Consumer behavior

Doctoral seminar 2018

Seminar Instructors:

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Syllabus outline

Seminar orientation: Exploring your (consumer) research self, going backstage to the field’s traditions & paradigms, building theory and getting published.

Seminar objectives

• Provide an overview of consumer behavior research paradigms and propose a provisional framework that will help students to position particular research approaches (their own approach in particular) across the range of available epistemological positions.

• Encourage critical reflection regarding the strengths and limitations of diverse paradigms and their (in)compatibility; Encourage students to reflect upon and clarify their own epistemic standpoint(s).

• Systematically and reflexively engage with the canon of classics within chosen paradigms and illustrate the application of diverse consumer research paradigms and theories in the context of particular research themes and methods.

• Extend the student’s competences in conducting state of the art literature review in and identify opportunities for theory advancement in the field of consumer studies

• Broaden the students’ knowledge and competence of research design and publication in consumer research and marketing journals.

Learning methods & evaluation*
The course will consist of multiple sessions, each combining short introductory lectures with in-depth discussions and workshops based on pre-assigned readings. During seminar students will be engaged in various roles and perform various assignments. They will review and present articles, comment article reviews and research papers from their colleagues and also create their own short manuscript relevant to consumer research field. This final paper will review, appraise and extend theory about some aspect of consumer behaviour and provide specific suggestions for future empirical research (while students are not expected to collect data). Partaking in the course necessitates timely reading and theoretical and methodical reflection on assigned readings (written assignments) as well as active communication during class sessions (presentations and discussions).

Student evaluation will consist of final research paper for chosen problem/topic (50%), evaluation of written assignments (30%) and in-class participation (20%). Detailed instructions for these assignments and assigned papers for review will be provided to students soon after their enrolment into seminar. Seminar is based on active participation of students (article presentations, comprehensive feedback to pre-assigned colleague reviews and final papers). Because of that is it essential that students organize their time accordingly in order that they will be able to fulfil required obligations.

**Literature (Essential readings – preliminary list)**

*(Bajde)*  


*(Kolar)*  


