

selfies has been attributed to the self-obsessive nature of the millennials. However, some academics have come to the rescue of the selfie-addicts, terming this as a Do-it-Yourself (DIY)

In my second essay, I investigate the process of consumer engagement in selfie-based social media campaigns. First, I establish how selfies are little-narratives of one's self in the digital space. Then I explain how consumer engagement in selfie-based campaigns happen

organisational field level measures that facilitate the construction of contesting masculine identities through consumption practices. Second, I bridge the institutional and practice theories and try to elaborate the materiality of the selfie and its performative role in bringing about an institutional logB

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