

Abstract:

The various changes in the global economic scenario have reshaped the structure for business and management studies. From the turn of the century, the unparalleled development in information technology and electronics has ushered in dynamic platforms for social and economic interactions. In explaining and predicting the human economic and consumption behavior, marketing research and other business studies have adapted to new dimensions, and concomitant to the ever-changing consumer needs, new multi-disciplinary approaches to understanding consumerism have evolved. In reaction to the impetus and rising challenges from business establishments, the academic institutions have an advantage of weaving various disciplines to study consumer problems. In a modest effort to form a research cluster for inter-disciplinary business studies at Lund University, the Department of Statistics would like to initiate a seminar for research in marketing and data science.