



TRANSFORMATIVE
CONSUMER RESEARCH

2026 Summer AMA Pre-Conference

**Creating Meaningful Societal Impact:
Transformative Consumer Research (TCR)**

July 23, 2026

Hilton Denver City Center

Co-Chairs: Alexander Mitchell and Meredith Rhoads

TCR @ Summer AMA 2026

Pre-Conference Program

Time	Activity	
1:00 – 1:45PM Excite!	1. Meredith Rhoads and Alex Mitchell (Pre-Conference Organizers)	Welcome (2 mins)
	2. Martina Hutton and Chris Blocker (TCR Co-chairs)	TCR Welcome (5 mins)
	3. Industry/Practitioner, Cedric Lipsey, Founder of Clusivi	Fireside Chat (30 mins)
1:45PM – 2:00PM	BREAK; Snacks and coffee available.	
2:00 – 3:30PM Collaborate!	4. Melissa Bublitiz (Collaboration Workshop)	(90 mins)
3:30 – 3:45PM	BREAK; Snacks and coffee available.	
3:45 – 4:45PM Impact!	5. Shikha Upadhyaya (From Insight to Action: Multiple Pathways to Societal Impact)	(25-30 mins)
	6. Linda Tuncay Zayer (The Research Rollercoaster: Highs, Lows and the Pursuit of Impact)	(25-30 mins)
	7. Jason Stornelli (JPPM Special Issue on Wisdom)	(5 mins)
4:45 – 5:00PM	Meredith Rhoads and Alex Mitchell (Report Out and Closing)	

**July 23, 2:00-3:30 PM: Collobrate
Collobration Workshop by Melissa Bublitz**

TCR: Research Methods to Co-create Knowledge With Relevant Stakeholders

Melissa G. Bublitz

Liz Kramer Professor of Social Innovation & Entrepreneurship
UW-Madison | School of Human Ecology
Consumer Science | Civil Society & Community Studies



Agenda:

1. Laying the Groundwork (30 min)
 - Overview of the session
 - Clarifying TERMS (collaboration, cocreation, relational engagement, impact)
 - TCR Collaborative Methods
2. Collaboration Session - TOPIC 1 (25 min)
 - Discussion
 - Round 1 Report a Key Insight

Participants MOVE to a new table/topic

3. Collaboration Session TOPIC 2 (25 min)
 - Discussion
 - Round 2 Report a Key Insight
4. Global Synthesis and Closing Remarks (10 min)



July 23, 2:00-3:30 PM: Colloborate
Collobration Workshop by Melissa Bublitz

What do the words mean to you?

Collaboration

Cocreation

Relational Engagement

Impact



WHY
collaboration to
co-create
research
WITH
relevant
stakeholders?

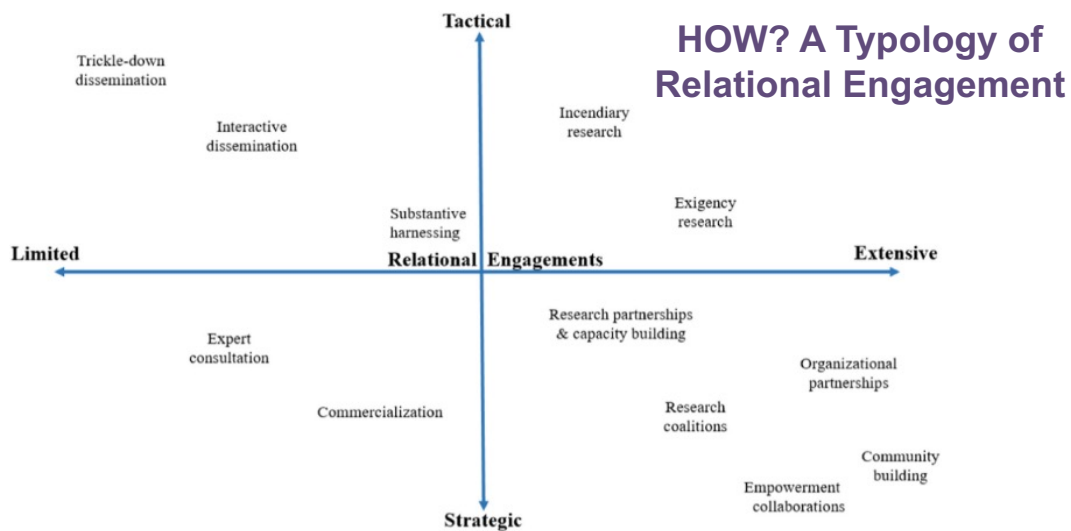


July 23, 2:00-3:30 PM: Collobrate Collobration Workshop by Melissa Bublitz

WHY?

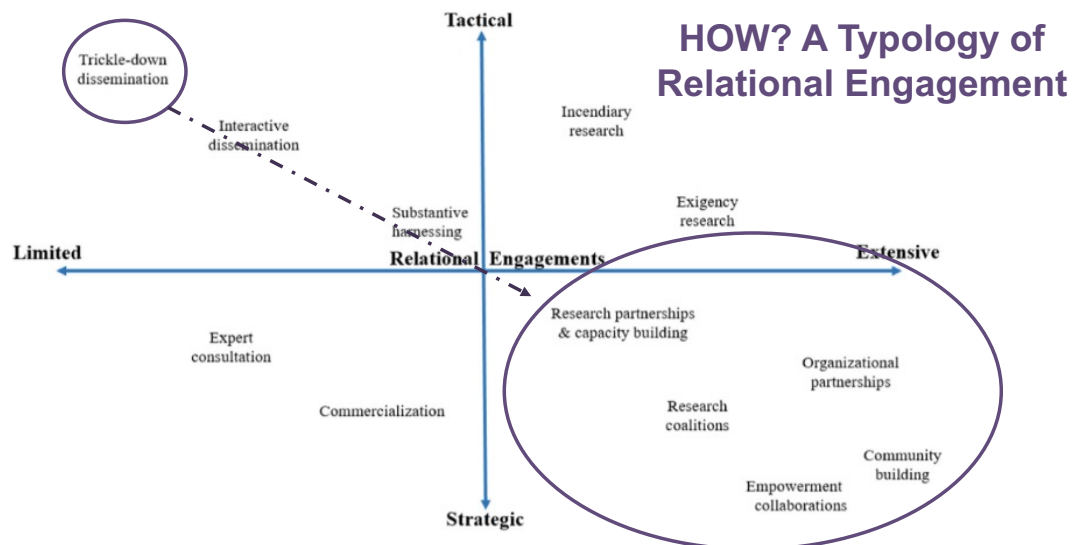
Boots on the ground

1. Directly connected to people and communities impacted
2. Rich data access
3. Ability to put ideas into action



Ozanne, Davis, & Ekpo 2022

July 23, 2:00-3:30 PM: Collaborate
Collaboration Workshop by Melissa Bublit



Ozanne, Davis, & Ekpo 2022



How could your research benefit from collaboration WITH relevant stakeholders?

Think of a research project underway (or in planning):

1. Who could you partner with?
2. What could be/would be possible benefits?
3. What would be possible challenges?



**July 23, 2:00-3:30 PM: Colloborate
Collobration Workshop by Melissa Bublitz**

**HOW? Stronger Together: Developing
Research Partnerships WITH SIOs**



TCR 2021:

Bublitz, Peracchio, Davis, Escalas, Hansen, Miller, Vallen & White 2022



Table Topics:

1. Poverty
2. Political Divide
3. Sustainability
4. Mental Health
5. Gambling
6. Financial Well-being/Inclusion
7. Overconsumption
8. The Healthcare System
9. Misinformation/Disinformation
10. *Choose your own adventure*



Topic Discussion (25 Min)

1. Outline a 5min overview of the topic/focus/boundaries
2. What aspects of this topic need more research?
3. Who are key stakeholders who could be important collaborators, what uniqueness do they bring?
4. How will you connect?
5. How will you design a research process that centers: collaboration, cocreation, impact?



What are some ways to design research WITH relevant stakeholders?

Think of a research project underway (or complete):

1. Which approaches might work best with your topic/stakeholders/stage of research? WHY?
2. What are the benefits/challenges you anticipate?



July 23, 2:00-3:30 PM: Colloborate
Collobration Workshop by Melissa Bublit

Critiques & Criticism:

Objectivity, Bias
Generalizability of Local
Advocacy, Taking a Stand
Conflicts of Interest
Identifiability
Questions of Rigor



 TRANSFORMATIVE
CONSUMER RESEARCH



Thank you!

Please share
your questions
and ideas!

 TRANSFORMATIVE
CONSUMER RESEARCH

July 23, 2:00-3:30 PM: Collaborate Collobration Workshop by Melissa Bublit

Cited Papers:

- Janiszewski, C., & Van Osselaer, S. M. (2022). Abductive theory construction. *Journal of Consumer Psychology*, 32(1), 175-193.
- Ozanne, J. L., Davis, B., & Ekpo, A. E. (2022). Research pathways for societal impact: a typology of relational engagements for consumer psychology research. *Journal of Consumer Psychology*, 32(1), 127-144.
- Bublit, M. G., Peracchio, L. A., Davis, B., Escalas, J. E., Hansen, J., Miller, E. G., Vallen, B., & White, T. B. (2022). Stronger together: Developing research partnerships with social impact organizations. *Journal of Consumer Affairs*, 56(3), 1028-1045.

Sample TCR Papers:

- Bublit, M. G., Chaplin, L. N., Peracchio, L. A., Cermin, A. D., Dida, M., Escalas, J. E., ... & Miller, E. G. (2021). Rise up: Understanding youth social entrepreneurs and their ecosystems. *Journal of Public Policy & Marketing*, 40(2), 206-225.
- Bublit, M. G., Peracchio, L. A., Dadzie, C. A., Escalas, J. E., Hansen, J., Hutton, M., ... & Tangari, A. H. (2019). Food access for all: Empowering innovative local infrastructure. *Journal of Business Research*, 100, 354-365.
- Nardini, G., Bublit, M. G., Butler, C., Croom-Raley, S., Edson Escalas, J., Hansen, J., & Peracchio, L. A. (2022). Scaling social impact: Marketing to grow nonprofit solutions. *Journal of Public Policy & Marketing*, 41(3), 254-276.



COLORS AND FONT

Colors

#403152	#EFE8DC	#947D87
#755C94	#C3B9B7	#A194AE
#56436D	#908983	#FAF5FC

Brand Voice

Positive, optimistic, friendly, scholarly, entrepreneurial.

Brand Imagery

Photos from conferences and AI generated "origami" images to symbolize transformation. Photos can be downloaded from TCR website.

Lato Font

Lato Regular to be used in most communications.

Other Lato variations may be used for headers etc.

Lato ExtraBold

Lato Black

Lato SemiBold

Lato Medium

Lato Light



July 23, 2:00-3:30 PM: Colloborate
Collobration Workshop by Melissa Bublitz

LOGOS AND ICONS



Mixed purple logo and icon for primary use



Mixed tan logo and icon for use on multiple documents



Black logo and icon for use on B&W documents



Cream logo and icon for use on dark backgrounds



White logo and icon for use on dark backgrounds



July 23, 3:45-4:45 PM: Impact

From Insight to Action: Multiple Pathways to Societal Impact by Shikha Upadhyaya

FROM INSIGHT TO ACTION: MULTIPLE PATHWAYS TO SOCIETAL IMPACT

Shikha Upadhyaya

Associate Professor, Marketing
Director of Community Engagement
Co-Director of ROOTS Scholars Program
supadhy4@calstatela.edu

Cal State LA

July 23, 2026
2026 Summer AMA Pre-Conference

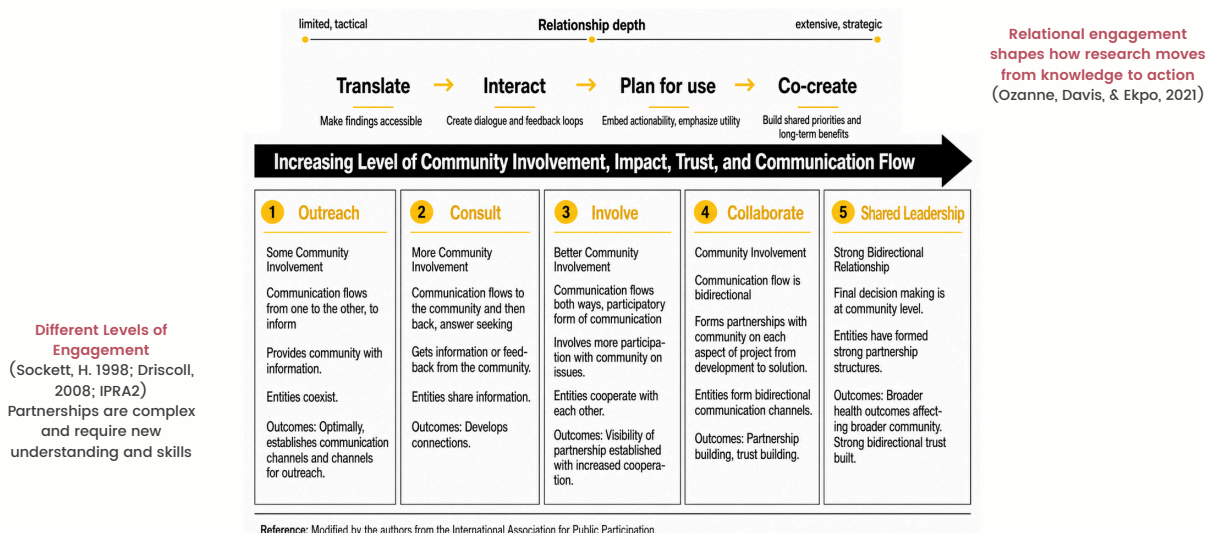
Outline

- What is Societal Impact?
- Engagement and Societal Impact
- Multiple pathways to Societal Impact - Examples
- Key Takeaways
- *TCR Field Talks*

What is Societal Impact?

- **Impact operates at different levels** (e.g., individual, community, policy, discipline), through different lenses, in different forms; traditional metrics miss much of it.
- **Relational engagement is key**: collaborating with stakeholders and building on their everyday understandings and expertise (Bublitz et al., 2022; Ozanne et al., 2017); pathways range from tactical to extensive and strategic (Ozanne et al., 2021)

Engagement and Societal Impact



Multiple Pathways to Societal Impact – Examples

1. **Intergenerational Effects of Poverty and 2-Gen Programs**
→ Developing Programs for Student Parents
2. **Rethinking Reclaimed Water**
→ Developing an Equity-Centered Marketing Campaign
3. **Critical Connections**
→ Community-Engaged Scholarship

Example 1

Intergenerational Effects of Poverty and 2-Gen Programs

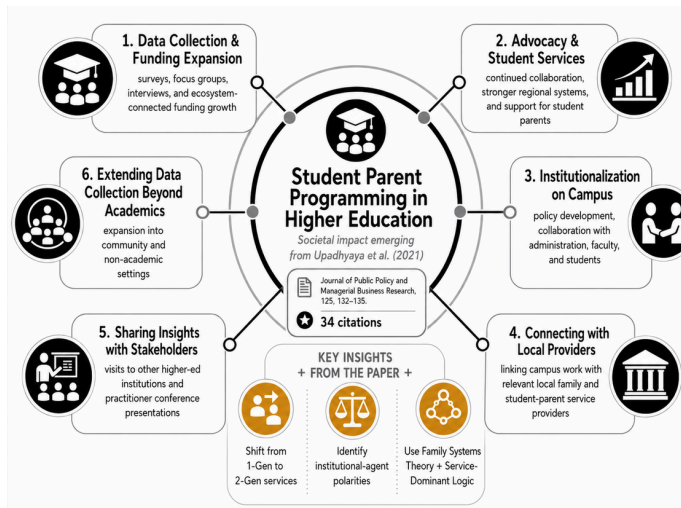
→ Developing Programs for Student Parents

- Upadhyaya, S., Blocker, C. P., Houston, H. R., & Sims, M. R. (2021). Evolving two-generation services to disrupt the intergenerational effects of poverty and promote family well-being. *Journal of Business Research*, 125, 324-335.
- **Collaboration** with Ascend at the Aspen Institute
 - 2018 – ongoing
- **TCR Conference 2019, Track 2**
- **Speaker – TCR Field Talks**



From Insight to Action: Multiple Pathways to Societal Impact by Shikha Upadhyaya

Example 1



The Two-Generation (2-Gen) Approach: 2Gen approach build family well-being by intentionally and simultaneously working with children and the adults in their lives together



Ascend at the Aspen Institute: <https://ascend.aspeninstitute.org/>
Upadhyaya et al. (2021)

Example 2

Rethinking Reclaimed Water

➡ Developing an equity-centered marketing campaign

- Collaboration with Metropolitan Water District, Cal State LA, UCLA Counterforce, Pando Days
- 2025 LA County "commendation" – official recognition from the Los Angeles County Board of Supervisors
- 2025 Pando Sustainability Awards – Earth Hero Award for Excellence in Reimagining the Narrative
- Marketing and Public Policy Conference 2025 (Poster)
- Marketing Educators Conference 2026 (Paper)



July 23, 3:45-4:45 PM: Impact

From Insight to Action: Multiple Pathways to Societal Impact by Shikha Upadhyaya

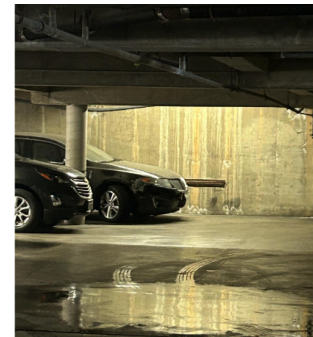
Example 2

- **The goal (LA County Goal 11):** inclusive, transparent, accountable governance that encourages participation in sustainability efforts — especially by disempowered communities
- **The challenge:** adoption of reclaimed water — unfamiliarity, the "yuck factor," distrust, poor infrastructure, uneven water access
- **The approach:** student engagement, photovoice, interviews, surveys, and secondary data reveal how underserved communities understand and experience water in everyday life
- **The output:** the Tap. Back. In. campaign



<https://pandopopulus.com/in>

ample 2



Site visits · county recognition · community exhibitions · transit campaign · classroom engagement

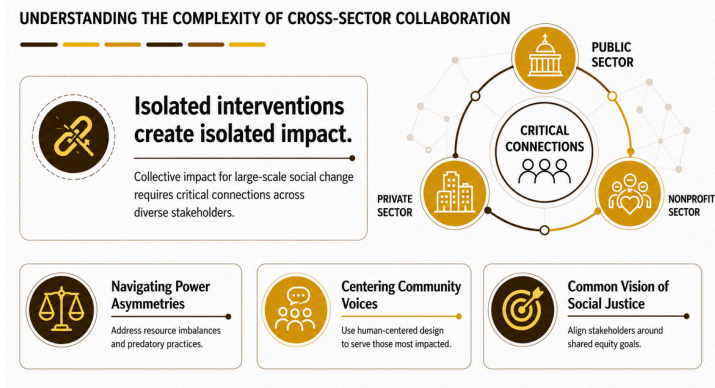


Example 3

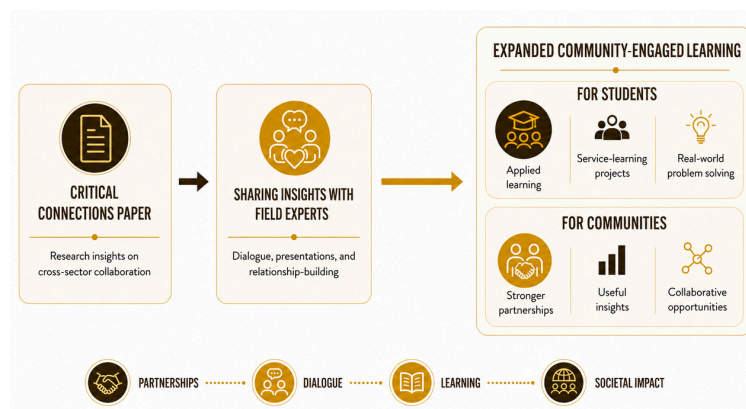
Critical Connections

→ Community-Engaged Scholarship

Upadhyaya, S., & Houston, H. R. (2026). Critical Connections: Understanding the Complexities of Cross-Sector Collaborations for Transformative Social Impact. *Journal of the Association for Consumer Research*, 11(1).



Example 3



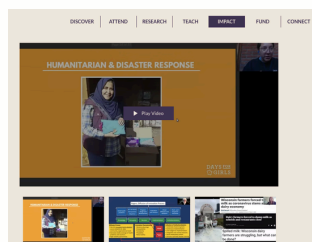
Key Takeaways

- **Societal impact begins with relationships.** Community partners/SIOs bring deep contextual knowledge, practical expertise, and a strong interest in collaboration. Sustained dialogue and relational engagement are therefore foundational, not supplementary, to impactful research.
- **Impact-oriented scholarship** begins with community priorities and asks how research can strengthen well-being, institutions, programs, policy, and practice.
- **Rethink how impact is measured.** Assess relationships, capacities, networks, research use, and societal change, while asking whose knowledge, outcomes, and perspectives count.
- Societal impact emerges **through sustained engagement** in which stakeholders help define problems, shape knowledge, and mobilize findings. Trust, care, reciprocity, and sustained commitment are essential.
- **Impact is long-term, iterative, cumulative, and rarely linear.** It extends beyond a single publication or deliverable and may include adaptation, setbacks, and unexpected outcomes.

Ozanne
Bublitz
Upadhyaya

TCR Field Talks

- **Objective:** to connect academics with social impact organizations, such as nonprofits, public policy entities, and for-profit companies with a social impact mission, to develop pathways for academics to partner with social impact organizations (co-authorship, data sharing, idea generation), and to establish communication paths to distribute TCR research funding to relevant social impact organizations.
- **60-minute virtual speaker sessions** hosted by the TCR Social Impact Council.
- **Topics**
 - Research Insights and Impact
 - Fitzgerald et al. (2023) Marketing and Public Policy Implications of Dobbs v. Jackson Women's Health Organization
 - Current Public Policies
 - Programs and Interventions
 - Art



ascend
aspen institute



This is the story of
20 million
ID-less Americans.



DAYS FOR
GIRLS



July 23, 3:45-4:45 PM: Impact

**From Insight to Action: Multiple Pathways to Societal Impact by
Shikha Upadhyaya**



Thank You!



July 23, 3:45-4:45 PM: Impact

**The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact
by Linda Tuncay Zayer**

The Research Rollercoaster: Highs, Lows and the Pursuit of Impact



Linda Tuncay Zayer

Professor of Marketing and Smith Chair in Business Administration

Quinlan School of Business

Loyola University Chicago



Agenda

- I. How is impact defined and what are the tensions?
- II. How do marketing academics think about impact?
- III. So you want to be an impactful researcher...



July 23, 3:45-4:45 PM: Impact

The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact
by Linda Tuncay Zayer

I. What is impact and what are the tensions?



Tensions Abound

5 Advances for Expanding Societally Impactful Work

(Ozanne, Davis, Blocker, De-Berry-Spence, Gann 2024):

- **Defining success:** societal impact is not widely accepted as research goal; impactful research is a process not outcome; problems should center on issues faced by the world
- **Measuring success:** uncertainty about how to measure impact; tension between contextualized, available, non-traditional measures versus established measures (e.g., social return on investment)
- **Accelerating success:** relationships and networks with stakeholders; direct community engagement
- **Managing success:** build research capacity by networking skills, field research skills, emotional intelligence (empathy, perseverance, vision)
- **Securing success:** recognition and reward systems (RTP); mentorship, clarify accreditation standards



July 23, 3:45-4:45 PM: Impact

The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact

by Linda Tuncay Zayer

II. How do marketing academics think about impact?



How do marketing faculty think about impact?

Survey with Keith Wilcox, Texas A&M, of marketing faculty from 'top' 50 universities + open ended responses 'what is impactful research?'



July 23, 3:45-4:45 PM: Impact

The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact

by Linda Tuncay Zayer

Survey Results

- The most frequently cited factors that contribute to the impact of research are:

- importance of topic to stakeholders
- usefulness of research to stakeholders
- societal benefits
- public dissemination of findings
- originality of topic
- generating awareness about an issue

While majority reported their schools valued impactful research at least a moderate amount, less than half provided incentives; general support offered, most did not have guidelines to determine impact.



Open-Ended Responses

- Impact = instrumental, relevant, and conceptual
- Multiple stakeholders
- The most common support at universities include internal funding, research centers, administrative or grant-writing help, and teaching load reductions.



July 23, 3:45-4:45 PM: Impact

The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact

by Linda Tuncay Zayer

III. So you want to be an impactful researcher....



Transformative Advertising Research

Subfield

Propose a new subfield of advertising

Framework

Present a framework that reveals complexities within advertising ecosystem and allows for clear vision of potential transformative outcomes

Impact

...which can guide scholars and professionals with directions to engage in social change

Journal of Advertising (2022): Transformative Advertising Research: Reimagining the Future of Advertising, equal authored work by Lauren Gurrieri, Linda Zayer and Catherine Coleman
<https://www.tandfonline.com/doi/full/10.1080/00913367.2022.2098545>

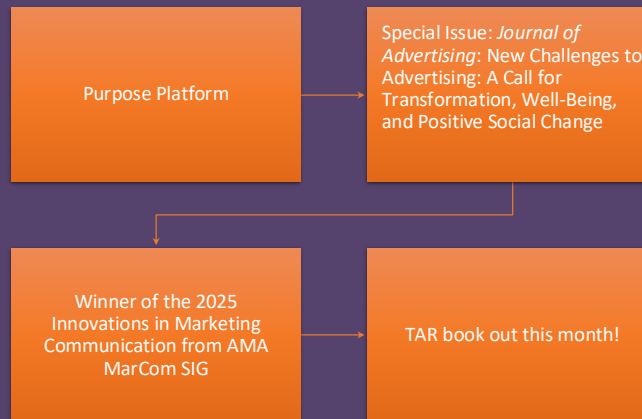


July 23, 3:45-4:45 PM: Impact

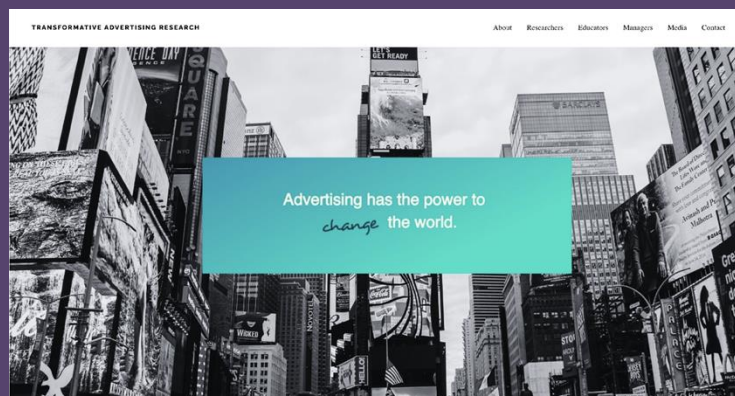
The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact

by Linda Tuncay Zayer

Transformative Advertising Research: the Highs!



Purpose Platform: Building Community and Sharing Resources

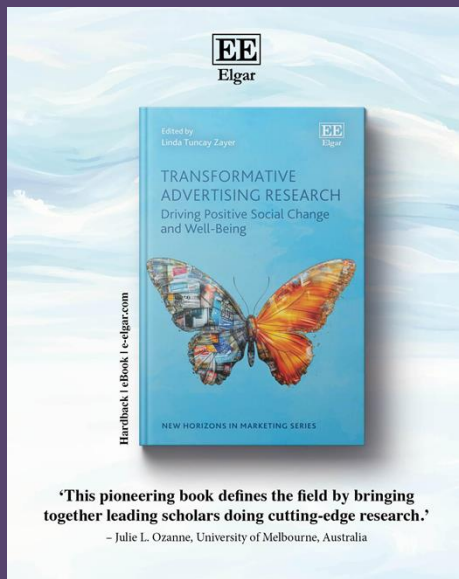


www.transformativeadvertisingresearch.com



July 23, 3:45-4:45 PM: Impact

**The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact
by Linda Tuncay Zayer**



- The edited book, *Transformative Advertising Research: Driving Positive Social Change and Well-Being*, is out now
- 25 Researchers, 9 countries
- Theoretical frameworks, cases, and pedagogical tools for teaching

www.e-elgar.com



... the Lows!

- Collaboration with major non-profit organization
- Maximize impact

AND THEN? Organizational disruption and lost funding



July 23, 3:45-4:45 PM: Impact

The Researcher Rollercoaster: Highs, Lows and the Pursuit of Impact

by Linda Tuncay Zayer

My Best Advice

- Impact takes time, relationships, support and is not always incentivized or recognized
- Impact sometimes flows easily and often it is hard fought
- Portfolio approach, especially if you are an early career scholar
- Find out from your institution: talk vs reality
- Impact translates to meaning and purpose for me, reflect on what it means for you.



Thank you!

Contact me: ltuncay@luc.edu



July 23, 3:45-4:45 PM: Impact
JPPM Special Issue on Wisdom by Jason Stornelli

**Advancing Wiser Consumption and
Innovation: Consumer Wisdom, Wiser
Innovation, and Public Policy for
Flourishing**

Special Issue
Journal of Public Policy & Marketing

Call for papers



<https://www.ama.org/2026/07/01/call-for-papers-journal-of-public-policy-marketing-advancing-wiser-consumption-and-innovation-consumer-wisdom-wiser-innovation-and-public-policy-for-flourishing/>

July 23, 3:45-4:45 PM: Impact
JPPM Special Issue on Wisdom by Jason Stornelli

Administrative details

- Special issue editors
 - Michael Luchs, College of William & Mary
 - Varun Nagaraj, SP Jain Institute of Management & Research
 - Jason Stornelli, Oregon State University
 - Shabbir Husain R.V., SP Jain Institute of Management & Research
- Submission window: January 1, 2027 – April 5, 2027
- Target publication: October, 2028
- Contact email: wiserconsumptionandinnovation@gmail.com
- Resource folder: <https://tinyurl.com/wiserconsumptionandinnovation>

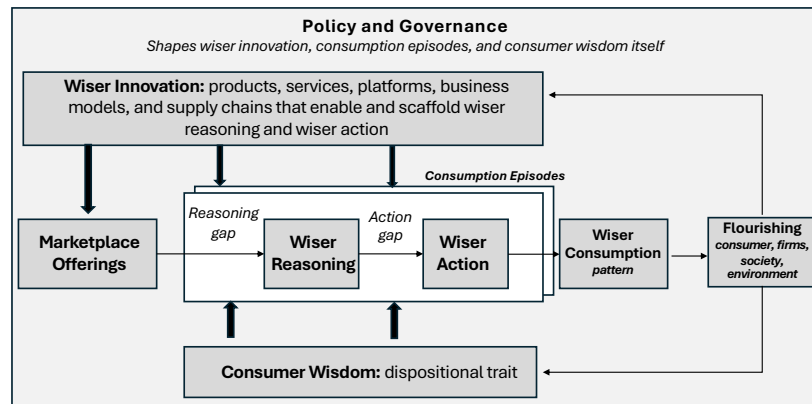
Issue goals

- Consumption often does not act in service of well-being outcomes
- Technological and sociocultural changes reshaping the nature of choice and usage behaviors
 - E.g. recommendation agents, personalized offerings, on-demand consumption
- How can individuals, organizations, and policymakers leverage **wisdom** as a lens to navigate these challenges?

Wisdom

- What comes to mind?
- An ancient idea with many understood meanings
 - Aristotle: *phronesis* / “practical wisdom”
 - The capacity to understand the right course of action at the right time
 - Grossmann et al. (2020): A blend of conceptual metacognition, moral reasoning, and contextual understanding
 - Intellectual humility, perspective-taking
 - Recognition / balancing needs of self and others
- Distinct from intelligence / knowledge
- Situated in context

A prospective framework



July 23, 3:45-4:45 PM: Impact
JPPM Special Issue on Wisdom by Jason Stornelli

Key criteria

- **Engage wisdom as a core construct**, conceptualized as a process involving both metacognitive elements and moral reasoning, consistent with contemporary models (Grossmann et al., 2020).
- **Examine how wiser processes unfold at the consumer level, organizational level, or both**, including work on behavior, design, systems, or governance.
- **Integrate public policy in a meaningful and central way**, such that policy considerations are embedded in the research question, theory, or empirical contribution.
 - Big P or Little P
- **Address marketing-relevant phenomena**, including how marketplace actors and systems shape behavior and outcomes.
- We particularly encourage work that connects **individual behavior, market design, and policy context**, though contributions may focus more deeply on one level provided that policy relevance is clear and substantive.

We'd love to see your work!

- Submission window: January 1, 2027 – April 5, 2027
- Target publication: October, 2028
- Contact email:
wiserconsumptionandinnovation@gmail.com
- Resource folder:
<https://tinyurl.com/wiserconsumptionandinnovation>



July 23, 3:45-4:45 PM: Impact
JPPM Special Issue on Wisdom by Jason Stornelli

ACR-AMA-TCR Small Grant Program

Seed / complementary funding for innovative research

Essential details

- The Small Grants Program supports innovative research aligned with TCR's mission of advancing well-being
 - Typical awards are \$1000-\$3000
- Review the Call for Proposals/Apply at <https://www.mytcr.org/tcrgrants>
- Deadline **September 15, 2026, 11:59 pm PT**



Participant List

Attendee	University
Abby Schneider	Regis University
Andrew Byungwook Chung	Wayne State University
Ashley Goreczny	Iowa State University
Bingxin Leng	Department of Marketing, Shidler College of Business, University of Hawai'i at Mānoa
Jason Stornelli	Oregon State University
Jerilyn Kamm	Creighton University
Kaiyang Wu	University of Nevada, Las Vegas
Lorena Garcia Ramon	University of Northern Colorado
Linda Alkire	Texas State University
Mark Snow	University of Pittsburgh
MARTHA TRONCOZA	Providence College
Martina Hutton	Royal Holloway University of London
Matilda Vevera	Florida State University
Nyota Ferguson	Pace University
Rafaela Canova Davide	University of Arkansas
Raika Sadeghein	University of Richmond
Samantha Cross	Babson College
Shikha Upadhyaya	California State, Los Angeles
Valentina Ortiz Ubal	Arizona State University

Thank you to all our participants



