

Canon of Classic Doctoral Training, University of Southern Denmark - July 2023

The Canon of Classic was a stimulating and enlightening event that I had the privilege to attend. Over the course of 5 days, I had the opportunity to engage with prominent scholars, attend insightful seminars, and present my research project titled “Challenging the Market-Dominant Minority through Consumer Movement.” From attending various sessions to networking with experts in the field, the experience was transformative and enriching.

The event featured a diverse range of seminars and presentations, each offering unique perspectives on Consumer Culture Theory. Attending these sessions provided me with a comprehensive understanding of the field's current trends, challenges, and emerging research areas. The most important takeaway was learning about the grand theories and their theoretical contribution towards the Marketing field. The depth and breadth of topics covered were inspiring, and I found myself immersed in thought-provoking discussions on consumer behavior, cultural influences, and the impact of consumerism on society.

The presentations by fellow researchers were particularly insightful as well. Witnessing their innovative methodologies and research findings was both humbling and motivating. I gained valuable insights into various research approaches and analytical methods, which have already positively influenced my own work. The feedback I received was invaluable in refining the focus and methodology of my research, especially on reassuring myself to start collecting longitudinal data. Constructive criticisms and suggestions from fellow researchers helped me identify potential areas for improvement and provided me with fresh perspectives.

Aside from the presentation and seminar, I found the one-to-one sessions to discuss my project with Soren, Eric, and Julie (experts in the field) to be the most valuable part of the seminar. They provided me with critical insights about my PhD project and opportunities that I had never considered, which I needed to explore more in the coming years. The event also served as an excellent platform for networking and establishing connections with peers and renowned scholars from all over the world. Engaging in conversations with fellow attendees, I found myself making new friends who shared my passion for Consumer Culture Theory. These connections have the

potential to foster future collaborations and open doors to exciting research opportunities. I would like to thank the committee of Expeditions Fund for this amazing opportunity!

