Mapping cultural change and engineering consent – through social networks and identifying key stakeholders

Jonathan Wilson
Senior Lecturer & Course Leader
Advertising, Branding & Marketing Communications Management
Structure of Research

- Conceptual
- Synthesis of: PR, Management, Branding, Consumer Behaviour and Islamic Literature
- Inductive Reasoning, Interpretive Phenomenological Analysis and Syllogisms, as a basis for Conceptual Metaphor Theory and Critical Discourse Analysis
- Evidence supported by Expert Opinion Elicitation and Participant Observation Methods
• Deterritorialization, Denationalization, & Reterritorialization

• Web 2.0 & technology = collective individualism & levelling

• Brand surrogacy phenomenon: brands have become conduits for cultural homogenization and hybridization – which Public Relations seeks to further contextualise, embed and disseminate
What is **Surrogacy**?

Literally:

*It is the adoption process where a mother and/or father takes ownership and responsibility of a child – like their own blood*

*Or the grafting of two plants together*

So what I am saying today is with Culture, we **should either adopt, or allow ourselves to be adopted** – and this is the engineering process
In light of these factors

• Stakeholder analysis, corporate and consumer dynamics are in need of refinement – and classification mapping which is more reflective of intangible and figurative aspects

• Which are subject to time specific interconnected and dynamic states.
And so…

- The landscape changes - every day!
- Not just a business issue, Also a philosophical issue
- Buddhism talks about it all the time

_The only thing which stays the same is change_

- ...but Islam talks about it more

- Therefore we need to think about **time** and what is connected to time, in a **dynamic way**
1.8 billion Muslims globally
52.5% are under 24 years old
Muslim youth account for 11% of the world’s population

The Middle East has seen a 78% growth in brand value, based on high demand for Islamic banking products and services.

[2010 The BrandFinance® Global 500]
So... Moving Forward

- For consideration:

  1. Ownership/nonOwnership/temporary Ownership (Donership)
  2. Usage/nonUsage
  3. Communication
  4. Stake - qualified according to:
     bargaining power/interest/impact.
Models for observing and managing Change, Communications and Emotions
The C.H.A.N.G.E.S. model
Wilson, J.A.J. (2010)
Halal Paradigm

Muslim Consumer Cultural Lens

High Risk

Do-Think-Feel

Haram

Do-Feel-Think

Belief

Rational

Emotional

Contextual Evidence

Cognitive

Affective

Textual Evidence

moulding/fusion: At-Talaazum

Conative Cue

Think-Feel-Do

Feel-Think-Do
The Future

• Career prospects and skills competences?

• No more East and West... but then what happens to *Occidentalism* and *Orientalism*?
Up Close
The Bigger picture