Toward a New Paradigm in Marketing Thought: the Contributions of Next Generation Academics to Marketing and Consumer Research

Wided Batat, University of Lyon 2, France

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ROUNDTABLE SESSION

Toward a New Paradigm in Marketing Thought: The Contributions of Next Generation Academics to Marketing and Consumer Research

Chair and organizer:
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ABSTRACT
The purpose of this roundtable is to bring together junior and senior researchers in addition of marketing gurus, supervisors and doctoral students interested in understanding the contributions of Next Gen academics. The participants will discuss the new topics and the way newcomers are doing research individually and collectively. This will build up a new approach concerning the conceptualization of marketing research and develop implications for shaping marketing paradigm.

EXTENDED ABSTRACT
This roundtable brings together young and confirmed researchers interested in understanding the profile of the Next Generation of scholars and their contributions to the field of marketing and consumer research. Over the past ten years, Next Generation scholarship (doctors since 2000 or are still doctoral candidates in 2011) has had a scant impact on the human science disciplines such as anthropology, sociology, psychology or history. The human science scholars representing different disciplines are being exposed to ever challenging reforms and are confronted with inspiring perspectives in a dynamic world economy. In marketing and consumer research, Next Gen scholars’ assumptions are embedded in the theoretical frameworks, the formulation of questions guiding research, the methodology and the data collection, the interpretation of results, and the mentoring of future researchers with new and cool ideas. Therefore, Next Gen marketing and consumer researchers are engaged in generating new perspectives and responding creatively to the changes. This generation of new knowledge, together with senior researchers, in theory and training, research and practice, is fundamental to sustain all fields of consumption. One possibility to maintain scholarly on the front of the changes is to incorporate new paradigms in marketing that challenges the conventional marketing and consumer research thought and encourages value-contribution related critical and alternative thinking. This line of ‘logic’ opens up fundamentally new reflective views for Next Generation research to continue exploring uncommon topics and understanding future influences on marketing studies. The influence of Next Gen researchers should be taken into account to understand the new trends emerging within the consumption field. By incorporating the tenets of Next Gen scholarship perspective, consumer research theory can be enriched and extended. Indeed, there were numerous Next Gen academics writing on new topics on consumer behavior and marketing published in top leading journals such as JCR, JM and JAMS in the early 2000s. There have been studies conducted by junior researchers and doctoral candidates (Taheri and Jafari 2011), marketing gurus and senior researchers collaborating with Next Gen scholars (Micu, Coulter and Price 2009; Strzhakova, Coulter and Price 2012, 2008; Sobh and Belk 2011; Llamas and Belk 2011; Epp and Price 2011, 2010, 2008; Veer et al., 2010; Cases, Fournier, Dubois and Tanner 2010; Giesler and Canniford 2011; Giesler 2008; Batat 2008; Frochot 2005), and supervisors co-writing papers with their doctoral students (Zhao and Belk 2008; Nguyen and Belk 2007; Tumbat and Belk 2005; Tumbat and Belk 2011). These collaborations have contributed to the variety of consumption studies by combining the Next Gen and senior perspectives on consumer research. The purpose of
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In this session, junior and senior researchers in addition of marketing gurus, supervisors and doctoral students will discuss the contributions, the new topics and the way Next Gen newcomers are doing research. This will build up a new approach concerning the conceptualization of marketing thought and research and develop implications for shaping marketing paradigm. Therefore, this session will present 1) the topics emerging and the main contributions of Next Gen academics in marketing and other disciplines, 2) the way Next Gen research affects marketing and consumer studies, 3) the socialization process and the supervision of Next Gen scholars 4) their perception of their own research and the marketing community and 5) the impact of their beliefs, values and the digital landscape on their research. With this
in mind, potential topics of Next Gen contributions to be explored and discussed in this roundtable may focus on the following areas of discussion:

- How does Next Gen research affect marketing and consumer studies?
- Are there previous works focusing on the contributions of Next Gen academics in marketing or other disciplines?
- What is the uniqueness of this generation of scholars regarding the formulation of research in marketing and consumer behavior?
- How do Next Gen researchers view their subject?
- How do they select their subject? And how does the Next Gen researcher/subject relationship affect research and its outcomes?
- How do they use internet and digital skills in their research?
- How do they build up their academic network? And how do they socialize and navigate into the research community?
- What is the affect of their traits, beliefs and thoughts on our research methodologies?
- What is their perception of the marketing research community and the way marketing scholars are doing research?
- What do they think about the marketing research and its topics?
- How does Next Gen research impact on the debate associated with alternatives methodologies incorporating social media?
- What is the role of Next Gen academics in marketing and consumer research? Are there important Next Gen researchers who influenced marketing theory and practice who need to be reclaimed?
- What are the interdisciplinary dimension and the profile of Next Gen researchers in marketing?
- How can we supervise and empower Next Gen doctoral candidates?

These questions stem from a Next Gen approach to research, a perspective that extends beyond consideration of generational issues and into an investigation of Next Gen impact on a discipline’s body of knowledge. Exploration of all these areas should lead to new insights, which can ultimately operate to influence research. This process leads scholars to recognize the contributions of Next Gen academics that have affected research approaches by incorporating fresh thought and cool ideas in the field.

This session will provide an introduction to Next Gen main leaders and their contributions to the field of consumption and marketing, their topics and new ideas, their methodologies, their way of conducting research, their perception of research, researchers and the marketing field. This overview will give attendees an appreciation of who are the Next Gen scholars and the way marketing research and practice will be reshaped in the future by these leaders who are empowered, cross-cultural and digital natives.

REFERENCES


