



# 2017 CONSUMER CULTURE THEORY CONFERENCE

To be held at the Disneyland Hotel  
Anaheim - California

July 9-12, 2017

Organized by  
University of California, Irvine

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A new tradition begins and attracts a following from scholars and researchers as well as practitioners from different regions of the world. We are planning to hold CCT 2017(Consumer Culture Theory) conference in Irvine, California in early July 2017(date will be announced). *What we are witnessing is the recent growth in the use of cultural perspectives for analyzing various consumption/market related issues, globally and locally.* This is what CCT is all about. This has indeed opened up new directions and has been greeted with much enthusiasm and interest. We hope you will join us. Please wait for details. In the meantime for more information please feel free to contact Conference chair Alladi Venkatesh at ([avenkate@uci.edu](mailto:avenkate@uci.edu)).

Irvine is located in Southern California, a region known for natural beauty, close proximity to Pacific Ocean -- the home of entertainment industry and tourism (Hollywood and Disney Land), and advanced digital technologies.

***Hi Tech Silicon Beach***



2017 Consumer Culture Theory Conference



The official host of the conference will be University of California, Irvine (UCI which is part of the UC System and just celebrated its 50th anniversary. UCI is known for research and various world-class departments and interdisciplinary scholarship-- the school of arts, drama and critical theory and much more.

