## The Role of Computer Mediated Environment and Simulations in Mediating Consumers' Personal and Domestic Life-worlds.

Submitted by Shakeel Siddiqui For the degree of PhD Dublin City University Business School Supervisor: Professor Darach Turley August 2008 I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of PhD is entirely my own work, that I have exercised reasonable care to ensure that the work is original, and does not to the best of my knowledge breach any law of copyright, and has not been taken from the work of others save and to the extent that such work has been cited and acknowledged within the text of my work.

Signed	<u>I.D. No. 53149572</u>
Dated:	

Dedicated to Farhan and Alina To Farhan, who belongs to the digital age that I am trying to understand. His clarity and objectivity has been an inspiration that helped shape and reshape my interpretations.

To Alina, for giving me strength and energy with her soft smile and her quite babbles, which helped me survive the writing phase. As a stay home dad, I was fortunate to enjoy her company more than anybody else. This thesis writing started with her breathing softly in her mobile cot by the side of my desk, and finally ended when she was able to walk away from me, go around the house and peep through the door every few minutes or so to keep an eye on me. She provided valuable inputs to this thesis by chewing up the weak sections. She has a good taste in literature and I got to know her review techniques well.

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