Dr. Ann Veeck
Professor of Marketing
WMU’s
Haworth College of Business

“Changes and Challenges to Food Marketing Systems in Urban China”

4:30 p.m., Thursday, Sept. 24, 2015
1028 Brown Hall

Drawn from more than 20 years of research on the changing food marketing systems of urban China, Dr. Ann Veeck’s talk will focus on findings from her Light Center-funded study on new food consumption patterns in Nanjing, China. Veeck will discuss the influences of trends in individualization and social stratification on provisioning and eating behavior, with implications for the definition of a healthy global food supply.

Veeck's main teaching interest is marketing research. She is currently co-authoring the revision of the market-leading marketing research textbook, “Marketing Research” (Burns, Veeck, and Bush [2016]; Pearson Press). Her research related to changing family and food patterns in urban China has been published in numerous journals, edited volumes, and proceedings. Veeck received the Society of Marketing Advances Outstanding Marketing Scholar in the Practices of China Award in 2004 and the national Marketing Management Association Teaching Innovation Award in 2012. She also received the Haworth College of Business Excellence in Teaching Award in 2013. Veeck holds a master’s of marketing research from the University of Georgia and a Ph.D. in marketing from Louisiana State University.

Co-sponsored by the
Diether H. Haenicke Institute for Global Education

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