

## **#MeToo Movement and Beyond: Transforming Contemporary Gender and Intersectional Politics and Policies**

The #MeToo movement, its origins, spread, and global impact, has led to a proliferation of perspectives and opportunities for gender theory, analyses and transformative practice. Building on a theoretical base of intersectionality, the stories shared a thread of power and abuse among victims regardless of gender, race, age, ability, sexual orientation or gender identity, economic vulnerability, and immigrant status, among others. This track, in applying a transformative lens to contemporary gender and intersectionality politics and policies, will focus on:

1. Recognizing various factors that are at play across the globe that led to the evolution of the #MeToo movement
2. Critically assessing the sociocultural and institutional structures, and power imbalances that hold in place these oppressions with an emphasis on gender relations, intersectionality and toxic masculinity.
3. Engaging with transnational researchers and practitioners to understand how these forces and the complexities of the movement might lead to transformative action.

Based on the study of gendered power relations and imbalances we aim to move beyond a focus on victims and perpetrators, or toxic masculinity, by studying this transnational movement as a case in point, and considering its transformational potential for consumers and marketers alike. In this track, we thus seek to build on this and other movements, extend upon and leverage the work of previous TCR gender tracks in 2015 and 2017, and move our transformative research towards a critical praxis.

### **Track Leaders**

**Minita Sanghvi** (PhD, University of North Carolina Greensboro with a Graduate Certificate in Feminist Studies at Duke University) is an assistant professor in the Management and Business Department at Skidmore College. Her research focuses on gender, intersectionality and power hierarchies in marketing, political marketing and consumer behavior. She has presented her work at various conferences such as *Association for Consumer Research* and published in *Journal of Marketing Management* and *Market Research Methodologies: Multi-Method and Qualitative Approaches*. Her book, *Gender and Political Marketing in the United States and the Presidential Election: An Analysis of Why She Lost* was just published by Palgrave-Macmillan.

**Nacima Ourahmoune** (PhD from ESSEC BS, Paris, France) is Associate Professor of Marketing at Kedge BS (France). Nacima has 10 years of experience as an international consultant in strategy and in marketing. Her research examines

gender, ethnicity and class issues from a sociocultural perspective in established as well as in various emerging markets. Her research appeared in journals like *Marketing Theory*, *Journal of MacroMarketing*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Consumption, Markets and Culture*, *Journal of Consumer Behaviour* among others. Nacima is member of the governance [ofOwnyourcash.fr](http://ofOwnyourcash.fr), a private organization that aims to empower female entrepreneurs in France through access to economic and social capital..