

Joint DCUBS – York University Research to Investigate Consumption of Irish Diaspora

The Centre for Consumption Studies (CSS) at DCUBS is delighted to announce that Professor Robert Kozinets of Schulich School of Business, York University, Canada will join the Centre as visiting researcher later this year.

Professor Kozinets will be working with on a joint DCU CCS - Schulich School of Business project considering the “Consumption of the Irish Diaspora: A Global and Netnographic Inquiry”. He will also deliver research seminars, share his vast experiences of publishing, and mentor the Centre’s doctoral students.

Professor Robert Kozinets is Associate Professor of Marketing at Schulich School of Business. Previously, he has held senior academic posts at Massachusetts Institute of Technology, University of Wisconsin-Madison, and Northwestern University. Professor Kozinets’s work has been published prolifically, and he has consulted for over 300 of the world’s leading companies.

Professor Kozinets will join CSS for a month, starting in late October 2008.

View Professor Kozinets’s blog at <http://kozinets.net/archives/170>

Photo: Robert_kozinets.jpg

Photo Caption: Professor Robert Kozinets, York University