Making a Difference in Different Ways: Unleashing the Power of Collaborative Research Teams to Enhance Consumer Well-Being

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This roundtable seeks to foster discussion among researchers who use different paradigms and methods to improve consumer well-being. We seek to inspire synergies and collaboration by offering practical advice for building and maintaining effective cross-paradigm and trans-disciplinary research teams to explore new models for transformative and life-enhancing consumer research.

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ROUNDTABLE
Making a Difference in Different Ways: Unleashing the Power of Collaborative Research Teams to Enhance Consumer Well-being

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