

Marketing Students selected by South Korean Government

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Alin Dobrea an MSc Strategic Marketing and Consulting student (2011 – 12) was one of the 69 participants selected by the Korean Government to participate and represent the University of Birmingham at The 23rd International Youth Forum, an annual gathering of youth leaders from around the globe. The event was held in Seoul and Goesan in the Republic of Korea from August 22nd to 28th, 2012 in cooperation with WAY (World Assembly of Youth), AYC (Asian Youth Council), YFJ (European Youth Forum) and AUN (ASEAN University Network).

The theme of the conference was “Youth and New Media” and tied in with Alin’s MSc dissertation on the effects of branded mobile phone applications on consumers’ brand attitudes and purchase intention. The key note speech from Young-Sul Park, Chair of the Millennium Project (<http://www.millennium-project.org/> (<http://www.millennium-project.org/>)) highlighted the possibilities of the future, including flying cars, animal-human organisms, and robotic humans and set the tone for the conference. The participants had the opportunity to discuss topics such as privacy in social media, online defamation and cyber bullying and the social implications of the bandwagon effect.

As Chairman of the forum’s plenary session Alin was involved developing a final draft of the 23rd International Youth Forum Declaration, which assimilated all the findings and suggestions of the conference.

Alin would like to thank the Department of Marketing, University of Birmingham Business School for their support which made his participation in the forum possible.