



Transformative
Consumer Research

2021 Conference Program

Monday, June 28, 2021

**10:00am Eastern Standard Time U.S.
(same time zone as New York City)**

Opening Plenary Session
(via zoom link shared with all participants)
Welcome & Announcements
by Co-Chairs: David Mick &
Rick Netemeyer

**10:15am-10:45am
Welcome & Keynote Remarks**

Nicole Thorne Jenkins
Dean, McIntire School of
Commerce, University of
Virginia

11:00am-2:00pm

First Period of Track Sessions
via Individual Zoom Links per
Session

**2:00pm-3:00pm
Break (for food, drink, etc.)**

3:00pm-6:00pm

Second Period of Track
Sessions via Individual Zoom
Links per Session

6:30pm-8:00pm

Poster Event (Jamboards) on
Track Sessions' Progress, for
Review and Commenting Upon

Tuesday, June 29, 2021

**10:00am-1:00 pm Eastern Standard Time
U. S. (same time zone as New York City)**

Third Period of Track
Sessions via Same Individual
Zoom Links per Session from
Prior Day

**1:00pm-2:00pm
Break (for food, drink, etc.)**

2:00pm-4:00pm

Fourth and Final Period
of Track Sessions via Same
Individual Zoom Links per
Session from Prior
Day

4:30pm-5:30pm

Closing Plenary Session
(via zoom link shared with all
participants)
Presentation by Brennan Davis
(Chair of the TCR Advisory
Committee) and Closing
Remarks by David Mick &
Rick Netemeyer