



Marketing and Consumer Studies Research Centre Seminars Programme

Topic – Marketing Back Better: Responsible Approaches to Consumption

29 September 2021

Welcome: MACS from Research Group to Research Centre – Profs Alistair Bruce & Dorina Buda

Presentation: *Navigating an interdisciplinary academic career* – Benjamin Afreh

10 November 2021

Presentation: *Exploring the Challenges And Opportunities of Managing a Major Sport Event Brand from an Insider Perspective – The Case of UEFA Euro 2020* – Chris Pich

Presentation: *Doing Ethnography in Marketing Studies* – Scott Mills

12 January 2022

Presentation: *Perception and Intention Towards Covid Vaccine - Perspective of South Asian Communities in the UK* - Bilal Akbar

Presentation: *Professional Marketing Competence: Pre-cursor or Response Towards Responsible Consumption?* – Paul Johnson

9 March 2022

Presentation: *The Impact of Mukbang Influencer Marketing and Livestreaming eCommerce on Consumers' Overconsumption Behaviour* – Calvin Wan

Presentation: *Hyper-personalisation and Artificial Intelligence Framework* – Esraa Karam

8 June 2022

Title: Centre Launch & Research Away Day KETSO workshop <https://ketso.com>

Venue: TBC e.g. Nottingham Castle

Topic: A flagship research initiative to set our research centre's vision, mission, a key theme and sub-themes.

* All Research Seminars take place 14.00 – 16.00 hours, for details about Microsoft Teams Link or physical location contact macs@ntu.ac.uk



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