

FOM Research Seminar Series – February 28, 2023

Time: February 28 (Tuesday, 11:30–1:00pm)

[Microsoft Teams Meeting](#)

Talk #1

Interspecies Becoming: How Encounters with Wild Species Transform Consumers

Presented by Dr. Annetta Grant

Assistant Professor of Markets, Innovation & Design, Bucknell University

Abstract: Natural environments provide important spaces for transformative consumption experiences. Prior research has largely explained the social mechanisms of these transformations, and although studies have acknowledged the role of physical geographies in shaping consumer experience, research stops short of explaining how animal and plant species contribute to these transformative experiences in nature. Drawing on Donna Haraway’s concept of contact zones, this paper explains the processual encounters between consumers and wild species. With data from an ethnography of fly fishing, we identify a three-stage process of interspecies becoming that transforms consumers sensory experience, knowledge and identity. Through this process, consumers develop a ‘duty of care’ towards wild species and the environments in which they live. We extend prior research on consumption in nature, the application of assemblage theory, and discuss the importance of our findings for future research on consumer-nature interactions.

Dr. Grant is a consumer researcher who examines how social and cultural contexts impact consumer behaviour. Her work is published in the *Journal of Consumer Research* and the *International Journal of Research in Marketing*. Her findings were the recent focus of a piece published in *The Atlantic* and featured in the *New York Times*. Annetta is an assistant professor of markets, innovation, and design at Bucknell University in Pennsylvania. Born and raised in Gaspé, Québec, she earned a PhD and MSc in Marketing from Queen’s University and a Bachelor of Business Administration from Université de Sherbrooke. Prior to academia, Annetta worked as a professional marketer at Cirque du Soleil, Travel Alberta and Shell Canada.

Talk #2

Intellectual Property Infringement by Foreign Firms: Import Protection through the ITC or Court

Presented by Dr. James A. Brander

Asia Pacific Professor of International Business in the Strategy and Business Economics Division,
Sauder School of Business, University of British Columbia

Abstract: There is increasing concern in the United States about intellectual property (IP) theft by foreign parties, both foreign firms and foreign governments. Sometimes the federal government becomes directly involved but more commonly legal action is left to the IP owner. Large technology-intensive companies such as Apple and Google are engaged in IP litigation on an essentially constant basis. This paper addresses the implications of IP litigation for protection from patent-infringing imports by developing the implications of an ITC versus a court filing for protection from patent-infringing imports using a standard differentiated-product duopoly model with Cournot competition. Nash bargaining is used to model the potential for negotiated settlements to address two main research questions: 1) will the ITC provide more import protection than the courts, in the sense that an ITC case results in lower import levels, and if so, when? 2) what are the incentives underlying the common use of negotiated settlements?

Dr. Brander is the Asia Pacific Professor of International Business at UBC. He received his Ph.D. in Economics from Stanford University. He served as Associate Dean (1999–2003). His main areas of research are international trade, innovation and intellectual property, competition policy, and economic policy more broadly. He was a managing editor of the *Canadian Journal of Economics* (CJE), a co-editor for the *Journal of International Economics* (JIE), and President of the Canadian Economics Association. He has published highly cited papers related to international trade theory and policy, finance, competition policy and other areas. He received the Harry Johnson Award for the best paper in CJE. One paper was listed as the most-cited paper and another paper (with Nobel Prize winner Paul Krugman) was listed 6th in JIE’s February 2000 issue. He won UBC’s “premier award for research”, the Jacob Biely Prize, for 1997 and was named a Fellow of the Canadian Economics Association in 2018. His textbooks *Government Policy Toward Business* and *Managerial Economics and Strategy* (co-authored) are leading and widely used textbooks. He has done a significant amount of consulting and policy advising to both government and private sector clients, in areas related to international trade policy, competition policy and intellectual property issues.