

THE CULTURAL DIMENSION OF BUSINESS RESEARCH VI
**The Sixth Doctoral Seminar on the Cultural Embeddedness of Marketing,
Consumer and Organizational Research**

Arranged by University of Southern Denmark – Odense Main Campus;

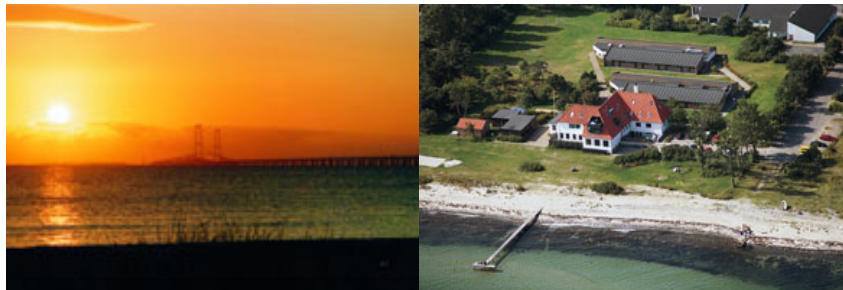
From June 20, 2005 morning to June 25, 2005 evening.

Prepared by
A. Fuat Firat & Dominique Bouchet

Faculty:

**Søren Askegaard
Dominique Bouchet
Lars Thøger Christensen
A. Fuat Firat
Romain Laufer
Linda Scott
Alladi Venkatesh**

The seminar facilitator is: A. Fuat Firat
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*View of the conference center and early morning view from it
(over the sea and the bridge).*



OBJECTIVE OF THE SEMINAR

This doctoral seminar deals with the cultural dimension of business research. The purpose of the seminar is to draw the attention of researchers to cultural factors in business research in order to broaden, deepen and update their understanding of the phenomena they wish to examine in fields of business.

The questions asked, the issues addressed and the methods used in all research projects are embedded in a culture. A critical self-awareness of this embeddedness not only raises the scientific level of the research, but also enlightens the researcher as it provides a new perspective not only in cross-cultural but in all research.

For example, to renovate advertising, it is necessary to be aware that contemporary consumers perceive themselves and advertising in a different way than their parents did. Postmodern consumers have a tacit understanding of semiotics. They play different roles, sample different statuses, pursue different ideals. Analyzing organizations requires an understanding of the presentation of self, rituals and symbols, and the cultural dimensions of communication. An appreciation of cultural differences is mandatory to international marketing but also to human resource management.

The purpose of this doctoral seminar is 1) to provide PhD students and other researchers participating in the seminar with insights about the cultural context of their research project – a context of which they are not always aware, and have not always been properly trained to take into consideration – and 2) to help seminar participants in working on a cross cultural project to improve their approach.

Some basic concepts and advanced methods of the cultural approach to business research will be introduced by the faculty who are working at the interface of cultural analysis and business. Examples of how those concepts are fruitful to contemporary business research will be given. Participants will be helped by the faculty to perceive the cultural dimension of their own research projects.

Furthermore, many a contemporary research project cannot fully be captured by a single conventional discipline or method. A cross-cultural and interdisciplinary theoretical and methodological perspective is, therefore, at the core of this seminar.

Among other approaches, emphasis is placed – depending on faculty participation – on the relevance that theories encountered in anthropology, cultural analysis, ethnomethodology, ethnology, epistemology, hermeneutics, history of ideas, literary criticism, phenomenology, psychology, semiotics, social psychology, sociology, and systems theory have for business research.

Keywords are: complexity, content analysis, creativity, culture, exoticism, globalism, legitimacy, localization, meaning myths, norms, relativism, rituals, roles, the sacred, status, symbols, values, and Weltanschauung.

There will be an emphasis on each participant's own research project, since the main purpose of this course is to enable the researchers to reconsider their research project from perspectives different from conventional business research in order to generate more meaningful questions and alternative hypotheses, as well as theoretical insights into their own research, resulting in a more up-to-date, interdisciplinary, reflexive research.

The seminar will achieve these objectives not only through the exposure to the cultural context of business research as a whole, but also through relying on the diversity of cultural backgrounds and research traditions that the doctoral students will bring with them. Therefore, the students will be requested to present their research problems and research perspectives at the beginning of the seminar.

Active participation during the seminar is a must. Readings before and after the seminar will be required.

Seminar location

Registration is Monday, June 20, between 9 and 10 am., at the Kystgaarden Conference Center in Nyborg.)

Meet Monday morning at the **Kystgaarden Conference Center**, Østerøvej 119, DK-5800 Nyborg.

Transportation: Flights to Copenhagen (150 kms, trains from airport to Nyborg). The Kystgaarden Conference Center is located 0.8 km / 0.5 mile from Nyborg Railway Station and it's telephone number is: (+45) 65 31 02 33. Nyborg is on the east coast of the island of Fyn, 30 kms east of Odense, which is the third largest city in Denmark and the birthplace of Hans Christian Andersen.

Evaluation

Evaluations are based on the capacity the students have exhibited in enriching their perspectives. This will be done on the basis of two compulsory written essays. The first essay is to apply to the seminar and the second is to be sent to the seminar facilitator (A. Fuat Firat) before August 15, 2005.

Certificates of participation will be sent only to those attending the entire seminar and found to meet the evaluation criteria in a satisfactory manner.

Language of the seminar

The seminar will be held in English.

Participants (incl. submission of application)

Applicants from any country are invited to attend this doctoral seminar. The first five seminars (Spring 1995, Spring 1997, Fall 1998, Spring 2000, and Summer 2002) included participants from Europe and North America, and Asia, but participants from Australia, and Latin America are encouraged to come as well. Former seminar participants evaluated the first five seminars in the most positive terms; we will happily provide e-mail addresses for the latest seminar's attendees as well as evaluations.

All applicants are required to submit a two or three page (5-7000 characters) description of their PhD projects to the program chair, A. Fuat Firat, by e-mail (aff@sam.sdu.dk) attachments. Please make sure that the attached documents are in Word files. This description should include a paragraph presenting the expectations the applicant has of this seminar. In order to ensure the quality of individual tutoring, the number of student participants will be limited to 25.

Seminar fee

The seminar fee, which includes meals and lodging from the morning of June 20 through the morning of June 26 is 1.400 Euros. Payments shall be made by money transfer to an account number supplied to accepted participants of the seminar. All payments must be complete before April 15 at the very latest.

PROGRAM

The program extends over a period of six days, from Monday morning, June 20, to Saturday evening June 25, 2005. It mixes state-of-the art and critical reviews of cultural business research with participant presentations and discussions of their own research in order to generate new perspectives and ideas to the research projects presented.

Theoretical presentations by senior faculty members will alternate with reports and discussions by the participants.

Sunday, June 19:

There may be a limited number of rooms available at the Kystgaarden Conference Center for the night of June 19. Those who wish to come a little early and stay at Kystgaarden on the night of the 19th let us know, and we will inform you whether it is possible. Others may wish to arrive and spend some time in Copenhagen and take the morning train to Nyborg on the 20th. Trains take 1 hour and 15 minutes from Copenhagen main train station to Nyborg, so you should be on the 8 am. train at the latest. Trains from Copenhagen main train station in the direction of Nyborg leave on every hour and every half-past

the hour. It is a good idea to have a seat reservation on Sunday evenings and Monday mornings when the trains are usually full.

Monday, June 20:

9:00-10:00 Registration at the main seminar room, Kystgaarden.

10:00 – 10:15 “Introduction to the presentation session.” by **A. Fuat Firat**

10:15 – 12:30 Each student has up to ten minutes to present her/his research project, and each project will be discussed with particular attention to its cultural aspects.

12:30 – 13:15 Lunch

13:15 – 14:00 Break [Breaks can be used for discussions among participants, a walk on the beach, rest, exercise, one-on-one discussions with faculty, etc. Certain breaks will be for tea, coffee and cakes]

14:00 – 19:00 Student presentations continued (there will be two short breaks)

Dinner: 19:00

Evening: Informal discussions in groups. (20:00 Additional student presentations if necessary)

Tuesday, June 21:

8:00 Breakfast

8:30 – 9:45 Break

9:45 – 10:00 “Introduction to Seminar Program.” by **A. Fuat Firat**

10:00 – 12:00 “The reality and the ambiguity of the cultural dimension.” by **Dominique Bouchet**

12:00 – 13:00 Lunch

13:00 – 14:00 Break

14:00 – 16:00 “Thinking Through Rhetoric: An Antifoundationalist Perspective on Culture.” by **Linda Scott**

16:00 – 16:45 Break

16:45 – 18:45 “Theoretical and Ethical Approaches for Cross-Cultural and Cultural Analyses in Marketing, Consumer and Organizational Research” a panel with all faculty. Student questions will also be answered by the panel.

19:00 Dinner

Evening:

20:00 – 22:00

*Parallel group session where the students can more intensively discuss in three to four small groups what they have experienced in relation to their research project.

Wednesday, June 22:

8:00 Breakfast

8:30 – 10:00 Break

10:00 – 12:00 “Ethnoconsumerism: Studying Consumption Across Cultures” by **Alladi Venkatesh**

12:00 – 13:00 Lunch

13:00 – 14:00 Break

14:00 – 16:00 “The public responsibility of private brands.” by **Romain Laufer**

16:00 – 16:45 Break

16:45 – 18:45 “Communication as a Process of Organizing.” by **Lars Thøger Christensen**

19:00 Dinner

Evening:

20:00 – 22:00

*Parallel group session where the students can more intensively discuss in three to four small groups what they have experienced in relation to their research project.

Thursday, June 23:

8:00 Breakfast

8:30 – 10:00 Break

10:00 – 12:00 “Mystery and Magic: A Study in Subcultural Constructions of Reality.” by **Linda Scott**

12:00 – 13:00 Lunch

13:00 – 14:00 Break

14:00 – 16:00 “Marketing and culture in the Age of Globalization.” by **Søren Askegaard**

16:00 – 16:45 Break

16:45 – 18:45 “Marketing, rhetoric and organization.” by **Romain Laufer**

19:00 Dinner

Evening:

20:00 – 22:00

*Parallel group session where the students can more intensively discuss in three to four small groups what they have experienced in relation to their research project.

Friday, June 24:

8:00 Breakfast

8:30 – 10:00 Break

10:00 – 12:00 “Researching computers across homes and cultures.” by **Alladi Venkatesh**

12:00 – 13:00 Lunch

13:00 – 14:00 Break

14:00 – 16:00 “Exploring Cultural Diversity: A Method Grounded in Theory.” by **Dominique Bouchet**

16:00 – 16:45 Break

16:45 – 18:45 “Post-structuralism and Cultural Research.” by **A. Fuat Firat**

19:00 Dinner

Evening:

20:00 – 22:00

*Parallel group session where the students can more intensively discuss in three to four small groups what they have experienced in relation to their research project.

Saturday, June 25:

8:00 Breakfast

8:30 – 10:00 Break

10:00 – 12:00 “Exploring Postmodern Cultures.” by **A. Fuat Firat**

12:00 – 13:00 Lunch

13:00 – 14:00 Break

14:00 – 15:30 “Culture, Subculture, Organization, Society, Image, Identity, ...” by **Dominique Bouchet**

15:30 – 16:00 Break

16:00 – 17:30 “Research Questions, Methodological Problems.” by **Dominique Bouchet**

17:30 – 19:00 Student questions, Evaluation of the seminar

19:00 Dinner, Party, Fun, and Good-byes ...

LITERATURE

Students will be sent a readings list for the seminar upon registration. They need to find these readings through their libraries or bookstores and come to the seminar having read the literature assigned by the faculty.

THE FACULTY

Søren Askegaard is Professor at the Department of Marketing at Odense University, Denmark and part-time professor at Lund University, Sweden. He has a M.A. in Social Sciences from Odense University, a post-graduate Diploma in Political and Social Communication from the Sorbonne University, Paris and a PhD in Business Studies from Odense University. His research interests generally lie in the fields of consumer behaviour analysis from a cultural perspective and qualitative research methods. He has published in a variety of journals and anthologies and co-authored a book on life style analysis as well as an international textbook in consumer behaviour. He has been invited to teach courses at other graduate business schools in Denmark, Turkey, Belgium and France, and he has spent 6 months as Fulbright professor at the University of California, Irvine.

Dominique Bouchet was born in Paris in 1949 where he was educated in business economics (ESSEC), international economics (Sorbonne), sociology (Paris 7), town planning (ENPC) and Latin American Studies (IHEAL). He has been an associate professor in international economics and an associate professor in sociology and social psychology and is now Professor of International Marketing

at the Department of Marketing at The University of Southern Denmark, as well as Director of Doctoral Programs in Business and Social Sciences. He has also been Professor at BI-NMH in Oslo. His main research interest is in social change and cultural differences. He studies the importance of the cultural dimension in international marketing and management. He teaches courses in cross-cultural marketing, cross-cultural communication, socialpsychology and cultural analysis in relation to marketing and management, marketing and social change, advertising, semiotics. He has given PhD lectures and courses at The Kellogg School of Management, Northwestern University, at Arizona State University, at the University of California at Irvine, at Stockholm University, Paris Dauphine, Paris Sorbonne, Valladolid University in Spain, ESADE in Barcelona and for EAISM and for EDAMBA (Two European Business Research Associations organizing international doctoral courses). He has organized several doctoral courses in Business Research, Qualitative Methods, and Semiotics. He has also taught in Belgium, Norway, China, Japan. Dominique Bouchet is the author or co-author of more than 20 books and 80 articles in ten languages. He is on the editorial board of several European and American journals. Frequently used in the media (more than sixty columns, hundreds of interviews), he is also a consultant to many European firms for top level management/marketing decisions, and an invited speaker by many companies worldwide. <http://www.bouchet.dk>.

Lars Thøger Christensen (Pd.D., Odense University) is Professor of Marketing Communications at the Department of Marketing, The University of Southern Denmark, Odense. Previously he was research professor at The Copenhagen Business School where he established the CBS Center for Corporate Communication. He has published five books on marketing communications, corporate communications, organizational communications and advertising respectively. His latest books are: *Organizational Communication in an Age of Globalization: Issues, Reflections, Practices*. Waveland Press, Inc., Chicago 2004 (with George Cheney, Ted Zorn & Shiv Ganesh, and *Bag om Corporate Communication*. Copenhagen: Samfundslitteratur 2005 (with Mette Morsing). In addition, his research is published in *Organization Studies*, *European Journal of Marketing*, *Consumption, Markets and Culture*, *The New Handbook of Organizational Communication*, *The Handbook of Public Relations*, *Communication Yearbook*, and elsewhere.

A. Fuat Firat is visiting professor of marketing at the University of Southern Denmark - Odense. He received his degree in economics (Licencié en Economie) from the Faculty of Economics, İstanbul University, in 1970 and his doctorate in marketing from Northwestern University in 1978. He has held academic positions at several universities. His research interests cover areas such as macro consumer behavior and macromarketing; postmodern culture, the consumer, and marketing; transmodern marketing strategies; gender and consumer research; marketing and development; and interorganizational relations. His work has been published in a number of journals, including *International Journal of Research in Marketing*, *Journal of Consumer Research*, *European Journal of Marketing*, *Journal of Macromarketing*, *Journal of Marketing*, *Journal of Organizational Change Management*, *Journal of International Marketing*, and *Journal of Economic Psychology*, as well as in several edited books. His article "Consumption Choices at the Macro Level," with co-author Nikhilesh Dholakia won the *Journal of Macromarketing* Charles Slater Award, and his article "Liberatory Postmodernism and the Reenchantment of Consumption," with co-author Alladi Venkatesh won the *Journal of Consumer Research* best article award for 1995. He won the Arizona State University West Award of Achievement in Research, Scholarship and Creative Activity in the 1998-99 academic year. He has co-edited two books, *Philosophical and Radical Thought in Marketing*, and *Marketing and Development: Toward Broader Dimensions*, and is the author of *Consuming People: From Political Economy to Theaters of Consumption*, together with Nikhilesh Dholakia. He is also the coeditor of two special issues of the *International Journal of Research in Marketing* on postmodernism, marketing, and the consumer. He is Co-Editor in Chief of the journal *Consumption, Markets & Culture (CMC)*, and served as the President of the International Society for Marketing and Development (1995-1997).

Romain Laufer is ACCOR, Air France, SNCF Professor of Marketing at the HEC (École des Hautes Études Commerciales) School of Management -Jouy en Josas France. He obtained a PhD at Cornell University. His main teaching interests concern the marketing and management of services, the management of institutional communication, The marketing and management of public organizations, social science and management, epistemology of management. His research centers on the notion of social legitimacy as a way of analysing the institutional foundations of management. Among his publications are the following books:

- *L'entreprise face aux risques majeures. A propos de l'incertitude des normes sociales*. Paris: L'Harmattan, Paris 1993.

- *Management public. Gestion et légitimité*. Paris: Dalloz. 1980 (With Alain Burlaud).
- *Le prince bureaucrate. Machiavel au pays du marketing*. Paris: Flammarion. Paris 1982 (with Catherine Paradeise). English translation: *Marketing democracy. Public opinion & media formation in democratic*. New Brunswick: Transaction. 1990.
- Co-editor (with Jacques Berleur and Collin Beardon) of *Facing the Risk and Vulnerability in an Information Society*, North Holland 1993.
- Co-editor (with M. Orillard) of *La confiance en question*, L'Harmattan, Paris 2000.
- Co-editor (with Albert David et Armand Hatchuel) of *Les nouvelles fondations des sciences de gestion*, Vuibert, Coll FNEGE, Paris 2001.
- Co-editor (with Armand Hatchuel) of *Le libéralisme, l'innovation et la question des limites*, L'Harmattan Paris, 2002.

Linda Scott is an associate professor at the University of Illinois with appointments in advertising, gender studies, art and design, and communications research. She is the author of several articles appearing in the marketing literature on rhetorical approaches to image, music, text, and celebrities in advertisements. Her edited book, *Persuasive Imagery: A Consumer Response Perspective*, is an examination of image research, especially from a rhetorical stance. Her most recent book, *Fresh Lipstick: Redressing Fashion and Feminism*, challenges American feminism's politics of dress. This book again uses rhetorical theory, this time as the grounds for a sociological critique of the historical forces behind feminism's attempts to police the appearance of other women.

Alladi Venkatesh is professor of Management and Computer Science, and Associate Director, CRITO (Center for Research on Information Technology) University of California, Irvine, USA. <http://www.crito.uci.edu/noah>. Research Interests: Home Informatics and Networking; Consumers and Electronic Environments, and Cross-Cultural Research. Professor Venkatesh's research focuses on the networked home and how consumers and households are adapting to new technologies of information and communication. In the 1980s he completed a major study (Project NOAH I) for the National Science Foundation (NSF) looking at how American families have adapted to the presence of computers at home. In a follow up NSF study (Project NOAH II) (1997-2000) he extended this line of research and is currently investigating the use of multi-media technologies by families. He recently started a study on Youth and Technologies. He has developed theoretical models of household/technology interaction based on his prior empirical work and existing research streams in new home informatics and diffusion theory. His work has implications for the design of virtual environments for consumers and households and also for new product development in the hi-tech industry. He is also studying issues of technology diffusion and adoption in cross-cultural settings--in Sweden and India. He is currently an investigator on a multi-year project (Project POINT) funded by the NSF which examines IT impact on the individual in various settings, home, work-place, community and schools. He has given presentations to industry audiences, Microsoft, Intel, Nokia, Ericsson, Electrolux (Sweden) and Philips (Netherlands). Professor Venkatesh is also interested in cross-cultural research. As a Senior Fellow of the American Institute of Indian Studies (AIIS) he has conducted field work in India studying consumption patterns among Indian households. He is known for his work on Ethnoconsumerism. Recently, in April 2003, he hosted a major international conference on Home Informatics at the University of California, Irvine in April 2003. Professor Venkatesh's scholarly publications have appeared in *Journal of Consumer Research*, *Management Science*, *Journal of Marketing*, *Journal of Macromarketing*, *International Journal of Marketing Research*, *Communications of the ACM*, *Journal of Product Innovation and Management*, *Telecommunications Policy*, and *Advances in Consumer Research*.