

Activity summary of CIAS research fellow in Budapest

Grant category: junior senior non-resident senior



Name: Olga Gurova, PhD

Home institute (name, position, country): Senior researcher, Laurea University of Applied Sciences, Finland

Academic Year / Semester: Spring 2023

Duration: 4 months, visiting CIAS on May 18 – June 16 2023

Project title: As good as new: Enhancing business and behavioral change in the second-hand textile industry

Project description*: This interdisciplinary research project refers to the fields of consumption studies, business models and entrepreneurship, textile and fashion studies, service design, and sustainability. It addresses the issue of clothing underuse and suggests addressing it through the use of service design, as applied to circular business models and consumer behavior. The project consists of several parts. First, it explores innovations in sustainable business models in the fashion and textile industries. Second, it focuses on current consumer behavior to understand sustainable consumer practices, obstacles, and the potential for their proliferation. Third, it includes a comparative component, as I plan to compare Finland to one of Baltic states. During my time as a non-resident fellow at Corvinus University, I'll focus specifically on a part of the project related to Gen Z consumers' sustainable clothing behavior in Finland and write an article on this topic.

Achieved result(s)*: I completed the planned article

Connected publications*

Title: Practice theory approach to Gen Z's sustainable clothing consumption in Finland

Date of submission/acceptance/publication: Submitted on 15 June 2023

Journal: Young Consumers

Journal category (if applicable): Q1 Q2 Q3

Status: accepted/published in progress (submitted) planned

Professional collaborations, partnerships*

1.

Name: Associate professor Faludi Julianna

Institution: Corvinus University (now on leave in UK)

Field of research: ethical consumption, economic sociology

Future plans for joined research: possible collaboration for EU project application

2.

Name: Associate professor Harangozo Gabor

Institution: Corvinus University

Field of research: sustainable business models

Future plans for joined research: comparative research on second-hand clothing consumers in Hungary and Finland; research article on business models in fashion

3.

Name: Associate professor Keszeg Anna

Institution: MOME

Field of research: fashion design

Future plans for joined research: contacts of people in the second-hand industry in Budapest; Prof. Keszeg will write a book review on my book

4.

Name: PhD student Gal Aniko

Institution: MOME

Field of research: fashion, body, traditions and modernity

Future plans for joined research: Aniko asked me to be her mentor for the PhD project

Additional activities* (public lectures, presentations, professional meetings, media connections etc.):

Presentation at CIAS workshop as a part of Corvinus Research Week: Enhancing business and behavioral change in the second-hand textile industry – A practice theory approach to Gen Z's sustainable clothing consumption in Finland

Future plans, planned return (if any):

I plan to return to Hungary later

I plan to maintain my professional contacts via e-mail

Any other comment: I would like to return to Budapest later and keep developing collaborative projects with my new contacts

*Please give us a properly detailed summary.

Date: 20.06.2023

Signature:

