



THE RMIT CCIG GROUP PRESENTS

THE 2021 RMIT CCT CONFERENCE



Madhu Viswanathan
*Lessons From a Bottom-Up
Journey In Subsistence
Marketplaces*
10 AM AEDT



David Crockett
*Racial Formation & the
Marketplace*
11 AM AEDT



Craig Thompson
*Why Do Consumers Risk
'Xtreme' Fitness: A Reflexive
Modernist Analysis of CrossFit's
Marketplace Culture*
12 PM AEDT



Tonya W. Bradford
*Help Me, Help Us!
Employing CCT in
Healthcare*
2 PM AEDT



Toni Eager
*The Methods and Ethics of
Social Media Data Collection:
The Good, The Bad and The
Ugly*
3 PM AEDT



Joonas Rokka
CCT's Future in Marketing
5 PM AEDT

Now What? Reflective
Conversations about
the Future of CCT
Research



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February 18, 2021
9:30 AM-6:30 PM AEDT

Microsoft Teams