


3/2024 RESEARCH SEMINAR

Evolving Consumer Representations and Roles

 25 April 2024 (Thursday) 11.00 am Lecture Theater 6, Sunway University

Synopsis

Dilip examines how the view of consumers as simple sources of profit has shifted due to the empowerment of consumers and the realization of their important role in the marketplace. He discusses how consumers can now influence policies and how businesses operate within the marketplace, as well as guide and start consumption trends. Technological advances have also given consumers greater connectivity, which in turn results in increased social and bargaining strength and tilting the balance of consumer–firm power more to their advantage.



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Biography: <https://research.monash.edu/en/persons/dilip-mutum>

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