

**26-27**

MAY 2025

KEDGE Business School  
Marseille Campus

Domaine de Luminy,  
Rue Antoine Bourdelle  
13009 Marseille

# SUMMER SCHOOL

- METHODS IN RESEARCH -

4TH EDITION

# NETNOGRAPHY

IN COLLABORATION WITH:



UNIVERSITY  
SCHOOL  
OF MANAGEMENT



Lille University Management - ULR 4999



Management School - Liège Université



## Information & Registration:

E-Mail to **Richard Huaman-Ramirez** ([richard.huaman-ramirez@kedgebs.com](mailto:richard.huaman-ramirez@kedgebs.com)), including a description of your research areas and a brief note on how this workshop could benefit you.

# WHY?

- **In-depth understanding of the method:** basic principles, applications, advantages, and limitations.
- **Practical training:** development of a netnographic research design and analysis strategy
- **Research opportunities:** exploring various areas of interest and considering innovative research projects.
- **Professional networking:** connecting with researchers and experts in the field.

# ABOUT THE METHODS SUMMER SCHOOL

The Methods Summer School provides advanced methodology training for researchers in management sciences. This two-day workshop covers a different topic each year, with a strong focus on practical applications using real data and a combination of human and artificial intelligence.

In addition to training, the Summer School also serves as a platform for exchanging ideas and discussing ongoing projects. Participants have the opportunity to collaborate and work on academic projects, as well as to initiate new projects and collaborations.

## 2025 EDITION NETNOGRAPHY

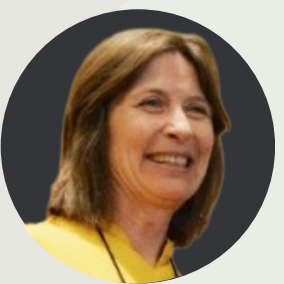
Netnography is a digital native and rigorous qualitative research method designed to explore digital experiences, including virtual reality, the Metaverse, artificial intelligence, and social media usage. It provides powerful cultural insights into consumer behavior, social dynamics, and cultural trends in digital spaces. This two-day workshop focuses on equipping participants with the ethnographic foundations and practical strategies required to conduct netnographic research.

The sessions will cover key aspects such as formulating appropriate questions, preparing for immersion, selecting data sites, ethical considerations, analytical frameworks, and the translation of findings into actionable insights. Through a pragmatic combination of lectures, case studies, and a team netnography project, the workshop will provide an introductory and hands-on understanding of netnography and its applications.



### Prof. Robert V. Kozinets

The Jayne and Hans Hufschmid Professor of Strategic Public Relations and business Communication at the University of Southern California in Los Angeles, Rob Kozinets is the creator of netnography and a social media, fandom studies, and brand research pioneer. With eleven books and over 150 other pieces of research published, he creates theory and method for others to apply to solve questions and answer problems in marketing, communication, cultural studies, tourism and travel, and other fields.



### Prof. Lisa Penaloza

Lisa Peñaloza is Professor of Marketing Emerité at KEDGE Business School, where she taught cultural branding, qualitative research and consumer culture at the MS, PhD, and EDBA levels. Her FT publications employ ethnographic interviews, photographs and videos to explain how consumers and firms relate in the creation and maintenance of identity and community, with emphasis on ethnic and gender tensions, and conflicts advanced by corporate and market structures and activities. Current work focuses on how researchers address these relations, tensions, and conflicts.



### Prof. Ulrike Gretzel

Ulrike Gretzel, PhD, is the senior research fellow at the USC Annenberg Center for Public Relations. She is currently the Director of Research at Netnografica. Her research focuses on persuasion in human-technology interactions.



### Prof. Michael Mulvey

Michael Mulvey is Associate Professor of Marketing in the Telfer School of Management at the University of Ottawa and a member of the LIFE Research Institute. Dr. Mulvey's research focuses on how products, brands and behaviours acquire personal meaning for consumers. He specializes in the use of qualitative research methods and textual analysis to understand consumers' thought processes.



### Prof. Gregorio Fuschillo

Gregorio Fuschillo, PhD, is associate professor of marketing at KEDGE Business School. He has also been a visiting scholar at Nanyang Technological University in Singapore, SDU (Syddansk Universitet) in Denmark, RMIT, Melbourne, Australia, and Schulich School of Business, Toronto, Canada. His research interests include consumer culture, fandom studies, morality in the marketplace and branding.

## SCIENTIFIC BOARD

### Chairs:

- Richard Human-Ramirez (KEDGE)
- Nadia Steils (HEC Liège)
- Jean-François Toti (IAE Lille)

MONDAY MAY 26TH, 2025

### Morning

Welcome  
Principles of ethnography

### Afternoon

Netnography  
Research design & applications

### Evening

Social Event in Marseille

TUESDAY MAY 27TH, 2025

### Morning

Analyzing and communicating  
netnographic data

### Afternoon

Workshop and feedback



**Researchers: 200€**  
**PhD Students: 150€**

- The fee includes :**
- Participation in the MSS
  - Lunch and coffee breaks
  - Social event



**Registration until March 31st, 2025**  
Spots are limited