

Karin M. Ekström

Karin M. Ekström is Professor in Marketing at the School of Business and Informatics, University of Borås, Sweden. She is initiator and former director of the Centre for Consumer Science (CFK), an interdisciplinary consumer research centre. Her research concerns family consumption, consumer socialization, collecting, design and the meaning(s) of consumption. She has edited several books and published in journals such as *Academy of Marketing Science Review*, *Journal of Consumer Behaviour*, *Journal of Consumer Research*, *Journal of Marketing Management* and *Research in Consumer Behavior*.