



LUNDS
UNIVERSITET

Utopia Revisited

CONSUMER CULTURE THEORY CONFERENCE 2023



“Revisiting Utopia” Letter from Co-Chairs

We know that most people don't read letters from co-chairs in conference programs, but we hope you do this time. We would like to say some things.

Here we are. In person.

This is the first time that CCTC has ever taken place in Sweden and we are proud to be your hosts. Given our conference theme, cocktailed with macro-political issues of capital, power, geo-politics, and health, it is of course a very utopian idea that participants of a research community should occasionally meet tête-a-tête so that spontaneous conversations can develop into new ideas, critiques, and collaborations. Yet, in all its unfashionability, we still believe this idea is worth revisiting. In-person conferences have some evident advantages that historically were the very purpose of academic conferences in the first place; that we can meet physically, can socialize face-to-face without a screen limiting us, and form new collaborations and friendships in ways that have proven difficult online.

Consequently, we have gone all in to boost the in-person social experience during the three upcoming days. First, our academic program. This year we received a record-high number of submissions, which perhaps had something to do with our newly introduced track for “Work-in-progress” papers, where unfinished work will be presented and discussed in sessions that normally only admit “Competitive papers.” This to emphasize the collaborative purpose of conferences where input from distant colleagues whom you would not otherwise have the chance to meet, can generate whole new ideas in terms of theoretical and strategic development. For space reasons—you will notice that the old AF building is, indeed, old (but not without charm!)—we could not admit more than a certain number of papers, which forced the track chairs to only admit submissions with the very best peer-reviews, as the system requires. While it is a pity that more papers, sessions and focused forums could not be part of the program, the limited admissions should lead to high quality sessions.

Second, our social programme. We were very inspired by CCTC 2022 in Corvallis, Oregon, which we enjoyed immensely on location (thank you Aimee, Michelle et. al.!). We also aim to offer good (local) food and drinks (EANABs as well as alcohol) throughout the conference as we noticed that, in Oregon, this encouraged people to stick around and socialize rather than disappear when the sessions ended.

Thirdly, if you signed up for the Utopian dinner and Dystopian party, these will not only be entertaining in their own Lundensian rights but will hopefully also offer great opportunities for two of the finest ways to socialize (besides research seminars): partying and dancing.

All in all, welcome to the ancient student town of Lund, in the (perhaps former!) utopian welfare state of Sweden. With the gracious support of previous years' CCTC chairs, our track chairs, the CCT consortium, committees, reviewers, and others in the extended organizing team, we have worked hard to make this a great conference. Now it is up to all of us in the CCT community to make it happen.

*Sofia Ulver, Jacob Östberg, Peter Svensson, and Benjamin Hartmann (co-chairs)
& Marcus Klasson and Hossain Shahriar (conference coordinators)*

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CODE KEY

| | |
|--------------------|------------------------------|
| A: Lilla Sparbank | FF: Focused Forums |
| B: Nya Fest | SS: Special Sessions |
| C: Lilla Salen | CP: Competitive Papers |
| D: Gustavscenen | WiP: Work-in-Progress Papers |
| E: Kerstins Rum | |
| F: Sparbanksfoajén | |

Conference Program Overview

TUESDAY 27/6

| | |
|-------------|---------------------------------------------------------|
| 13.00-16.00 | CCTC Board Meeting in Kerstins Rum |
| 15.00-18.00 | Registration and upload at Info Desk, AF Borgen |
| 17.00-19.00 | Welcome Reception in Universitetshuset Atrium/Galleriet |

WEDNESDAY 28/6

| | |
|-------------|--------------------------------------------------------|
| 08.00-17.00 | Registration and upload at Info Desk, AF Borgen |
| 09:00-19:00 | Posters in Athen |
| 09:00-17:00 | Arts & Photography in Sparbanksfoajén |
| 09.00-10.30 | Sessions 1A (FF), 1B (SS), 1C (CP), 1D (CP), 1E (WiP) |
| 10.30-11.00 | Coffee in Sparbanksfoajén |
| 11.00-12.30 | Sessions 2A (FF), 2B (WiP), 2C (CP), 2D (CP), 2E (WiP) |
| 12.30-13.30 | Lunch in Athen |
| 13.30-15.00 | Sessions 3A (FF), 3B (SS), 3C (CP), 3D (CP), 3E (WiP) |
| 15.00-15.30 | Coffee in Sparbanksfoajén |
| 15.30-17.00 | Keynote Panel Debate in Stora Salen |
| 17.00-19.00 | Posters Mingle in Athen |
| 18.30-19.30 | Poetry Evening in Weibull Salen |

THURSDAY 29/6

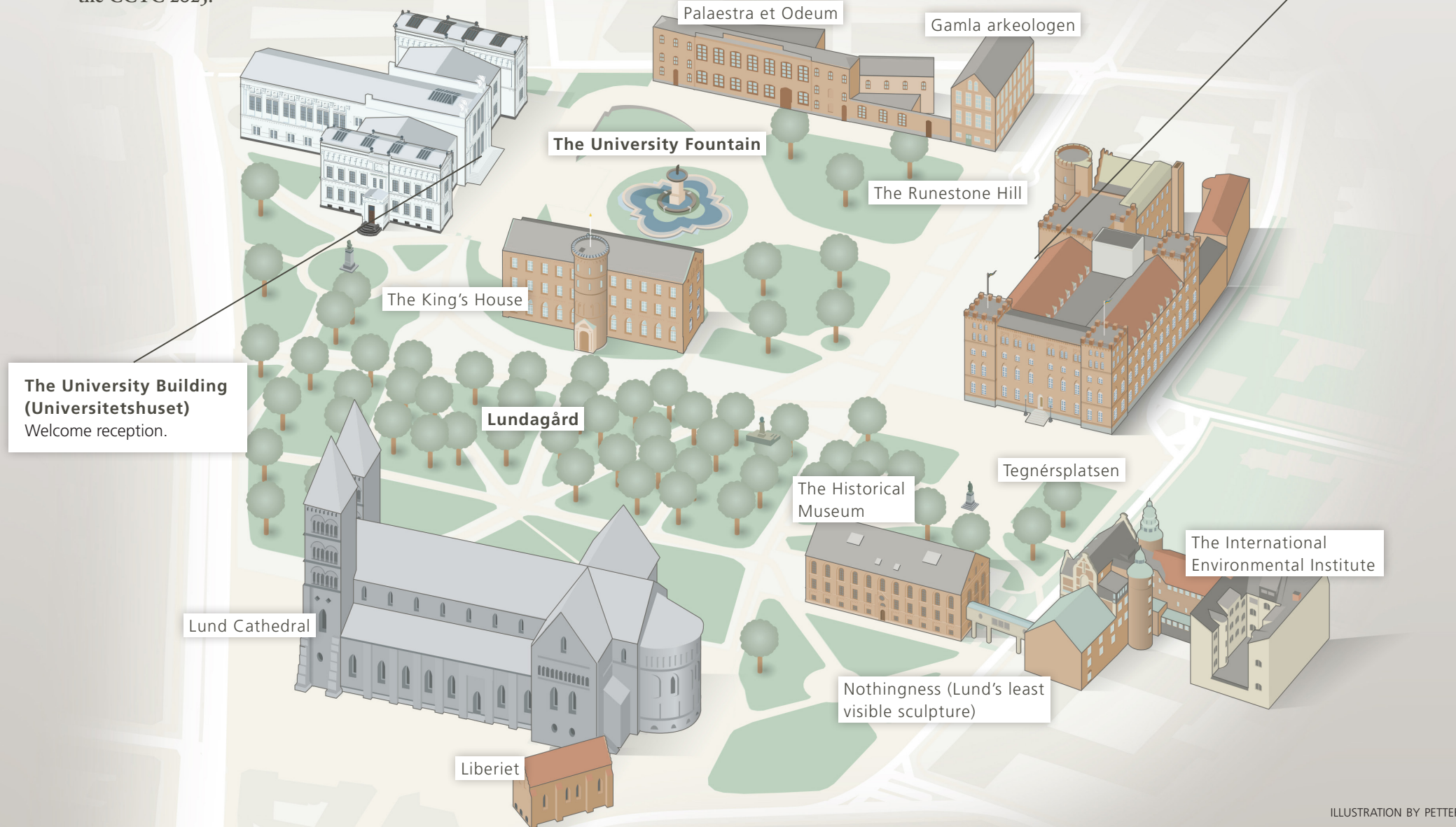
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|-------------|--------------------------------------------------------------------|
| 09:00-17:30 | Posters in Athen and Arts & Photography in Sparbanksfoajén |
| 09:00-10.30 | Sessions 4A (FF), 4B (SS), 4C (Editors' Panel), 4D (WiP), 4E (WiP) |
| 10.30-11.00 | "Meet the Artists": Coffee in Sparbanksfoajén |
| 11.00-12.30 | Sessions 5A (FF), 5B (SS), 5C (CP), 5D (CP), 5E (WiP), 5F (FF) |
| 12.30-14.00 | "Presidential Address & Awards": Lunch in Stora Salen |
| 14.00-15.30 | Sessions 6A (FF), 6B (SS), 6C (CP), 6D (CP), 6E (WiP) |
| 15.30-16.00 | Coffee in Athen |
| 16.00-17.30 | Sessions 7A (SS), 7B (SS), 7C (CP), 7D (CP), 7E (WiP) |
| 18.30-02.00 | Utopian Dinner in Stora Salen and Dystopian Party at Lunds Nation |

FRIDAY 30/6

| | |
|-------------|------------------------------------------------------------|
| 09:00-15:00 | Posters in Athen and Arts & Photography in Sparbanksfoajén |
| 09:00-10.30 | Sessions 8A (WiP), 8B (SS), 8C (CP), 8D (SS), 8E (WiP) |
| 10.30-11.00 | Coffee in Athen |
| 11.00-12.30 | Sessions 9A (WiP), 9B (WiP), 9C (CP), 9D (SS), 9E (WiP) |
| 12.30-13.30 | Lunch in Athen |
| 13.30-15.00 | Sessions 10A (WiP), 10D (WiP), 10E (WiP) |

The University Square and Lundagård

This is where it all began, here you'll find Lund Cathedral, where the university originally taught its students. The Academic Society (AF) - the center for student life in Lund - borders the square and is the location of the CCTC 2023!



Find your way around AF-borgen

FLOOR ONE

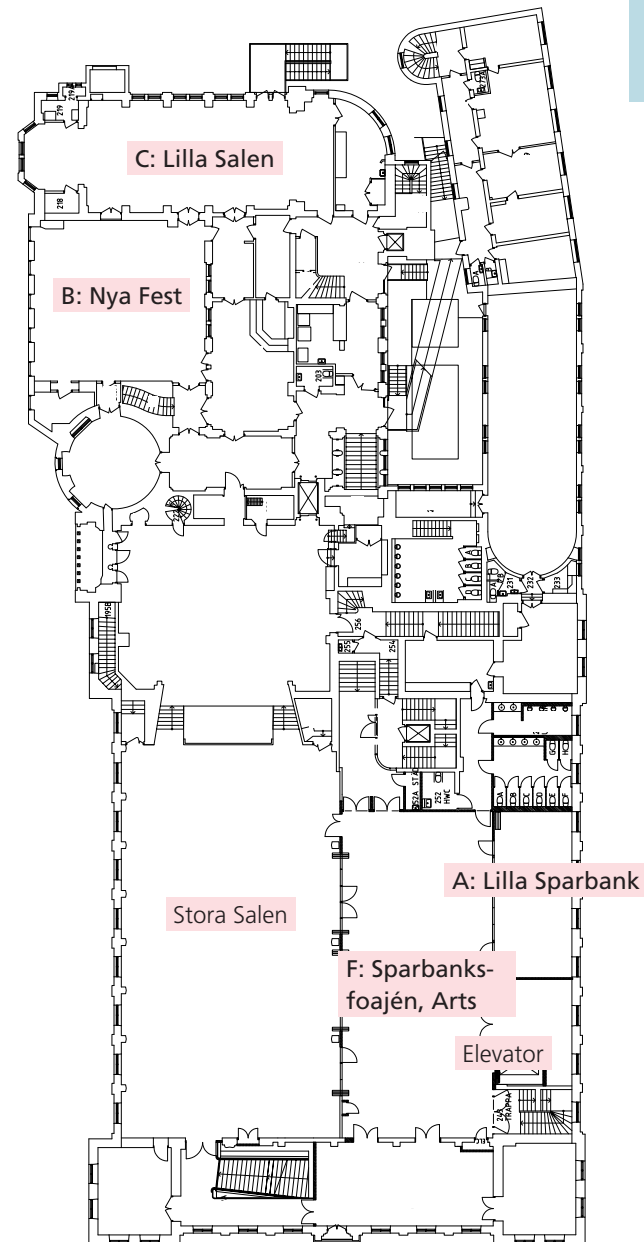
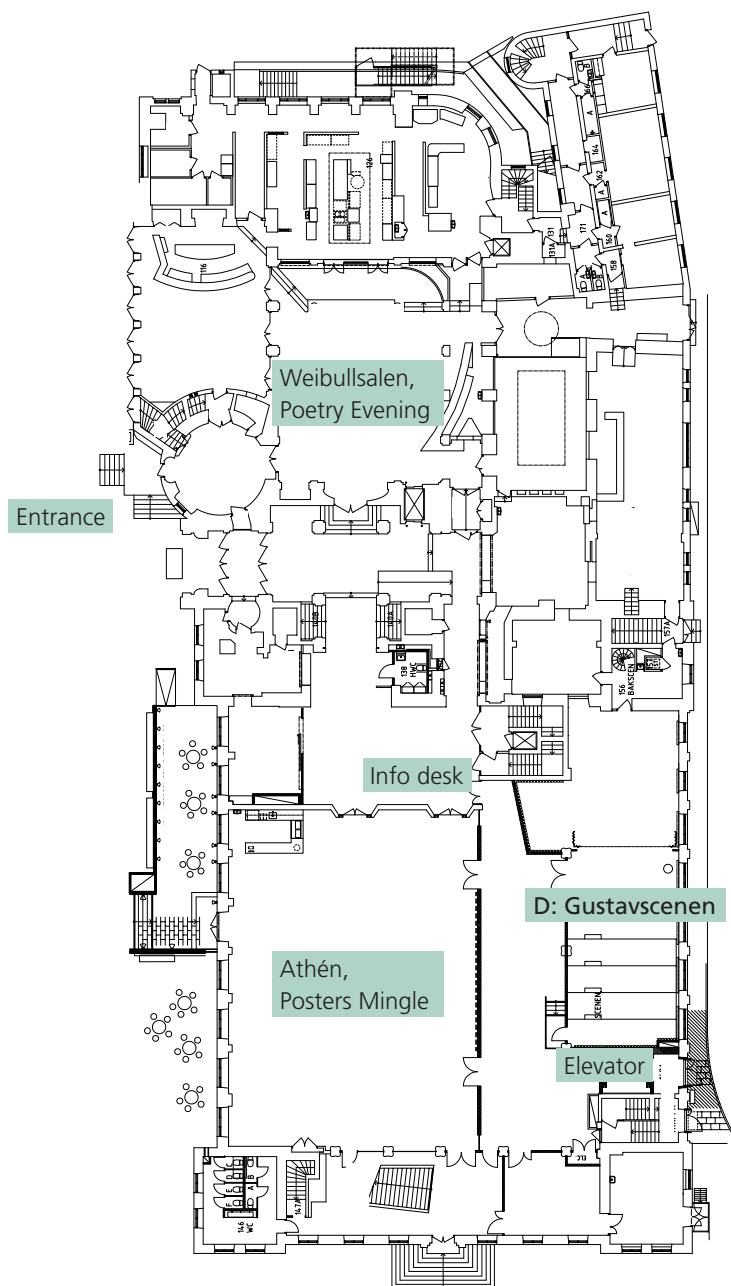
D: Gustavscenen
Info Desk
Weibullsalen
Athén

FLOOR TWO

A: Lilla Sparbank
B: Nya Fest
C: Lilla Salen
F: Sparbanksfoajén
Stora Salen

FLOOR THREE

E: Kerstins Rum



Please note

E: Kerstins Rum is located on the third floor. Follow directions on location.

Thank You to Track Chairs

COMPETITIVE PAPERS

Jack Coffin, The University of Manchester, UK
 Risto Moisiso, California State University, Long Beach, USA
 Liz Parsons, The University of Liverpool, UK

WORK-IN-PROGRESS PAPERS

Samuelson Appau, The University of Melbourne, Australia
 James Cronin, Lancaster University, UK
 Susan Dobscha, Bentley University, USA

SPECIAL SESSIONS

Tonya Bradford, University of California, Irvine, USA
 Aliakbar Jafari, University of Strathclyde, UK
 Andrea Lucarelli, Stockholm University, Sweden

POSTERS

Katja Brunk, Europa Universität Viadrina, Germany
 Carys Egan-Wyer, Lund University, Sweden
 Joachim Scholz, Brock University, Canada

FOCUSED FORUMS

Mikael Andéhn, Royal Holloway, University of London, UK
 Fleura Bardhi, Bayes Business School, City, University of London, UK
 Pierre-Yann Dolbec, Concordia University, Canada

POETRY

Hilary Downey, Queen's University Belfast, UK
 Pilar Rojas Gaviria, University of Birmingham, UK
 Jennifer Takhar, ISG International Business School, France

ARTS & PHOTOGRAPHY

Shona Bettany, University of Huddersfield, UK
 Ekant Veer, University of Canterbury, New Zealand
 Luciana Walther, Federal University of São João Del Rei, Brazil

Thank you Program and Outreach Committee

PROGRAM COMMITTEE

Hope Schau
 Søren Askegaard
 Stacey Finkelstein
 Catherine Coleman
 Lauren Gurrieri
 Lisa Penaloza
 Olga Kravets
 Jon Bertilsson
 Jack Tillotson
 Linda Tuncay Zayer
 Ela Veresiu
 Guliz Ger
 Marcus Giesler
 Marie-Agnes Parmentier
 Gianna Eckhardt
 Craig Thompson
 Russell Bel
 Eileen Fischer
 Linda Price
 Diego Rinallo
 Bernardo Figueiredo
 Avi Shankar
 Ekant Veer
 Shona Bettany

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 Lena Mossberg
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 Cele Otnes
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 Özlem Sandikci
 Ulrika Holmberg

Thank you Reviewers

| | | | | | |
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| Ahir Gopaldas | Anna Hartman | Catherine Coleman | Finola Kerrigan | Janet Ward | Kristin Bentsen |
| Aishwarya Arora | Anna Schneider-Kamp | Cecilia Cassinger | Flavia Cardoso | Janine Arantes | Laetitia Mimoun |
| Aimee Huff | Anne Toldbod Jakobsen | Cecilia Fredriksson | Fleura Bardhi | Jannsen Santana | Lagnajita Chatterjee |
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| Anastasia Thyroff | Ayo O. Oniku | Deirdre Shaw | Henri Weijo | Jonatan Södergren | Luciana Walther |
| Andrea Hemetsberger | Ben Kerrane | Delphine Dion | Hope Schau | Jonathan Deschenes | Lucie Ozanne |
| Andrea Lucarelli | Benedikt Alberternst | Denis Utochkin | Hossain Shahriar | Jonathan Schroeder | Luigi Servadio |
| Andrea Prothero | Benjamin Hartmann | Detlev Zwick | Hounaida El Jurdi | Joonas Rokka | Maíra Lopes |
| Andrea Tonner | Bernard Cova | Diane Martin | Hunter Jones | Joy Shields | Malene Gram |
| Andreas Chatzidakis | Bernardo Figueiredo | Dianne Dean | Iain Davies | Julie Ozanne | Malin Wennberg |
| Andreas Eggert | Boris Collet | Diego Rinaldo | Ileyha Dagalp | Julien Cayla | Marcia Christina Ferreira |
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| Anil Isisag | Cappellini Benedetta | Eda Anlamlier | Ingrid Stigzelius | Katerina Karanika | Maria Lichrou |
| Anissa Pomies | Carl Yngfalk | Eileen Fischer | Ioana Lupu | Katharina Husemann | Maria Rita Micheli |
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| | | | Jack Coffin | Kelley Anderson | Maria Piacentini |

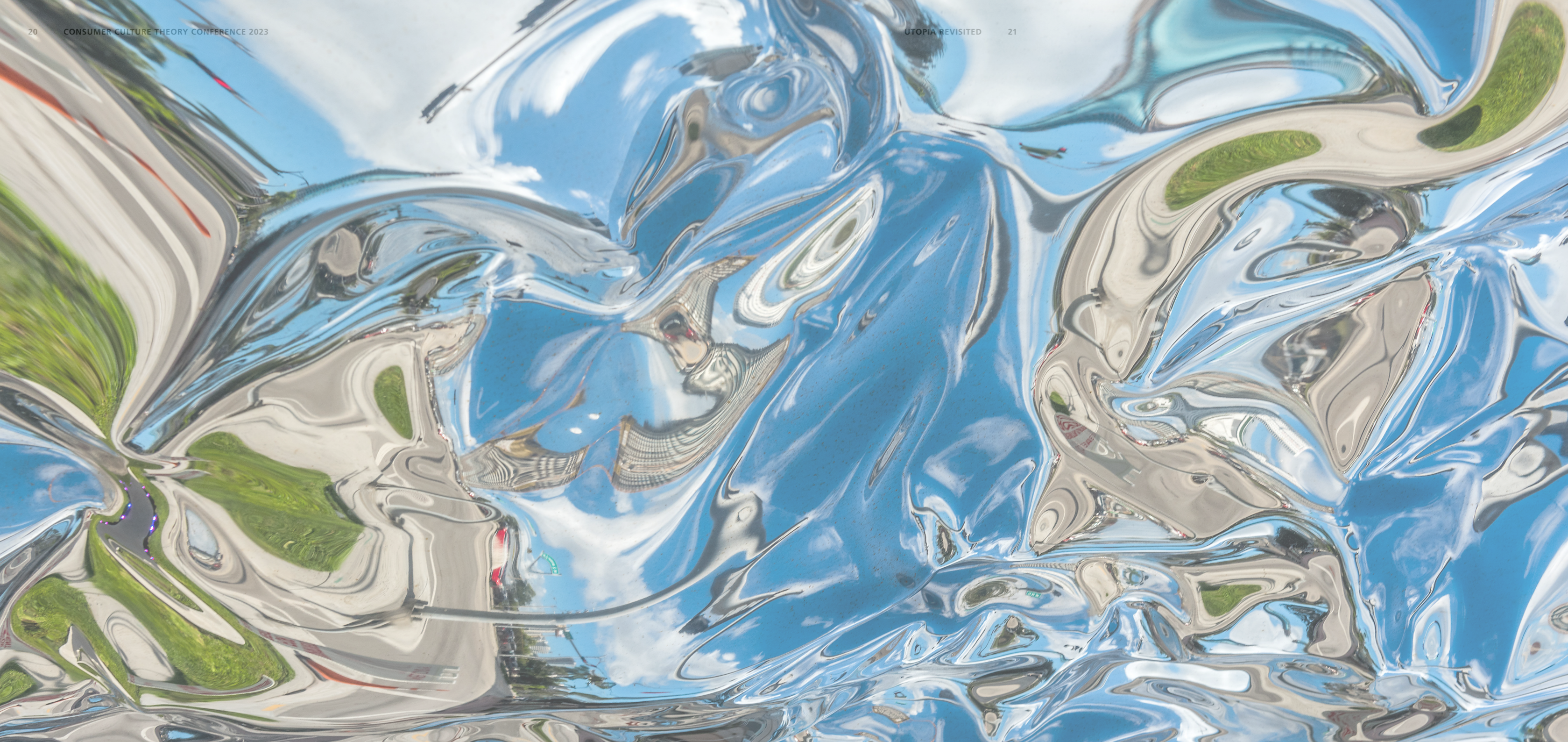
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| Mario Campana | Pelin Geyik | Stephanie Anderson |
| Marius Luedicke | Per Skålén | Stephanie O'donohoe |
| Markus Giesler | Phil Flores | Stephen O'Sullivan |
| Marlon Dalmoro | Philipp K. Wegerer | Stephen Murphy |
| Mary Blythe | Pierre McDonagh | Sulaimon O. Adebisi |
| Mathias Bode | Pierre-Yann Dolbec | Susanna Molander |
| Matthew Godfrey | Pilar Rojas-Gaviria | Szilvia Gyimóthy |
| Matthias Bode | Prabash Edirisingha | Sönnich Sönnischsen |
| Melanie Wallendorf | Quynh Hoang | Tandy Thomas |
| Melea Press | Rebecca Mardon | Tanvi Gupta |
| Melvin Grefils | Rebecca Scott | Terrence Witkowski |
| Meredith Thomas | Renu Emile | Thomas Robinson |
| Michael Beverland | Richard Gyrd-Jones | Tommy Shih |
| Michael S.W. Lee | Rika Houston | Tim Hill |
| Michelle Barnhart | Risto Moisis | Tina Askanis |
| Mikael Andéhn | Robert Arias | Toni Eagar |
| Michal Carrington | Rodrigo B. Castilhos | Tonya Bradford |
| Mike Molesworth | Rohan Venkatraman | Tuomas Soila |
| Mike Ryder | Roland Schroll | Ulrika Holmberg |
| Miranda Yin | Rosy Boardman | Ulf Elg |
| Miriam L. Farias | Russell Belk | Ulf Johansson |
| Nacima Ourahmoune | Samuelson Appau | Usva Seregina |
| Niklas Vallström | Scott Jones | Varala Maraj |
| Niklas Woermann | Senija Causevic | Vera Hoelscher |
| Nil Özçaglar-Toulouse | Sheen Kachen | Verena Gruber |
| Norah Campbell | Shelagh Ferguson | Victoria Rodner |
| Olga Kravets | Shikha Upadhyaya | Vitor Lima |
| Oscar Ahlberg | Shona Bettany | Weiwei Zhang |
| Oskar Christensson | Siddharth P K | Wendy Hein |
| Ozlem Sandikci Turkdogan | Sofia Ulver | Yannik St-James |
| Paola Gioia | Soonkwan Hong | Yingnan Shi |
| Paolo Franco | Sophie James | Yumiko Oda |
| Patrik Stoopendahl | Søren Askegaard | Zeynep Ozdamar Ertekin |
| Paul Henry | Stacey Finkelstein | Özlem Sandikci |

Thank you volunteers

Phil Flores
 Jörgen Wettbo
 Anders Nyström
 Malin Åkerskog

CCTC 2023 Sessions at-a-glance

| Day/Date | Room/Time | Lilla Sparbank | Nya Fest | Lilla Salen | Gustavscenen | Kerstins Rum | Sparbanks-foajén | |
|-------------|--------------------------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------|--------------------|
| Tue 27/6 | 13.00-16.00 | A | B | C | D | E | F | |
| | 15.00-18.00 | Registration in Info Desk, AF Borgen | | | | | | CCTC Board Meeting |
| | 17.00-19.00 | Welcome Reception in Universitetshuset Atrium/Galleriet | | | | | | |
| | 08.00-09.00 | Registration in Info Desk, AF Borgen | | | | | | |
| | 09:00-19:00 | Posters Gallery in Athen | | | | | | |
| | 09.00-10.30 Slot 1 | 1A. Terminal Marketing and Consumer Culture at the end of A World (Focused Forum) | 1B. Writing Futures, Shaping Markets (Special Session) | 1C. Venturing into Alternative Realms (Competitive Paper) | 1D. Time & Space (Competitive Paper) | 1E. Manufacturing Legitimacy & Sustainability (WiP) | | |
| | 10.30-11.00 | Coffee in Athen | | | | | | |
| | 11.00-12.30 Slot 2 | 2A. Moving Toward an Institutional Utopia for CCT: Developing Plans for CCT Market Expansion (Focused Forum) | 2B. The Injustices of a Free Market (WiP) | 2C. Capitalism, Co-optation & Technology (CCT) (Competitive Paper) | 2D. Gender, Race and Identity (Competitive Paper) | 2E. Ideology and Fetish (WiP) | Arts & Photography Gallery | |
| | 12.30-13.30 | Lunch in Athen | | | | | | |
| | 13:30-15.00 Slot 3 | 3A. Breathing into Your Space - Researching What's Personal while Managing the Academy (Focused Forum) | 3B. Drugs as a Context: Pushing Theory on Stigma, Legitimacy, and Marketplace Exclusion (Special Session) | 3C. Rethinking! (Competitive Paper) | 3D. Alternative Selves (Competitive Paper) | 3E. Influencer buzz (WiP) | | |
| 15:00-15:30 | Coffee | | | | | | | |
| 15.30-17.00 | Keynote Panel Debate in Stora Salen | | | | | | | |
| 17:00-19.00 | Posters Mingle in Athen | | | | | | | |
| 18.30-19.30 | Poetry Evening in Weibull Salen (Tegnér's) | | | | | | | |
| Thu 29/6 | 09:00-17:30 | Posters Gallery in Athen | | | | | | |
| | 09.00-10.30 Slot 4 | 4A. Voicing Anxieties: Engaging with Global Uncertainties in the Ph.D. Journey (Focused Forum) | 4B. Techno Utopia and Digital Inequalities: The Case of Self-tracking (Special Session) | 4C. Editors' Panel | 4D. Consumers (Maybe) Doing Stuff Together (WiP) | 4E. Brands, Brands (WiP) | Arts & Photography Gallery | |
| | 10.30-11.00 | "Meet the Artists": Coffee | | | | | | |
| | 11.00-12.30 Slot 5 | 5A. Acknowledging the Role of the State in Consumer Culture and Markets (Focused Forum) | 5B. There is No Future: Terminal Consumption in Dystopian Times (Special Session) | 5C. Markets on the Move (Competitive Paper) | 5D. Topia & Hopes (Competitive Paper) | 5E. Sound & Smell (WiP) | 5F. Art-Based Research in Times of Crisis (Focused Forum) | |
| | 12.30-14:00 | "Presidential Address & Awards": Lunch in Stora Salen | | | | | | |
| | 14.00-15.30 Slot 6 | 6A. Conceptualising Consumption Injustices (Focused Forum) | 6B. Marketing Age, Gender and Sexuality: A Critical Examination of Mediated Representations of Ageing Female Sexuality (Special Session) | 6C. Consumers Who Work, Feel & Love (Competitive Paper) | 6D. Stories, Imaginaries & Poetics (Competitive Paper) | 6E. Adult Pleasures (WiP) | Arts & Photography Gallery | |
| | 15.30-16.00 | Coffee in Athen | | | | | | |
| | 16.00-17.30 Slot 7 | 7A. Place and Collective Market Dynamics (Special Session) | 7B. Exploring Complex Capitals in the Health Sector (Special Session) | 7C. Simply Affordances (Competitive Paper) | 7D. (Not) Making Things Okay (Competitive Paper) | 7E. Planetary Love (WiP) | | |
| | 18.30-02.00 | Utopian Dinner in Stora Salen and Dystopian Party at Lunds Nation | | | | | | |
| | 09:00-15:00 | Posters Gallery in Athen | | | | | | |
| Fri 30/6 | 09.00-10.30 Slot 8 | 8A. Space & Place (WiP) | 8B. Utopian Dreams, Disappointment, and Destruction (Special Session) | 8C. Money Rules! (Competitive Paper) | 8D. How Individuals and Families Express and Negotiate Taste amid Sociocultural, Economic and Ideological Change (Special Session) | 8E. Love Hurts (WiP) | Arts & Photography Gallery | |
| | 10.30-11.00 | Coffee in Athen | | | | | | |
| | 11.00-12.30 Slot 9 | 9A. Migration & Acculturation (WiP) | 9B. Disinformation, Crime & Crises (WiP) | 9C. Home & Family (Competitive Paper) | 9D. Meanings of Newness and Obsolescence as Drivers of Contemporary Consumer Culture (Special Session) | 9E. Fashion(able) Experiences (WiP) | | |
| | 12.30-13.30 | Lunch in Athen | | | | | | |
| | 13:30-15:00 Slot 10 | 10A. Body Matters (WiP) | | 10B. Cultivating a Utopian Self (WiP) | 10C. Activism & Fetishism (WiP) | | | |



Detailed Conference Programme

Tuesday 27/6

- 13.00-16.00 Kerstins Rum
CCTC Board Meeting
- 15.00-18.00 Info Desk, AF Borgen
Registration
- 17.00-19.00 Universitetshuset Atrium/Galleriet
Welcome Reception

Wednesday 28/6

- 08.00-09.00 Info Desk, AF Borgen
Registration

SESSION SLOT 1 - 09.00-10.30

09.00-10.30 – Lilla Sparbank – Focused Forum

1A. Terminal Marketing and Consumer Culture at the end of A World

Oscar Ahlberg, Aalto University, Finland

James Cronin, Lancaster University Management School, UK

Roundtable – The crisis of the Anthropocene represents immense challenges for marketing scholarship and consumer culture research. This session brings together a set of critical marketing scholars to theorise the transformational changes necessary and the role of marketing scholarship that recognises a sense of terminality of capitalist consumer culture in our times.

Panelists

Eric Arnould, Aalto University, Finland

Joel Hietanen, University of Helsinki, Finland

Alan Bradshaw, Royal Holloway, UK

Hunter Jones, Aalto University, Finland.

Sofia Ulver, Lund University, Lund, Sweden

Jack Coffin, University of Manchester, UK

09.00-10.30 – Nya Fest – Special Session

1B. Writing Futures, Shaping Markets

Session abstract – This special session explores the performative role of representations in 'writing futures'. By focusing on imaginaries and representations, we draw attention to how the future is being performed through concrete actions in the present and how visions of desirable futures support the continuous shaping of present and future markets.

Session chair – Ingrid Stigzelius, University of Gothenburg and Stockholm School of Economics, Sweden.

Imaginarities of Future Artists' Markets

Hanna Borgblad, University of Gothenburg, Sweden
 Johan Hagberg, University of Gothenburg, Sweden

This paper explores how imaginaries of future artists' markets shape expectations and influence actions taken by newly graduated artists at the outset of their career. It addresses tensions that arise when young artists are exposed to market imaginaries emphasizing artistic practices on the one hand, business practices on the other.

The Role of Media in Shaping Future Markets

Riikka Murto, Stockholm School of Economics, Sweden
 Johan Nilsson, Stockholm School of Economics, Sweden
 Hans Kjellberg, Stockholm School of Economics, Sweden

While research often uses media materials to trace changes in markets, the ways in which media representations shape market dynamics remain undertheorized. We conceptualize media organizations as market actors that contribute to create market representations and explore the role of media in representing the emerging Swedish market for influencer marketing.

Smart Cities and Futures of the Car Market – Dueling Imaginaries

Henrik Harplinger, University of Gothenburg, Sweden

The paper argues that imaginaries and markets are cocreated and indicates that markets are realized as imaginaries take full form. Through contending imaginaries of mobility, it calls special attention to the embeddedness of positive visions of social life and technology and thus expands the notion of representational practices in the field of market studies.

Shaping the City into a Future Market Object: Exploring the Pliability of Market Representational Practices

Ingrid Stigzelius, University of Gothenburg and Stockholm School of Economics
 Anmarie Ryan, University of Limerick, Ireland
 Teea Palo, University of Edinburgh, UK

Drawing on the competition for the European Capital of Culture, this paper traces the process of shaping the city into a future market object. The concept of pliability is introduced to explore the temporal and spatial stretching of representations of the city as a market object and its imagined boundaries.

09.00-10.30 – Lilla Salen – Competitive Paper

I.C. Venturing into Alternative Realms

Forming Market Utopias: Tensions and Challenges at an Urban Ecovillage

Mine Ucok Hughes, California State University, Los Angeles, United States
 Gokcen Coskuner-Balli, Chapman University, United States
 Diane Martin, RMIT University, Australia

Through the context of an urban ecovillage, we discuss how consumers form utopian markets in resistance to market capitalism. We identify the types of tensions that might arise in markets due to the conflicts in macro-, meso-, and micro-level logics and the strategies market actors can adopt to mitigate them.

China on Tour: Foreign Travel and the Internalization of National Ideology

I Chieh Michelle Yang, Kyoto University, Japan
 Julien Cayla, Nanyang Technology University, Singapore
 Giana M. Eckhardt, King's College London, United Kingdom

Past consumer research has documented how consumption objects and brands facilitate the attachment of consumers to the nation, understanding how market experiences in this process remains limited. Building on an ethnography of overseas Chinese travelers, this study shows how the market-mediated experiences of foreign travel facilitate the internalization of ideology.

How Tourist Experiences Authenticate War Sites

Ngan Phan, Hanoi University, Vietnam
 Bernardo Figueiredo, RMIT University, Australia
 Samuelson Appau, Melbourne University, Australia
 Michael Beverland, Sussex University, United Kingdom

This research aims to examine how tourists authenticate well-known war-sites in Vietnam through experience. Using qualitative methods, the research includes in-depth interviews with tourists from different countries. Findings reveal the three ways of heritage authentication by tourist experience: sensorial, emotional, and performative authentication.

The Futility of Seeking Truth: Paint a Landscape Instead

Rajesh Nanarpuzha, Indian Institute of Management Udaipur, India

In this article, I use ethnographic fieldwork within a vulnerable population to suggest that a focus on uncovering Truth from informant accounts could result in a negation of informants' lifeworlds and circumstances. I propose that a research mindset akin to painting a landscape is more suitable while researching vulnerable populations.

09.00-10.30 – Gustavscenen – Competitive Paper

iD. Time & Space

Transforming Space into Place: The Case of Pooh Bear's Corner

Toni Eagar, Australian National University, Australia
Shona Bettany, University of Huddersfield, United Kingdom

Using the theoretical lens of boundary spaces, this study explores traversing shrines, tourist-created locations that are pauses along a journey that sacralises travelling. Based on an ethnography of Pooh Bear's Corner, we find that space is transformed into place through actor's interconnected activities and objects of placemaking, shrinemaking, and mythmaking.

Consuming the City: Spatial Implosion-Explosion in Urban Spectacles

Jörgen Eksell, Lunds universitet, Sweden
Cecilia Cassinger, Lund University, Sweden

Research on the consumption of urban places is scarce in consumer culture theory. By using the spatial metaphor of "implosion-explosion" to examine the relation between resident and tourist practices in cities, this study provides novel insight into the concept of urban consumption and the creation of urban spectacles.

"Eating Is the Only Thing We Have Left": An Ethnography of Food Consumption in Prison

Anissa Pomies, emlyon business school, France
Brigitte Auriacombe, emlyon business school, France
Karine Raies, emlyon business school, Finland

Building on an ethnography of food consumption in male prisons, we challenge some assumptions of Bourdieu's theory on taste, namely structural homology and social distinction. We argue that a more inclusive theorization of taste is needed to consider a wider range of consumers, including vulnerable people.

Consumer Acceleration

Joonas Rokka, EMLYON Business School, France
Ioana Lupu, Essec Business School, France
Lisa Peñaloza, Kedge Business School, France

While there are people increasingly engaging in consumer deceleration, this research theorizes consumer acceleration and how and why other people accelerate. Based on qualitative study on 81 elite service professionals, the study contributes to prior research on the temporality of consumption by theorizing the process and strategies of consumer acceleration.

09.00-10.30 – Kerstins Rum – Work-in-Progress Paper

iE. Manufacturing Legitimacy & Sustainability

Reterritorialize Supply Chains and Enhance Local Production: Territorial Branding as an Assemblage

Paola Gioia, Kedge Business School, France
Diego Rinallo, Emylon Business School, France

This study focuses on territorial branding, a collective branding practice increasingly adopted in European rural areas as a strategy for local development. Perceiving it as an assemblage allows identifying characteristics and dynamics that make territorial branding capable of challenging the dystopian vision of an unsustainable deterritorialization of goods production.

Understanding the Dialectics in Consumer Legitimacy Judgments: The Case of The Dairy Industry

Christian Koch, Kristianstad University, Sweden
John Mueller, Kristianstad University, Sweden
Karsten Eelkema, Kristianstad University, Sweden

We explore consumer's interpretive strategies developed in response to the dairy industry's efforts to repair legitimacy. Our findings suggest that consumers judge pragmatic legitimacy strongly, which leads them to perceive the dairy industry as legitimate enough to consume dairy despite rejecting the industry on a normative or cognitive legitimacy level.

Manufacturing Sustainability: A Critique of The Socio-Technical Construction of Marketing Insights

Laura Bruschi, Università degli Studi di Milano, Italy

The research aims to investigate the construction of the value of sustainability in a marketing agency using an ethnographic approach inspired by the work carried out by Latour and Woolgar (1986) and focusing on the role of big data and artificial intelligence as elements that concur with its socio-technical construction.

Climate-Friendly Food Discourses: Understanding How Consumers Navigate (Non-)Membership of Co-Existing Climate-Friendly Food Taste Regimes

Anne Toldbod Jakobsen, Copenhagen Business School, Denmark

This early-stage research project asks how taste regimes related to climate-friendly food consumption influence consumers' meaning-construction in everyday food practices. Taste regime theory is combined with reference group theory to explore how social mechanisms are related to discourses and practices that drive or hinder the transition towards climate-friendly eating habits.

SESSION SLOT 2 - 11.00-12.30

11.00-12.30 – Lilla Sparbank – Focused Forum

2A. Moving toward an Institutional Utopia for CCT: Developing Plans for CCT Market Expansion

Melanie Wallendorf, University of Arizona, USA

Hope Schau, University of Arizona, USA

Roundtable – Senior/tenured CCT scholars who advise doctoral students are invited to brainstorm actions to expand the number and quality of entry academic jobs open to CCT researchers. As a basis for this brainstorming, the co-facilitators will present results from a survey about the job market experiences of recent CCT grads.

Panelists

Tonya Bradford, University of California, USA

Julien Cayla, Nanyang University, Singapore

Amber Epp, University of Wisconsin, USA

Mary Gilly, University of California, USA

Dannie Kjeldgaard, University of Southern Denmark, Denmark

Marie-Agnés Parmentier, HEC Montreal, Canada

Lisa Peñaloza, KEDGE Business School, France

Daiane Scaraboto, University of Melbourne, Australia

Craig Thompson, University of Wisconsin, USA

Henri Weijo, Aalto University, Finland

11.00-12.30 – Nya Fest – Work-in-Progress Paper

2B. The Injustices of a Free Market

Taboo Surrounding Consumption and (Re)producing Intersectional Injustices: A Decolonial Feminist Perspective

Adriana Arcuri, FGV EAESP, Brazil

Tânia Veludo-de-Oliveira, FGV EAESP, Brazil

This article aims to explore how taboo surrounding the consumption of contraceptive products (re)produce gender injustices in vulnerable contexts. The objective is to inquire how the living experiences of young impoverished Brazilian girls are immersed in systematic intersectional inequalities that are perpetuated from generation to generation.

Codesigning with Older Consumers

Bernardo Figueiredo, RMIT University, Australia

Torgeir Aleti, RMIT University, Australia

Diane Martin, RMIT University, Australia

Mike Reid, RMIT University, Australia

Jacob Sheahan, RMIT University, Australia

Larissa Hjorth, RMIT University, Australia

Based on our experience with codesigning with older consumers, we develop the empower framework help offer a set of easy-to-remember guidelines for ensuring that co-design methodological approach is conducted using a strength-based approach in which the interests of the co-designing participants are considered at every step of the process.

The Impact of Structurally Induced Permanent Liminality on Market Dynamics

Marwa Aly, University of Strathclyde, United Kingdom

Aliakbar Jafari, University of Strathclyde, United Kingdom

Anne Marie Doherty, University of Strathclyde, United Kingdom

This paper highlights that research on Market System Dynamics (MSD) has overlooked the analysis of market (trans)formation under the conditions of structurally induced permanent liminality. Examining the current applications of liminality in consumer research, the paper illuminates how MSD research could benefit from examining the notion of permanent liminality.

Who Is Choosing Whom? On The Politics of Parenting and Free Choice in Education

Susanna Molander, Stockholm Business School, Stockholm University, Sweden

Cappellini Benedetta, Business School, Durham University, United Kingdom

This paper investigates parental “freedom of choice” in the context of educational consumption in the UK and Sweden. In analyzing a number of schools’ websites, it shows that rather than choosing schools, parents are the ones being chosen by the respective schools.

11.00-12.30 – Lilla Salen – Competitive Paper

2C. Capitalism, Co-optation & Technology (CCT)

A Co-creation Dystopia: Theorizing the Cost of Automation, Self-Service Technologies, and Co-creation by Design

Aron Darmody, Sprott School of Business, Carleton University, Canada

Detlev Zwick, Schulich School of Business, York University, Canada

Using distributive justice, we explore how, in a market system that increasingly demands the participation of consumers as co-creators through self-service technologies, benefits and costs are allocated and disseminated. We demonstrate the inequalities wrought by universalized forms of co-creation by discussing choice attenuation, self-recrimination, increased consumer costs, and cybernetic bureaucracy.

The Consumerization of Care: How Capitalism Is Co-opting Solidarity

Benedikt Alberternst, Freie Universität Berlin, Germany

Markus Giesler, York University, Canada

Lena Steinhoff, Paderborn University, Germany

Andreas Eggert, Freie Universität Berlin, Germany

Solidarity often gets expressed through consumption. Yet it conflicts with market logic. To solve this conundrum, our research theorizes solidarity as governmentality and uncovers how markets co-opt solidarity. Employing hermeneutic analysis in the Covid-19 context, we delineate different market-based solidarities that helped resolve contradictions between civic and market goals.

Security as a Regime of Reproduction for Digital Consumer Capitalism

Adam Arvidsson, University of Naples, Federico II, Italy

This paper discusses security as a basis for a new regime of reproduction for digital consumer capitalism. It examines the genealogy of security and its linkage to financialization and datafication as well as the ideological role of the ethic of safety. The conclusion discusses the sustainability of this scenario.

Technology and Time in Greenwashing Discourses – The Case of the Fashion Industry

Chrysa Gkotsi, Bayes Business School, City, University of London, United Kingdom

Thomas Robinson, Bayes Business School, City, University of London, United Kingdom

Fleura Bardhi, Bayes Business School, City, University of London, United Kingdom

This paper analyses how stakeholders in the fashion industry use technology to head off market threats from sustainability demands. Extending co-optation and naturalization theory, our analysis of news articles identifies temporalization as a coping mechanism. Temporalisation through technology involves three discursive strategies: Empowering Products; Creating Utopias; and Crafting Pathways.

Towards an Ecotopia — Digital Utopia or Dystopia?

Hossain Shahriar, Lund University, Sweden

This paper explores how technological advances can shape our future consumption and marketing. Using a McLuhanian theoretical lens and the metaverse as an illustrative exemplar, the paper unpacks marketing and socio-political implications of technological developments and raises the question whether we are moving towards a future digital utopia or dystopia.

11.00-12.30 – Gustavscenen – Competitive Paper

2D. Gender, Race and Identity

Brand Activism: Understanding LGBT Perception in The Light of The Social Identity Theory

Alexandre Nassar, IAE Paris-Sorbonne, France

Literature on brand activism focuses on individuals as a whole. This research focuses on minorities. We conducted semi-structured interviews with LGBTQ consumers and based on social identity theory, we demonstrate an ambivalence between perceived stereotypes, desire for visibility and rejection of the message if perceived as emerging from heterosexual people.

Queens of Drag: Stigma, Spectacle, and Inclusion

Maria Rita Micheli, IESEG School of Management, France

Mario Campana, University of Bristol Business School, United Kingdom

Katherine Duffy, Adam Smith Business School, University of Glasgow, United Kingdom

We explore how showcasing stigma can help brands normalize LGBTQ+ stigma, help stigmatised consumers feel accepted, and how stigmatised consumers can contribute to normalisation by engaging allies. We collected semistructured interviews with consumers of RuPaul's Drag Race, exploring how the showcasing stigma influenced consumers' perceptions regarding their acceptance and wellbeing.

Men of Steel: How Past-Themed Consumption Serves as a Hidden Transcript in Negotiating Masculinity

Christian Dam, University of Gothenburg, Sweden

This research examines how some groups of men perform resistance towards society due to a perceived alienation. Theoretically drawing on the hidden transcript, I ethnographically study the Danish vintage cycling community to show how they perform hidden resistance through irony and playing dumb, each enabled by past-themed consumption.

Shades of Black: Consumer Experiences of Colorism through Advertisements

Jazmin Henry, University of California, Irvine, United States
Tonya Bradford, University of California, Irvine, United States

Racism in the marketplace exists even as marketers embrace the value of inclusion. Our qualitative study investigates skin tone discrimination, termed colorism, found in the marketplace by exploring how Black women view and perceive depictions of colorism in market messaging and theorize how these experiences impact views of the marketplace.

11.00-12.30 – Kerstins Rum – Work-in-Progress Paper

2E. Ideology & Fetish

How Does Social Media Consumption Disseminate Neoliberal Multiculturalism?

Sorush Sepehr, University of Technology Sydney, Australia
Hesam Dehghan Nayeri, University of Essex, United Kingdom

In this work in progress, we investigate how neoliberal multiculturalism can subjugate consumers even before migrating to multicultural immigration countries as the result of social media consumption. Our netnographic study highlights three mechanisms through which hierarchies in relation to neoliberal multiculturalism are normalised even before living in immigration countries.

Forming Active and Critical Citizens through Non-fictional Entertainment Narratives: The Case of the Podcast “Zeit Verbrechen”

Ramona Riehle, University of Innsbruck, Austria
Stephanie Kogler, FH Kufstein, Austria

This study explores the subject-forming powers of non-fictional entertainment narratives. Findings from in-depth interviews with consumers of the German podcast “Zeit Verbrechen” delineate how the consumption of non-fictional entertainment narratives form critical and active citizens, who reflect on their role in society, and take action to prevent injustices and crimes.

Consumer Culture Theory and the ‘Theatre of the Absurd’

Jonatan Södergren, Sweden
Oscar Ahlberg, Aalto University, Finland
Mattias Hjelm, Stockholm School of Economics, Sweden

At a conference inspired by Dystopia, this paper contends that CCT can learn more from the Theatre of the Absurd. We confront a world where all marketing communication is absurd, where the consumer—akin to Beckett’s and Ionesco’s characters—flounders about in a purposeless void. But it’s not all doom and gloom...

Dystopia, Fact to Fetish: The Eastern Bloc Girl and Aestheticization of a Fallen Regime

Irem Tastan, Middle East Technical University, Turkey
Zeynep Ozdamar Ertekin, Izmir University of Economics, Turkey

Focusing on the cultural creations of a girl-blogger account on Instagram, study investigates the fetishization of the dystopic history of Eastern Bloc. Preliminary findings contribute to the literature by demonstrating how consumers co-create present with past. Capitalizing on socio-material traces of communism enables an aestheticization process leading toward authentic self-identification.

SESSION SLOT 3 - 13.30-15.00

13.30-15.00 - Lilla Sparbank – Focused Forum

3A. Breathing into Your Space – Researching What’s Personal while Managing the Academy

Aleksandrina Atanasova, Bayes Business School, UK
Rohan Venkatraman, University of Birmingham, UK

Roundtable – CCT began as a “utopic” promise of theoretical emancipation—one that encouraged research into edges and knowledge from the boundaries. In this panel, we seek to invite scholars to reflect on how they made and held space for research into “othered” contexts and provide a path forward for future research.

Panelists

Tonya Williams Bradford, University of California Irvine, USA
Susan Dobscha, Bentley University, USA
Ai Ming Chow, University of Melbourne, Australia
Leighanne Higgins, University of Lancaster, UK
Christian Eichert, Goldsmiths, University of London, UK
Lauren Gurrieri, RMIT University, Australia
Samuelson Appau, Melbourne Business School, Australia

13.30-15.00 – Nya Fest – Special Session

3B. Drugs as a context: Pushing theory on stigma, legitimacy and marketplace exclusion

Session abstract – This special session focuses on the transformations in the markets for drugs. Through the analysis of the contexts of Canada, U.S., and Brazil, we look at how market agents strive for greater social

acceptance of cannabis and psilocybin, contributing to ongoing discussions on destigmatization, legitimacy, and marketplace exclusion.

Session chair – Rodrigo B. Castilhos, Skema Business School, France

Session chair – Pierre-Yann Dolbec, Concordia University, Canada

Discussant – Ashlee Humphreys, Northwestern University, USA

Destigmatization and the Making of a Contentious Practice: The Case of Microdosing

Pierre-Yann Dolbec, Concordia University, Canada

Brad Aeon, UQAM, Canada

Joel Bothello, Concordia University, Canada

This study draws from practice theory to examine the destigmatization of microdosing psychedelics. Our analysis of interviews and archival data finds that microdosing is destigmatized by distancing it from the practice of taking drugs through the reversal of key practice elements.

Markets as Circuits of Affects: The Case of Cannabis in Brazil

Getúlio Sangalli Reale, IFRS, Brazil

Rodrigo B. Castilhos, Skema Business School – Université Côte d'Azur, France

This study draws from the theory of affects to analyze market transformation. Through a qualitative study of the cannabis market in Brazil, we unveiled the emergence of two intertwining circuits of affects for medical and recreational cannabis, which challenged the longstanding affective structure of cannabis in Brazil.

Cannabis in the USA: Dialectical and Discomfiting Dialogues

Henrik Harplinger, University of Gothenburg, Sweden

Susan Dobscha, Bentley University, USA

Elena Elkanova, Bentley University, USA

Heatherjean MacNeil, Northeastern University, USA

This paper draws from stakeholder theory to analyze how the envisioned legitimation of a market can create utopian ideals that get co-opted by large, seemingly agnostic, conglomerates. Through a study of cannabis council meetings, we find that multiple stakeholders are marginalized in the configuration of a newly formed cannabis markets.

13.30-15.00 – Lilla Salen – Competitive Paper

3C. Rethinking!

Revisiting Thana-Tourism: The Hauntological Encounter as 'Obscene Supplement'

Sophie James, Lancaster University, United Kingdom

James Cronin, Lancaster University, United Kingdom

Anthony Patterson, Lancaster University, United Kingdom

We reconceptualise thana-tourism as an 'obscene supplement' to the realism of today's consumer-capitalist hegemony. Drawing on a Derridean reading of 'Lancashire Witch Tourism', we account for how visitors' desires to witness a magical, visceral world (before today's economic pragmatism) are desublimated to consumerist pseudo-activities staged upon "empowerment" and "commemoration".

Towards a Neo-Animist Consumption Paradigm

Eric Arnould, Aalto University School of Business, Finland

Anu Helkkula, Hanken School of Economics, CERS, the Centre for Relationship Marketing and Service Management, Finland

Dorian Marchais, University of Reims Champagne-Ardenne, REGARDS, France

Dominique Roux, University of Reims Champagne-Ardenne, REGARDS, France

Consumers seek environmentally friendly options, yet the dominant market exchange and consumption paradigm restricts a transition to a sustainable economy. Therefore, we propose a neo-animist inspired consumption paradigm offering more sustainable resource circulation and value cocreation practices between people, and between humanity and the rest of the biome.

Etho-ethnography and Animals as Consumers: Towards an Animal Turn in Consumer Research

Boris Collet, University of Lille, France

Starting from the observation that animals are largely absent from consumer research, this paper is a call to explore the possibility of "animals as consumers." I discuss the implications of an "animal turn" in CCT and introduce etho-ethnography (Lestel, 2006) as a possible method to study animals as consumer subjects.

The Formation of the Creative Consumer Subject: A Tale of Civilized Creativity

Isabella Ciampa, HEC Paris, France

This paper explores the way a creative consumer subject is formed, with the use of a figurational approach. I use the civilizing process to uncover how creators, in my case writers, learn from their network, on social media, and from the marketplace.

13.30-15.00 – Gustavscenen – Competitive Paper

3D. Alternative Selves

Facial Identity: When the Face is a Challenge to the Self

Lena Cavusoglu, Pacific University, United States
Russell Belk, York University, Canada

While racial, ethnic, and gender barriers are eroding, one of our last bastions of open discrimination is facial differences. This study employs qualitative inquiry to investigate the experiences of people with congenital and acquired facial differences to understand how facial differences affect identity confrontations and consumer behavior.

Presumption Trajectories in Social Media: the sharing and public exposure of an identity project

Isabela Morais, Universidade Federal de Ouro Preto, Brazil
Thaysa Costa Do Nascimento, COPPEAD Institute of Administration, UFRJ, Brazil
Flávia Pimenta Fracalanza, COPPEAD Institute of Administration, UFRJ, Brazil
Karin Brondino-Pompeo, ESPM University, Brazil

To understand the transformation trajectories of consumers into prosumers, we developed netnographic research following Instagram profiles. We have found three dimensions in the prosumer's path: the social identity, the activist, and the opportunistic prosumer. We investigated the trigger, the turning point, the trajectory, and the level of analysis of them.

Saris, Crop tops and Ripped Jeans: A Theory of Bluffing, Possible Selves and Transformation

Tanuka Ghoshal, Baruch College, City University of New York, United States
Russell Belk, York University, Canada

We theorize the ways in which Indian women use articles or ensembles of clothing to perform a situational self, an aspirational possible self, or to avoid a feared possible self by bluffing. Successful bluffs enable self-transformation through a process of embracing the new and discarding former less relevant selves.

How Marketplace Interactions Pattern Experiences of Stigma and Identity Projects in Beauty Stores of Nigeria's Capital City

Evelyn Azikiwe, Sheffield Hallam University, United Kingdom
Craig Hirst, Sheffield Hallam University, United Kingdom

This study focuses on how the intersection of the socio-historical setting and class disparities play a role in the interplay of meanings that structure stigmatising experiences and outcomes for service providers within a postcolonial context.

13.30-15.00 – Kerstins Rum – Work-in-Progress Paper

3E. Influencer Buzz

Changing Public Opinion on Fashion and Age: Unpacking Narrative Strategy in Instagram Message Posts of 50+ Fashion Influencers

Ashleigh McFarlane, Edinburgh Napier University, United Kingdom
Emma Samsioe, Lund University, Sweden

Our study aims to investigate how narrative strategy can be employed to change public opinion on age in the Western beauty and fashion market. Our unique contribution lies in the interpretation of Instagram message post content to reveal how composition, style and genre form part of SMI narrative strategy.

Influencing the Influencers: The Challenges of Collective Market Shaping in A Nascent Market

Mart Ots, Jönköping International Business School, Sweden
Hans Kjellberg, Stockholm School of Economics, Sweden

Ashlee Humphreys, Northwestern University, United States
Using social media data and archival material, the paper explores the market shaping practices of a newly formed professional association for influencers. The study provides new insights on the challenges and barriers in organizing social media workers on nascent digital markets.

Could Queer Influencers in China Subvert LGBT+ Censorship Policy Through the Booming Queer Influencer Economy?

Shuyu Yang, The University of Leeds, United Kingdom

This working paper explores China's contradicted censorship policy of queer figures with its booming queer influencer economy. It aims to discuss how queer subverts heteronormative hegemony in digital space.

Wellness MLMs? Advocacy for Contested Practices in Digital Marketplaces

Claudia Gonzalez-Arcos, Universidad Adolfo Ibanez, Chile
Alison Joubert, University of Adelaide, Australia

How do wellness advocates build support for MLM practices in the digital marketplace? We examine the case of essential oil MLMs. We find that wellness advocates build support by creating misalignments in meanings associated with mainstream products and practices, shifting the contestation and sustaining the new market through influencer practices.

Thursday 29/6

09.00-17.30 – Athen

Posters Gallery

09.00-17.30 – Sparbanksfoajén

Arts & Photography Gallery

SESSION SLOT 4 - 09.00-10.30

09.00-10.30 – Lilla Sparbank – Focused Forum

4A. Voicing Anxieties: Engaging with Global Uncertainties in the Ph.D. Journey

Noémie Dehling, Kedge Business School, France

Paola Gioia, Kedge Business School, France

Jared Offei Lartey, BI Norwegian Business School, Norway

Vidushi Trivedi, Indian Institute of Management Udaipur, India

Malin Wennberg, Stockholm Business School, Sweden

Roundtable – Can our research make a difference? A forum inviting Ph.D. students and junior researchers to share possible anxieties and utopian dreams grasping their minds in these uncertain times. Adopting the format of a campfire conversation, we will facilitate discussions amongst future CCT researchers during a decisive moment in their careers.

09.00-10.30 – Nya Fest – Special Session

4B. Techno Utopia and Digital Inequalities: The Case of Self-tracking

Session abstract – In this session we will zoom in on the case of self-tracking as a set of ideological practices mapped through an understanding of digital inequalities with the following perspectives 1) the tech designer perspective 2) the users and their socio-cultural intertwinement 3) the managerial organization 4) researchers' practices.

Session chair – Dorthe Brogård Kristensen, University of Southern Denmark, Denmark

Session chair – Matthias Bode, Royal University for Women, Kingdom of Bahrain

Discussant – Alev Kuruoglu, University of Southern Denmark

Discussant – Minna Ruckenstein, University of Helsinki, Finland

In-Scribing Inequalities: The Role of Theories in Digital Health Laboratories

Bastien Passet, University of Lausanne, Switzerland

This paper focuses on the design of a self-tracking application. It follows designers' attempts to translate reductive models of human behaviour in a technical architecture (Smartphone application). Doing so, it provides an empirical window on the knowledges and practices that underpin self-tracking's mediation of both digital inequalities and neoliberal rationales.

No Pain No Gain: The Ethical Self-Tracking Experience

Federico García Baena, ESDES Business School, France

This empirical research presents the experience of ST as being socioculturally ethical. It highlights specific ethics as foundational in this experience, as a necessary dimension for long-lasting engagement in ST; but also in sports and fitness related practices, central in this health-topia.

Guaranteed Outcomes or New Uncertainties? Behavioural Data in Life Insurance

Maiju Tanninen, KU Leuven, Belgium

This paper examines how Finnish life insurers experiment with behavioural data, generated by policyholders' self-tracking practices. It shows that insurers struggle to make connections between people's behaviour, activity data, wellbeing and risk. Although behavioural data does not straightforwardly create 'guaranteed outcomes' in insurance, new uncertainties and potential inequalities ensue.

Techno Utopia, Self-Tracking and Inequality: Insights from a Review of the Literature

Dorthe Brogård Kristensen, University of Southern Denmark, Denmark

Based on a review of existing literature on inequality and disparity in digital health and self tracking we critically reflect on the research field. We argue that inequalities within digital practices requires the need to acknowledge the position of the researcher as well as critical reflection on the assumed "we" of the subject and object of researcher.

09.00-10.30 – Lilla Salen

4C. Editors' Panel

Discussant – Professor Güliz Ger

Panelists

Consumption Markets & Culture

Editor-in-Chief, Alan Bradshaw

Editor-in-Chief, Joel Hietanen

International Journal of Research in Marketing

Area Editor, Eric Arnould

Journal of Consumer Psychology

Associate Editor, Vicki Morwitz

Journal of Consumer Research

Editor, Markus Giesler

Journal of Marketing

Associate Editor, Amber Epp

Journal of Marketing Management

Associate Editor, Toni Eagar

Journal of Public Policy & Marketing

Associate Editor, Tonya Bradford

Journal of Retailing and Journal of the Academy of Marketing Science

Area Editor, Tonya Bradford

Journal of the Association for Consumer Research

Editor-in-Chief, Vicki Morwitz

09.00-10.30 – Gustavscenen – Work-in-Progress Paper

4D. Consumers (Maybe) Doing Stuff Together

Can We Still Love It? Fandoms Recovering from Moral Betrayals

Alex Baudet, HEC Montréal, Canada

Investigating a moral transgression by the author of the Harry Potter series, this study examines how consumers negotiate their love for a brand while condemning a transgressor. It uncovers the strategies that fans implement to recover from transgressions committed by an unapologetic actor and the role of the community.

Online Brand Collectives: Brand Echo Chambers or Public Spheres? Evidence From Consumer Electronics Forums

Denis Utochkin, Norwegian School of Economics, Norway

This paper explores communicative dynamics in rivalling brand communities and identify behaviours typical of echo chambers and public spheres. Using two cases across four Reddit communities, I find evidence suggesting that specific circumstances may lead to the same consumer collective displaying features of either an echo chamber and public sphere.

Please Let It Be the Famous House Coat! - Connecting Brand Community Engagement Practices with Gamification: Illustrations from A Virtual Vintage Sewing Community

Minna-Maarit Jaskari, University of Vaasa, Finland

Hanna Leipämaa-Leskinen, University of Vaasa, Finland

Henna Syrjälä, University of Vaasa, Finland

Anu Norrgrann, University of Vaasa, Finland

This paper illuminates how carefully executed gamification is used to boost brand engagement practices in a virtual brand community. In a vintage sewing community, the typical competition and reward-oriented gamification tools are left out, and instead, the brand supports consumers' participation in the community through meaningful gamification.

Talk Your Talk and Go Viral

Christine Hu, University of California, Irvine, United States

Tonya Williams Bradford, University of California, Irvine, United States

In this study of celebrity fan culture, brand community and consumption, we address Muniz and O'Guinn's (2001) call to study "communal consumption in which members are not physically proximal to one another ... particularly when the communal center is a mass-produced branded good."

'Urban Dirt': Exploring spatial dimensions of market change.

Marcus Klasson, Lund University, Sweden

This study explores the connection between spatial contexts and specific consumption spheres during market change. I explore dimensions of urban dirt as creative/destructive in the spatiality of the city in relation to the introduction of food trucks and the transformation of the Swedish street food market.

09.00-10.30 – Kerstins Rum – Work-in-Progress Paper

4E. Brands, Brands, Brands

Brand Parallax: Brand Legitimacy Under Intersectional Heterogeneity

Jayeti Anand, Indian Institute of Management Udaipur, India
Ankur Kapoor, Indian Institute of Management Udaipur, India
Ozlem Sandikci, University of Glasgow, United Kingdom

Unlike prior studies on brand legitimacy that assume a certain socio-structural homogeneity of consumer groups, we inquire brand legitimacy under consumers' intersectional heterogeneity. Through the process of Brand Parallax, we uncover how brands not only diffuse legitimacy crisis, but also perpetuate hegemonic cultural discourses and maintain powerful market positions.

Narrative Fragmentation: An Exploration of Omnichannel Brand Experience

Alina Both, Aarhus BSS, Aarhus University, Denmark
Sascha Steinmann, Aarhus University, Aarhus BSS, Department of Management, Denmark

This work-in-progress paper presents an exploration of omnichannel touchpoints as narrative fragments, including their role in the co-creation of individuals' lived retail brand experiences. We therefore view utopianism on an individual, everyday level, investigating the new rationales of consumption within the retail sector, which stretch beyond the physical store environment.

Consumers' Divergent Responses to a Brand Repositioning

Camille Costes, HEC Montreal, Canada
Yannik St-James, HEC Montreal, Canada
Aya Aboelenien, HEC Montreal, Canada

Victoria's Secret is modifying its positioning in adherence to diversity and inclusion, a contradictory move to the brand's established meanings. How do we expect current consumers to react to such initiatives? Through interviews with eight women, we pinpoint divergent relationships and reactions. We contribute to the scant literature on repositioning.

The Charismatic Visuality of Personal Brands on Social Media

Benjamin Rosenthal, FGV EAESP, Brazil
Bruno Rossetti Leandro, FGV EAESP, Brazil
Amon Barros, FGV EAESP, Brazil
Caio César Coelho Rodrigues, Universidade de São Paulo (ESALQ/USP), Brazil
Notorious individuals strategically build charismatic personas on social media for personal branding reasons. Although the literature has examined some visual

aspects of personal brands, it has not yet investigated how visuality may convey a charismatic persona. This article provides three visual mechanisms—expressiveness, collectiveness and representativeness—that convey charismatic personas.

SESSION SLOT 5 - 11.00-12.30

11.00-12.30 – Lilla Sparbank – Focused Forum

5A. Acknowledging the Role of the State in Consumer Culture and Markets

Anil Isisag, Emlyon Business School, France
Alev Kuruoglu, University of Southern Denmark, Denmark

Roundtable – The goal of this roundtable is to discuss the role of the state and its apparatuses in structuring consumer culture and markets. We invite CCT researchers to engage in a conversation about the inherence of the state and its workings to theoretical and substantive domains central to CCT research.

Panelists

Alexander Mitchell, University of South Florida, USA
Benét DeBerry-Spence, University of Illinois, USA
Dorthe Brogaard Kristensen, University of Southern Denmark, Denmark
Eminegul Karababa, Middle East Technical University, Türkiye
Erika Kuever, University of Southern Denmark, Denmark
Gokcen Coskuner-Balli, Chapman University, USA
Guliz Ger, Bilkent University, Türkiye
Lez Trujillo Torres, University of Illinois, USA
Meltem Ture, TOBB University of Economics and Technology, Türkiye

11.00-12.30 – Nya Fest – Special Session

5B. There is No (Sustainable) Future: Terminal Consumption in Dystopian Times

Session abstract – Based on a review of existing literature on inequality and disparity in digital health and self-tracking we critically reflect on the research field. We argue that inequalities within digital practices requires the need to acknowledge the position of the researcher as well as critical reflection on the assumed "we" of the subject and object of researcher.

Session chair – Craig Thompson, University of Wisconsin, USA

Feeling Dystopia: Solastalgia and Its Consequences on Consumer Fertility Choices

Sila Ayoiz, University of Wisconsin-Madison, USA

Boris Collet, University of Lille, France

Hélène Gorge, University of Lille, France

Craig Thompson, University of Wisconsin-Madison, USA

We examine how childfree consumers negotiate the emotional complexities of living in the Anthropocene. Our analysis highlights a new repertoire of emotional stances that are culturally linked to an emergent logic of moral justification that is more dystopian in outlook than the "Green World" (Latour 1995; Lafaye and Thévenot 2017) order of worth.

"I Will Take That Plane Because...": Exploring the Green Gap and how Consumers Justify Ambivalence

Stéphane Borraz, Neoma Business School, France

Clément Dubreuil, Kedge Business School, France

In a climate emergency, most consumers know the importance of preserving the planet and adapting their consumption. Still, inconsistency persists between what people express (attitude, values) and what they show in their consumption (green gap). We explore how individuals justify this inconsistency while they perceive moral ambivalence regarding sustainable consumption.

Consumer Responsibilization through Reflexive Modernization: How Doomsday Optimism Leads to Tragically Individualized Consumption

Hunter Jones, Aalto University School of Business, Finland

Eric Arnould, Aalto University School of Business, Finland

This netnography of doomsday preppers supplements previous neoliberal accounts of consumer responsibilization by positing reflexive modernization as an understudied macro-social driver of consumer responsibilization in relation to systemic and catastrophic risk. In doing, it also makes important contributions to the study of climate change communication and culturally ubiquitous doomsday myths.

11.00-12.30 – Lilla Salen – Competitive Paper

5C. Markets on the Move

Revolutionizing Markets: Consumers' Collective Action and Unintended Consequences in Market System Dynamics

Carl Yngfalk, Stockholm Business School, Stockholm University, Sweden

Anna Fyrberg-Yngfalk, Service Research Centre (CTF), Karlstad University, Sweden

Per Skålén, Service Research Centre (CTF), Karlstad University, Sweden

This study contributes to discussions on the role of power and conflict in market evolution. Drawing on strategic action field (SAF) theory, and a longitudinal study of the Swedish music market, the paper highlights consumers' interchangeable roles and collective abilities, and its unintended consequences, in enacting market revolution.

A Utopic Press is in the Eye of the Beholder: An Ethnographic Examination of the Dynamics of Market Creation in Online Journalism

Gillian Brooks, King's College London, United Kingdom

Ashlee Humphreys, Northwestern University, United States

How do person-brands shape early markets? In an ethnographic study of the early online news market, the authors find that person-brands shape norms, values, and practices in early markets by crafting a unique organizational identity, cultivating founding myths, and building resonance with early followers.

A Callonian Perspective on Choice and Consumer Empowerment

Mikkel Nøjgaard, University of Southern Denmark, Denmark

Domen Bajde, University of Southern Denmark, Denmark

Nil Özçaglar-Toulouse, University of Lille, France

Søren Askegaard, University of Southern Denmark, Denmark

How can choice empower consumers if we accept the Foucauldian insight that choice both liberates and controls consumers? This article mobilizes Callon's work on calculation and calculative power to conceptually discuss how attempts to promote choice configure consumers' calculative capacities and how such configuring can grant consumers autonomy in choice-making.

The Psychosocial Relational Dynamics of Rescuer Platforms

Mike Molesworth, University of Birmingham, United Kingdom

Georgiana Grigore, University of Leicester, United Kingdom

Rebecca Mardon, Cardiff University, United Kingdom

Online platform businesses are characterised by institutional tensions. Although prior studies adopt social determinism to present functional resolutions to marketplace conflicts, we suggest this downplays intrapsychic mechanisms and show how a psychosocial theorisation can further account for specific forms of marketplace conflict and their resolution (or otherwise).

11.00-12.30 – Gustavscenen – Competitive Paper

5D. Topia & Hopes

Will Minimalists Save The World? Capitalist and Socialist Paths to Sustainability

Andrea Hemetsberger, University of Innsbruck, Austria
Stephanie Fröschl, Jember GmbH, Germany

This paper critically discusses minimalism and its (potential) impact on a more sustainable lifestyle. Based on materialist and minimalist literature and critical environmental sociology, the paper contrasts four consumer narratives of tiny house living in Europe with non-voluntary minimalist living in Cuba and discusses its beauty and challenges for sustainability.

Record Artwork and The Cultivation of a (Counter)Cultural Utopia

Sophie Whitehouse, King's College London, United Kingdom
Joanna Brewis, The Open University, United Kingdom
Michael Saren, University of Birmingham, United Kingdom

This paper presents a visual mode emerging from an exploration of the role of record artwork in a long-standing countercultural music scene. In doing so, we illuminate the construction of visual authenticity in material culture, and how its interplay with nostalgia contributes to the longevity of this independent scene.

Happiness Heterotopia: Exploring the Ideology of Happiness in the Marketplace

Gabrielle Patry-Beaudoin, Queen's University, Canada
Jay Handelman, Queen's University, Canada

This paper directs attention to the cultural meanings that happiness embodies in the consumption culture. We identify four happiness discourses that interact in the marketplace and introduce the idea of happiness heterotopia as a space where different cultural discourses of happiness harmoniously coexist and mutually reinforce each other.

Living with Materials: Feminist Ethics of Care in Circular Consumption

Nina Mesiranta, Tampere University, Finland
Malla Mattila, Tampere University, Finland
Elina Närvänen, Tampere University, Finland
Outi Koskinen, University of Helsinki, Finland

This paper develops the concept of feminist ethics of care in circular consumption. The paper identifies three distinct dimensions of care in the prevention of food and clothing waste. The paper illustrates that circular

consumption is centered around creating mutual, embodied, and affective relationships with objects and materials.

11.00-12.30 – Kerstins Rum – Work-in-Progress Paper

5E. Sound & Smell

Warm and Muddy or Clean and Clear: How Consumers' Conceptualization of Sound Shapes the Digitalization of Markets

Are Branstad, University of Southeast Norway, Norway
Kristin Bentsen, University of Southeast Norway, Norway

This work seeks to elaborate on how consumers' language and symbols shapes the digitalization of markets. Developing insights from an inductive analysis of data collected from participants in the guitar sound effect market, it examines how consumers' conceptualization of sound through symbolic interaction, affects markets.

Sounding Out the Beautiful Game: The Sonic Labor of Football Fans

Gretchen Larsen, Durham University, United Kingdom
Maurice Patterson, University of Limerick, Ireland
Gary Sinclair, Dublin City University, Ireland

We offer a conceptualization of sonic labor to help explicate the nature of sonic ecologies that emerge during football matches. We demonstrate how such ecologies serve to align fans with the affective order of place and we articulate expectations around sonic labor in fostering atmospheres of seduction.

Odor? Oh No! The Legitimation of The Anti-Perspirant and Deodorant Industry & The Stigmatization of Sweat & Smell

Kristina Auxtova, The University of Edinburgh, United Kingdom
Stephanie Schreven, University of Dundee, United Kingdom
Stelios Zyglidopoulos, Carleton University, Canada

This paper investigates how today's anti-perspirant and deodorant industry gained legitimacy. Connecting processes of (de)legitimation with (de)stigmatization of sweat and smell, it preliminarily suggests that stigmatization and legitimacy are gendered, given differing norms and expectations for women and men regarding propriety, impacting the inclusion of women in society as equals.

Onflow, Experience and the Sensuous City

Paddy Lonergan, Manchester Metropolitan University, United Kingdom
 Maurice Patterson, University of Limerick, Ireland
 Maria Lichrou, University of Limerick, Ireland

We attempt here to account for the intensities that flow through and around consumer experiences of place. In so doing, we produce a series of onflow narratives to re-present the affective atmospheres of place and to reveal the processual registers of experience in the affect-laden rhythms of the sensuous city.

11.00-12.30 – Sparbanksfoajén – Focused Forum

5F. Art-Based Research in Times of Crisis

Luciana Walther, Federal University of São João Del Rei, Brazil
 Aurélie Broeckerhoff, Coventry University, United Kingdom

Roundtable – In this Focused Forum, we will first discuss our experience as artists-scientists, encouraging more CCTers to create and exhibit their art-based research, since it can be undertaken by any researcher willing to think metaphorically. Then we will conduct three live artistic performances, with videographic, intersectional, ritualistic and interactive components.

Panelists

Shona Bettany, University of Huddersfield, United Kingdom
 Flavia Cardoso, Universidad del Desarrollo, Chile
 Hilary Downey, Queen's University Belfast, United Kingdom
 Gretchen Larsen, Durham University, United Kingdom
 Anthony Patterson, Lancaster University, United Kingdom
 Maurice Patterson, University of Limerick, Ireland
 Pilar Rojas-Gaviria, University of Birmingham, United Kingdom
 Jannsen Santana, Emlyon Business School, France
 Daiane Scaraboto, University of Melbourne, Australia
 Katherine Sredl, Loyola University Chicago, USA
 Jennifer Takhar, ISG International Business School, France
 Ekant Veer, University of Canterbury, New Zealand

SESSION SLOT 6 - 13.30-15.00

13.30-15.00 - Lilla Sparbank – Focused Forum

6A. Conceptualising Consumption Injustices

Maíra Lopes, Royal Holloway, University of London, UK
 Karin Brondino-Pompeo, ESPM, Brazil
 Jannsen Santana, EMLYON Business School, France
 Luciana Velloso, Goldsmiths, University of London, UK
 Isabela Morais, Universidade Federal de Ouro Preto, Brazil
 Adriana Arcuri, FGV EAESP, Brazil

Roundtable – Consumption has been depicted as a source of injustice. The term 'consumption injustice' is, however, hardly mentioned explicitly in consumer research. We propose a discussion around this topic to nurture further conceptualisation and, thus, encourage research that enables us to explore, envision, and write different (im)possible presents and futures.

Panelists

Jack Coffin, University of Manchester, UK
 Samantha Cross, Iowa State University, USA
 Bernardo Figueiredo, RMIT University, Australia
 Guliz Ger, Bilkent University, Türkiye
 Wendy Hein, Birkbeck, University of London, UK
 Maíra Lopes, Royal Holloway, University of London, UK
 Daniela Pirani, University of Liverpool, UK
 Pilar Rojas Gaviria, University of Birmingham, UK
 Ela Veresiu, York University, Canada
 Luciana Walther, Universidade Federal de São João del-Rei, Brazil

14.00-15.30 – Nya Fest – Special Session

6B. Marketing Age, Gender and Sexuality: A Critical Examination of Mediated Representations of Ageing Female Sexuality

Session abstract – This Special Session provides novel explorations of the roles mediated representations of gender have in shaping ongoing and evolving ageing female (sexual) identities, advancing the ways we think about the relationship between marketing, consumption and identity, advancing feminist

analyses of representation in marketing and illuminating an often invisibilised consumer group.

Session chair – Julie Whiteman, University of Birmingham, UK

Discussant – Stephanie O'Donohoe, University of Edinburgh, UK

Age and Sex in 'Good Luck to You, Leo Grande', Emerging Market or Fictitious Utopia?

Julie Whiteman, University of Birmingham, UK

Finola Kerrigan, University of Birmingham, UK

This paper asks if the 2022 film Good luck to you, Leo Grande offers a liberatory reimagining of ageing female sexuality, or simply (re)presents normative and inequitable (sexual) scripts. Using semiotic analysis and online consumer discourse, we highlight a new consumer subject, the sexually active and confident older woman.

Will "Beautiful Ageing" Rear its Ugly Head? A Critical Analysis of Social Media's Representations at the Intersection of Menopause, Sexuality and Consumption

Luciana Walther, Federal University of Sao Joao Del Rei, Brazil

Shona Bettany, Federal University of Sao Joao Del Rei, Brazil

This study examines what happens to Goldenberg's theory of a "beautiful ageing" when sexuality-related consumption, marketing and mediatic representations enter the picture. Methodological design comprises netnography and in-depth interviews with Brazilian women who have recently menopausal. Poststructuralist feminism informs a critical data interpretation effort, advocating for a beautiful menopause.

Croning Around: Affirmative Aging Perspectives in Contemporary Media Texts

Lorna Stevens, University of Bath, UK

Skin products targeting post-menopausal women are typically framed as 'age-defying' or 'anti-aging'. How might aging women be framed in terms other than what they lack? Goddess archetypes provide a rich source of positive representations of aging women. This paper explores crone archetypes in contemporary media representations to reveal affirmative aging perspectives

14.00-15.30 – Lilla Salen – Competitive Paper

6C. Consumers Who Work, Feel & Love

"I Can't Do This by Myself:" Overcoming Intense Negative Consumer Emotions with Sentimental Work

Ramona Riehle, University of Innsbruck, Austria

Verena E. Wieser, University of Innsbruck, Austria

Niklas Woermann, University of Southern Denmark, Denmark

Introducing sentimental work, this five-year ethnographic study shows how service provider-consumer interactions allow consumers to overcome intense negative emotions. Findings delineate how service providers' sentimental work strategies of reinforcing trust, goal aligning, pacing and neutralizing support consumers with realigning their intense negative emotions with context-specific and gendered feeling rules.

Consumer Empiricism

Jan-Hendrik Bucher, University of St. Gallen, Switzerland

Johanna F. Gollnhofer, University of St. Gallen, Switzerland

We conceptualize consumer empiricism, a sense-making strategy driven by the knowledge societal influence on consumer culture where consumers draw from practical experience. We contrast consumer empiricism to interpretivist sense-making strategies where consumers interpret market meanings. Consumers use empiricist sense-making to navigate the marketplace despite overwhelming complexity, institutional mistrust, and hyper-individualization.

The Sociotechnical Imaginaries of Privacy in The Metaverse

Johanna Horppu, Tampere University, Finland

Elina Närvänen, Tampere University, Finland

This paper uses media analysis and the concept of sociotechnical imaginaries to explore future visions of consumer privacy in the metaverse. The paper enriches consumer privacy research through a sociocultural perspective and the findings reveal the ways technology is intertwined with both utopian and dystopian imaginaries.

Love in Times of Boredom: Contingent Social Synchronization in Online Dating

Sebastián Ordóñez-Giraldo, The University of Melbourne, Australia

Marcus Phipps, The University of Melbourne, Australia

Julie Ozanne, The University of Melbourne, Australia

Due to an involuntary deceleration in the pace of life during the COVID-19 pandemic, digital love markets altered their functioning as the temporal spheres of pace of life, technological usage, and social change became desynchronized. Central to this transformation was consumers experiencing contingent social synchronization.

14.00-15.30 – Gustavscenen – Competitive Paper

6D. Stories, Imaginaries & Poetics

Social Media Storytelling: How Brands Create Epic Stories One Image at a Time

Joachim Scholz, Brock University, Canada
 Antonia Mantonakis, Brock University, Canada
 Jacob Gigliotti, Pillitteri Estates Winery, Canada

This study offers a framework for how single-image content can be leveraged for social media storytelling. Utilizing ten in-depth interviews with brand managers/storytellers and a visual content analysis of 1,244 Instagram posts from 7 brands, we show how marketers can create consistent character archetypes for their brands through single-image content.

This Product Is Finnish, So It Must Be Sustainable – Exploring the Nexus of National Imagery and Sustainable Marketing

Roni Lappalainen, JYU, Finland
 Uusitalo Outi, JYU, Finland

Sustainable marketing has been minimally studied from the perspective of nationalism. Yet nationalism as an ideology affects both marketing and how multiple ecological crises are approached. In this paper, we examine the multifaceted relationship between nationalism, marketing, and sustainability and provide an example by analysing Finnish newspaper and video advertisements.

Exchanging Fictions That Are Not Entirely One's Own: Two Sides of Cultural Appropriation

Paul Haynes, Royal Holloway University, United Kingdom

Research on cultural processes of appropriation creates a nuanced account of the dynamics of cultural development, the interdependences implied and the impact of exchange. This article offers a revised perspective, offering clarification of the conception of "minority" and its relevance to practices of cultural exchange.

"Rolled up in a Ball": Towards a Poetics of Consumption

Jonatan Södergren, Sweden
 Ileyha Dagalp, Stockholm Business School, Sweden
 Mikael Andéhn, Royal Holloway, United Kingdom

Poetry can contribute to a better understanding of consumer behaviour. Previous research has used poetry as a means of inquiry to present knowledge about consumption in an alternative way. Little, however, is known about the poetising of consumers. This paper complements previous research by conceptualising consumers as poetic agents.

14.00-15.30 – Kerstins Rum – Work-in-Progress Paper

6E. Adult Pleasures

The Role of Emotions and Practices in Resisting Transitions from Smoking to Vaping

Shelagh Ferguson, University of Otago, Department of Marketing, New Zealand
 Janet Hoek, University of Otago, Department of Public Health, New Zealand
 Mei-Ling Blank, University of Otago, Department of Public Health, New Zealand
 Switching from smoking to vaping requires renegotiation of social and singular practices. Using a longitudinal qualitative methodology, we examine how emotions intersect with practices for heavily addicted smokers. Unconscious resistance to transitioning is founded on strong unsettling emotions arising from disrupted routines, lifestyles, and even identities.

Happy, Healthy, Holy Smoke! Celebratory Discourses of a Contested Product

Tuomo Juntunen, Aalto University, Falkland Islands (The) [Malvinas]
 Ilona Mikkonen, Aalto University, Finland

To attain novel insights on commercial cannabis culture, this paper explores celebratory discourses circulated in cannabis self-help books. Analysis of six such texts identifies four distinct celebratory positions. These positions are shown to have diverse, and sometimes contradictory goals. The relations between these positions are illustrated with a semiotic square.

Eating Utopia? Food As Technology and The Cultivation of Consumers for A Post-Animal Future

Mathieu Chaput, Université TÉLUQ, Canada
 Alexander Paulsson, Lund University, Sweden

We explore how consumers of plant-based meat are communicatively configured by food tech companies. We analyze the modes of consumer cultivation performed in the marketing campaigns of Impossible Foods and

Beyond Meat. We aim to grasp how corporate communications promise an alternative future for food consumption and production.

#WTF is a Cyborg Poster?

Vitor Lima, ESCP Business School, Spain
Russ Belk, York University, SSB, Canada

This ongoing autoethnography details the process of becoming a cyborg for the consumption and implantation of near-field communication (NFC) microchips into the body. Drawing on postphenomenology, this paper proposes a novel conceptualization for such a unique human-technology relationship, namely interfacing relations.

How Can Firms Collectively Turn Place into Competitive Advantage? The Case of Terroir Brands

Damien Chaney, EM Normandie Business School, France
Andre F. Maciel, University of Nebraska–Lincoln, USA

Terroir brands are often at the center of large market categories. Wines from Bordeaux and Champagne hold wide recognition, and leading brands of olive oil, cheese, and chocolate often highlight their origins in specific places. This paper theorizes the construction of terroir brands by studying the rise of Espelette Pepper.

Collective Cultural Entrepreneurship and Imprinting Consumer Sociality

Meredith A. Rhoads, Florida State University, USA
Alexander I. Mitchell, University of South Florida, USA
Albert M. Muñoz Jr., DePaul University, USA

This research investigates how market actors employ cultural entrepreneurship to collectively construct the social and material aspects of place. We examine placemaking through the process of neighborhood development in building, marketing, and selling planned neighborhoods. Our findings reveal an imprinting process through which neighborhood sociality is collaboratively constructed and maintained.

16.00-17.30 – Nya Fest – Special Session

7B. Exploring Complex Capitals in the Health Sector

Session abstract – This session addresses issues around the conference theme – what happens after disruptions? Where do we go from there? Is there even a place to go? This session explores these questions in three papers that address aspects of the physical and mental health issues that disrupt lives of individuals.

Session chair – Melea Press, University of Glasgow, UK
Discussant – Craig Thompson, University of Wisconsin, USA

Consuming Health – Producing Inequalities: Capital-Based View on Consumers' Cancer Prevention Practices

Anna Schneider-Kamp, University of Southern Denmark, Denmark
Søren Askegaard, University of Southern Denmark, Denmark

Schneider-Kamp and Askegaard draw on health capital to identify, assess, and address the barriers and facilitators of prevention programs for infection-related cancers. They address behavioral and sociocultural barriers to engagement with prevention programs and suggest how behavioral and sociocultural facilitators could be activated by repurposing existing individual resources.

SESSION SLOT 7 - 16.00-17.30

16.00-17.30 – Lilla Sparbank – Special Session

7A. Place and Collective Market Dynamics

Session abstract – Marketing and consumer research have long had an interest in the role of place as a resource in market dynamics. This session explores how diverse actors work collectively and co-creatively to construct and maintain places connected with market efforts, such as brand development, access-based platform maintenance, and imprinting cultural meaning.

Session chair – Meredith A. Rhoads, Florida State University, USA
Session chair – Alexander I. Mitchell, University of South Florida, USA
Discussant – Tonya Williams Bradford, University of California–Irvine, USA

Spatial System Maintenance: How Consumers Maintain Objects in a Collaborative Consumption Platform

Kivalina E. Grove, University of Manitoba, Canada
D. Matthew Godfrey, University of Massachusetts Amherst, USA
Linda L. Price, University of Wyoming, USA

Access-based consumption platforms rely heavily on consumer participation to care for and maintain the spatial balance of objects to facilitate their use. Through ethnographic and geospatial data, we examine how and why consumers engage in spatial maintenance work, and how maintenance is distributed to support value creating object circulation.

The Hybridization of Health Capital: Constructing Resources to Navigate Through the Healthcare System

Lynn Abou Jaoudé, University of Lille, France
 Hélène Gorge, University of Lille, France
 Coralie Berthier, Pasteur Institute of Lille, France
 Antonia Gasch-Illescas, Pasteur Institute of Lille, France
 Matthias Vandesquille, European Genomic Institute for Diabetes, Lille, France
 Jean-Michel Lecerf, Pasteur Institute of Lille, France
 Philippe Froguel, University of Lille, France

Abou Jaoudé and Gorge contribute to a discussion on the construction of health capital in the case of vulnerable populations. We examine how poor patients having chronic diseases operate a set of resources and competences to fit with both the moral ideal of responsible patients and construct a safe, trustful and understandable relationship with the healthcare system.

Exploring How Neurodivergent Individuals Create Health Capital and Wellbeing

Melea Press, University of Glasgow, UK

Press looks at how neurodivergent individuals (NDs) navigate their status as “disordered” or “disabled” and act as gatekeepers of “true” versions of the neurodivergent narrative – those that come from the diversity of lived experience of NDs. Press explores how NDs create health capital as they share their personal stories.

16.00-17.30 – Lilla Salen – Competitive Paper

7C. Simply Affordances

'The Stuff that Stuff is Made of': How Matter Shapes Object Affordances in Everyday Consumption

Roman Pavlyuchenko, ESSEC Business School, France
 Delphine Dion, ESSEC Business School, France

This project analyzes the role of matter (what objects are made of) in everyday consumption. Based on 41 interviews, we identify how matter shapes object affordances (im/possibilities for action) and how consumers Extract, Preserve, and Extend object affordances through matter-driven interventions. We contribute to affordance theory, sustainability, and materiality.

Imagined Affordance in the face of Possession Disposition

Rebecca Scott, Cardiff University, United Kingdom
 Tonya Bradford, University of California, Irvine, United States

Consumer researchers have studied various expressions of possession disposition. There are also instances of unanticipated possession disposition including terminal illness or death. Unplanned losses frequently evoke a loss of affordance. Drawing on an ethnographic study of deceased organ donation, we examine restorative approaches employed by individuals managing unanticipated possession disposition.

What's Mine isn't Necessarily Yours: How Digital Technology Affordances Impact Couples' Sharing Practices

Rebecca Mardon, Cardiff University, United Kingdom
 Varala Maraj, University of Bath, United Kingdom
 Fleura Bardhi, City, University of London, United Kingdom

Digital devices, platforms, and content play an important role in consumers' daily lives. Drawing from a study of ten co-habiting couples, we reveal how the affordances of these digital technologies impact whether and how couples share. Our analysis elucidates objects' role in sharing, which has been neglected in prior research.

Half Girl, Half Horse: Hobbyhorsing and its Affordances

Elina Närvänen, Tampere University, Finland
 Bernard Cova, Kedge Business School, France

This study develops the theory of affordances in consumer research by investigating the hobbyhorsing practice, where the human body interacts with non-human objects. Using data from a netnographic study and affordance theory, the paper argues that hobbyhorsing creates an alternative reality that is bodily enacted through affordances and imagination.

16.00-17.30 – Gustavscenen – Competitive Paper

7D. (Not) Making Things Okay

Moralizing Meat Consumption in the Disruptive Era of Climate Change: The Case of Emergent Adults

Alice Grønhøj, Aarhus University, Denmark
 Malene Gram, Aalborg University, Denmark

We explore emergent adults' perception of responsibility for meat reduction in the transition to living independently. Enacting meat reduction in the context of everyday life, a 'moral meat reduction grammar' emerges as a guide. While attempts at meat reduction lead to empowerment, responsabilization comes with guilt, imposing double transition processes.

The Normativization of Stigmatized Consumption in the U.S. Cannabis Market

Mine Uçok Hughes, California State University, Los Angeles, United States
Ekin Pehlivan, California State University Channel Islands, United States

We explore the destigmatization process of stigmatized consumption in the context of the legal cannabis market in the U.S. Combining the “stigma turbine” theoretical framework with the theory of normative social behavior and market co-optation, we propose a process-based categorization of consumption practices from stigmatized to normatized consumption.

Illegal but Normatively Legitimate Markets: A Study of Consumer Intermediaries as Smugglers of Legal Products

Aya Aboelenien, HEC Montreal, Canada
Marian Makkar, RMIT university, Australia

What do we know about the role of consumers in informal markets? We study an informal yet normatively accepted markets that includes the illegal crossing of brands from other countries to Egypt. We unveil the dynamics of this market and contribute to literature on legitimacy and market dynamics.

The Spatial Legitimation of the Esports Market

Charlotte John, Lancaster University, United Kingdom
Alexandros Skandalis, Lancaster University, United Kingdom
Hayley Cocker, Lancaster University, United Kingdom

Prior CCT research explored the actors and work involved in the institutionalisation of markets, however the role of space and place remains underexplored. Examining the online and offline spaces used in the legitimation process of the Esports market, we propose ways in which places can build, confer, and delay legitimacy.

16.00-17.30 – Kerstins Rum – Work-in-Progress Paper

7E. Planetary Love

Reusing the Nappy – a Situated Exploration of Sustainable Nappy Consumption in London

Vera Hoelscher, Royal Holloway, University of London, United Kingdom
Ratna Khanijou, Goldsmiths, University of London, United Kingdom
Daniela Pirani, University of Liverpool, United Kingdom

Although disposable nappies are one of the biggest contributors to domestic waste in the UK, uptake of reusable cloth nappies remains low. This project explores the situated lived experiences, impact of policy, and spatial constraints

on parents and carers using cloth nappies within the metropolitan city of London.

Saving the Social Legitimacy of Marketing: Creating A Utopian Sustainable Future Through the Concerted Use of Marketing Theory and Practice

Carys Egan-Wyer, Lund University, Sweden
Jon Bertilsson, Lund University, Sweden

Considering the climate crisis, critical marketing literature warns that the social legitimacy of marketing is at stake. Drawing upon the idea of imagined futures, we advance the notion that marketing can save its legitimacy by envisioning and “selling” the conditions of a sustainable future reality to society—as utopian.

“I Want You to Panic:” Climate Change Emotions as Catalysts of Change in Consumer Responsibilization Processes

Verena E. Wieser, University of Innsbruck, Austria

This study considers Greta Thunberg’s climate change moral protagonism as a case of consumer de-responsibilization, characterized by a strong elevation and channeling of climate change emotions. It proposes (and seeks guidance for) a qualitative inquiry into the question of how moral emotions become catalysts of change in consumer responsibilization processes.

Becoming an Ethical Consumer: A Journey Unfolded

Verena Gruber, emlyon business school, France
Jonathan Deschenes, HEC Montreal, Canada

The notion of the ethical consumer is ubiquitous and its meaning often taken for granted. In this research, we use life-story analysis to map the journey of becoming an ethical consumer. We expose the reasons why individuals embark on it and discuss the barriers they face along the way.

Friday 30/6

09.00-15.00 – Athen

Posters Gallery

09.00-15.00 – Sparbanksfoajén

Arts & Photography Gallery

SESSION SLOT 8 - 09.00-10.30

09.00-10.30 – Lilla Sparbank – Work-in-Progress Paper

8A. Space & Place

“It’s a Luxury to Be Able to Be Home”: Rethinking Luxury in a Dystopian Pandemic

Shuo Feng, Durham University, United Kingdom
Gretchen Larsen, Durham University, United Kingdom
Nick Ellis, Durham University, United Kingdom

This paper rethinks the notion of luxury during the time of the Covid-19 pandemic. Drawing on the concept of ‘unconventional luxury’ and employing methods of discourse analysis, how luxury is moralised and othered by alternative media and the unconventional meanings of luxury that have emerged in this pandemic are discussed.

Finding and Making Place in Consumer Culture Theory Research

Cecilia Cassinger, Lund University, Sweden
Szilvia Gyimóthy, Copenhagen Business School, Denmark

We advance the conceptualization of place by disputing extant ontological views as a context or object of consumption. In contrast to essentialist notions of commercial scapes and contested imaginaries, we bring forth a critical relational ontology and the concept of “dialectical utopianism” to enrich discussions on place in CCT research.

Expanding Global Ethnographies in Interpretive Research

Bernardo Figueiredo, RMIT University, Australia

Much has been written about how ethnography should change to study globalization. However, the number of published articles on market

ethnographies that address globalization is small. I want to redress this by expanding on its role as a significant methodological approach to understand the way globalization shapes consumer culture.

Home away from Home - People and Things on the Move: A Domestic Material Culture

Meda Christine Kuhn, Ben Gurion University, Israel

The current study proposes to address domestic consumption practices of globally mobile inhabitants’s interiors who relocated to the city of Odense in Southern Denmark. By domestic material culture I refer to tangible elements making up the physical space of a dwelling along with less tangible ones making up its atmosphere.

09.00-10.30 – Nya Fest – Special Session

8B. Utopian Dreams, Disappointment, and Destruction

Session abstract – The session provides a critical interpretation of utopia emphasizing the paradoxes, failures, and costs of consumers’ utopian desires. The four papers interrogate the intersection and reciprocity between utopia and failure. The questions posed encourage researchers to look beyond consumers’ hopes and dreams to the dark side of utopian impulses.

Utopia In/At the End of the World

Linda L. Price, University of Wyoming, USA
Basil Arnould Price, University of York, UK

This paper situates the session historically and introduces our thinking about the aftermath of constructions of ‘utopia’ and the ‘utopian impulse’ as consumption practices. We focus on historical and contemporary Icelandic utopian configurations to unfold hidden costs of utopia that pervade and structure the set of papers for this session.

Those Left Behind: Towards a Theory of Heterotopic Resistance

Eric Krszjanek, University of Wyoming, USA

Imagined and remote places have long been the site of Utopian dreams, and they are increasingly branded. Discourse analysis of public comments sessions surrounding Wyoming wilderness areas uncovers what branded Wilderness has become, and what this consumption place leaves out for those who organize to resist it.

In Pursuit of Utopia in a Dystopian Reality: Hope and Yearning Among Female Syrian Refugees in Places of Long-Term Displacement

Hounaida A. El Jurdi, Lebanese American University, Lebanon
Zeynep Baktir, Bilkent University, Türkiye
Linda L. Price, University of Wyoming, USA

We examine the liquid utopias in the lived experiences of Syrian refugee women living in camps in Lebanon. Their fluid, fleeting hopes exemplify both the animating potential of utopian thinking and the inevitable disappointments and destructions that unfold in these dystopian and virtually inescapable conditions.

Production of Utopian Desire: Understanding Consumers' Attachment to Unachievable Fantasies

Aleksandrina Atanasova, University of London, UK

Utopias are implicitly bound by the notion impossibility. What sustains consumers' attachment to such unachievable fantasies? Studying netnographically the consumption of current political ideologies as a proxy for the pursuit of utopian visions for life betterment, this work conceptualizes a process for production of utopian desire for transformation.

09.00-10.30 – Lilla Salen – Competitive Paper

8C. Money Rules!

"Building Utopias in the Shadow of Dystopia: Ideological Themes Underlying Bitcoin Cryptoeconomies and Network States"

Mariam Humayun, Telfer School of Management, University of Ottawa, Canada
Russell Belk, Schulich School of Business, York University, Canada

This paper examines how ideologies of utopia underpin Bitcoin and cryptoeconomies, offering potential new forms of utopia. Based on research conducted since 2014, it aims to understand how individuals and communities create hopeful visions of the future.

Money and Debt in Consumer Research

Tuomas Soila, University of Helsinki, Centre for Consumer Society Research, Finland

Scantness of research into money and debt within consumer research is recognized in the literature. That which however does not receive much interest is the persistent individualistic premise that makes it impossible for the field to move to the macro, social level theorizing of resource circulation. A proposed solution.

Trust-Materiality Theory of Lending: The Evolution of Non-Market Lending Through Relationship Trust and Object Materiality Interplays

Jamal Abarashi, Auckland University of Technology, New Zealand
Prabash Edirisingha, Northumbria University, United Kingdom

This research investigates consumer-object interplays and relationship trust in the context of non-market consumer lending. Through a multi-method qualitative research approach the study reveals that various material properties of lending objects and the surrounding material environment interplay with relational trust components, and through their fluid interactions they shape lending practices.

Scripting the Habitus: Class and Financial Decision-Making in The Age of Digital Consumption

Lena Pellandini-Simanyi, Università della Svizzera italiana, Switzerland
Cristina Paradiso, Università della Svizzera italiana, Switzerland
Robert Musil, Università della Svizzera italiana, Switzerland

Prior studies explain class differences in financial consumer choices by differences in the habitus and decision-making rationales. We show that in the age of digital choice-aiding devices, social patterns of financial choices are increasingly produced by the different scripts of the financial devices targeted at different social classes.

09.00-10.30 – Gustavscenen – Special Session

8D. How Individuals and Families Express and Negotiate Taste amid Sociocultural, Economic and Ideological Change

Session abstract – This session throws light on how individuals and families navigate gradual taste transformation, heterology, and hysteresis. It considers cases where consumers confront sudden shifts of capital, middle-class members in the global south seek distinction and normality, and the familial implications and management of these events.

Session chair – Ankita Kumar, Bucknell University, USA

Discussant – Andre Maciel, University of Nebraska, USA

Capital Disruptions and Taste Negotiations in the Face of Hyperinflation

Gokcen Coskuner-Balli, Chapman University, USA
Eminegul Karababa, Middle East Technical University, Turkey

This study redresses the oversight in taste literature regarding how consumers negotiate and reevaluate their taste and consumption practices when sudden shifts occur in their reserves of capital owing to hyperinflation. It explores how Turkish consumers negotiate their taste regimes and identifies a set of coping strategies.

Intersectional Taste Structures and Reader Responses to a Cultural Product in the Global South

Gulay Taltekin Guzel, Bucknell University, USA

Gülüz Ger, Bilkent University, Turkey

This paper examines hate watching among the new Turkish middle class. To simultaneously craft distinction and normality when taste is intersectionality structured (due to the intertwined presence of local-global, rural-urban, Islamist-secular, and neocolonial sociocultural dynamics), consumers perform taste/distaste reflexively and enact it non-reflexively in an ambivalent manner unlike ironic consumption.

Justifying and Negotiating Convergent and Divergent Taste Practices in Families

Ankita Kumar, Bucknell University, USA

Annetta Grant, Bucknell University, USA

This paper examines taste practices and ideologies intergenerationally in families to understand divergences (and convergences) from the oversocialized form and how families manage disruptive tastes. It unpacks the discursive and practical strategies members employ to critique and justify each other's tastes, and ultimately resolve tensions to stabilize the family.

09.00-10.30 – Kerstins Rum – Work-in-Progress Paper

8E. Love Hurts

Diamond Rings to Mangagement Things: Female-Led Marriage Proposal Rituals

Ratna Khanijou, Goldsmiths University of London, United Kingdom

Daniela Pirani, University of Liverpool, United Kingdom

Vera Hoelscher, Royal Holloway University of London, United Kingdom

Material elements contribute to the reproduction, disruption and shift of rituals along gendered lines. Using the lens of practice theory, we examine how the ritual of marriage proposals becomes challenged when materiality, shared understandings and scripted rules change as women engage with it by proposing to their male partners.

Consuming Sadness at The Museum of Broken Relationships: An Affective Ethnography of Atmosphere

Jing Yuan, University of Edinburgh, United Kingdom

Victoria Rodner, University of Edinburgh, United Kingdom

Stephanie O'Donohoe, University of Edinburgh, United Kingdom

The Utopia of romantic or familial relationships is often disrupted or destroyed. Zagreb's Museum of Broken Relationships displays artefacts and stories donated by those who have loved and lost. Our affective ethnography explores visitors' consumption of negative emotions in a highly-charged affective atmosphere which also fosters imagination, empathy and resilience.

Queer Tok: Digital Mediation of Sexual Identities

Daniela Pirani, University of Liverpool, Management School, United Kingdom

Athanasia Daskalopoulou, University of Liverpool, Management School, United Kingdom

This paper looks at how queer identities are defined, shared and policed, and how they get digitally mediated. By looking at TikTok and indie zines, we observe which traits are identified as salient and how this identity gets co-opted through digital platforms.

Conceptualising Self-Love: A Phenomenon of Self-Cultivation

Aishwarya Arora, MICA, India

Russell Belk, York University, SSB, Canada

Manisha Shelat, MICA, India, India

This research conceptualises 'self-love' through the lenses of the Foucauldian concept of the care of self and cultivating the consumer's self with the consumption of objects and practising the acts of self-love. We study the consumer-object assemblage and practice theory to understand consumers' identity development and restoration.

SESSION SLOT 9 - 11.00-12.30

11.00-12.30 – Lilla Sparbank – Work-in-Progress Paper

9A. Migration & Acculturation

Patterns of Marginalization in Non-Colonized Territories: An Analysis of Roma Consumer Representations in The Media

Cristina Galalae, University of Leicester, United Kingdom

Tana Licsandru, Queen Mary University of London, United Kingdom

This work-in-progress paper explores the patterns of marginalization and self-colonization of a minority consumer group in a non-colonized territory. We use critical discourse analyses of market and media representations to understand the construction of consumer identity and subjectivity in the case of the Roma ethno-racial group in Romania.

Utopia regained - migration and alternative marketplaces

Pekka Saarikorpi, Hanken School of Economics, Finland

Maria Hokkinen, Åbo Akademi University, Finland

Pia Polsa, Hanken School of Economics, Finland

How does migration create alternative, heterotopian, marketplaces? The research advances the conceptual understanding of utopia as it shifts from one place to another, and reveals how the once-lost utopia is being rebuilt in alternative marketplaces. The empirical research is built on 131 photos taken by refugees, photovoice and group interviews.

Acculturation Strategies of Stigmatized Groups: A Case of Romanian Immigrants in the UK

Carmen Iuliana Mal, The Open University Business School, United Kingdom

Tana Licsandru, Queen Mary University of London, School of Business and Management, United Kingdom

Ela Veresiu, Schulich School of Business, York University, Canada

We draw on interviews with Romanian immigrants in post-Brexit UK to uncover whether and how they recognize and manage stigma during the process of acculturation. Findings illustrate how Romanian immigrants accumulate and use cultural and economic capital to manage their stigma, while access to social capital remains an elusive ideal.

Windrush: Bringing Poetics of Relation to Consumer Acculturation Theory

Jonatan Södergren, Sweden

Niklas Vallström, Kristianstad University, Sweden

Using the Windrush generation and its descendants in contemporary UK as our empirical context, this article draws on Caribbean philosopher Édouard Glissant and his Poetics of Relation to advance consumer acculturation theory. We propose a poetic, non-dualistic model of identity and post-assimilationist consumer behaviour.

11.00-12.30 – Nya Fest – Work-in-Progress Paper

9B. Disinformation, Crime & Crises

Consuming Disinformation on Social Media: A Conceptual Framework

Carlos Diaz Ruiz, Hanken School of Economics, Finland

Consumer researchers can study disinformation by drawing upon two theories: the marketplace of ideas and the attention economy. The marketplace of ideas assumes that a market system enables people to consume the best ideas. However, social media disrupts it by emphasizing attention: only the ideas that receive sufficient attention matter.

A Review of Consumer Behaviors in Response to Crime Concerns

Robert Arias, Loyola University Chicago, United States

Dallas Novakowski, University of Calgary, Canada

Miranda Yin, California Polytechnic State University, United States

Fear of Crime is a robust theoretical construct studied in sociology and criminology. The authors contend that this construct influences consumers' behaviors and is deserving of scientific study. We review research on behavioral responses to FoC and develop a typology to demarcate these behaviors.

Hospitality in Crisis: How Value-Laden Practices Shape Adaptation Strategies During Covid-19

Anna Hartman, Australian National University, Australia

Erica Coslor, University of Melbourne, Australia

This paper illuminates the market system dynamics during a crisis in the field of hospitality by studying the experiences of restaurateurs during COVID-19 in Australia. We highlight how actors engage in emotive-values "work" in their adaptation strategies that maintain field-level values as a way to contend with crisis.

Gendered Brand Activism: After the Rage

Shelagh Ferguson, University of Otago, Department of Marketing, New Zealand

Mary Blythe, University of Otago, Department of Marketing, New Zealand

Using Gillette's We Believe campaign as a case study, we longitudinally examine how gendered brand activism connects social media firestorms to key performance measures. Does the ubiquitous presence of Ringo's phrase, "get woke, go broke" conflating accusations of business incompetence and discursive re-assertions of hegemonic masculinity impact negatively on Gillette?

11.00-12.30 – Lilla Salen – Competitive Paper

9C. Home & Family

Grandparents' Experiences of Grandchildren's Caring Consumption During the Disruption of Covid-19

Stephanie O'Donohoe, The University of Edinburgh, United Kingdom
Malene Gram, Aalborg University, Denmark

During the disruption of Covid-19, many grandparents experienced loneliness and isolation. Drawing on theories of intergenerational caring through consumption, the circulation of care, and mattering, interviews with British and Danish grandparents found that caring grandchilding practices involving consumption contributed to their sense of mattering and wellbeing during those dystopian times.

The (Dis)Ordered Home – Exploring Home Routines in a Pandemic

Rajesh Nanarpuzha, Indian Institute of Management Udaipur, India
Siddharth P K, Indian Institute of Management Udaipur, India

In the face of a threat, research on home routines discusses constitutive rules alteration and changes to ontological security states. Less is understood when a particular home logic becomes overtly salient, threatening home order. In the context of Covid-19, we find that home routines reconfigure through shared household strategies.

Older First-Time Mothers' Identity Reconstruction: How Felt Tensions Among the Past, Present, And Future Selves Motivate Consumption Pursuits?

Katerina Karanika, University of Exeter, United Kingdom
Chihling Liu, Lancaster University management school, United Kingdom
Margaret Hogg, Lancaster University, United Kingdom

Drawing on interviews with older first-time mothers about their consumption pursuits, we extend previous consumer research that has focused on mothers from culturally appropriate age-groups. We contribute to CB literature by theorizing how identity reconstruction involves different identity consumption pursuits that are driven by emergent tensions among consumers' temporal selves.

The Platformization of Family?

Lydia Ottlewski, University of Southern Denmark, Denmark
Joonas Rokka, Emlyon Business School, France
John Schouten, Memorial University of Newfoundland, Canada

Our interpretive research on Familyship.org theorizes how consumers, thwarted in their desires to create families by social and legal constraints, leverage platformization for family creation. We conceptualize the platformization of family and illustrate how it manifests in & reshapes one of consumers' most sacred spheres of life.

11.00-12.30 – Gustavscenen – Special Session

9D. Meanings of Newness and Obsolescence as Drivers of Contemporary Consumer Culture

Session abstract – This session examines the conceptual and practical relationships between meanings of newness and obsolescence as drivers of consumer culture. Collectively, we illustrate object and consumer agency in understandings of newness and obsolescence, and connect manifestations of newness to broader cultural and socio-political contexts.

Session chair – Annetta Grant, Bucknell University, USA

Session chair – D. Matthew Godfrey, University of Massachusetts Amherst, USA

Navigating Tensions Between Newness and Obsolescence Through an Ethos of Repair

D. Matthew Godfrey, University of Massachusetts Amherst, USA
Linda L. Price, University of Wyoming, USA

This netnographic and ethnographic analysis of repair service interactions uncovers an "ethos of repair" that enables service providers to sense and respond to customers' broken objects. This ethos resists perceptions of object obsolescence, but a pervasive ethos of consumption idealizes newness and creates tensions in customer evaluations of reparative services.

The Professionalized Consumer: Understanding Consumers' Quest for Newness through Professionalization

Annetta Grant, Bucknell University, USA
Jay Handelman, Queen's University, Canada

This work presents professionalism as an underexplored cultural driver for consumers' quest for newness. In a neoliberal context where consumers are responsible for their own advancement in a hypercompetitive marketplace, homeowners demonstrate professionalism by constantly renovating their homes to the latest market trends.

Zero Waste and Consuming the New

Meltem Türe, TOBB University of Technology and Economics, Türkiye

This research explores newness to understand consumers' adoption of zero waste practices. Initial results reveal that newness carry social class connotations and performance cues, contributing to object essence and influencing consumers' perception of zero waste ideals. The study has implications for marketers, policy makers and research on waste and sustainability.

Newness as an Experience: Insights from Secondhand Consumption

Mariella Zavala, Gonzaga University

While prior work has focused on new product attributes to analyze newness, this paper decouples the concept of newness from new products altogether examining newness as an experience. Through an analysis of thrift store shopping, four types of narratives and the socio-material independence of objects are found to affect newness.

11.00-12.30 – Kerstins Rum – Work-in-Progress Paper

9E. Fashion(able) Experiences

Fashioning Wellbeing: The F/ACT Movement and a Transformative Consumer Research Approach

Emma Samsioe, Lund University, Sweden
Christian Fuentes, Lund University, Sweden

This project investigates how fashion can be a resource in creating experiences of consumer wellbeing. We do this by a case study of sustainable fashion consumption in the F/ACT Movement project carried out during 2020 and 2021. Findings emphasise turning points in fashion consumption and its consequences for wellbeing.

Contemporary Research on Virtual Consumption Experiences: A Systematic Literature Review

Adrian Kristiansen, Nord University, Norway
Anastasiya Henk, Nord University, Norway
Frank Lindberg, Nord University, Norway

The purpose of this article is to elaborate on digital virtual consumption and forward future research programs. The review shows four approaches dominating the literature, 1) object interaction, 2) liminal transition, 3) ludic narrative, 4) culturally constituted, and conclude with an theoretical and methodological agenda for future research.

“Out with the Old, In with the New”: The Gentrification of Sneaker Culture

Rohan Venkatraman, University of Birmingham, United Kingdom
Ai Ming Chow, University of Melbourne, Australia
Ires van Hout, Radboud University, Netherlands
Paolo Franco, Radboud University, Netherlands

‘Gentrification’ commonly describes the mainstreaming of a subculture to its original members’ disdain. Through interviews and netnography, we find this mainstreaming is a process emergent from intertwined market/consumer-oriented trends. In so doing, we extend consumer culture gentrification theories by conceptualising three mainstreaming phases: marketplace transformation, meaning disruption, and material-affective consequences.

Exploring the Market Development of Unisex Fashion in China from a CCT Perspective

Zijie Xu, University of Manchester, United Kingdom
Jack Coffin, University of Manchester, United Kingdom
Rosy Boardman, University of Manchester, United Kingdom

Rooted in the approach of market system dynamics, the current research seeks to understand the market development of unisex fashion in China from the perspective of CCT and to explore consumers' actions and reactions to the emergence and development of unisex fashion.

SESSION SLOT 10 - 13.30-15.00

13.30-15.00 – Lilla Sparbank – Work-in-Progress Paper

10A. Body Matters

The “Pinkification” of Menopause: The Silences and Omissions of the Menopause Market Gold-Rush

Shona Bettany, University of Huddersfield, United Kingdom

Analysing advertisements for menopause products, this paper argues that their ‘pinkification’ reproduces harmful and exclusionary practices based on women’s value being rendered only in terms of femininity, youth and sexuality, the ability to contribute as productive working subjects, and continuation as neoliberal subjects with progress orientation and resilience.

Menstruapps and The Colonialities of Power, Knowledge and Being

Renata Couto de Azevedo de Oliveira, Universidade do Grande Rio (UNIGRANRIO), Brazil

This work in progress addresses the role of menstruapps (menstrual and fertility applications) within consumer culture through the decolonial onto-epistemic lens of the three colonialities. Acknowledging Big Data as the epistemology at the base of digital consumer culture, we understand menstruapps as reproducers of colonialities of Power, Knowledge and Being.

Gendered Objects and Objectification of Gender: The Example of the Skirt to Understand the Role of Objects in the Deconstruction of the Masculinity

Coralie Lallemand, CEREFIGE, Université de Lorraine, France

Inspired by Butler's work and by works addressing the socio-symbolic dynamics of objects and their materiality, this research mobilizes the skirt to explore the role of objects in the disruption of gender, and more specifically the role of objects considered as feminine in the (de)production of masculinities.

Practice Resistance: How a Modern Mothering Body Resists Self-Sacrifice

Aishwarya Arora, MICA, India

Tanvi Gupta, Indian Institute of Management, Udaipur, India

Manisha Shelat, MICA, India

Russell W. Belk, Schulich Business School, York University, Toronto, Canada

This research develops the concept of "embodied practice resistance" by exploring how consumers resist body-intensive social practices by substituting their sacred body-as-machine with marketplace offerings. Using the context of intensive mothering, this research explores the dichotomy between the social practice of self-sacrifice and the enacted practice of reclaiming one's body.

13.30-15.00 – Gustavscenen – Work-in-Progress Paper

10D. Cultivating a Utopian Self

The Human Brand Muse: Consumer Inspiration through Therapeutic Thiridness

Andrew Lindridge, Newcastle University, United Kingdom

Toni Eagar, Australia National University, Australia

Adopting the lens of therapeutic Thiridness we explore how human brands inspire consumer self-transformations to resolve personal difficulties. This paper presents the conceptual background to human brands as muses in a therapeutic alliance and presents the methodological approach of Interpretative Phenomenological Analysis to the case of David Bowie fans.

Craving My Best Self: Exploring Identity Performance within an Online Fitness Culture

Ema Rolo, University of Aveiro, Portugal

In consumer society, the quest for wellness emerges as a normative obligation chosen and sought after by individual agents. This study explores context-driven self-presentations in an online fitness community. Findings suggest that consumer identities are enhanced and facilitated by digital spaces where consumers can publicly negotiate their identities.

Through the Journey at a Spiritual Retreat Center: A Juxtaposition of Utopia, Dystopia, and Heterotopia

Zhe Li, Bentley University, United States

This is an ongoing project studying consumer experiences at a spiritual retreat center through ethnography research. The aim is to understand how people navigate a spirituelscape and juxtapose the feelings of utopia, dystopia, and heterotopia during their stay within themselves and with the environment around.

An Embodied-Enactive Approach to Conceptualize Human-Robot Interactions

Vitor Lima, ESCP Business School, Spain

Russ Belk, York University, SSB, Canada

Drawing on embodied-enactivism, this paper offers an alternative approach to mainstream cognitivism in conceptualizing trust in human-robot interactions. In doing so, it expands contemporary discussions on technology consumption from an experiential perspective rather than a purely representational one.

13.30-15.00 – Kerstins Rum – Work-in-Progress Paper

10E. Activism & Fetishism

How Does Consumer Activism Shape Circular Economies in B2B Markets? The Case of the Right-to-Repair Movement

Carlos Diaz Ruiz, Hanken School of Economics, Finland

The literature on consumer activism often covers B2C markets (business-to-consumers) where consumers exert leverage through their purchase power. However, it remains unclear how consumer activists shape B2B markets (business-to-business). This paper explores how consumers shape sustainability through the "right-to-repair" movement. It finds that activism organizes secondary markets.

How Digital Black Activists Reimagine Blackness in Brazil

Miriam L. Farias, Université de Lille, France

Rodrigo B. Castilhos, Skema Business School - Université Côte d'Azur, France

We investigate how contemporary cultural intermediaries destigmatize blackness in Brazil. Through a multiple case study of black digital activists, we unveil four mechanisms that concur to produce an alternative narrative for blackness away from slavery and subalternity. These mechanisms support ordinary black women in the construction of a destigmatized identity.

"To Be Authentic or Not Authentic, That's The Question": Mystifying Antagonisms by Fetishizing Authenticity in Brand Activism

Floris de Krijger, U Hasselt, Belgium

Patrizia Zaroni, U Hasselt, Belgium

This paper studies the fetishization of "authenticity" in brand activism. Drawing on Žižek's psychoanalytic theory, we argue that by clinging to the idea that activist branding needs to be "authentic" to count as "real," brand activists ideologically disavow, displace and defer the inherent antagonism between brands and grassroots activists.

Dystopian Marketplace: Exploring the Monetization of Conspiracy Culture

Tina Askanius, School of Arts and Communication, Malmö University, Sweden

Mia-Marie Hammarlin, Department of Media and Communication, Lund University, Sweden

Sofia Ulver, School of Economics and Management, Lund University, Sweden

This research proposal argues for the need to explore the commodification, marketization and monetization of conspiracy culture. Such culture refers to market actors and profit-driven incentives at play, in the production and reproduction of dystopian conspiracy theories, and the broader consumer culture(s) in which they thrive.

Other Conference Events

Other Conference Events

Wednesday 28/6

15.30-17.00 – Stora Salen

Keynote Panel Debate

Utopian and Dystopian Thinking: Hope, Despair and the Shaping of the Future

What is the role of utopian and dystopian thinking today? Is there even room for both utopias and dystopias in today's public discussion? Do we need utopias in order to shape a somewhat brighter future? Or are dystopian imageries necessary in order to understand the seriousness of the wide range of global crises we are facing today?

These and many more questions will be discussed and debated at the keynote panel debate "Utopian and dystopian thinking: Hope, despair and the shaping of the future". We are delighted to have been able to bring together three wonderful scholars for this debate: Professor Peter Fleming, Professor Sylwia Chrostowska, and Professor Craig Thompson as the panel moderator.

Sylwia Chrostowska is Professor at York University, Toronto and author of *Utopia in the Age of Survival Between Myth and Politics*. Her thoughts on utopia/dystopia: "Through my scholarly and literary work, I seek to challenge the idea that we should now be thinking about survival instead of utopia. This spurious thinking opposes what's left of life to utopianism as luxury. In fact, not only does radical social dreaming not distract us from the worsening conditions of our lives, but nothing short of such dreaming can possibly save us from a dystopian future".

Peter Fleming is Professor at the University of Technology, Sydney and has previously held positions at the University of London and University of Cambridge. Peter serves as Senior Editor at *Organization Studies* and is author of several books, including author of *The Worst Is Yet To Come: A Post-Capitalist Survival Guide* (2019), *Sugar Daddy Capitalism* (2018) and *Dark Academia* (2021).

Craig Thompson is Churchill Professor of Marketing at the University of Wisconsin-Madison. Craig's research addresses the socio-cultural shaping of consumer identities, with an emphasis on social class and gender. He has published in a wide range of marketing, consumer research, and sociological

journals. He is co-author of the book *The Phenomenology of Everyday Life*, and co-editor of *Sustainable Lifestyles and the Quest for Plenitude: Case Studies of the New Economy and Consumer Culture Theory*. His thoughts of utopia/dystopia: "I think society on a global scale has to envision how current developments along multiple fronts—from climate change to overpopulation to advances in AI—could generate dystopian outcomes. The comforting thought is to assume that the natural course of technological progress is to move the world closer to a Utopian state. However, history suggests that Utopian dreams are always plagued by dystopian consequences".

17.00-19.00 – Athen

Posters Mingle

POSTERS

How Plural Market Moralities Intersect in a Transcultural Food Market: The Avocado Tales

Flavia Silveira Cardoso, Universidad del Desarrollo, Chile
Angela Cruz, Department of Marketing, Monash University, Australia
Pilar Rojas-Gaviria, University of Bormingham, United Kingdom

Transformative Experiences Through Consumption During Liminal Identity Transitions

Stefania Borghini, Bocconi University, Italy
Lena Cavusoglu, Pacific University, United States
Kathleen Bogart, Oregon State University, United States

Beyond the Physical: A Spatial and Temporal Framework of Consumption in Mobility

Christiane Aufschneider, MCI The Entrepreneurial School, Austria
Sarah Schwarz, University of Innsbruck, Austria
Cristel Russell, Pepperdine University, United States

The Silence of the Masses: Unpacking the Absence of Consumer Revolt Against Sportswashing

Andrea Lucarelli, Stockholm University, Sweden
Sofia Ulver, Lund University, Sweden
Hossain Shahriar, Lund University, Sweden

Collecting Death: From Memorabilia to Thanabilia

Robert Thomas, Cardiff University, United Kingdom
Anthony Samuel, Cardiff University, United Kingdom
Gareth White, Cranfield, United Kingdom

Postcolonial Branding – From the Subcontinent, For all.

Anuja Pradhan, University of Southern Denmark, Denmark
Søren Askegaard, University of Southern Denmark, Denmark

Preparing for the Unexpected: The Role of Planning in Extraordinary Experiences

Gabrielle Patry-Beaudoin, Université de Sherbrooke, Canada

Refusing To Swallow the Pill? A Critical Discourse Analysis of Contemporary Reproductive Health Literacy and Fertility Decision-Making

Anna Schneider-Kamp, University of Southern Denmark, Denmark
Jennifer Takhar, ISG International Business School, France

Driven By Ideals of Sustainable Living: Historic-Cultural Analysis of Ideological Consumption in The Luxury Automotive Market

Stephanie Volcon, RMIT University, Australia
Diane Martin, RMIT University, Australia
Marian Makkar, RMIT University, Australia

Certain Future in an Uncertain Present: The Case of 'Savior' Brands

Ankur Kapoor, IIM Udaipur, India
Tanvi Gupta, IIM Udaipur, India

Understanding VanLife: A Social Practices Perspective

Philipp K. Wegerer, MCI Management Center Innsbruck, Austria

Liquid Consumer Intimacy

Adele Gruen, Queen Mary, University of London, United Kingdom
Laetitia Mimoun, ESCP Business School, France

Emergence And Development of Political Idea Brands

Kristijan Petkoski, Lund University, Sweden

Intermediaries in Algorithmic Consumer Culture

Nelli Khorsun, Stockholm Business School, Sweden

It's my mind, NO its AR's mind! Theorizing Imagination and the "Mind" in Augmented Reality

Khaled El-Shamandi Ahmed, Bayes Business School, City, University of London, United Kingdom
Russell Belk, Schulich Business School, York University, Canada

Robotic Word-of-Mouth (rWOM): Conceptualizing Consumer-to-Robot Communication

Vito Tassiello, Liverpool John Moores University, United Kingdom
Jack Tillotson, University of Vaasa, Finland

Understanding Value Dynamics in Blockchain Games

Konstantinos Lianidis, University of Southern Denmark, Denmark

Consumer Anxieties and Paradoxes in The Quasi-Neoliberal Discursive Strategy. The Case of Swedish Alcohol Market

Luigi Servadio, Jönköping International Business School, Sweden

Challenging the Market-Dominant Minority through Consumer Movement

Mohd Adderly Bin Suhaimi, Queen Mary, University of London, United Kingdom

Humanized, Commercialized, And Shared: The Transformation of Humanized Childbirth into a Media Event Mediated by the Neoliberal Philosophy

Fernanda Scussel, Federal University of Santa Catarina, Brazil
Thaysa Nascimento, Federal University of Rio de Janeiro, Brazil

Blackpink in Your Area: Defining Parasociality Through Pop Music Fandom

Sheen Kachen, University of Illinois Chicago, United States

The Zaddy: Erotic-Authoritarian Attachment to Iconic Personal Brands

Alexander Rose, Idaho State University, United States
Hunter Jones, Aalto University, Finland

Consumer Cultural Affiliation and Acculturation in Multicultural Marketplaces

Andrew Lindridge, Newcastle University, United Kingdom
Natalia Yannopoulou, Newcastle University, United Kingdom

We are Very Ordinary Because We are Special

Pelin Geyik, Aalto University, Finland
Henri Weijo, Aalto University, Finland
Amber Epp, University of Wisconsin-Madison, United States

Consumer Agency in An Artificial Intelligence - Dominant Marketplace - An Exploration from the Lens of Affordance Theory

Iris Hong-Bich Truong, University of Birmingham, United Kingdom

Exploring The Sustainability Shift of Mundane Food Consumption Practices – The Role of Food Marketing Content

Katri Weckroth, Tampere University, Finland

Advocating Cultural Segmentation Theory (CST): Illustrative Segments of Chocolate Consumptionscapes

Henna Syrjälä, University of Vaasa, Finland

Hanna Leipämaa-Leskinen, University of Vaasa, Finland

Harri T. Luomala, University of Vaasa, Finland

Jasmina Koivumäki, University of Vaasa, Finland

Marine Utopias: The Savior of the Baltic Sea and the Secret Love Life of Seaweed

Cecilia Fredriksson, Lund university, Sweden

Are You Watching Your Digital Diet? Digital Wellbeing and Consumer Responsibility in Hyperdigital Marketplace

Ksenia Silchenko, Università della Svizzera italiana, Switzerland

Speaking Of Morals: How Vegetarians Negotiate Moral Tensions of Food Consumption

Katariina Sorvari, University of Vaasa, Finland

Hanna Leipämaa-Leskinen, University of Vaasa, Finland

Eating with the Hands: Embodiment, Health and Biosociality

Søren Askegaard, University of Southern Denmark, Odense, Denmark

Polymeros Chrysochou, Aarhus University, Denmark

Ankur Kapoor, IIM Udaipur, India

Unfolding The Utopia of Consumer Visibility: A Conceptual Paper

Jagannath Sanyal, Kedge Business School, France

Maud Derbaix, Kedge Business School, France

Gregorio Fuschillo, Kedge Business School, France

Representations And Consumption of a Museum Offer in a Post-Industrial Area: The Case of The Louvre-Lens Museum

Melvin Grefils, University of Lille, France

Hélène Gorge, University of Lille, France

Training the Senses to Succeed in Craft

Stephen Murphy, Trinity College Dublin, Ireland

Tim Hill, University of Bath, United Kingdom

The Impact of Experience Marketing on Customer Loyalty, A Study of the Nigerian Retail Telecoms Sector

Aforfem Ngozi Afobunor, SDSN Youth - New York, Nigeria

Bolajoko N. Dixon-Ogbechi, University of Lagos, Akoka, Nigeria

Patrick K. A Ladipo, University of Lagos, Akoka, Nigeria

Ayo O. Oniku, University of Lagos, Akoka, Nigeria

Abdul-Hameed Adeola Sulaimon, University of Lagos, Akoka, Nigeria

Envisioning Nature: Conflicting Discourses of Utopian Nature Spaces

Christina E. Dahl, University of Southern Denmark, Denmark

Past Utopias as Barriers to Future Solutions: The Case of Collaborative Market Driving in a Post-Socialist Agricultural Context

Zuzana Chytkova, Prague University of Economics and Business, Czechia

Jindrich Špicka, Prague University of Economics and Business, Czechia

Sustainable Fashion is in Fashion

Malin Wennberg, Stockholm University, Sweden

"Sorry, not tonight": How Selection Facilitates the Curation of Social Atmospheres

Michael Kleinaltenkamp, Free University Berlin, Germany

Ingo Karpen, Karlstad University, Sweden

Ilias Danatzis, King's College, London, United Kingdom

Tim Hill, University of Bath, United Kingdom

Board Game Cafes as Cultural Intermediaries: The Case of the UK

Alexandra Kviat, University of Leicester, United Kingdom

Dog As a Quasi-Consumer: Expanding the Notions of Arts Consumption

Iida Hietala, Aalto University, Finland

Space, Race, & Joy: Spatializing Black Joy Through Live Music During COVID-19

Natalie Mitchell, Independent Scholar, United States

Kevin Thomas, United States

Toni Eagar, Australian National University, Australia

The Metaverse: Is it a Leap for Gen Z Towards Contemporary Consumer Utopia?

Dina Bassiouni, The American University in Cairo, Egypt

I Am a Cyborg, And I Love It: A Discourse of Bullying, Discrimination and Marketisation.

Senija Causevic, SOAS University of London, United Kingdom

The Duality Profane-Sacred in a Culturaly Ingrained Consumption Practice

Elisa Priori de Deus, Coppead Institute - UFRJ, Brazil

Leticia Casotti, Coppead Institute - UFRJ, Brazil

Ana Raquel Coelho Rocha, Federal Fluminense University, Brazil

Exploring the Pleasure and Pain of Consuming Ethically Through the Lens of Psychological Flexibility

Stephanie Chamberlain, Sheffield Hallam University, United Kingdom

Deirdre Shaw, Adam Smith Business School, University of Glasgow, United Kingdom

Dianne Dean, Sheffield Hallam University, United Kingdom

Circular Fashion Stores: What's Behind the Doors?

Yasmine Allouat, Université de Lille - IAE Lille, France

Maud Herbert, Université de Lille, France

The Dystopian March for Gender Equality of Algerian Women: A Transformative Gender Justice Approach

Nacima Ourahmoune, KEDGE Business School, France

Hounaida El Jurdi, Lebanese American University, Lebanon

"Hey Mum – Does This Vase Still Make You Happy or Can We Just Give It Away?" The Impact of Economic Hardship On (Voluntarily) Simplified Lifestyles of Children

Julius Stephan, DSH University of Applied Sciences, Germany

Lars Andersen, UCL University College, Denmark

Being 'Free' From It All: A Living-Off-Grid Narrative and Consumption with a Purpose

Senija Causevic, SOAS University of London, United Kingdom

Retro-smart Products: When Paradoxes Shape Consumers' Category Reflections

Zahra Sharifonnasabi, Queen Mary University of London, United Kingdom

Technological Affordances and the Social Construction of Scarcity in the Non-Fungible Token (NFT) Market

Uyen Phan, Suffolk University, United States

Andrew Smith, Suffolk University, United States

"Utopias Through Consumption: Brand Co-Creation as a Vehicle for Putting the Spotlight on Marginalized Identities

Gry Knudsen, UCL Business Academy and University College, Denmark

Yun Mi Antorini, UCL Business Academy and University College, Denmark

Towards A Hindu Rashtra Utopia: A Blueprint for Industry-Wide Change Through Consumer Activism?

Hardikkumar Ladv, Aalto School of Business, Finland

Transhuman Market(ing) and the Concomitant

Soonkwan Hong, Michigan Technological University, United States

Selling Of Care and The Ethicalization of Consumption

Réka Tölg, Lund University, Sweden

The Promise of Cryptocurrencies

Carin Rehnrona, Lund University, Sweden

Jonas Bååth, Swedish University of Agricultural Sciences, Sweden

The Utopia of Markets In HE: Media Representations Contesting the Policy That Removed Tuition Fees in the Highly Marketised Chilean HE System

Patricio Sanchez-Campos, Nottingham University Business School, United Kingdom

Utopian Narratives and Self-Escape 3.0: Genetic Dimensions to the Identity Quest

Klara Scheurenbrand, ESSCA Management School, United Kingdom

Sarah Forbes, University of York, United Kingdom

Diana Gregory-Smith, Newcastle University, United Kingdom

Utopianism through Consumer Nostalgia: Enduring Principles and Market Manifestations

Ana Babic Rosario, University of Denver, United States

Ela Veresiu, Schulich School of Business, Canada

Thomas Robinson, Cass Business School, University of London, United Kingdom

Accessibility In Online Shopping - Scripts in Use and User Scripts

Ulrika Holmberg, School of Business, Economics and Law at University of Gothenburg, Sweden
 Lena Hansson, School of Business, Economics and Law at University of Gothenburg, Sweden

The New South African Consumer: Conspicuous Consumption in the 4IR

Jabulani Mnisi, University of Johannesburg, South Africa
 Mthobeli Ngcongco, University of Freestate, South Africa

An Exploration of Individual and Collective Narrative Identities through Storytelling

Julie Tinson, Stirling Management School, University of Stirling, Scotland, United Kingdom

Ultimate and Proximate explanations: A Unified Approach to Gift-Giving Motivations

Ines Branco-Illodo, Stirling Management School, University of Stirling, Scotland, United Kingdom
 Teresa Heath, Universidade do Minho, School of Economics and Management, NIPE, Braga, Portugal

18.30-19.30 – Weibull-salen (Tegnér's)

Poetry Evening**POETS AND THEIR POETRY**

John F. Sherry, Jr.

Belfast Triptych
my cry is no surrender
we intercept this broadcast
let them home

Jennifer Takhar

The Waiter
Blue
Guest

Dianne Dean

Utopia by design

Federico García Baena

Quantified feelings
Promises of the [post-human] body
Corrected Quantified-Self score

Elizabeth Fulton LYE

THE NEWS
SUSTAINABLE LIFE
POST UTOPIA
THIS IS NO COUNTRY FOR YOUNG MEN

Richard Leland Celsi

Hico, Texas
When Wild Flowers Last Bloomed
Ride 'Em Cowgirl

Jing Yuan

Landing

Martin Svendsen

Odin—god of the poetic arts, wisdom (and many other things)
The three norms at the Urðar well
Urd—the weaver of the past
Skuld—the weaver of the future
Verdandi—the weaver of the imminent

Nikhilesh Dholakia

The Misinformatic Imperial

Steve Le May

Summer Lingers
One Day, With Feathers
Aspirants
We Star in the Kind of Play Where Everybody Dies

Rohan Venkatraman

Home is Where the _____ Is

Esi Elliott

The Morning is Here!

Sophie James

Expending Pendle

Ghalia Shamayleh

On Read

The Wendy to your Pan

Joe Musicco

hAlku or my-ku?

Ankur Kapoor

The Soul of Several Seasons

Victoria Rodner

Rendezvous with Exu 1, 11 & 111

Shona Bettany

Management cliché poetry by a reluctant Head of Department

You can't see the wood for the trees

Drill Down

There's no I in Team

Think outside the box

Carol Kelleher

Virgin Ethnographer, Weimar 4th of July 1992

Hilary Downey

Where?

Silent Talk

Thursday 29/6

10.30-11.00 – Sparbanks-foajén

Meet the Artists

ARTWORK

Tattoo and Luxury

Maurice Patterson, University of Limerick, Ireland

Renata Couto de Azevedo de Oliveira, Universidade do Grande Rio (UNIGRANRIO), Brazil

Continuing Practices with Modern Masks

Renata Couto de Azevedo de Oliveira, Universidade do Grande Rio (UNIGRANRIO), Brazil

Consuming Space, Consuming Sky

Jens Martin Svendsen, Stockholm University, Sweden

Essentialina: The Wandering Womb

Shona Bettany, University of Huddersfield, United Kingdom

Seaweed Magics

Cecilia Fredriksson, Lund University, Sweden

Valei-me meu Padim!

Jannsen Santana, EMLYON Business School, France

Daiane Scaraboto, University of Melbourne, Australia

Flavia Silveira Cardoso, Universidad del Desarrollo, Chile

The Marketplace and I: Commercial Experiences of Disability Explored through Art

Leighanne Higgins, University of Lancaster, UK

Killian O'Leary, University of Lancaster, UK

Carnivals, Picaras and Heroines

Luciana Walther, Federal University of São João Del Rei, Brazil

Francisco Alessandri, Rio de Janeiro State University and Minas Gerais State University, Brazil

Carlos Henrique Chaves da Silva, Independent journalist and actor, Brazil

Carlos Eduardo Felix da Costa, Pontifical Catholic University of Rio de Janeiro, Brazil

Pablo Luiz Martins, Federal University of São João Del Rei, Brazil

Subjective Acuity in Layers of Vision

Katharina Husemann, King's Business School, UK

Anica Zeyen, Royal Holloway University of London, UK

Leighanne Higgins, University of Lancaster, UK

Head in the Clouds and Waste All-around

Jannsen Santana, EMLYON Business School, France

Flavia Silveira Cardoso, Universidad del Desarrollo, Chile

Daiane Scaraboto, University of Melbourne, Australia

Doin it: An Auto-Ethnography of Seggs

Katherine Sredl, Loyola University Chicago, USA

Addis Ababa Day Care

Patricia Sunderland, Cultural Research & Analysis, Inc., USA

PHOTOGRAPHY

Making the invisible, visible

Jannsen Santana, EMLYON Business School, France

Flavia Silveira Cardoso, Universidad del Desarrollo, Chile

Daiane Scaraboto, University of Melbourne, Australia

Iconic Purging

Jannsen Santana, EMLYON Business School, France

A Portrait of the Artist as an "Ex-Voto"

Luciana Walther, Federal University of São João Del Rei, Brazil

Francisco Alessandri, Rio de Janeiro State University and Minas Gerais State University, Brazil

Carlos Eduardo Felix da Costa, Pontifical Catholic University of Rio de Janeiro, Brazil

John Schouten, Memorial University of Newfoundland, Canada

Seeking Solitude in Layers of Vision

Katharina Husemann, King's Business School, UK

Anica Zeyen, Royal Holloway University of London, UK

Leighanne Higgins, University of Lancaster, UK

Creating Utopia in the Rubble

Eric Krszjaniek, University of Wyoming, USA

At the Edge of Wilderness

Eric Krszjaniek, University of Wyoming, USA

NYC Cow

Patricia Sunderland, Cultural Research & Analysis, Inc., USA

Coca Cola in Armenia

Patricia Sunderland, Cultural Research & Analysis, Inc., USA

18.30-22.00 – Stora Salen

Utopian Dinner

To celebrate the last evening of the conference, you* are invited to a Lundensian 3-course "sittning" (a dinner in other words) in AF's Stora Salen, with utopian overtones (both in terms of affective mood and ritual). Here, Lundensian student traditions and toastmastery will encourage us to sing Swedish student songs with utopic themes and burst out in utopian cries if you will.

*"Full conference" paying attendees

22.00-02.00 – Lunds Nation (off location)

Dystopian Party

But we can't only abide utopia, so, after the dinner, in the company of a lively surprise entourage, we will walk ten minutes to the Dystopian party located in a typically anti-aesthetic student "Nation" (the Lundensian name for student dorms and associations) – namely Lund Nation itself – but on a rooftop to keep some of our remaining utopian mood intact. To the sips of drinks and the late nordic sunset in the bar, we will first be welcomed by the rigorous MOB band who will treat us with a soundscape transporting us back to the utopic-dystopic roots of CCT, before we transit into the present Nation club style by way of the Lund Nation DJ. Think Swedish House Maffia meets kindergarten and your dystopia is all set. Drink, dance, laughter and despair, we are all in this together! The doors close at 2 o'clock.

Should you accidentally miss the journey to Lunds Nation (and we strongly recommend you not to), the address is Agardhsgatan 1.

Thank you to our generous supporters

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