Mapping cultural change and engineering consent
– through social networks and identifying key stakeholders

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Structure of Research

- Conceptual

- Synthesis of: PR, Management, Branding, Consumer Behaviour and Islamic Literature

- Inductive Reasoning, Interpretive Phenomenological Analysis and Syllogisms, as a basis for Conceptual Metaphor Theory and Critical Discourse Analysis

- Evidence supported by Expert Opinion Elicitation and Participant Observation Methods

Trends (^_^)~* ?

- *Deterritorialization, Denationalization, & Reterritorialization*
- *Web 2.0 & technology = collective individualism & levelling*

- **Brand surrogacy phenomenon**: brands have become conduits for cultural homogenization and hybridization – which **Public Relations** seeks to further contextualise, embed and disseminate

What is **Surrogacy** ?

Literally:

It is the adoption process where a mother and/or father takes ownership and responsibility of a child – like their own blood

Or the grafting of two plants together

So what I am saying today is with Culture, **we should either adopt, or allow ourselves to be adopted** – and this is the engineering process

In light of these factors

- Stakeholder analysis, corporate and consumer dynamics are in need of refinement – and classification mapping which is more reflective of intangible and figurative aspects

- Which are subject to **time specific interconnected** and **dynamic states**.

And so...

- The landscape changes - every day!
- Not just a business issue, Also a philosophical issue
- Buddhism talks about it all the time

  The only thing which stays the same is change
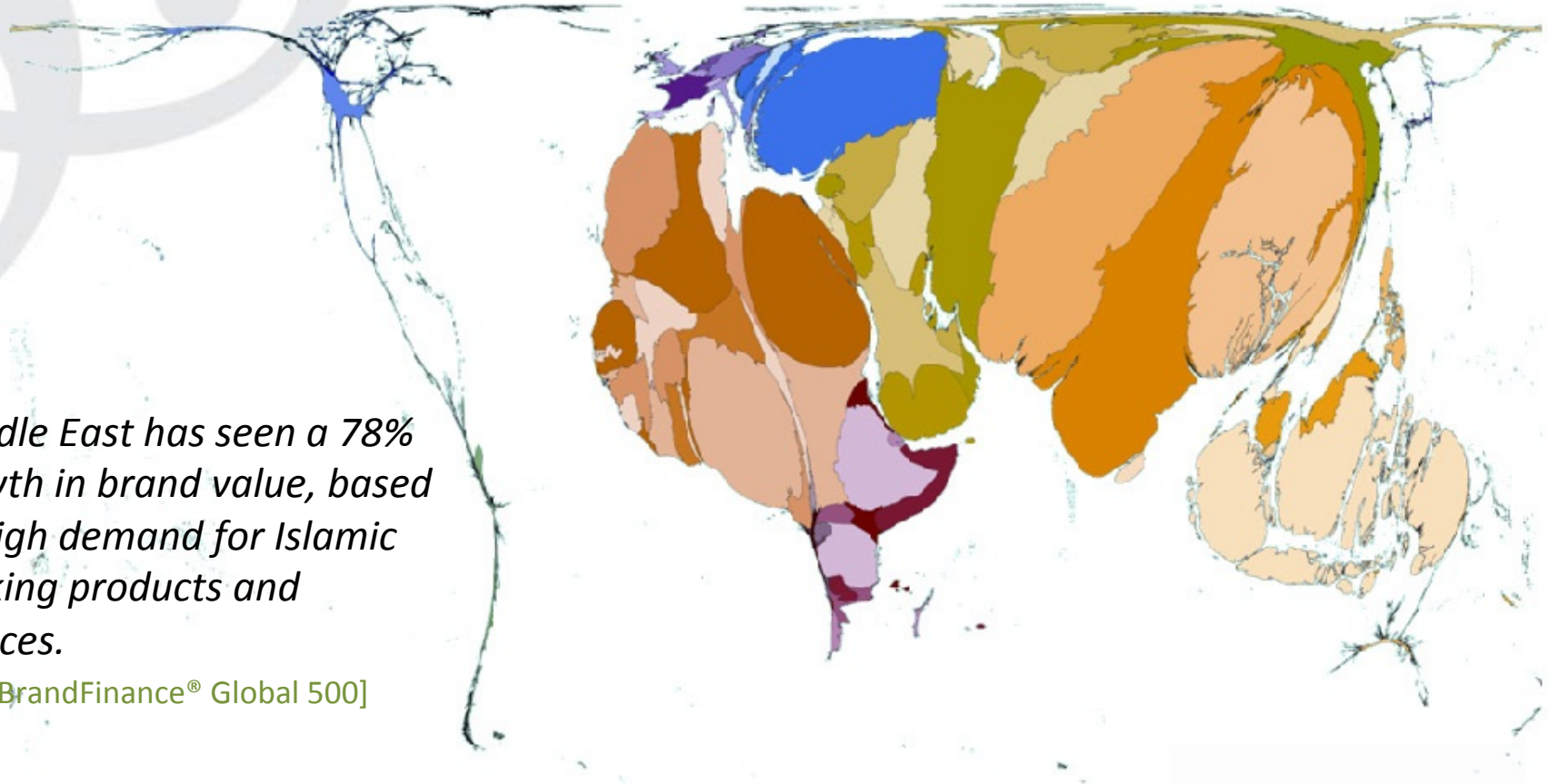
- ...but Islam talks about it more

وَٱلْعَصْرِ (١) إِنّ ٱلْإِنسَـٰنَ لَفِى خُسْرٍ (٢)

إِلَّا ٱلّذِينَ ءَامَنُوا۟ وَعَمِلُوا۟ ٱلصّـٰلِحَـٰتِ

وَتَوَاصَوْا۟ بِٱلْحَقّ وَتَوَاصَوْا۟ بِٱلصّبْرِ (٣)

- Therefore we need to think about **time** and what is connected to time, in a **dynamic way**

This would be our globe if we looked only at Muslims.

The Middle East has seen a 78% growth in brand value, based on high demand for Islamic banking products and services.

[2010 The BrandFinance® Global 500]

1.8 billion **Muslims globally**
52.5% are under 24 years old
Muslim youth account for 11% of the world's population

Ogilvy noor

So... Moving Forward

- For consideration:

  (1) **Ownership/nonOwnership/temporary Ownership (*Donership*)**

  (2) **Usage/nonUsage**
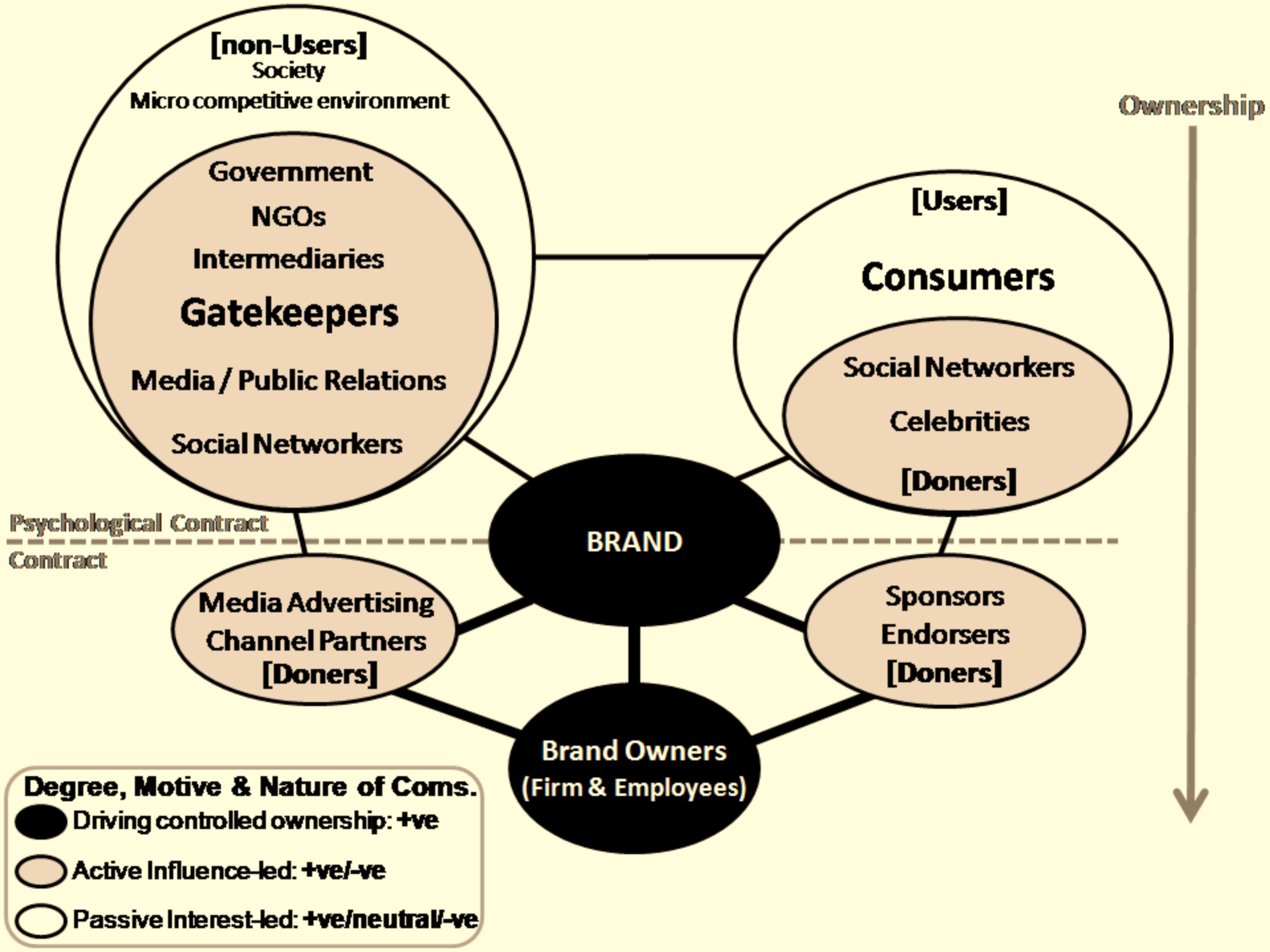
  (3) **Communication**

  (4) **Stake** - qualified according to:

  bargaining power/interest/impact.

Models for observing and managing
Change, **Communications** and **Emotions**

[non-Users]
Society
Micro competitive environment

Government

NGOs

Intermediaries

Gatekeepers

Media / Public Relations

Social Networkers

[Users]

Consumers

Social Networkers

Celebrities

[Doners]

Ownership

Psychological Contract
Contract

BRAND

Media Advertising
Channel Partners
[Doners]

Sponsors
Endorsers
[Doners]

Brand Owners
(Firm & Employees)

Degree, Motive & Nature of Coms.

⬤ Driving controlled ownership: **+ve**

⬤ Active Influence-led: **+ve/-ve**

◯ Passive Interest-led: **+ve/neutral/-ve**

The **C.H.A.N.G.E.S.** model
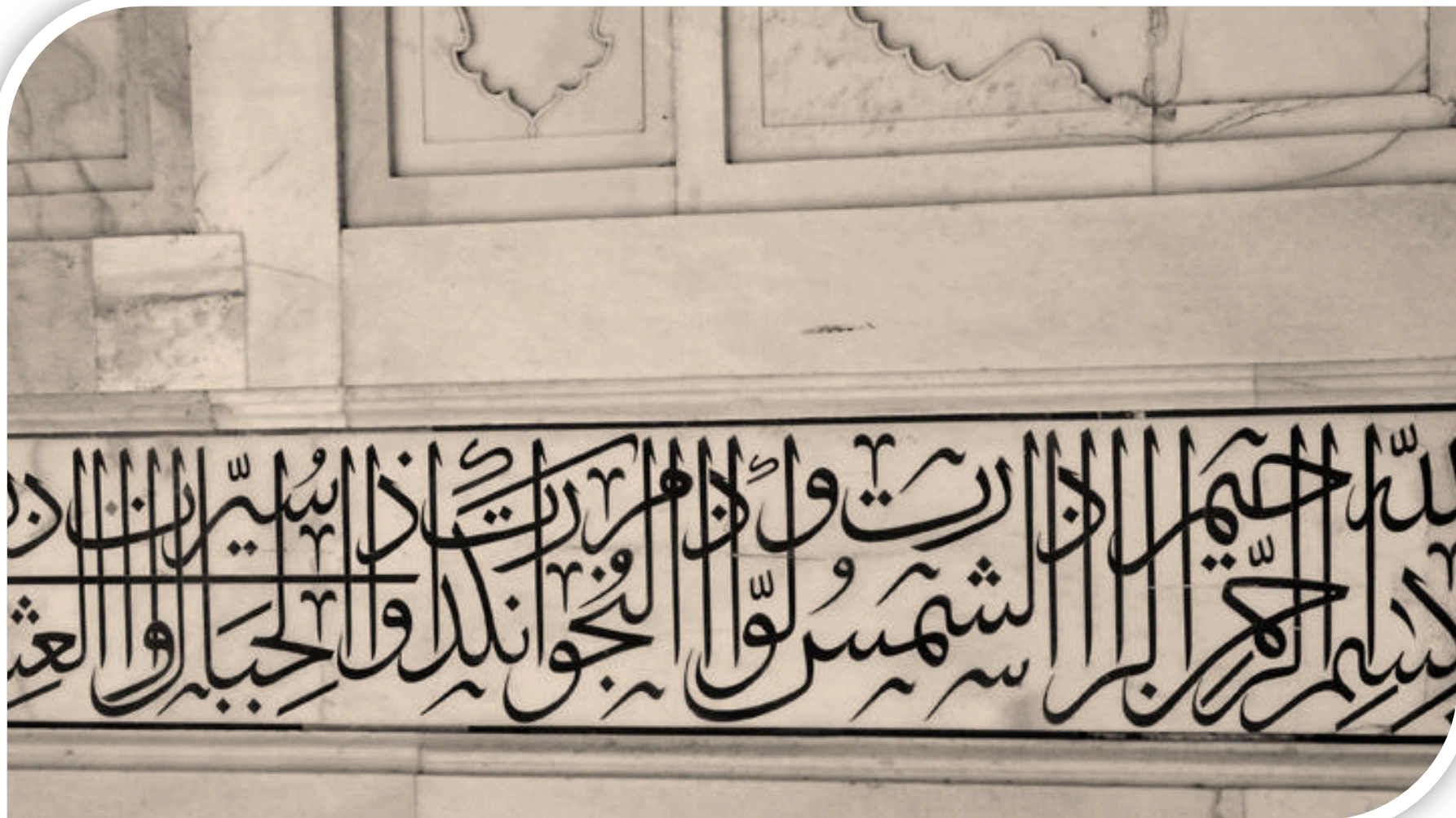## Wilson, J.A.J. (2010)
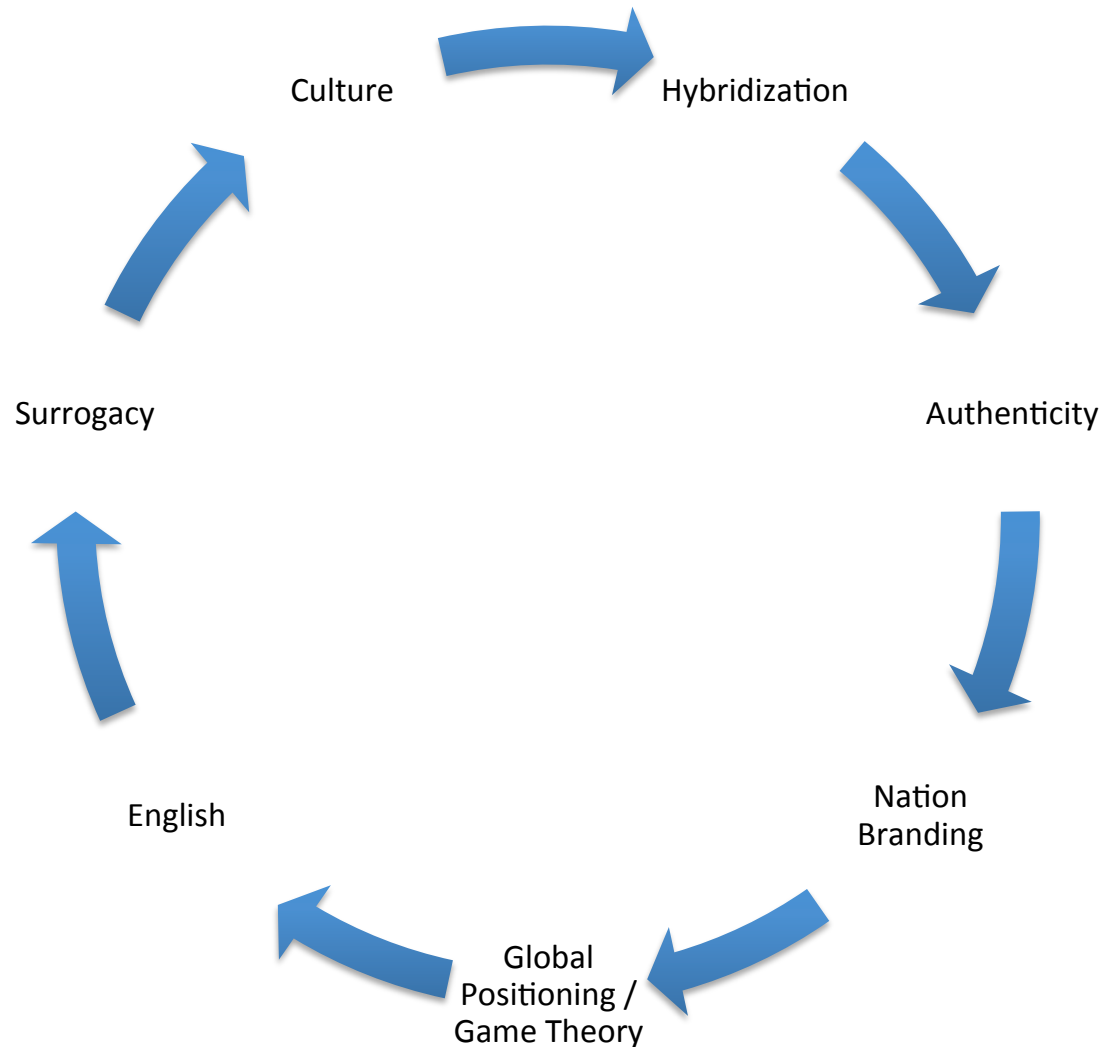
Halal Paradigm
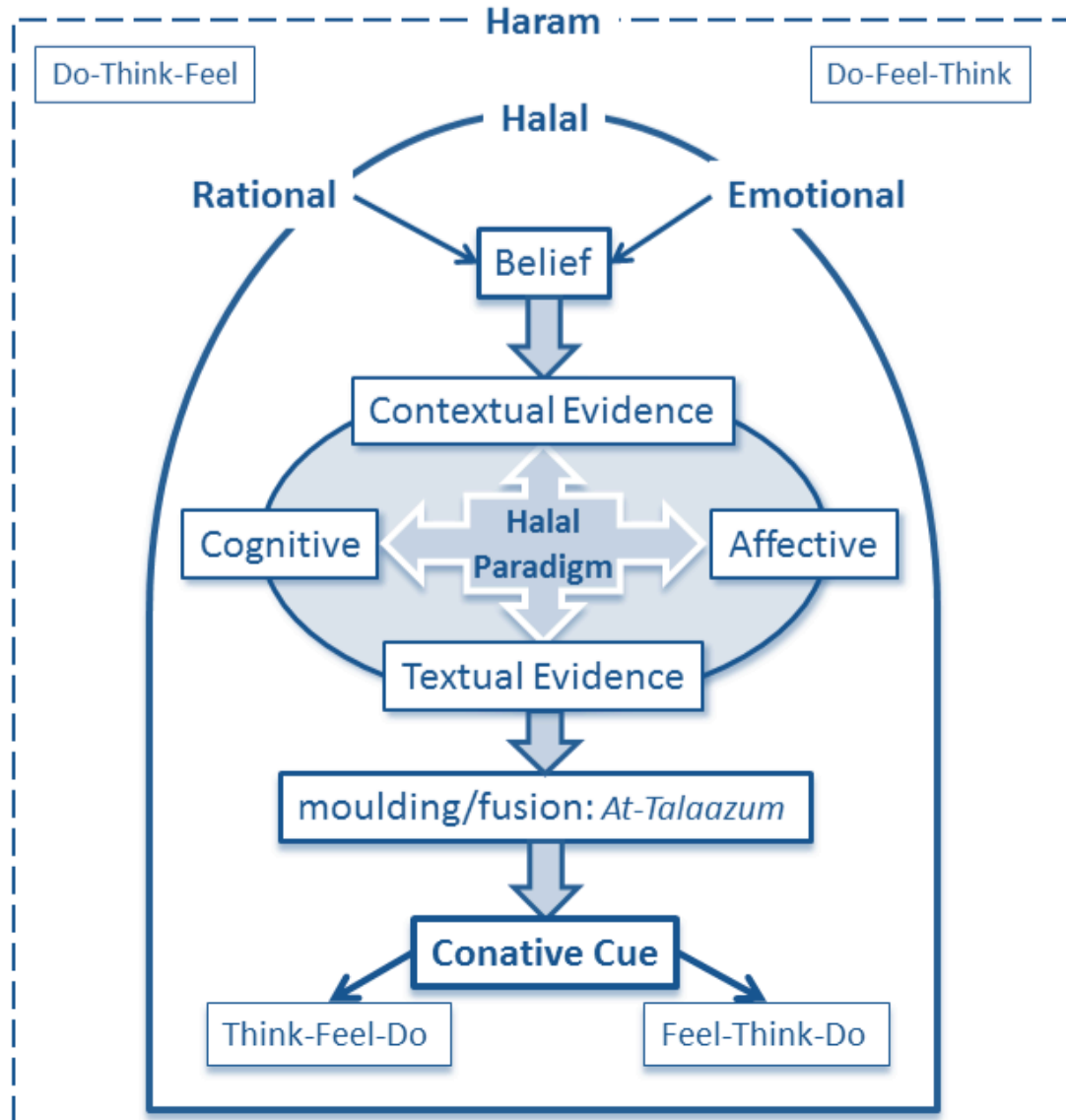
The Future

- Career prospects and skills competences?

- No more East and West… but then what happens to *Occidentalism* and *Orientalism*?