

# Open research seminar by Distinguished Visiting Professor A. Fuat Firat

## Fashion and the Institution of Marketing

Wednesday December 5, 2012, 2:00PM - 4:00 PM

AaltoBIZ, main building, class room A-401

### Abstract

Fashion, which was a process of diffusion in traditional cultures, has turned into a principle that permeates modern marketing and confirms the status of marketing as an institution of modern society. A study of the creation and diffusion of high fashion clothing system in contemporary culture, makes it possible to observe that modern marketing is not simply a mechanism or a set of activities performed by organizations, but a modern institution that involves all members of society, including consumers, organizations, and multiple other agencies.

### Bio

A. Fuat Firat is Distinguished Visiting Professor at Aalto University School of Business, Department of Communication and Professor of Marketing at the University of Texas---Pan American. He completed his Ph.D. degree in marketing at Northwestern University. His research interests cover areas such as macro consumer behavior and macromarketing; postmodern culture; brands and branding; transmodern marketing strategies; gender and consumption; marketing and development; and interorganizational relations. He has won the *Journal of Macromarketing* Charles Slater Award for best article with co-author N. Dholakia, the *Journal of Consumer Research* best article award with co-author A. Venkatesh, and the *Corporate Communications: An International Journal* top ranked paper award with co-authors L.T. Christensen and J. Cornelissen. He has published several books including *Consuming People: From Political Economy to Theaters of Consumption*, co-authored by N. Dholakia, and is the founding editor of *Consumption, Markets & Culture*.

### All staff and doctoral students welcome!

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