

Communication in Markets

Research and teaching in the Communication in Markets cluster focuses on the communicative and cultural aspects of international marketing, including business marketing, consumer marketing, as well as cross-cultural management.

The cluster currently represents a number of different but related research interests interpreting the cognitive, perceptual and communicative mechanisms. Examples of the different research areas within the Communication in Markets cluster are exemplified below.

COMMUNICATION IN COMMERCIAL FOOD MARKETS

One group of researchers examines how consumers decode and make decisions based on product packaging in relations to linguistic, visual, and tactile as well as other sensory cues. The group is especially focused on the grey area between commercial claims and the presentation of factual information concerning food products. The focus covers presentation regarding the foods country of origin, nutrition and health, sustainability, animal welfare and on the perception of consumer information on food packaging across cultures. The group collaborates with researchers from the Departments of Marketing and Law at CBS, sensory and cognitive researchers at DTU and Lund University as well various corporate and NGO partners.

Recent publications in the field include:

Smith, Viktor; Ditte Green-Petersen; Peter Møgelvang-Hansen; Rune Haubo Bojesen Christensen; Françoise Qvistgaard; Grethe Hyldig. (2013). What's (in) a Real Smoothie: A Division of Linguistic Labour in Consumers' Acceptance of Name-Product Combinations? *Appetite* 63(4), 2013, p. 129-140

Selsøe Sørensen, Henrik; Lotte Holm; Peter Møgelvang-Hansen; Daniel Barratt; Françoise Qvistgaard; Viktor Smith. Consumer Understanding of Food Labels: Toward a Generic Tool for Identifying the Average Consumer. *International Review of Retail, Distribution and Consumer Research* 23(3), 2013, p. 291-304.

COMMUNICATION AS NATION BRANDING

Another group investigates the ways in which the European Union and its member states brand themselves. This branding is based on the national identities and cultures, which constitutes the material of which the image of the nations is constructed.

Recent publications in the field include:

Irène Baron: Langue et publicité: corrélation et isomorphisme. In Iørn Korzen, Angela Ferrari, Anna-Maria De Cesare, eds. *Tra romanistica e germanistica: lingua, testo, cognizione e cultura/ Between Romance and Germanic: Language, text, cognition and culture*. Bern: Peter Lang 2014.

Irène Baron, Michael Herslund & Carsten Humlebæk, red.: *Europæiske fællesskaber? Identiteter, fortællinger og konflikter i Europa*. København: DJØF Forlag 2015.

VALUES AND DECISIONS-MAKING PROCESSES OF TARGET CONSUMER GROUPS

Currently under preparation, another group seeks to develop a data analytic framework in cooperation with the Section for Cognitive Systems at DTU Compute at the Technical University of Denmark and the Center for Tourism & Culture Management at the CBS Department of Marketing. The data analytic framework strives to enable an in-depth understanding of core insights into values and decision-making processes of target consumer groups. The project aims to establish a foundation of the future development of an innovative evidence-based tool.

Recent publications in the field include:

Glückstad, F.K. Application of an Automatic Data Alignment & Structuring System to Intercultural Consumer Segmentation Analysis. The 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management. 12-14 November 2015, Lisbon, Portugal.

Glückstad, F.K., Herlau, T., Schmidt, N. M., Rafal Rzepka, Kenji Araki & Mørup, M. Analysis of conceptualization patterns across groups of people. In: Proceedings of 2013 Conference on Technologies and Applications of Artificial Intelligence (TAAI 2013). Taiwan, IEEE 2013, DOI 10.1109/.73 pp. 349-354

SOCIAL NORMS AND VALUES IN BUSINESS RELATIONS

Yet another group examines the cross-cultural management aspect of the cluster, which focuses on the social norms and values that govern business relations. The focus includes amongst others B2B sales and management in developing countries grounded in anthropological theory and classical sociology.

Recent publications in the field include:

Kragh, Simon Ulrik. The Anthropology of Nepotism. *International Journal of Cross Cultural Management*, 2012, Vol.12(2), pp. 247-265.

Kragh, Simon Ulrik. Preindustrial Patterns in Chinese Organizational Culture. *The International Journal of Human Resource Management*, 2012, Vol. 23(11), p. 2354-2373.

PRODUCT-CONSUMER COMMUNICATION

Finally, another researcher investigates how a cognitive-semiotic approach is applied to the individual product-consumer communication. The research takes the position that all products indirectly say “Buy me” and this makes the claims on the packaging of a product functionally comparable to indirect speech act requests.

Recent publications in the field include:

Per Durst-Andersen. *Linguistic supertypes. A cognitive-semiotic theory of human communication*. Berlin/New York: De Gruyter Mouton.

The coordinator of the group is Simon Ulrik Kragh, suk.msc@cbs.dk