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**9th WORKSHOP ON INTERPRETIVE CONSUMER RESEARCH**

**Stockholm, Sweden, April 27-28, 2017**

**Wednesday 26th April**

**17:00 – 19:00 Opening Reception** (Stockholm Business School Faculty Lounge, Kräftriket house 3)

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**Thursday 27th April**

**8.30 Onsite registration***(*Kräftriket house 3*)*

**9.15 Introductions and welcome***(Gröjersalen)*

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|  | Track 1 | Track 2 | Track 3 |
| Session 1  9.30-11.00 | **Digital self, and exploitation** | **Brand, magic, and fantasy** | **Methods and audiences** |
|  | Anil Isisag *Of Swiping And Being Swiped: Dating App Users As Entrepreneurs Of Romance* | Diego Rinallo *Brand Magic In Contemporary Western Esotericism* | Anastasia Seregina, Christensson Oskar *Are We Getting Across? Alternative Research Methods And Their Audience* |
|  | Carl Yngfalk *Living By And Beyond Numbers: Consumer Desire Under Digital Health Capitalism* | Paul Hewer, Douglas Brownlie *Marketplace Magic* | Stephen O'Sullivan, Robert Kozinets *Dumbing Down Or Smartening Up? Audience Engagement And Public Representations Of Consumer Research* |
|  | Vassilis Charitsis, Alan Bradshaw *Selling Your (Digital) Self Or Going Into The Supermarket And Buying What You Need With Your Good Data* | Scott Jones, Maria Piacentini, James Cronin *House Of Cards And The Surrealist Vacuum: What Happens When Consumers' Fantastical Pursuits Are Trumped By Reality* | Skye-Maree Dixon, Avi Shankar *Pass Me My Culottes: The Role Of Videography In Consumer Research* |
| Break - 11.00-11.30 |  |  |  |
| Session 2  11.30-1.00 | **Health, ageing, and care** | **The body** | **Brand, stigma, and the grotesque** |
|  | Julie Emontspool, Dorthe Brogård Kristensen, Anna Schneider-Kamp *What Constitutes “Good Care”? A User Perspective On Elderly Care, Technology And Society* | Rebecca Scott, Samantha Warren *Commodifying Bodies: The Case Of Deceased Donor Families* | Joonas Rokka, Lionel Sitz *Reverse Cultural Branding: How Brands Use Stigma As Fashionable* |
|  | Jennifer Takhar, Kelly Pemberton *Pregnant With Meaning: Reading Autopathographical Fertility Testimonials* | Chloe Steadman, Emma Banister, Dominic Medway *Autobodyographies: Developing A Temporalised Understanding Of The Body In Consumer Culture* | Kathryn Waite, Finola Kerrigan, Cagri Yalkin *The Empire Likes Back: Interpreting Social Media Branding As A Colonial Force* |
|  | Shelagh Ferguson *I just don’t feel like myself anymore”: Identity Transformations through Ill Health* | Benjamin Hartmann, Niklas Woermann *Naked, Sweaty, And Free: Performing The Welfare State In The Sauna In Germany And Sweden* | James Cronin *Bringing This Little Piggy Back To Market: Consuming Grotesquerie Through The Relegitimation Of Nose-To-Tail Eating* |
| Lunch - 1.00-2.30 |  |  |  |
| Session 3  2.30-4.00 | **Theory (i)** | **Resonance and self-expression** | **Psychoanalytics and death** |
|  | Helene George, Stéphane Borraz, Maud Herbert *Informing The Ideological Meaning Of Concepts In Consumer Research. The Case Of Exclusion* | Katharina Husemann, Giana Eckhardt *Achieving Resonance In Oases Of Deceleration* | Stephanie O'Donohoe, Darach Turley *Might there be more than a worm at the core? Mortality salience in consumer culture* |
|  | Elizabeth Mamali *Consuming Same-Sex Weddings: A Conceptual Account Of How Marginalized Consumers Change Social Institutions* | Patrick Lonergan, Maurice Patterson, Maria Lichrou *Inspired Dreams: Fashion Consumers And The Experience Of Resonance* | Iain Denny, Anna Ehnhage, Joel Hietanen, Alice Wickstrom *Melancholy As A Critical Analytic Approach In Interpretive Consumer Research* |
|  | Aliette Lambert, James Fitchett, Ana-Isabel Nölke *Is There A Future For Interpretive Consumer Research In The Shadow Of ‘Silent’ Majorities? The Case Of ‘Women Against Feminism’* | Russell Belk, Rana Sobh, Victoria Rodnor *Consumer Masks and Bluffs* | Alice Wickström *The Abject Threat: Approaching Consumption Psychoanalytically* |
| Break - 4.00-4.30 |  |  |  |
| Session 4  4.30-6.00 | **Communities and collective action (i)** | **Family and home** | **Gender, femininity, and masculinity** |
|  | Thomas Bahora, Bernard Cova, Oana Brindusa Albu *Understanding Co-Consuming Groups From A Communicational Perspective: Connectivity, Community And Organizationality* | Caroline Marchant, Ben Marder, Stephanie O'Donohoe *Consumer Research Beyond The Household: Theoretical And Methodological Insights From Entering The 'Messy' Extended Family Network* | Sarah Strange, Kevina Cody *New Domesticity: Exploring Feminine Identity Construction & Entrepreneurial Femininity In The Context Of Postfeminist Consumer Culture* |
|  | Navdeep Athwal, Jerzy Kociatkiewicz *Consumption Communities In Light Of Late Modernity* | Malene Gram, Stephanie O'Donohoe, Caroline Marchant, Helene Brembeck, Barbro Johansson, Heike Schänzel, Anne Kastarinen Consumption And Intergenerational R*elationships. Broadening Interpretive Research On Family Consumption By Focusing On The Grandparent-Parent-Grandchild Relationship* | Daniela Pirani, Benedetta Cappellini, Vicki Harman *Collective, Practices And Gaze: Representing Gender In Food Advertising* |
|  | Marcus Klasson, Jack Tillotson, Andrea Lucarelli *Biopolitics, Immunity, And The Munus: A (Bio)Political Approach To The Concept Of Community* | Natalia Tolstikova *Relationships Between Houseplants And Humans* | Stuart Armon *Persuing Gay Masculinities Through Consumption Practices: Inclusive Masculinity Theory For Consumer Culture Research* |

**Friday 28th April**

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|  | Track 1 | Track 2 | Track 3 | Track 4 |
| Session 5  9.00-11.00 | **Leisure, space, and identity** | **Liminality, global, and human/animal encounters** | **Market formation and failures** | **Communities and collective action (ii)** |
|  | Stephanie Anderson *Obsolescent Consumption: Re-Enchanting Consumer Fascination* | Laetitia Mimoun, Fleura Bardhi *Liminality And Liminal Consumption* | Eric Arnould, Kushagra Bhatnagar *Service Betrayal As A Diagnostic Of Consumer Sovereignty* | Vincent Fournier *Rethinking Communities* |
|  | Rohit Talwar *Interactive Installations In Public Spaces: Little Windows Of Negotiated Space And Identity Performance* | Zahra Sharifonnasabi, Fleura Bardhi, Marius Luedicke *Global Consumer Behavior: A Synthesis From Interpretivist Studies* | Tim Hill, Robin Canniford *Marketplace Conflict As Trials Of Strength* | Robert Kozinets, Silvia Biraghi, Rossella Gambetti, Marcel Saucet *Instant Networking: When Relationships Are Collapsing* |
|  | Stephen Murphy *The Materiality Of Motorcycling: Melding Masculinity And Mastery Through Machines* | Anu Valtonen *Affective Encounters With Mosquitoes* | Amy Yau *Transgression Within Narratives Of Consumer Acculturation And Global Mobility* | Johanna Gollnhofer *Conceptualizing Complementary Collective Consumer Activism* |
|  | Alexandros Skandalis, John Byrom, Emma Banister *Architecture And The Consumption Experience* |  |  |  |
| Break - 11.00-11.30 |  |  |  |  |
| Session 6  11.30 -1.00 | **Market formation** | **Methods (i)** | **Practice theory** | **Sustainability, taste, and habitus** |
|  | Per Skålén, Claes Högström, Rohit Varman *The Nature And Evolution Of Consumer Markets – A Study Of The Swedish Music Field* | Connie Mak, Andrea Davies, Christiana Tsaousi *Walking Towards An Embodied Work Identity* | Adèle Gruen *Consuming As Designing: Insights From The Design As Practice Framework* | Dee Duffy, Fiona Murphy *An Aesthetic Of Sustainability: A Fashionable Fusion Of Form And Function* |
|  | Rebecca Watkins, Mike Molesworth, Georgiana Grigore Selling without selling out: Youtube beauty gurus and the emotional labour of tribal entrepreneurship | Andrea Tonner, Petya Eckler, Julie Cameron *Using A Collaborative Approach To Develop Research Questions* | Fiona Spotswood *The Role Of Talk In The Routinization Of Practice* | Erika Kuever, Cristiano Smaniotto *Performing Taste – Uncovering The Power Dynamics Of A Tasteful Distinction* |
|  | Jessica Chelekis, Domen Bajde *Market Ideologies And The Branding Of A Morally Aspirational Industry* | Maurice Patterson, Gretchen Larsen *Towards A Sonic Turn In Interpretive Consumer Research* | Klara Scheurenbrand, Elizabeth Parsons, Anthony Patterson, Benedetta Cappellini *Rethinking (Un)Sustainable Consumption Through A Politics Of Practices* | Zuzana, Chytkova *The Concept Of Reflexive Habitus As A Way To Contemplate Social Class In Late Modernity* |
| Lunch - 1.00-2.30 |  |  |  |  |
| Session 7  2.30 - 4.00 | **Special Session 1** | **Special Session 2** | **Special Session 3** |  |
|  | Andrea Lucarelli, Joonas Rokka, Joel Hietanen  Overcoming Methodological Individualism In Consumer Research: Possibilities And Challenges | Mario Campana, Rebecca Watkins, Varala Maraj, Fleura Bardhi, Caroline Wiertz, Stephanie Feiereisen, Janice Denegri-Knott, Mike Molesworth *Re-Conceptualising Objects In Consumer Research* | Soren Askegaard, Frank Lindberg, James Fitchett, Diane Martin, Sofia Ulver, Jack Tillotson, Juulia Piettilä, Emma Mäenpää *Nordic Consumer Culture: Between The Institution And The Imaginary* |  |
| Break - 4.00-4.30 |  |  |  |  |
| Session 8  4.30 - 6.00 | **Methods (ii)** | **Theory (ii)** | **Co-creation and empowerment** |  |
|  | Leighanne Higgins *Hearing Voicelessness: A Methodological Exploration To Understand Consumption Experiences Of Voiceless Consumers* | Sofia Ulver *Compulsory Disorder Or Epistemological Clarity? When Ontology Of Acceleration And Empirics Of Phlegmatic Consumer Culture Clash* | Mai Khanh Tran, Christina Goulding *Value co-creation in the music composition language* |  |
|  | Maria Elisabet Hokkinen *Using Participant-Driven Photo-Elicitation To Study Refugee Consumer Behavior: Methodological Considerations* | Alev Pinar Kuruoglu, Johanna F. Gollnhofer *Field Frames: Bridging Institutional Logics And Social Movement Theory* | Meltem Ture, Cristina Longo *The Complexity Of Consumer Empowerment: The Dynamic Interplay Of Brands And Consumers* |  |
|  | Christopher Hackley, Rungpaka Amy Hackley *Paratextual Promotion And The Poetics Of Marketing Communication* | Adrien Bailly, Coralie Lallemand *Bridging The Gap Between Phenomenology And Materialism: The Case Of Collaborative Consumption As An Illustration* | Anna Yngfalk *Gendering The Consumer As Value Co-Creator: Service Consumption And The Gendered Nature Of Marketing* |  |

\*all tea, coffee and lunches served in the lounge area outside the session rooms at Kräftriket, house 3.

**6:30 Bus transportation from Kräftriket to workshop dinner venue.**

**7.00-10.30 Workshop Dinner – Djurgårdsbrunns värdshus**