



Joint Event from IEEE (UKRI) Engineering Management/Professional Communications Chapter, and School of Management, Royal Holloway, University of London

eTribal Business: The Online Community Revolution

By

Professor Robert V. Kozinets, York University, Toronto

Date	Wednesday 12 th November 2008
Time	12:30 pm (finishing by 1:45 pm)
Venue	MX01 Moore Building Annexe, Royal Holloway, University of London, Egham, Surrey, TW20 0EX, UK
Maps	http://www.rhul.ac.uk/Shared/Maps/ (#12/13 on campus plan)

ABSTRACT With online community involvement expanding from a mainstream activity into a natural part of consumers' existence, online consumer communities are having profound effects on brands, marketing, and business management in general. In his presentation, Dublin City University Visiting Professor Robert V. Kozinets will explain the roots of these revolutionary changes, tracing the origins of online communities or, as he calls them, "e-tribes" and their seven core characteristics. Suggesting fundamental frameworks for management scholars who want to know the fundamentals of this new world of e-tribalized business, Professor Kozinets will answer questions such as: What are the three main uses of online communities in marketing? What effects do online communities have on brand and does online word-of-mouth work for a company or against a company?

BIOGRAPHY Robert V. Kozinets is the Associate Professor of Marketing at York University's Schulich School of Business in Toronto and Visiting Professor at Dublin City University. Professor Kozinets has extensive consulting and speaking experience with global corporations that include American Express, Nissan, Campbell's Soup, Merck, and eBay. His areas of research expertise include brands and brand loyalty management, innovation, consumer activism, entertainment and media consumption. He has written and published more than 50 articles and chapters on these topics. "Consumer Tribes", his co-edited volume was published by Elsevier in 2007 and Sage will publish his book "Netnography: Researching Cultures and Communities Online" in late 2009.

ORGANISERS (1) School of Management, Royal Holloway, University of London, (2) IEEE UKRI Engineering Management and Professional Communications Joint Chapter (EMPC).

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Please confirm attendance so we can estimate numbers.

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