A socio-cognitive approach to qualitative research

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Torsten Rinberg is a Professor of the department of Marketing Management at the University of Copenhagen Business School. He has a Ph.D. from Pennsylvania State University, USA. Torsten Rinberg has published in top tier business journals and he regularly reviews for a number of journals. Torsten Ringberg's research interests are branding, strategic brand positioning, socio-cultural understanding of consumer behavior, consumer subconscious processing and mind mapping, socio-cultural insights into consumer identity and interpretive communities, and consumer embodied cognition.

[Abstract] At this seminar I discuss the symbolic meanings and drivers that underlie consumer preferences and sub-cultural/community belonging. I will show one way to disentangle the webs of significance are spun by socio-historical discourses and representations and illustrate how they still affect consumer sense making, preferences and internalized socio-cultural models. The seminar also touches on how particular theoretical understandings of culture require unique methodological approaches and lead to unique representations. I will draw on some of my already published work (e.g., Journal of Marketing, Journal of Consumer Research, and others) as well as our current work that focuses on how mental models of business constraint managers' ability to embrace social media.

More info / Registration: http://bru-unide.iscte.pt/pt/seminar_series
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