Roundtable: Was Captain Kirk Wrong? Consumer Behavior Research and the “Prime Directive”

Meryl P. Gardner, University of Delaware, USA

This roundtable seeks to encourage open discussion of possible unintended negative consequences of well-intentioned consumer research. We seek to increase awareness of our assumptions about our ability to determine what enhances consumer well-being, and to promote a dialog toward assessing and minimizing any possible harm from our work.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1017729/volumes/v42/NA-42

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ROUND TABLE

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