



### **CLSG Objectives and Scope**

Consumer Life-course Studies Group (CLSG) is a global network of academic researchers who study the buying and consumption habits of people at different stages in life. It represents a research initiative aimed at increasing its members' effectiveness and efficiency of their research efforts to generate information of interest to academic journals, government, industry, and nonprofit organizations. The Group's research addresses issues of potential interest to corporations, legislators, educators, and organizations that wish to improve the efficiency of their efforts to satisfy the needs of consumers globally and enhance their well-being. It focuses on topics such as consumer vulnerability to various types of marketing practices, the effectiveness of communication strategies in increasing preventive health care behaviors, and the effects of various consumption activities on the person's physical, emotional, and economic well-being.

CLSG attempts to achieve its main objectives by undertaking, supporting, and facilitating activities that create and disseminate knowledge, contribute to the professional development of its members, and enhance the reputation of its members' institutions. Such activities include: conducting/collaborating in cross-national studies, sharing data bases and information, organizing international programs (such as special conference sessions and workshops), seeking and forming various types of partnerships with educational institutions (such as student/faculty exchanges and visiting scholars), and facilitating access to various other types of financial, human, and physical resources (such as funding, access to libraries and databases, training of doctoral students and junior faculty).

Unlike most other academic research entities that may seek similar goals (e.g. Centers, Institutes) and are confined to a particular geographic location, CLSG has a global and non-territorial scope. However, for administrative purposes, it is housed within the College of Management of Mahidol University (CMMU), Bangkok, one of Thailand's most prestigious universities.

### CLSG Members

CLSG is presently a network of more than 30 researchers who are affiliated with the Center for Mature Consumer Studies, Georgia State University, as well as with more than two dozen other academic institutions located in nearly 20 countries in all five continents. Below is a tentative list of CLSG members, as the list of participants in this research initiative expands or changes in time . Click [here for list of group members and bios.](#)

### Management Team

#### George P. Moschis (Director)



George P. Moschis (Ph.D., University of Wisconsin) is Alfred Bernhardt Research Professor of Marketi

#### Randall Shannon (Co-Director)



Randall Shannon, Associate Professor, is the full time faculty member at College of Management, Mah