

Redefining Marketplace Dynamics: The Consumers' Quest to Negotiate Identity and Power

In the Faculty of Management and Economics Sciences, research in the marketing domain explores the complex terrain of marketplace dynamics. It focuses on consumers' active quest to navigate their roles through individual and collaborative efforts that challenge and reshape the power dynamics of consumption. From fashion to mobility, and digital realms to immigrant contexts, our work uncovers how diverse groups strive to transform their market environments, for a better understanding of how sustainability in marketing could be achieved.

Recent Research:

One of our key studies investigates the concept of marketplace diversity as an intersectional construct that serves as both a challenge and a redefinition of conventional market logic. Findings from this study reveal the pivotal roles of producer practices perpetuate existing norms that exclude diverse identities, while consumer practices act as catalysts for positive change, fostering environments that promote diversity and inclusion.

Another significant piece of research focuses on sustainable consumption behaviors within immigrant communities. Supervising a thesis under this theme, we examine how immigration status influences consumption patterns and decisions, particularly how these consumers navigate and impact sustainable marketing practices. This study is crucial for understanding the barriers that immigrant consumers face and the unique opportunities they present for shifting towards more sustainable consumption.

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