

SARAH C. GRACE // research statement

My research explores the intersection of markets + culture with a focus on the phenomenon of social acceleration. Other research interests include global consumer cultures, consumer well-being, and sustainability.

I have a background in marketing, economics, and sociology. This interdisciplinary training allows me to pursue an understanding of consumer culture, the role it plays in markets, and how marketers can use this knowledge to engage in society at large.

Three core beliefs guide my research philosophy: 1) Marketing is first and foremost about people, 2) Marketing is socially and culturally embedded, and 3) Marketing should play a role of constructive engagement in society's most important issues.

As a past practitioner of marketing, I firmly believe that **marketing should be people-centric** and that a deep understanding of desires, wants, and needs is the best way to provide value in the marketplace. For this reason, my research focuses on developing humanistic insights derived from an empathetic understanding of lived experiences within consumer culture.

I believe that **the marketing system is socially and culturally embedded**. The context in which a particular marketing system operates influences all activity of exchange: monetary, symbolic, or otherwise. For this reason, my research develops a socio-historical understanding of cultural meanings that comprise consumer culture, with the assumption that consumers will draw upon these meanings in their everyday consumption experiences.

I believe that **marketing wields tremendous potential to create and deliver meaningful solutions in the marketplace**. The field of marketing should harness the power to direct resources to constructively engage with society's most important issues. For this reason, I believe that research should be socially relevant and meaningful, serving multiple stakeholders: the academy, industry leaders, policy makers, and society at large.