tang, Northumbria University
- Anil Mathur, Hofstra University

This research explores children's food socialization in multigenerational families using a mixed-methods study. From a life-course perspective, we expect to improve the existing consumer socialization models by identifying the dynamic intergenerational influence to study children's food socialization and the impact on food well-being deterring food overconsumption and maintaining sustainable food consumption.

### **Improving Social Enterprises' Financial Performance via the Right Funding Partner: Evidence from Global Microfinance**

- Shenwei Huang, Zhejiang University
- Jonathan Z. Zhang, Colorado State University

## **Breakout Session 4**

*Led by Samantha Cross and Stacey Finkelstein*

### **From the Inside Out: Exploring the Effect of Mindfulness-based Interventions on Social Media Usage Urge among Vulnerable Consumers**

- Ellen Campos Sousa, Gardner-Webb University
- Tessa Garcia-Collart, University of Missouri-St Louis
- Nuket Serin, Bellarmine University

We are partnering with Character Lab Research Network to conduct a study with high school students. This study will be funded in full by the Character Lab Research Network through an \$18,000 grant that they awarded us for this project.

We all want our kids to use social media in a way that is mindful and reduces their time spent online!

See: <https://characterlab.org/research-network/>

### **Introducing Compassion to Transformative Consumer Research**

- Archana Mannem and Sujay Dutta, Wayne State University

Consumers today are overwhelmed with an influx of campaigns and advertisements persuading them to make “responsible” purchases such as buying plant-based, fairtrade, black-owned, local products, etc., which has drastically increased the consumer’s compassion expenditure by making them feel compassionate towards the planet, animals, and society at large. However, studies regarding the role of compassion are sparse. Therefore, we introduce compassion to TCR by offering some preliminary research questions regarding how marketers might utilize compassion to increase social impact. More importantly, we also discuss the extent to which compassion should be elicited to not overwhelm the consumer and to maintain their well-being.



## **Breakout Session 5**

*Led by Julie Ozanne and Akon Ekpo*

### **Academic Activism**

- Alexei Gloukhovtsev and Petra Paasonen, Aalto University

Many consumer researchers participate in activist movements in parallel to their research – from engaging in volunteer work to organizing community events and rallies or running nonprofit organizations. Often, there is overlap in the focal topics of these scholars' activist work and their academic research interests. However, researchers who seek to integrate their activist and academic work find out very quickly that this pursuit can be very frustrating. Drawing on rich traditions of activist scholarship outside consumer research and on interviews with activist academics, we seek to outline best practices for maximizing societal impact through integrating activism into consumer scholarship. In doing so, we hope to encourage more consumer researchers to engage in academic activism, both through research and other work in academia.

### **Impact Guild**

- Mara Einstein, Queen's College

Presented on the evolution/creation of the Impact Guild (<https://www.impact-guild.org/>) and the work that was done with the Florida Rights Restoration Coalition (<https://floridarrc.com/>) leading up to the 2020 election.



## Photo Gallery





















