



Western
Centre for Research on
Migration and Ethnic Relations

**Winter Colloquium
Series 2017**

Dr. Mark Cleveland



Dr. Mark Cleveland is *Dancap Private Equity Professor of Consumer Behavior* at Western University. His interdisciplinary research interests are centered on the topics of global consumer culture, cross-cultural consumer behavior, cosmopolitanism, materialism, and social identities. He has conducted research on consumers living in 22 countries. His publications appear in the *Journal of International Marketing*, the *International Marketing Review*, the *Journal of Business Research*, *Psychology & Marketing*, the *Journal of Interactive Marketing*, and the *Journal of Economic Psychology*, and have been featured in *The New York Times*, *The Globe and Mail*, and on *CBC's Marketplace*. Dr. Cleveland's cumulative scholarly work has more than 2200 citations on *Google Scholar*. Dr. Cleveland has received numerous honors, including 3 best paper awards, and the *Hans B. Thorelli Award* (for significant and long-term contribution to international marketing theory and practice). He is Associate Editor for the *International Marketing Review* and is the Director of Western's *Collaborative Graduate Program in Migration and Ethnic Relations*.

Ethnicity, Identity, Acculturation, and Consumer Behavior in the Global Era

The pace of societal change has immeasurably hastened due to technological advancements as well as migration and intensified exposure to external cultural forces. Disseminating products, cultural symbols and consumption values, globalization is eroding the frontiers of nation-states, impacting societies as well as the lifestyles, identities and dispositions of people around the world. People can craft identities from a bricolage of social influences that are parochial, world-minded and perhaps even foreign in origin. Some believe that this leads to a decentering of the self, whereby stable and discrete cultural identities are receding. Others contend that as opposed to waning, national, ethnic and other localized communal identities are resurgent as individuals attempt to recuperate a sense of constancy in the wake of profound globalization tendencies. Consumption-related values like materialism are pertinent for understanding the maintenance, and expression of identity and cultural affiliation. Products and brands enable consumers to signal affiliation with social collectivities. This presentation reports on my research examining identities and cultural adjustments arising from globalization, and the convergence and divergence of consumer values, dispositions and behaviors, within and across countries.

Thursday, January 19, 2017

4:00 pm, SSC 5220

Refreshments at 3:30pm in SSC 5230

All Welcome!

For More Information email: mer@uwo.ca