Research Seminar: Dr. Alan Meyer  
University of Oregon  
Open Source Identity: Rekindling Track Town’s Flame  

Friday, April 21, 2017 from 12:00 – 1:30 PM  
in the Business & Economics Building, Room 402  

ABSTRACT  
Establishing a distinctive identity for one’s geographic region is a time-honored undertaking. My colleagues and I studied the rise, fall, and remarkable resurrection of Eugene Oregon’s identity as “Track Town USA”. Beginning with the puzzle of how actors resurrected a dormant collective identity after decades of decline, we developed a process model proposing that informal groups, local organizations, and regional populations can join forces to restore the traditions and sense of élan tied to a cherished identity – and leverage this revitalized identity to stimulate new economic activity and restore members’ self-esteem. Prior work has treated identity as a cognitive construct, but we found identity to be encoded in grassroots human experience, powerful emotions, and fidelity to tradition. Drawing an analogy to the open source movement in software development, we have termed Track Town’s identity an "open source identity." This form of identity is inclusionary rather than exclusionary, pliable rather than stable, and territorially expansionist rather than defensive.

Biography: https://business.uoregon.edu/faculty/alan-meyer

For full abstracts & to RSVP please contact Sheryl at GSBfacultysupport@uvic.ca or (250) 472-5647