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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 19.30-11.00 | **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 211.30-13.00 | **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 RinalloOn 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 314.30-16.00 | **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 416.30-18.00 | **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 59.00-11.00 | **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* |
| Break11.00-11.30 | The lounge area outside the session rooms in front of IBM HALL. |
| Session 611.30 -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 HigginsThe 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 714.30 - 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 CaliandroMapping 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* |  |
| Break16.00-16.30 | The lounge area outside the session rooms in front of IBM HALL. |
| Session 816.30 - 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 drinks18.00-18.45 | Rooftop, building A |
| Bus transport18.45 | Bus going to city center (Place Bellecour) |