YOUNG & RESILIENT RESEARCH CENTRE

Y&R 2024 SEMINAR SERIES

10 July: Visiting Research Fellow Aishwarya Arora

Doctoral Scholar, MICA (Formerly Known as Mudra Institute of Communications, Ahmedabad) Gujarat, India.

Using a Matricentric Lense to Explore Consumer Cultures of New Mothers



The presentation will explore new mothers' changing sense of self and its effects on compensatory consumption behaviour. It uses the matricentric lens to understand new mothers' lived experiences and challenges. The presentation will discuss the findings of two studies that use netnography and multi-sited ethnography, respectively.

Biography

Aishwarya is a doctoral scholar at MICA, India. Her research focuses on digital media and consumer cultures. Apart from her global publications, she has presented her research at multiple global platforms such as the Academy of Marketing Science, New Orleans, USA Consumer Culture Theory Conference, Lund University, Sweden, American Marketing Association, Nashville, NETNOCON (Netnography Conference), Manchester (2023) and Milan (2024).