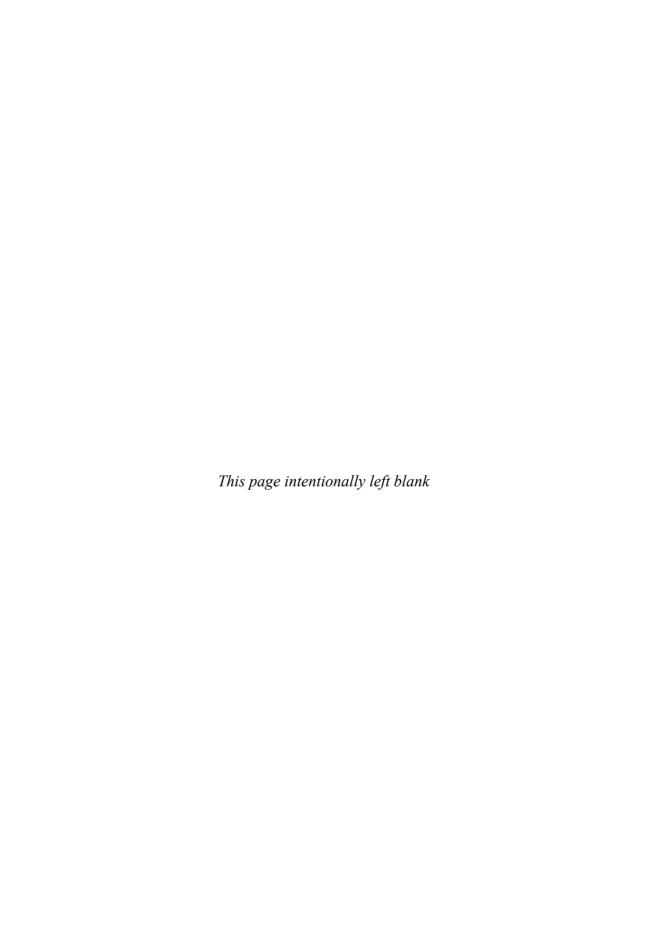


Edited by
Elaine L. Ritch
Julie McColl

New Perspectives on Critical Marketing and Consumer Society



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Glasgow Caledonian University, UK

and

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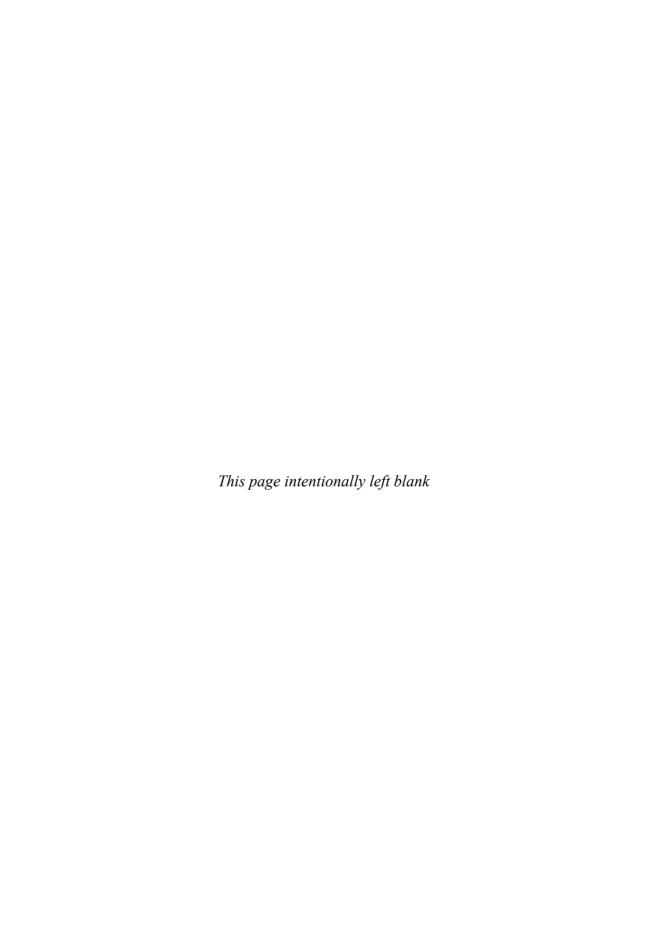
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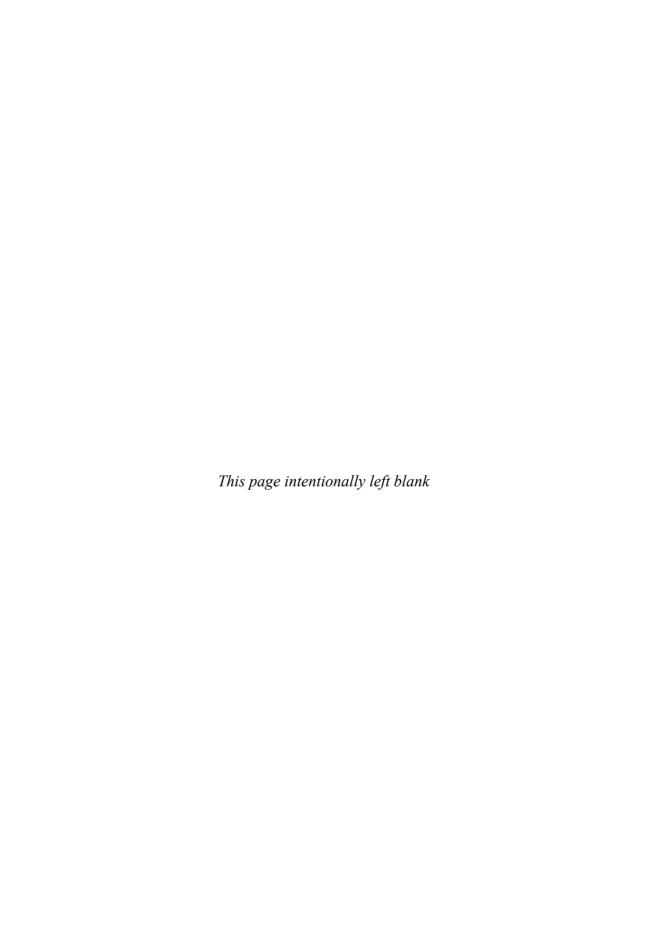


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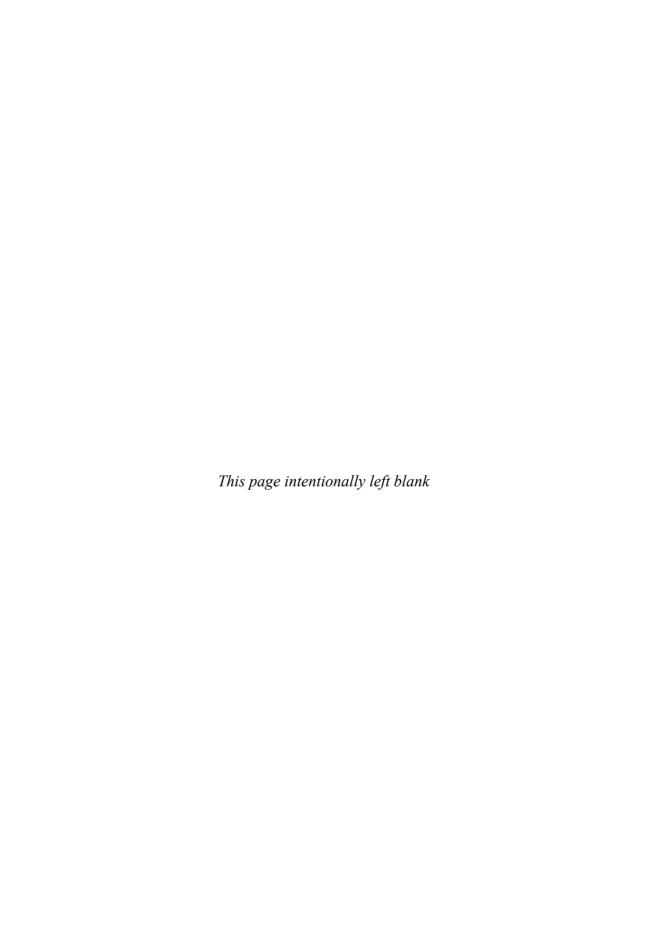
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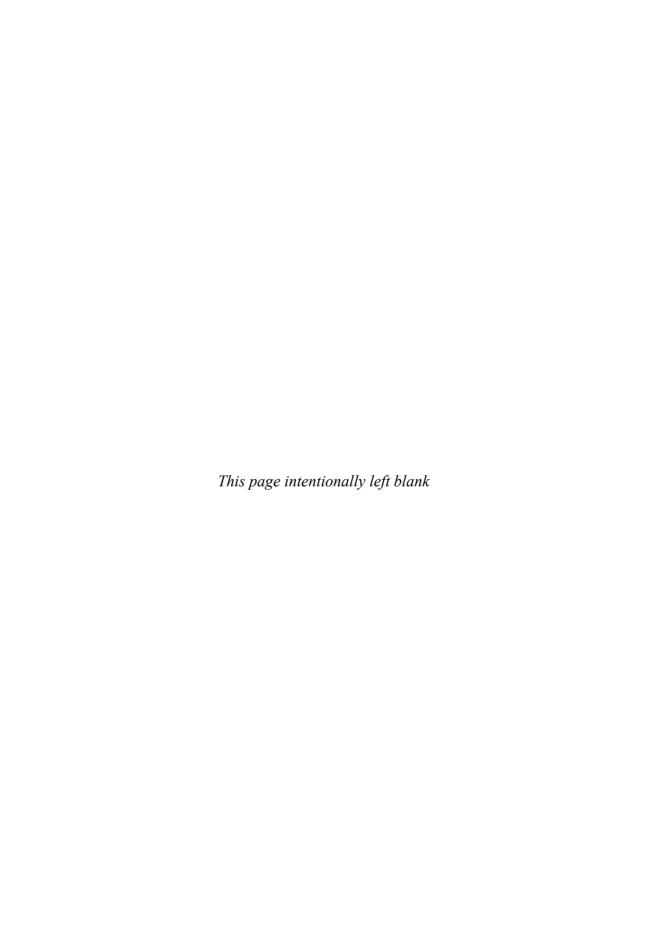
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Abbreviations

- CE Customer Engagement
- CSR Corporate Social Responsibility
- DSP Dominant Social Paradigm
- MNO Multi-national Organisation
- NEP New Environmental Paradigm
- NGO Non-government Organisation
- SOR Stimulus–Organism–Response Framework
- USP Unique Selling Proposition



Biographies

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Jenny Flinn is a Lecturer in Events Marketing at the University of the West of Scotland. She is an experienced academic having worked in events management education for over 15 years leading programmes at undergraduate and postgraduate levels. Her research interests lie in the experiential aspect of events and festivals.

Jennifer Hamilton completed a BA (Hons) in Criminology while contributing to the 'Woke Branding' research in 2019. She is now working with primary care networks to promote the use of business analytics within healthcare settings to improve the provision of care.

Mary Irwin was most recently Senior Lecturer in Media and Communication at Northumbria University Newcastle and is currently Honorary Research Fellow in Media and Communication at Queen Margaret University, Edinburgh. She has published extensively in the fields of TV Studies and Cultural Studies. She is currently writing a monograph on TV Romantic Comedy *Love Wars: TV Romantic Comedy* (Bloomsbury, 2022) and is co-editing a collection on British TV comedy *This Country: British Screen Comedy Cultures* (Palgrave, 2021).

Fiona Keegan is an experienced marketer and two times graduate of Glasgow Caledonian University. She has a passion for understanding consumer behaviour, which has been demonstrated in both her private and public sector works. She resides in Glasgow with her husband, four children and their dog, and her main hobby is interior design.

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Julie McColl is an academic working across a number of universities in the UK. She has worked in the higher education sector for over twenty years and has held positions as Deputy Dean at York Business School and Assistant Head of Department at Glasgow Caledonian University.

Stephanie Nicholson graduated from Glasgow Caledonian University in 2019 with a BA(Hons) in International Marketing. Her dissertation investigated the impact of modern social movements, focusing on #MeToo – a topic she is passionate about. After graduating, she completed a marketing internship with a global organisation, she currently works as a Marketing Executive for a marketing agency in Glasgow.

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