

# L'ODYSÉE D'OMER

CONFÉRENCE ORGANISÉE PAR LA  
CHAIRE DE COMMERCE OMER DESERRES

«Le savoir que l'on ne complète pas chaque jour diminue tous les jours»  
Proverbe chinois

## "Atmosphere, Human Habituation and the Value of Activities: An Activity Theory Perspective"



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It can be argued that human endeavor is best defined by activities. Value results from activity. A significant portion of human activities involve consumption and much of this takes place within some retail or service environment consisting of both a “built” and a “natural” element. Likewise, a significant portion of human activities involve one’s work, and for retail and service employees, work-related activities may well be shaped by these same environmental dynamics. Herzberg’s “2-Factor” theory may predict that the “natural” environmental factors and “built” environmental factors come together to shape a valuable work experience. Our research examines value derived from retail and service based activities for consumers and employees alike.

The presentation will provide a chronology of research investigating a two-dimensional perspective on activity-based value. Hypotheses are developed and tested that examine how the cultural environment may lead to non-intuitive results on the ways different consumer groups come to find value. For instance, how much shopping value is provided through similar activities between North American and non-developed Russian consumers? In addition, we present a review of research examining the effect of the workplace climate on important employee outcomes including stress and job satisfaction. This concludes with an agenda for future study examining the psycho-biological effects of the configural cues comprising the total environment on employee activities. A key theme through the research is habituation. The meaning and value of events are time and experience dependent as all human-environment interactions are “relative.”

**Jeudi 25 septembre 2003 à 10:30 Salle Transat (1er étage)**