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**8th WORKSHOP ON INTERPRETIVE CONSUMER RESEARCH**

**Edinburgh, UK, April 16-17, 2015**

**Wednesday 15th April -** opening drinks reception: 6.30-8pm, Roof Terrace, 4th Floor, University of Edinburgh Business School, 29 Buccleuch Place, Edinburgh EH8 9JS

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**Thursday 16th April**

**8.30 Onsite registration***(University of Edinburgh Business School, 29 Buccleuch Place, Edinburgh EH8 9JS)*

**9.15 Introductions and welcome***(Auditorium)*

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|  | Track 1***Auditorium*** | Track 2***Lecture Theatre 3*** | Track 3***Lecture Theatre 4***  |
| Session 19.30-11.00 | **The Body** | **Methods: Data Collection** | **Poetic Data** |
|  | RIKKE DUUS, ANDREA DAVIES,MIKE SAREN - *THE VOICE OF THE LEG: A RE-THEORIZATION OF TRADITIONAL CONSUMER-OBJECT RELATIONS* | CAROLINE MARCHANT - *UNLOCKING THE FAMILY FRONT DOOR: USING FRIENDSHIP TO GAIN ACCESS TO FAMILY NETWORKS* | AURELIE DEHLING, BAPTISTE CLERET - *“THE ANTITHESIS OF TRUTH IS UNTRUTH.* *WHEN UNTRUTH IS HELD TO BE TRUE, WE NAME IT ERROR.” CONSUMER RESEARCH IN THE SHADOW OF UNTRUTH: STOCK-TAKING, RUSES, AND STRATAGEMS* |
|  | CHLOE STEADMAN, EMMA BANISTER, DOMINIC MEDWAY - *TEMPORALITY MATTERS: EXPLORING THE ENTANGLEMENTS BETWEEN AGEING (TATTOOED) BODIES, TEMPORALITIES, AND NARRATIVES WITH PAUL RICOEUR* | ALEXANDRA ROME, MATTHEW A. HAWKINS - *AND… ACTION! IMPLEMENTING SELF-DIRECTED INTERVIEW RESEARCH DESIGNS* | ANDREA TONNER - *CONSUMER POETRY: INSIGHTFUL DATA AND METHODOLOGICAL APPROACHES* |
|  | VASSILIS CHARITSIS, PER SKÅLÉN - *THE DORMANT PROSUMER: SELF-QUANTIFICATION AND THE COMMODIFICATION OF SLEEP* | ALICE GRØNHØJ, MALENE GRAM - *TO PESTER OR PLEASE? METHODOLOGICAL CHALLENGES OF INTERVIEWING PRE-SCHOOL CHILDREN ABOUT CONSUMER DECISION-MAKING INFLUENCE* | HELEN WOODRUFFE-BURTON, JANE BROWN - *THE I-POEM: UNCOVERING MEANING IN NARRATIVE DATA IN OUR STUDY OF UK CONSUMER DEBT* |
| Tea & Coffee \*11.00-11.30 |  |  |  |
| Session 211.30-1.00 | **Epistemology** | **Methods: Critical** | **Play** |
|  | PER OSTERGAARD, SØREN ASKEGAARD - *ANALYSING THE EPISTEMOLOGICAL AND IDEOLOGICAL FOUNDATIONS IN CCT* | ALIETTE LAMBERT - *REFLECTIONS ON A VOICE-CENTRED RELATIONAL METHOD OF DATA ANALYSIS IN INTERPRETIVE CONSUMER RESEARCH* | STEPHEN R. O'SULLIVAN, AVI SHANKAR - *RETHINKING MARKETPLACE CULTURES: THEORY OF PLAY* |
|  | JOHN SCHOUTEN, DIANE M. MARTIN, BETH DUFAULT - *NEOMATERIALISM AND ONTOLOGICAL FLATTENING: SENDING CANONICAL THEORIES BACK TO SCHOOL* | AMANDA EARLEY - *LET'S GET 'REAL': CRITICAL METHODOLOGIES FOR INTERPRETIVE CONSUMER RESEARCH* | CHRISTIAN JANTZEN, SANNE DOLLERUP - *RECOVERING THE POETICS OF SHOPPING* |
|  | LIONEL SITZ, ZIYED GUELMAMI - *COULD INTERPRETIVE CONSUMER RESEARCH BE MORE CAREERIST?* | JAMES CRONIN, GILLIAN HOPKINSON - *PROBLEMATIZING THE NEED FOR WARM PROXIMITY:* *A NOTE ON THE INTERPRETIVE POTENTIAL AND SOCIAL INTERVENTIONISM OF WATCHING DOCUMENTARY FILM* | SUSAN DUNNETT, KATHY HAMILTON - *IN PURSUIT OF HAPPINESS* |
| Lunch\*1.00-2.30 |  |  |  |
| Session 32.30-4.00 | **Power** | **Re-contextualising Consumer Culture** | **Digital Consumer** |
|  | JAMES FITCHETT, ANDREA DAVIES - *THE STRUGGLE FOR SYMBOLIC POWER IN INTERPRETIVE CONSUMER RESEARCH* | DOUGLAS BROWNLIE - *AN INTERPRETIVE STUDY OF LABOUR PROCESS AS IDENTITY CONSUMERISM* | SIMONA D'ANTONE, STEFANO PACE - *INTERPRETING THE DIGITAL PARADIGM: A “MONADIC” APPROACH TO UNDERSTAND THE “AUGMENTED” CONSUMER* |
|  | WENDY HEIN - *STRUGGLING WITH CHANGE: REFLECTIONS ON GENDER EQUALITY IN MARKETING AND INTERPRETIVE CONSUMER RESEARCH* | ANTONELLA CARU, BERNARD COVA - *LOOKING AT CONSUMPTION THROUGH 18TH CENTURY LENS:**SEEING THE CLAQUE AT PLAY IN CONTEMPORARY CONSUMPTION* | FINOLA KERRIGAN, KATHRYN WAITE, ANDREW HART - *THROUGH THE LENS: CAPTURING THE DIGITAL SELF*  |
|  | DOMINIQUE ROUX, ERIC MARTEL - *FROM VICARIOUS TO SHARED RESISTANCE: A THEORETICAL APPROACH TO* *FRONT-LINE WORKERS’ INSUBORDINATION ON CONSUMERS’ BEHALF* | ZIYED GUELMAMI - *« A TRUE HERO NEEDS A FETISH » : CONTEXTUALIZING FETISHISM IN THE CONTEMPORARY SOCIETY* | FATEMA KAWAF - *THE CONSUMPTION EXPERIENCE OF DIGITAL ENVIRONMENTS: SCREENCAST VIDEOGRAPHY* |
| Tea & Cakes \*4.00-4.30 |  |  |  |
| Session 44.30-6.00 | **Brands** | **Space** | **Materialism** |
|  | ALISA SMIRNOVA - *B(R)ANDS GOING DRAG: CONSUMING TRIBUTE BANDS* | ALEXANDROS SKANDALIS, EMMA BANISTER, JOHN BYROM - *USING BOURDIEU: THE MULTI-SITED ETHNOGRAPHIC APPROACH AND MUSIC CONSUMPTION* | FLEURA BARDHI, GIANA ECKHARDT - *LIQUID CONSUMPTION* |
|  | ASHLEIGH LOGAN, KATHY HAMILTON - *THE KATE EFFECT: FASHION, FEMININITY AND IDENTITY* | KILLIAN O'LEARY, MAURICE PATTERSONLISA O'MALLEY - *CONSUMPTION, SPATIALITY & CCT* | MAURICE PATTERSON, GRETCHEN LARSEN *COMMODIFICATION AND THE SOCIAL DYNAMICS OF STIGMA* |
|  | ERIC ARNOULD, DELPHINE DION - *MANAGING HUMAN BRAND DYNASTIES* | MAX CHAUVIN, MATTHIAS BODE - *LISTENING TO THE HOME. THE SONIC RECONFIGURATIONS OF SPATIAL BOUNDARIES* | ASHLEE HUMPHREYS, AIMEE HUFF, SARAH WILNER - *ROLE OF MATERIALITY IN LEGITIMATION* |

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**Friday 17th April**

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|  | Track 1 | Track 2 | Track 3 |
| Session 59.30-11.00 | **Identity** | **Consuming Place** | **Cooking** |
|  | CRISTINA LONGO, PETER NUTTALL - *THE REVERSE SIDE OF CONSUMER KNOWLEDGE*  | ALAIN DEBENEDETTI, AUDREY BONNEMAIZON, PHILIPPE MERIGOT - *CUSTOMERS’ PARTICIPATION AND INITIATIVE IN EMOTIONNALY LADEN PLACES: THE COIN DE VERRE CASE* | REBECCA JENKINS, JANICE DENEGRI-KNOTT - *COUPLING WORK IN THE KITCHEN: THE ROLE OF DIGITAL VIRTUAL DEVICES IN HOME COOKING* |
|  | CHRISTOPHER HACKLEY, RUNGPAKA AMY HACKLEY - *CONSUMER LIMINALITY: THE DARK SIDE* | LEIGHANNE HIGGINS - *RESEARCHER-RESEARCHED-PLACE: THE POWER OF PLACE IN CREATING RESEARCHER SELF- TRANSFORMATION* | SILVIA BIRAGHI, DANIELE DALLI, ROSSELLA C. GAMBETTI - *COOKING FOR WHAT? PREPARING FOOD FOR SELF REPRESENTATION* |
|  |  | DIEGO RINALLO, VÉRONIQUE COVA - *REVISITING THE SEPARATION BETWEEN SACRED AND PROFANE: BOUNDARY WORK IN PILGRIMAGE EXPERIENCES* | CÉLINE DEL BUCCHIA, LISA PENALOZA - *“NO, I WON’T EAT THAT”: PARENTS’ SELF-TRANSFORMATION IN THE FACE OF ROLE EXPECTATIONS AND CHILDREN’S WILL* |
| Tea & Coffee 11.00-11.30 |  |  |  |
| Session 61130-1.00 | **Special Session 1** | **Special Session 2** |  |
|  | DOMEN BAJDE, MATTHIAS BODE, DORTHE BROGÅRD KRISTENSEN, ANDERS DAHL KRABBE, SØREN ASKEGAARD, SHONA M.BETTANY - *UTILITARIANISM, BIOSOCIAL HUMANS AND SHIT: PLAYING WITH DUALIST ONTOLOGIES* | NIKLAS WOERMANN, CAROLIN NICKEL, HEIKO KIRSCHNER - *SCREWING CONSUMER RESEARCH TO THE GROUND. TOWARDS A SITUATED INTERACTION PERSPECTIVE IN INTERPRETATIVE CONSUMER RESEARCH* |  |
| Lunch1.00-2.30 |  |  |  |
| Session 72.30- 4.00 | **Questioning Theories** | **Social Innovation & Ethics** | **Consumer Roles, Goals & Metaphors** |
|  | ALAN BRADSHAW, JACOB OSTBERG - *FROM THE LUXURY TRAP, TO THE TROIKA: THE IDEOLOGICAL ENGINEERING OF ONTOLOGICAL INDEBTEDNESS AND THE RE-CASTING OF CONSUMERISM* | AHMED BENMECHEDDAL, NIL ÖZÇAGLAR-TOULOUSE - *A MORAL AGENCEMENT BETWEEN CONSUMERS AND NON-CONSUMERS: THE CREATION OF THE COMMUNITY SUPPORTED AGRICULTURE* | ELIZABETH NIXON - *THE FOOL, THE HERO AND THE SAGE: ROLE DISTANCE AND NARRATIVES OF A NON-CONSUMER SELF* |
|  | JULIE EMONTSPOOL - *NEW DIRECTIONS IN INTERPRETIVE CONSUMER RESEARCH OF RACISM AND XENOPHOBIA* | MARIO CAMPANA, CAROLINE WIERTZ, STEPHANIE FEIEREISEN, MARIUS LUEDICKE - *DIFFUSION OF SOCIAL INNOVATION IN HETEROGENEOUS SOCIAL SYSTEMS* | CHIHLING LIU, DEBBIE KEELING, MARGARET HOGG - *CONCEPTUALIZING AND EXAMINING THE PROCESS OF CONSUMERS’ CHOICE OF GOAL PURSUITS*  |
|  | GRY HØNGSMARK KNUDSEN, DANNIE KJELDGAARD - *THE DISCOURSE OF BIG DATA IN MARKETING – ‘SCIENTIFICATION’ OF MARKETING RESEARCH AND WHAT SHOULD THE INTERPRETIVE COMMUNITY DO ABOUT IT?* | ANDREEA ONIGA, JOHN DESMOND - *MEANING MATTERS: INVESTIGATING THE INFLUENCE OF MATERIALISM AND SYMBOLIC MEANING IN GREEN CONSUMPTION*  | RICHARD SCULLION - *CONSUMERIST CHOICE AND MEANING MAKING: ONE MODEL, MANY VOICES* |
| Tea & Cakes4.00-4.30 |  |  |  |
| Session 84.30- 6.00 | **Dark Side of Consumer Research** | **Identity** | **Special Contexts** |
|  | RENAUD GARCIA-BARDIDIA, JEAN-PHILIPPE NAU, ERIC RÉMY, DOMINIQUE ROUX - *BURIED / DEAD / COLD OBJECTS AS A RESEARCH MATERIAL: TOWARDS A MICRO-ARCHAEOLOGY OF CONSUMPTION PRACTICES* | EMMA BANISTER, MARIA PIACENTINI, TONY GRIMES - *IDENTITY REFUSAL: DEVELOPING AND CONCEPTUALISING ‘NON IDENTITY’* | JESSICA CHELEKIS - *ENACTING BEAUTY AS MODERNITY IN UNDERDEVELOPED CONTEXTS* |
|  | STEPHANIE ANDERSON - *ALTERNATIVE PLACES OF CONSUMPTION: UNDERSTANDING URBAN EXPLORATION* | ANDREI BOTEZ - *ONE-SIDED “MULTITUDES”: INTRODUCING THE MÖBIAN MULTIGÄNGER* | ZAHRA SHARIFONNASABI, FLEURA BARDHI - *SOCIAL MEDIA AS PUBLIC SPHERE: THE CASE OF IRANIAN WOMEN’S SOCIAL MOVEMENT* |
|  | ELIZABETH MAMALI - *ETHNOGRAPHER’S GUILT: DEALING WITH THE DARKER SIDE OF FIELDWORK IN CONSUMER RESEARCH* |  | BERNARDO FIGUEIREDO, NACIMA OURAHMOUNE - *THE LUXURIFICATION OF CULTURAL DISCOURSES* |

\*all tea, coffee and lunches served in the Concourse, on the ground floor of the Business School, 29 Buccleuch Place

**7.00-10.30 Workshop Dinner** - The Scottish Cafe & Restaurant, In the Scottish National Galleries, The Mound, Edinburgh, EH2 2EL.