

**SHORT TRACK TITLE:**

**Institutionalising intercultural engagement in multicultural marketplaces: developing TCR-led interventions with the new generation**

**FULL TRACK TITLE:**

**Institutionalising intercultural engagement in multicultural marketplaces: Developing advances in TCR-led marketing research, practice and education interventions with the new generation**

How to build multicultural societies that sustain intercultural harmony, conviviality and strive to ensure the wellbeing of their multiple, diverse cultural groups is one of the key challenges worldwide today. We are witnessing a reinvigoration of discourses and actions discriminating, diminishing, or even violating (as in instances of the UK's Windrush generation, Myanmar's Rohingya and Syria's refugees, or the clashes in Charlottesville) the wellbeing of people based on their racial/ethnic, (dis)ability, religion, gender, sexual orientation, nationality/migration status.

This state of affairs points to the continued need for TCR-led research, practice and education interventions enabling marketing science and practice to lead the building of a more cohesive, convivial and enriching marketplace for all consumers and to contribute to fostering wellbeing in multicultural societies. Our culturally and geographically diverse track brings together established and new researchers conducting TCR research in multicultural marketplaces, alongside practitioners, with the overall aim of developing a TCR-led primer for future marketing researchers, educators and practitioners answering the three 'How to...' questions in the following areas:

- How to... research multicultural marketplaces for transformative outcomes – conceptual advancements, theoretical instruments, approaches, methods;
- How to... design and implement effective marketing practice interventions for multicultural marketplace wellbeing – multiple, intersectional perspectives, unintended pitfalls, achieving balance;
- How to...prepare and develop marketers through embedding critical engagement with multiple cultural perspectives and developing competences and skills for effective wellbeing-enhancing marketing practices into education and training curricula.