

Event Report

The Universities are requested to share the activity report in the format given below.

Name of the Activity:	G20_Seminar_Ethnography in Market and Consumer Research		
Theme of the Activity:	Skill Empowerment and Enhancing Employability		
Activity Date(s):	24 April 2023	No. of Participants:	26
Brief Description of the Activity:			
The students of MBA Second Year (enrolled in Retail Management elective) of the School of Business, Public Policy and Social Entrepreneurship, Dr. B.R. Ambedkar University Delhi, actively participated in a Seminar organised by the School and delivered by Dr. Snigdha Vishnoi. Dr. Snigdha Vishnoi, Assistant Professor, Sociology, School of Liberal Studies described how ethnography can be used in Consumer Research. She shared that it was a non invasive method of gathering information and the method provides thick data, which may be contextual in nature. A number of brands have used ethnography to understand customers, Adidas, Nokia etc. It encourages the research to gather data in the natural habitat of the respondent and tries to understand, highlight multiple causation, highlight outcomes, uncover the truth etc.			
Brief Description of Participants (like industry experts, students, faculty etc):			
Students of MBA at SBPPSE and Faculty Members			
Share Weblink of social media posts of the Activity (tag Delhi Government, DTTE & DHE and use relevant link)			
Twitter:			
Facebook:			
Instagram:			
Others:			