

## **What People are Saying about the TCR Dialogical Experience?**

Please enjoy these quotes from scholars who attended TCR 2013 for the first time.

### **Professor Jeff Murray, University of Arkansas, USA**

Scholarship in the 21<sup>st</sup> century has turned into a kind of contemporary nomadism—our paths intersecting in different parts of the world as we all struggle to push forward our academic ideas. I arrived in Lille, France the summer of 2013 for my first dialogical conference not knowing what to expect. As we met for dinner that first night and begin to share ideas, I realized right away that this was going to be different. There were no papers to present, no special sessions to attend, and no posters—and to my chagrin—there would be no sleeping in. My particular group, the innovative methods track, consisted of a host of creative people from around the world. We settle in that first day around a large round table, introduce ourselves, and began. None of us knew what would emerge from our interaction. It is amazing how interesting dialogue can be if you do not have a background agenda. We talked, we wrote on the board, filling it multiple times, always photographing before we erased to catalogue the history of shared concepts. Slowly, over the two days, we got to know each other, we laughed, we argued, we took breaks for wine in the cool breeze of Northern France. Ideas emerged and slowly took shape, defining a structure, which would develop into an outline. During the next year we articulated this outline, took turns writing sections, and our paper is currently under second review. When we see each other on our nomadic travels, we always talk about our paper and our time at the dialogical conference. Very much looking forward to the next TCR!

### **Doctoral Candidate, Tony Stovall, University of Arizona**

So often in my doctoral seminars I read seminal works in the discipline, that while well-written and interesting, left me thinking, “Okay, but how does this actually help anyone?” Unlike in some other disciplines, the research that we do in marketing and other related social sciences has the potential to directly affect and ultimately transform the lives of consumers. I firmly believe in leaving the world a better place and am interested in creating an academic legacy that does just that. TCR is more than a movement, it is an incredibly supportive community, comprised of scholars, many of whom are giants in the field, also interested in making the world a better place for consumers. As a doctoral student, there is nothing more thrilling than sitting in a room for two days collaborating with like-minded colleagues who value and encourage my participation. My first peer-reviewed publication is a result of the collaboration at my first TCR conference in Lille, France. If I could pick only one conference to attend, it would be TCR – no question! As humans beings we are naturally tribal, and in the TCR community, I have found my tribe.

### **Doctoral Candidate, Laurel Steinfield, Oxford University, UK**

The Transformative Consumer Research (TCR) Conference is a conference unlike any other. As a junior academic, it was the first conference in which I felt like I was truly apart of the

conversation. Through using informal, small group discussion sessions, the conference creates opportunities for all attending academics – junior and senior alike – to talk about their research, to voice their opinions and to explore questions that can advance our understanding of relevant topics. It's a process of shared learning, which continues even after the conference is done through joint-articles and new-founded relationships.

At TCR 2013, I was a part of the group deliberating materialism. The research of group members was quite varied, yet we were able to use this broad perspective to bring together new ideas about the negative and positive relationship between materialism and well-being. Subsequent to the conference, we worked together to co-author a paper, which is to be published in the *Journal of Marketing Management*. As a junior academic, I really appreciated this additional endeavor, not only because it was a great for the CV, but also because it gave me invaluable insight into the writing, editing, and review process by working with more senior academics.

In addition, over the weekend and through the joint-article, I was able to really get to know fellow academics and establish relationships with those in my field. I now know whom to contact for advice and for feedback, and with whom I could pursue research projects or organize a special session.

Overall, participating in TCR has been a fantastic experience and greatly beneficial: I have a better idea as to how my work can contribute to the field and how I should position my work within publications, I have more confidence that my research matters and I feel like I'm a part of the academic community.

**Professor Mark Tadajewski, Durham University, UK**

I was fortunate enough to be invited to participate in the TCR conference in Lille, France. I knew about the dialogic approach, whereby all participants in a stream would meet in small groups, discuss their ideas, and with any luck flesh out an idea for a paper that they would present to the rest of the conference participants. The group I joined was tasked with exploring the idea of “developing markets”. We were a mixed bunch, with members differentiated by discipline and paradigm. The value of this was that we were exposed to varied perspectives and ideas, as well as being introduced to new literature sources. This was of great benefit in the development of the two papers that we subsequently produced and published – in the *Journal of Macromarketing* and *Journal of Marketing Management* respectively. But, I should underscore that the process that led to the production of these manuscripts was not exactly straightforward. Since we subscribed to varying perspectives and began with different ideas about the best way forward, we sometimes clashed. Tensions simmered. The process was not always a happy one. But we used these tensions productively, ably guided by our two session chairs (Guliz Ger and Fuat Firat), so that by the second day we had determined to work together constructively, appreciating our paradigmatic differences and using these to tease out the points of difference and areas where we agreed. Tension, in our case, was a great motivator and pushed our dialogically developed

research in directions we could not have anticipated at the start, leading to the production of a manuscript that underscored each paradigmatic interpretation (logical empiricist, interpretive, critical theory, and radical structuralism) of our topic, using these ideas to deepen our exploration of the relationship between marketing and development. It is absolutely fair to say that the manuscripts that resulted would never have been produced had it not been for the TCR conference and the intellectual environment it fostered. We have all learned a great deal about the research topic as well as gaining an insight into our own intellectual flexibility that would not have been possible without this experience. I highly recommend it.