

Kalendarium

Februari

Seminar: What Swedish companies can learn from how entrepreneurs in East Asia use Instagram and Streaming Apps

Looking closely at online advertorials, personal endorsements, and knock-off material cultures as facilitated by young internet users, in this talk I present brief summaries on how young entrepreneurs in East Asia have been using Instagram and Streaming Apps for their businesses.

26 februari 2019

09:00 - 10:00

Plats

B3052, Jönköping University, (JIBS, hus B, plan 3)

These include recently popular platforms such as Musical.ly/TikTok, Tudou, BeLive, and Bigo, that are widely used around Asia. We will learn about the different platform architectures that have enabled commercial activity, cultures of interpersonal exchange and self-branding among various subcultures, and the resultant implications on the brick-and-mortar shopping industry.

More importantly, we will review how some of these strategies can be applied in the Swedish context, and learn about some cultural norms that young internet users in Scandinavia value, based on pilot studies conducted in Denmark and Sweden.

45min talk + 15min Q&A

Lecturer: Crystal Abidin

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Arrangör: Transform to AAA