

第89回スポーツサイエンス研究会

日時 2024年5月30日(Thursday) **16:00~17:30**

場所 早稲田大学79号館(STEP22)302教室

演題

Understanding Group Dynamics in Sports and Tourism: A Social Identity Perspective

Dr. Monica Chien (University of Queensland)

■ Abstract

In various social contexts, individuals' perceptions and responses are shaped by their group memberships and the associated norms and values. Intergroup interactions are crucial within experiential settings where people engage with one another. This seminar explores the psychological mechanisms underlying individual responses within the domains of sport and tourism, drawing upon theories around social identity. Special attention is given to understanding intergroup and intragroup dynamics when group identity is threatened, such as in cases of transgression by ingroup members.

■ Bio

Dr. Monica Chien is an Associate Professor at the University of Queensland Business School, where she serves as the leader of the Tourism Discipline. She also holds visiting professorships at Nagoya University and Kobe University. As an internationally recognized researcher in consumer behavior, Monica's work focuses on brand strategies and individuals' information processing in the fields of marketing, tourism, and sports, with a specialization in experimental studies. She has published extensively in leading international peer-reviewed journals and has won multiple awards for her research and teaching, including the Japan Society for the Promotion of Science Research Fellowship. Monica has led numerous cross-disciplinary projects and successfully attracted competitive grants both nationally and internationally. Beyond academia, Monica's expertise extends to providing expert advice to businesses and governments, with demonstrated impact on policy and strategy. She is also a sought-after speaker, addressing industry and academic audiences alike. Her work is frequently cited in influential media outlets, playing a vital role in shaping public discourse and informing critical debates.

