Special Session on Transformative Consumer Research

Ekant Veer, University of Canterbury, New Zealand

This Special Session has been created to accompany the Roundtable on Transformative Consumer Research in the Asia Pacific Region. The session will introduce some of the panelists as well as offer some insight into their perspectives of how TCR is doing in the Asia Pacific region. The session will provide a mix of both underlying theories driving TCR as well as some new research. As such, the session would be of interest to emerging and experienced Transformative Consumer Researchers alike.

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SPECIAL SESSION SUMMARY
Transformative Consumer Research: Is TCR Flourishing or Perishing in the Asia Pacific Region?
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Lisa Cavanaugh, University of Southern California, USA*
Sameer Deshpande, University of Lethbridge, Canada*

This Special Session has been created to accompany the Roundtable on Transformative Consumer Research in the Asia Pacific Region. The session will introduce some of the panelists as well as offer some insight into their perspectives of how TCR is doing in the Asia Pacific region. Ekant Veer, Lisa Cavanaugh and Sameer Deshpande will present during the session that highlights the importance of TCR as well as the role that TCR plays in the Asia Pacific region and globally. The session will provide a mix of both underlying theories driving TCR as well as some new research. As such, the session would be of interest to emerging and experienced Transformative Consumer Researchers alike.