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| Risultati immagini per emlyon |

**10th WORKSHOP ON INTERPRETIVE CONSUMER RESEARCH**

**Lyon, France, May 9-10, 2019**

**Wednesday 8th May**

**17:00 – 18:30 Opening Reception** (Musée Gadagne, 1 Place du Petit Collège, 69005 Lyon), sponsored by Lifestyle Research Center

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**Thursday 9th May** (emlyon campus, 23 avenue Guy de Collongue, 69134 Ecully)

**7:45 Bus transportation from conference hotels** (Globe et Cecil & Mama Shelter) **to emlyon campus**

**8:30 Onsite registration** (building A, entrance)

**9:15 Introductions and welcome** (building A, IBM HALL)

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|  | Track 1  (Room 1106) | Track 2  (Room 1108) | Track 3  (Room 1110) |
| Session 1  9.30-11.00 | **Addiction, anxiety and risk society** | **Technology, consumption, and market making** | **Witches and consumers** |
|  | Julien Cayla, Brigitte Auriacombe, Joonas Rokka  *Addicted to Consumers* | Thomas Robinson, Ana Babic Rosario,  Caroline Wiertz  *Technology Acceptance and Virtual Material Configurations: The Case of Consumer Robots* | Olga Kravets, Pauline Maclaran, Lorna Stevens  *Witch Matters in an Age of Cynicism and Occlusion* |
|  | Deirdre Shaw, Katherine Duffy  *Managing Anxiety: A Place for Mindful Consumption* | Domen Bajde, Alev Kuruoglu, Mikkel Nøjgaard, Jannek Sommer  *Imagination at Work: Technology Markets and Socio-Technical Imageneering* | Maria Carolina Zanette, Laetitia Mimoun,  Diego Rinallo  *Online Witches: Narratives of Empowerment and Disempowerment at the Intersection of Gender and Sexuality* |
|  | Anil Isaag, Craig Thompson  *“For the Unknown and the Unknowable”: An Analysis of Crossfit Through the Lens of Risk Society* | Claire Burlat, Céline Del Bucchia,  Caroline Lancelot, Cristel Antonia Russell  *Exploring Consumers’ Ambivalent Reflections on Their Techno-Connected Journeys: A Dream Approach* |  |
| Break  11.00-11.30 | The lounge area outside the session rooms in front of IBM HALL. | | |
| Session 2  11.30-13.00 | **Interpretive, original, conceptual, and impactful consumption theories** | **Care, caring, and market making** | **Moralities, marketing, and consumption** |
|  | Russell Belk  *Creating Original Consumer Culture Theory* | Katharina Husemann, Giana Eckhardt  *The Role of The Market in Building a Caring Economy* | Insa Wemheuer, Avi Shankar, Elizabeth Mamali  *Sharing Consumption, Sharing Moralities? Investigating Competing Moralities from a Practice-Theoretical Perspective* |
|  | Søren Askegaard  *Beyond Reductionism – Towards a Bio-Anthropology of Consumer Research* | Liz Parsons, Treasa Kearney, Emma Surman, Benedetta Cappellini, Vicki Harman, Sue Moffat, Klara Scheurenbrand  *Introducing a Theory of ‘Ethics of Care’ to Contemporary Debates in Interpretive Consumer Research* | Andreas Chatzidakis, Michal Carrington,  Deirdre Shaw, Rohit Varman, Manveer Mann  *Consuming Modern Day Slavery* |
|  | Diego Rinallo  On the Relevance of Interpretive Consumer Research: Introspective Reflections on Working with a Transdisciplinary EU-Funded Project on the Safeguarding and Valorization of Alpine Food Culture | Stephanie O’Donohoe, Darach Turley  *Posthumous Parenting Though Caring Consumption: The Good Parent Meets the Good Death* |  |
| Lunch  13.00-14.30 | Eurest (building B, ground floor) | | |
|  | Track 1  (Room 1106) | Track 2  (Room 1108) | Track 3  (Room 1110) |
| Session 3  14.30-16.00 | **Ontology, epistemology, and brands** | **Blast from the past** | **Future of consumption practices** |
|  | Lionel Sitz *How Brands think? Reflection on Brands’ Ontology* | Stephanie Andersson, Kathy Hamilton  *Uncovering the Mysteries of the Abandoned Past Through Lines and Knots: An Ingoldian Perspective* | Elodie Juge, Isabelle Collin-Lachaud, Anissa Pomiès  *I Buy to Sell, and I Sell to Buy: How Do Digital Platforms Reshape Consumers and Transform the Market of Send-Hand Clothing?* |
|  | Bernard Cova, Véronique Cova  *Sincerety is Not Scary* | Joel Hietanen, Oscar Ahlberg, Tuomas Soila  *The Haunting Specter of Retro Consumption* | Yasmin El Alami, Véronique Cova  *The Internet of Things and the Transformation of Consumption Practices: A Conceptual Framework* |
|  | Amina Djedidi, Nacima Ourahmoune, Daniele Dalli  *Why Don’t Mediterranean Sea and Atlantic Ocean Mix? The Local-Global Brands Porosity/Impermeability in a Mediterranean Context The Case of Soda Brand Hamoud Boualem* | Chris Hackley, Rungpaka Amy Hackley,  Dina Bassiouni  *‘Your Life is a Story’: Liminoid Advertising Appeals and the Consumption of the Possibility* | Aurelie Dehling, Baptiste Cléret  *The Private and Virtual Consumption Discussion Space Method: A New Tool for Exploring Consumption Practices?* |
| Break  16.00-16.30 | The lounge area outside the session rooms in front of IBM HALL. | | |
| Session 4  16.30-18.00 | **Ideology, place, and conspiracy** | **Body, gender, and domesticity** | **Bodies, metrics, and mediation** |
|  | James Cronin, Nicholas McAlexander,  Ann Marie Doherty  *The Ideological Origins of Marketplace Oases* | Saima Husain, Mike Molesworth,  Georgiana Grigore  *Consumption and the Body in Muslim Tween Tattooing Practices* | Dorthe Kristensen, Signe Bank  *Optimization and the Imaginary of the Metrics* |
|  | Tim Hill, Stephen Murphy, Robin Canniford  *Conspiracy Theories: Paranoia, Panic, and the Creation of the British Post-Industrial Psyche* | Karine Raïes, Klara Scheurenbrand  *#Fitmum – Mothering and Body Transformation? Understanding the Subordination of Competing Practices* | Federico Garcia Baena  *Being One with Myself(Tracking). Recognition and Mutuality in the Context of Sports* |
|  | Jack Coffin  *Consumption with Place: Toward a Cultural Theorisation of Country-of-Origin (COO) Effects* | Laetitia Mimoun, Adèle Gruen  *Homeyness and Domesticity in Work-Related Marketplace Experiences* | Anthony Beudaert, Nil Özçaglar-Toulouse,  Stephen Gould  *Towards a Theory of Experiential Mediation: An Illustration Through the Case of Visually Impaired Consumers* |

**18:30 Bus transportation from emlyon campus** **to workshop dinner venue (Place Bellecour)**

**19.00-22.30 Workshop Dinner – Le Grand Réfectoire, 3 Cour Saint Henri Grand Hôtel-Dieu, 69002 Lyon**

**Friday 10th May**

**8.00 Bus transportation from conference hotels** (Globe et Cecil & Mama Shelter) **to emlyon campus**

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|  | Track 1  (Room 1106) | Track 2  (Room 1108) | Track 3  (Room 1110) |
| Session 5  9.00-11.00 | **Ethnography and the reflexive research** | **Representing consumers** | **Theory of objects** |
|  | Shelagh Ferguson, Jan Brace-Govan, Diane Martin  *Investigating, Sharing and Theorizing: Multiple Perspective Ethnography* | Daniele Dalli, Nadia Oliveiro  *Cyborg Self* | Niklas Woermann, Jan-Hendrik Bucher  *Das Ding an Sich. Material Objects in Consumer Research* |
|  | Gretchen Larsen, Maurice Patterson  *Negotiating Researcher Vulnerability in an Ethnography through Sound* | Mathias Bode, Arshi Minhaj Al Rahman, Aysha Mayser Khalaf Aldhaif, Bashayer Fahad F Alsufayan, Basnag Najeeb M Almana  *The Niqab Selfie Conundrum. A Polyvocal Ethnography of Selfie Performances By Arab Women* | Eva Cerio, Alain Debenedetti  *From Disposessions to Objects’ Reuse: Trajectories and Practices in the Context of Clothing* |
|  | Aja Smith, Margit Anne Peterden  *Self-Experimentation as Research Methodology: Auto-Ethnography and Introspection in Alternative Consumption Practices* | Mona Moufahim, Hounaina El Jurdi  *Thering the Invisibility Cloak: A Feminist Post-Colonial Analysis of Muslim Women’s Representations in Marketing Communications* | Christiano Samaniotto, Julie Emontspool  *Rethinking Matter* |
|  | Sofia Ulver, Andrea Lucarelli, Oskar Christensen, Carys Egan-Wyer, Hossain Shariar  *Meaning Trouble - An Introspective Therapy of a Research Group’s Making of Common (Mis)Understanding* | Alice Wickström, Alliette Lambert  *A Reactive (Digital) Self* | Omar Khaled Abdelrahman, Emma Banister, Daniel Hampson  *Conceptualizing Curatorial Consumption: Object Histories and Preserving the Past in Contemporary Consumer Culture* |
| Break 11.00-11.30 | The lounge area outside the session rooms in front of IBM HALL. | | |
| Session 6  11.30 -13.00 | **(New) critical approaches for theory building** | **Fringe consumers** | **Theories of sustainability** |
|  | Lucie Wiart, Nil Özçaglar-Toulouse  *Using Critical Discourse Studies in Consumer Research: “CDA” as Epistemology, Theory and Method* | Olivier Sibai, Marius Luedicke  *The Perpetuation of Fringe Consumption Practices: An Exploration of the Practice of Juggling* | Federico Angelo Triolo, Francis Farrelly, Bernardo Figueiredo, Diane Martin  *Can the Pursuit of Quality Save the Planet? Material Quality, Procedures and Environmental Sustainability* |
|  | Vasilis Charitsis, Alain Bradshaw  *Beyond Critique: Interstitial Cracks Within and Against Biopolitical Marketing* | Jannek Sommer  *Going Public! Studying Unusual Suspects in Consumer Research* | Meltem Ture, Cristina Longo, Marta Pizzetti  *Changing the World from the Kitchen: Exploration of Sustainable Food Practices as a Means of Market Transformation* |
|  | Pilar Rojas Gaviria  *What Happens with the Unresolvable? Poeticising as a Theoretical Lens* | *Leighanne Higgins The Marketplace and I: Understanding Disabled Consumer Experiences of Marketplace Interaction Through Disabled Art* | Eric Arnould  *Ontography and Sustainable Economic Relationships* |
| Lunch  13.00-14.30 | Eurest (building B, ground floor) | | |
|  | Track 1  (Room 1106) | Track 2  (Room 1108) | Track 3  (Room 1110) |
| Session 7  14.30 - 16.00 | **Family relationships and practices** | **Platforms, algorithms, and consumption** | **Film** |
|  | Ratna Khanijou, Benedetta Cappellini,  Sameer Hosany  *Looking at ’Me’ to ’We’: How a New Collective Practice is ‘Born’* | Massimo Airoldi, Joonas Rokka  *Algorithmic Consumer Cultures* | Usva Seregina  *Consumption Portraits* |
|  | Caroline Marchant, Malene Gram,  Stephanie O’Donohoe  *What Do You Meme? Exploring How Internet Memes and Understanding of Grandparent/Grandchild Relationships in Consumer Research* | Alessandro Caliandro  Mapping Brand Publics’ Social Imaginaries on Instagram: A Digital Methods Approach for Exploring Online Consumer Culture Through Big Data | Stephen O’Sullivan  *Wild Culture: Being a Non-Raven in a Travelling Playground* |
|  | Zuzana Chytkova  *Sweet Kittens and Severed Heads: The Digital Realities of the Elderly Approached Through the Actor Network Theory* | Handan Vicdan  *Theorizing Platform Surveillance as “Sociomaterial” Agencing* |  |
| Break 16.00-16.30 | The lounge area outside the session rooms in front of IBM HALL. | | |
| Session 8  16.30 - 18.00 | **Power and ethics of taste** | **Consumer creativity and failure** | **Roundtable** |
|  | Outi Lundahl, Thomas Robinson  *Voluntary Hysteresis in Food Consumption and In the Mobilisation of Power – When Jay Z and Beyoncé Went Vegan* | Gry Høngsmark Knudsen, Mario Campana, Katherine Duffy, Eric Arnould  *Consumer Creativity: A Litterature Review and Novel Conceptualization* | Janice Denegri-Knott, Rebecca Jenkins  *Methodological Innovation for Studies in Digital Possession* |
|  | Mikael Andéhn, Joel Hietanen, Alice Wickström  *Reading the Hive – On the Narrative Logics of the Manosphere* | Dannie Kjeldgaard, Mikkel Nøjgaard, Benjamin Hartmann, Frank Lindberg, Lena Mossberg, Jacob Östberg, Matthias Bode  *Consumption (of) Failure* |  |
|  | Xiaoxi Ding, Chihling Liu, Xin Zhao  *Politicizing Masculinities: The Case of Male Grooming in Chinese History and Beyond* |  |  |
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| Farewell drinks  18.00-18.45 | Rooftop, building A | | |
| Bus transport  18.45 | Bus going to city center (Place Bellecour) | | |