



Western

Centre for Research on
Migration and Ethnic Relations

**Fall Colloquium
Series 2017**

*** Dr. Brent McKenzie ***



Brent McKenzie, MBA, PhD, is an Associate Professor in the Department of Marketing and Consumer Studies, in the College of Business and Economics, at the University of Guelph. Dr. McKenzie is an expert on marketing, and management related issues in the Baltic States of Estonia, Latvia, and Lithuania. He has engaged in extensive research fieldwork, and conducted a number of academic and industry workshops, presentations, and seminars in these countries. His research on the Baltic States has been widely published in both academic and practitioner journals. Dr. McKenzie is an Associate Editor for the *Baltic Journal of Management*; Associate Editor for the *Journal of Eastern European and Central Asian Research*; and a Regional Editor – Eastern Europe, for the *International Journal of Business and Emerging Markets*.

“You’re Not One of Us”: Challenges and Opportunities as a Research ‘Outsider’ in the Baltic States”

The Republics of Estonia, Latvia, and Lithuania, commonly referred to as the Baltic States, each have their own distinct language and culture. Unfortunately they have also experienced similar dark and tragic periods throughout the second half of the 20th Century. Their forcible annexation into the Soviet Union, ended with them regaining their independence in 1991, and subsequently all became members of the European Union. This presentation will present, review, and critique the often challenging, and sometimes frustrating, but always interesting, experiences of being an ‘outsider’ conducting research within this region. This interactive discussion will present and highlight practices and techniques for establishing a research dialogue within environments that have experienced historic, and often-ongoing affronts to their cultural identity.

Thursday, October 19th, 2017

4:00 pm, SSC 5220

Refreshments at 3:30pm in SSC 5220

All Welcome!

For More Information email: tislam5@uwo.ca