

[Dr Olga Kravets](#)

Senior Lecturer in Marketing

What attracted you to become an academic in your research field?

I have always been curious about how people are influenced, beyond the obvious propaganda. I enrolled into a doctoral programme to study the effects of music played in supermarkets on consumer decision-making. I ended up studying how social class shapes consumer trends, behaviours, modes of perception, and ways of living. I am particularly interested in the preoccupation of the middle classes with identities, tastes, and the pursuit of an authentic life through consumption.

What attracted you to work at Royal Holloway?

Royal Holloway, University of London Marketing is the place for what's called critical and cultural marketing. My colleagues here research and teach about impacts of culture on marketing and consumption as well as the ways marketing practices impact our culture, society, and politics. Such specialisation is unique; there are only a handful of such marketing groups in the world.

What piece of advice would you give your younger self?

As for 'the pearls of wisdom' for my younger self, well, as an immigrant, I felt that to fit in, I need to be quiet, invisible, and do things because that's what everyone else seems to be doing. Today, I say, "Speak up. You're always be a stranger and an outsider, so no point in worrying about being judged by the people. And being different and/or not belonging locally, doesn't mean being disconnected."