Although the concept of extended self has become a key construct in consumer research, as originally formulated it is ill-equipped to deal with self definition through social media, online games, blogs, web pages, online searches, photo and video sharing sites, virtual worlds, and other innovations of the digital age. Given the evolving nature of this construct, this presentation explores the conceptual implications of the digital world for the extended self.

Friday
November 9
10:30 am
530 Drake Centre

GUEST SPEAKER:
Dr. Russell Belk
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Schulich School of Business, York University