



Tuesday, 24 June

- 13:00 **CCT Board Meeting**
Bush House South 1.04
- 14:30 **Artist Set-Up**
Bush House 8th floor South
- 15:00 **Conference Registration**
Lecture Theatre 1 Breakout Area
- 15:30 **Welcome Afternoon Tea for PhDs and CCTC First Timers**
Bush House 8th floor North
- 17:00 **Welcome Reception**
Science Gallery

Wednesday, 25 June

- 08:00 **Breakfast**
Bush House Arcade
- 08:00 **Conference Registration**
Lecture Theatre 1 Breakout Area
- 09:00 **Competitive Paper: Cultural Identity, Appropriation and Inclusion**
Auditorium

Postcolonial Consumer Identity under Compressed Modernity: A Study of Koreans' Interactions with Transnational Cultural Intermediary YouTubers

» [Ms. Jiwen Zhang](#), Dr. Seungwoo Chun

Mitigating the Harms of Cultural Appropriation: Toward the Responsible Marketing of Cultural Difference

» [Dr. Angela Cruz](#), Dr. Yuri Seo, [Prof. Daiane Scaraboto](#)

Age-Inclusive Branding in the Beauty Industry

» Dr. Ela Veresiu, [Dr. Marie-Agnès Parmentier](#)

"What a Scandal! I feel so Insecure at work" : A visual grammar of Black women's hair on screen

» [Dr. DINA RASOLOFOARISON](#), [Ms. Sophie Raynaud](#), [Mr. Alexandre NASSAR](#)

09:00 **Working Paper: Generational Identities and Narrative Consumption**

Lecture Theatre 1, 1st floor, Bush House

An Interdisciplinary Perspective to Understand the Intersection between Generational Identities and Narrative Consumption

» [Dr. Tom van Laer](#)

Fighting for Identity: An Ethnography of Women Martial Artists

» [Mrs. Rafaela Canova Davide](#)

MARKET-STRUCTURED AMBIVALENCE: A CONCEPTUAL FRAMEWORK FOR INSTITUTIONAL CONTRADICTIONS IN CONSUMER MARKETS

» [Dr. Anna Hartman](#), Prof. Eileen Fischer

Understanding How Consumer Minimalism Could Undermine Wellbeing

» [Dr. Wei-Fen Chen](#), Dr. Gunwoo Yoon

09:00 **Special Sessions: Consumer Research and Cultural Criticism**

Lecture Theatre 2, 2nd floor, Bush House

Consumer Research and Cultural Criticism

» [Prof. Jonathan Schroeder](#), Dr. Jonatan Sodergren, [Dr. Sophie Whitehouse](#), [Dr. Mark Buschgens](#), Dr. Marian Makkar, [Prof. Anthony Patterson](#), Prof. Stephen Brown



Continued from Wednesday, 25 June

09:00 **Special Sessions: Reimagining the Legacy of Consumer Culture Theory: Towards Post-Capitalist Conceptions of "Consumer Culture"**
Room: 2.01/2.02

Reimagining the Legacy of Consumer Culture Theory: Toward Post-Capitalist Conceptions of "Consumer Culture"
» [Prof. Craig Thompson](#), [Prof. Eric Arnould](#), [Prof. Søren Askegaard](#), [Dr. Mikkel Nøjgaard](#), [Ms. Dikte Reeh Andersen](#), [Dr. Hunter Jones](#)

09:00 **Focused Forums: How to Engage in Impactful CCT Research: Examples of Pedagogy, Practice, and Policy from Gender Scholars**
Room 2.03

How to engage in impactful CCT research: examples of pedagogy, practice, and policy from gender scholars
» [Dr. Katherine Sredl](#), [Dr. Linda Zayer](#), [Dr. Catherine Coleman](#), [Dr. Susan Dobscha](#), [Dr. Carly Drake](#), [Prof. Eileen Fischer](#), [Dr. Tanvi Gupta](#), [Dr. Lauren Gurrieri](#), [Prof. Wendy Hein](#), [Prof. Karen Middleton](#), [Dr. Abigail Nappier Cherup](#), [Prof. Nacima Ourahmoune](#), [Dr. Andrea Prothero](#), [Dr. Rohan Venkatraman](#), [Dr. Julie Whiteman](#)

10:30 **Coffee**
Bush House Arcade

11:00 **Poster set-up**

11:00 **Competitive Paper: Temporalities of Consumer Experience**
Auditorium

Temporal unplaiting and chronological confrontation: Conceptualising déjà vivait experiences in tourism
» [Dr. Brendan Canavan](#), [Prof. Jillian Rickly](#), [Dr. Carol Zhang](#)

Navigating the Fast and Slow: Women's Temporal Experiences in Everyday Leisure Time

» [Prof. yumiko oda](#), [Prof. Yuriko Isoda](#)

Dispersion or Unity? Countervailing Discourses Surrounding Menopause in Malaysia

» [Dr. Aminath Shaba Ismail](#), [Dr. Lay Tyng Chan](#), [Dr. Nur Shazwani Rosli](#), [Dr. Vicki Janine Little](#)

Desire for Life: Narrative Transformation Theory

» [Dr. Scott Jones](#), [Prof. Finola Kerrigan](#), [Dr. Paul Hewer](#)

11:00 **Working Paper: Disruptions and Tensions via Consumption: Ecology, Liquidity and De-growth**
Room: 2.01/2.02

Hybridization of Religious and Eco-Habitus in Shaping Ecological Practice within the Christian Church

» [Mr. Kenji Ishihara](#), [Dr. Cristina Galalae](#), [Dr. Matthew Higgins](#), [Dr. Sigmund Wagner-Tsukamoto](#)

Unravelling the tensions in liquid cultural consumption

» [Dr. Samuel Haddad-Bacry](#)

A prefigurative perspective on degrowth: what prevents the degrowth movement from realizing its disruptive potential?

» [Prof. Ahmed Benmecheddal](#)

11:00 **Special Sessions: Rethinking Marketplace Inclusion and Exclusion: Navigating Marketplace Dynamics and Consumer Subjectivities**
Lecture Theatre 2, 2nd floor, Bush House

Rethinking Marketplace Inclusion and Exclusion: Navigating Market Dynamics and Consumer Subjectivities

» [Prof. Craig Thompson](#), [Mr. Utku Ay](#), [Mx. Orcun Turan](#), [Mr. SILA AYOZ](#), [Prof. Markus Giesler](#)



Continued from Wednesday, 25 June

11:00 **Special Sessions: Reimagining Family Practices: Navigating Tensions, Expectations and Marketing Chaos**
Lecture Theatre 1, 1st floor, Bush House

Reimagining Family Practices: Navigating Tensions, Expectations, and Market Chaos

» Dr. Aya Aboelenien, Dr. Zeynep Arsel, Dr. Pao Franco, Dr. Adam Slobodzian, Dr. Amber Epp, Dr. Tandy Thomas, Dr. Maud Derbaix, Dr. Francois Fouss, Prof. Hope Schau, Dr. Melissa Akaka

11:00 **Focused Forums: Using AI tools in CCT Research**
Room 2.03

Using AI tools in CCT Research

» Dr. Ashok Kaliyamurthy, Dr. Amber Epp, Dr. Ashlee Humphreys, Prof. Markus Giesler, Prof. Fleura Bardhi, Dr. Aimee Huff, Dr. Ioonas Rokka, Prof. Henri Weijo, Prof. Linda Price, Prof. Søren Askegaard, Prof. Marius Luedicke, Dr. Matthew Godfrey, Dr. Brandon McAlexander, Prof. Hope Schau

12:30 **Lunch**
Bush House Arcade

13:30 **Competitive Paper: Post-Growth, Degrowth and Future Consumer Imaginaries**
Lecture Theatre 1, 1st floor, Bush House

Critically Performing Post-Growth Marketing: A guide for dystopian optimists

» Dr. Carys Egan-Wyer, Dr. Jon Bertilsson

An Anticipated Dystopia: Responsibilization and Obesity in the Ozempic Era

» Mrs. Clara Faro, Dr. Eliane Brito, Dr. Isabela Carvalho de Moraes

ESCAPING DOMESTICATION: THE EMERGENCE OF A SYSTEM OF EXPERIENCES IN FEMALE RESISTANCE

» Dr. Karla Angelkorte, Dr. Fernanda Scussel, Dr. Leticia Casotti

Title: Extending the Life of Objects and Materials: Rasquache Consumption for Degrowth

» Dr. Mariella Zavala, Dr. Robert Arias

13:30 **Working Paper: Ethnographic and Identity Studies**
Auditorium

An Emergent Ethnography of Mountain Biking

» Dr. Fiona Spotswood, Prof. Avi Shankar, Dr. Lauren Gurrieri

From Stigma to Safety: the practices used by transgender consumers to create online safety

» Dr. Cameron Huston, Dr. Angela Cruz

Person Brand Scandal Dynamics: Insights from the Case of (Kan)Ye

» Prof. Eileen Fischer, Dr. Marie-Agnès Parmentier, Prof. Gillian Brooks

Brand Hate as a Force for Meaning Mutation in Brand Publics – An Analysis of Amazon's The Rings of Power

» Mr. Malik Husnain Arshad, Ms. Hirudini Cooray, Mr. Dilan Rathnayake, Ms. Sonya Khurram, Ms. Khadija Rani

13:30 **Working Paper: Family and Social Responsibility in Consumption**
Room 2.03

Expected to Fix the Future: Parental Articulations of Responsibilisation in the Swedish School Market

» Dr. Susanna Molander, Prof. Benedetta Cappellini

Consumers, Influencers, and Entrepreneurs: How Brands Facilitate Role Transitions in the Sneakerhead Community

» Ms. Shiling Lin



Continued from **Wednesday, 25 June**

Multispecies encounters constructing homescapes

» [Dr. Henna Syrjälä](#), [Dr. Eliisa Kylkilähti](#), Dr. Liisa Kääntä, Prof. Pia Bäcklund

SITUATING TRICKSTER CONSUMPTION IN CONTEMPORARY SOCIETY: THE TRAJECTORIES OF INSATIABLE DESIRES

» [Dr. Nate Warren](#), Prof. Linda Price

13:30 Special Sessions: Reimagining Care for the Underserved Consumers

Lecture Theatre 2, 2nd floor, Bush House

Reimagining Care for the Underserved Consumers

» [Dr. Nitisha Tomar](#), [Dr. Amber Epp](#), [Ms. Raisa Tasneem Zaman](#), Dr. Ela Veresiu, Prof. Russell Belk, [Dr. Rachel Hochstein](#), Dr. Colleen Harmeling, Dr. Kushagra Bhatnagar, Dr. Henriikka Seittu, Prof. Tomas Falk

13:30 Focused Forums: Computational Methods in Consumer Culture: Beyond Existing Paradigms

Room: 2.05

Computational Methods in Consumer Culture: Beyond existing paradigms?

» [Dr. Alessandro Caliendo](#), [Dr. Alessandro Gandini](#), [Dr. Astrid van den Bossche](#)

15:00 Coffee

Bush House Arcade

15:30 Industry Panel: Driving Diversity Through Consumer Culture Research: Inclusivity, Legacy, and Real-World Impact"

Auditorium

17:00 Poetry session

Bush House Arcade

17:30 Poster Mingle

Bush House 8th floor North & South

Towards an integrative view of eating disorders in consumer culture theory research: A theoretical framework and call to action

» [Dr. Carly Drake](#), Ms. Allison Grady

(Re)imagining a postgrowth marketplace through craft-orientation

» Mrs. Evianna Pehkonen, [Dr. Hanna Leipämaa-Leskinen](#), Dr. Steffi Siegert, Dr. Emma Christensen, Dr. Daniel Lövgren

The Professionalized Consumer: Professionalization as a Cultural Driver of Consumption

» [Dr. Annetta Grant](#), Dr. Jay Handelman

Through the autographic looking glass: What pictorial narratives of IVF consumption tell us

» [Prof. Jennifer Takhar](#), [Prof. Anna Schneider-Kamp](#)

Communities of Care(fluence): Examining Storytelling and Collaborative Resourcing Online Among Young Adult Caregivers

» [Dr. Catherine Coleman](#)

When Play Becomes Hard Work: Adults (Re-)turning to Playful Consumption

» [Dr. Nicole Yang](#), [Dr. Varala Maraj](#)

Relationships as a key to maintain material care culture, beyond gender

» [Mrs. Coline Vernay](#)

Brand Antifragility in the Age of AI

» [Dr. Daniel Dietrich](#), Dr. Sophie Schüller



Continued from **Wednesday, 25 June**

Moralities of Self-Tracking in Sports and Fitness: : A CRT Perspective on Dominant Narratives

» Prof. Federico García Baena, [Dr. Miriam Farias](#)

Emotional Dynamics and Stigma Disclosure: How Individuals Navigate Stigmatized Consumption Practices Across Social Circles

» [Mr. José PRADO](#)

AFFORDANCES THAT BIND: OBJECTS AND BRAND COMMUNITY VITALITY

» [Dr. Roman Pavlyuchenko](#)

Commodity Violence

» [Ms. Pelin Geyik](#)

Navigating a circular fashion future: the interplay of attachment and detachment

» [Ms. Olga Cieslak](#), Prof. Deirdre Shaw, Dr. Kat Duffy

NON-HUMAN ANIMAL LABOR IN SERVICES: A CLASSIFICATION FRAMEWORK AND WELFARE CONSIDERATIONS

» [Dr. Henna Syrjälä](#), [Prof. Nancy Wunderlich](#), [Dr. Hilary Downey](#), [Ms. Anna-Mari Rimpä](#)

Rethinking Gendered Power: Collaborative Performances in Chinese Male Beauty Influencers' Live Streaming E-Commerce

» [Ms. Yuzheng Li](#), Dr. Lauren Gurrieri, Prof. Bernardo Figueiredo, Prof. Haiqing Yu

Nature and Brands: Shaping Market Ideologies of Sustainability

» [Dr. Camilo Pena Moreno](#), Prof. Annamma Joy

Hairy Stories: A Tricho-Narrative Exploration

» [Dr. DINA RASOLOFOARISON](#), [Prof. Cristel Russell](#)

Caught Between Faith and Academia: A Muslim Researcher's Struggle for Recognition in Secular Academic Spaces

» [Dr. Roua Al Hanouti](#)

Exploring Identity Projects: A Theoretical Perspective on Negotiating Marginalized Identities

» Mrs. Rafaela Canova Davide, [Dr. Jeff Murray](#)

Roots of Trust: Exploring Plant Medicine, Consumer Resistance, and Nature's Role in the Health Marketplace

» [Ms. Mai Louati](#)

Brazilian Afrotourism and the Role of Extraordinary Action-Inspiring Experiences

» Ms. PAULO LACERDA, [Dr. Adriana Schneider Dallolio](#)

Menopause in the Mirror: Navigating Self-Perception in the Digital Age

» [Mrs. Simone Hawley](#)

Branding Between the Lines of Acceptable and Unacceptable Content

» [Dr. Ahir Gopaldas](#), Dr. Mark Buschgens, Dr. Burcak Ertimur

Conceptualising Informal Servicescapes: The Power of Informal Service Dialogue in Online Community Groups

» [Dr. Amy Goode](#), [Dr. Stephanie Anderson](#)

Cultural hybridity in popular music consumption: Leveraging non-Western streaming markets

» [Ms. Adis Maulidina](#), Prof. Finola Kerrigan, Dr. Scott Jones

Fairness for Impoverished Consumers: Co-creating 'Fair' Price for Healthy Food to Benefit Disadvantaged Communities

» [Dr. Khaled El-Shamandi Ahmed](#)

The S.A.F.E Framework: Making Digital Marketing More Inclusive

» [Dr. Alex Baudet](#), [Dr. Marie-Agnès Parmentier](#), Dr. Ela Veresiu



Continued from **Wednesday, 25 June**

Disrupting the Ordinary: Returning from the Temporary Utopia of Extraordinary Experiences

» [Ms. Kate Wilson](#)

Short Stays, Lasting Impressions: A Consumer Timework Perspective on Modern Slow Tourism

» [Mr. Fozan Alfarshouty](#), [Dr. Zahra Sharifonnasabi](#), [Dr. Zafeirenia Brokalaki](#)

Pathways of Connection: The Construction of Infrastructure for Sustainable Consumption

» [Mrs. Christina Elvira Dahl](#)

How Immersion in virtual gaming worlds connects children to brands

» [Ms. zineb kamal](#), [Prof. Vitor LIMA](#), [Prof. Geraldine MICHEL](#)

Towards a Spatiotemporal Approach to Sustainability

» [Dr. Thomas Robinson](#), [Mr. Rodrigo Castilhos](#)

Paradoxical Consumer Empowerment Journeys: Adult children and Parental Food Provision Negotiations

» [Dr. Amy Yau](#), [Mrs. Sofia Christidi](#)

Consuming through the body: deepening the theorization of embodied competence

» [Mrs. Roberta Campos](#), [Mrs. Flávia Fracalanza](#), [Dr. Thaysa Nascimento](#)

Unpacking Children's Waiting Experience in Consumer Spaces

» [Ms. Deepika Sharma](#), [Prof. Gerard Ryan](#), [Dr. Maria del Mar Pàmies](#)

Religious Beliefs and Sustainable Consumption: An Ethnographic Investigation of India's Sacred Groves

» [Mrs. Anjana Rajmohan](#), [Dr. Delphine DION](#), [Dr. Hunter Jones](#)

18:45

Appreciation Dinner

By invitation only

Thursday, 26 June

08:00

Breakfast

Bush House Arcade

08:00

Conference Registration

Lecture Theatre 1 Breakout Area

09:00

Competitive Paper: Emotional and Therapeutic Consumption

Auditorium

Attempting to dispel Loneliness through Materialism

» [Dr. Sushant Kumar](#), [Prof. Russell Belk](#)

Therapeutic Consumption in Times of Crisis: The Emergence of Radical Wellness

» [Mr. Sebastián Ordóñez-Giraldo](#), [Prof. Julie Ozanne](#)

Athletic Bodywork: How Consumers Develop Competence in Leisure Domains of Physical Competition

» [Dr. Andre Maciel](#), [Prof. Ronan Quintão](#)

Older influencers and the reordering of the body?

» [Prof. Malene Gram](#), [Prof. Benedetta Cappellini](#), [Prof. Stephanie O'Donohoe](#), [Prof. Vicki Harman](#)

09:00

Working Paper: Digital Wellbeing and Consumption Norms

Lecture Theatre 1, 1st floor, Bush House

(De)normalization of Screen Consumption: Problematizations and Norm Creation in the Moralistic Market of Digital Wellbeing

» [Dr. Ksenia Silchenko](#)



Continued from **Thursday, 26 June**

The In-between Consuming Body: Consumption and Identity in Early Menopause Experience

» [Ms. Irem Tastan](#), Prof. Kathy Hamilton, Dr. Juliette Wilson

The Affective Atmospheres of Immersion

» [Prof. Chloe Preece](#), [Dr. Pilar Rojas Gaviria](#)

A beautiful bubble: Chinese women influencers' gendered self-branding on Xiaohongshu

» [Ms. Rendan Liu](#)

09:00

Special Sessions: Consumer Well-being: How it is Shaped, Threatened and Crafted

Lecture Theatre 2, 2nd floor, Bush House

Consumer Well-being: How It is Shaped, Threatened, and Crafted

» [Dr. Eda Anlamlier](#), Dr. Colleen Harmeling, Dr. Anjala Krishen, [Dr. Rachel Hochstein](#), Dr. Ela Veresiu, [Ms. Vidushi Trivedi](#), Dr. Ankur Kapoor, Dr. Tanvi Gupta, Prof. Søren Askegaard, Dr. Rajesh Nanarpuzha, [Prof. Gokcen Coskuner-Balli](#), Dr. Eminegul Karababa

09:00

Special Sessions: Paradoxes of Acceleration and Deceleration

Room: 2.01/2.02

Paradoxes in Acceleration and Deceleration

» [Dr. Anna-Bertha Heeris Christensen](#), Prof. Richard Gyrd-Jones, [Dr. Aleksandrina Atanasova](#), Prof. Giana Eckhardt, Prof. Andrea Hemetsberger, [Dr. Katharina Husemann](#), [Dr. Sylvia won Wallpach](#), [Ms. Luiza Haddad](#), [Prof. Luis Martinez](#), [Prof. Miguel Pina e Cunha](#)

09:00

Focused Forums: Beyond the Consumer: Expanding Consumer Research to Non-Human Actors

Room 2.03

Beyond the Consumer: Expanding Consumer Research to Include Non-Human Actors

» [Dr. Annetta Grant](#), Prof. Eric Arnould, Dr. Michelle Barnhart, Dr. robin canniford, Mrs. Christina Elvira Dahl, Dr. Jay Handelman, Dr. Aimee Huff, Prof. Anu Helkkula, Dr. Ashlee Humphreys, Dr. Ghalia Shamayleh, Dr. Michelle Weinberger, Dr. Jack Waverley, Prof. Avi Shankar

10:30

Coffee

Bush House Arcade

11:00

Competitive Paper: Digital Influence, AI and Governance

Auditorium

Social Media Echo Chambers: A Conceptual Framework

» [Dr. Carlos Diaz Ruiz](#)

From Producing to Learning with Artificial Intelligence: How Students Consume AI

» Mr. Kapil Saraf, [Dr. Pierre-Yann Dolbec](#)

Brand Governance in the Metaverse

» [Prof. Gokcen Coskuner-Balli](#), [Dr. Burcak Ertimur](#)

The Business of Politics: Analyzing Political Content Creation in Brazil's Social Media Landscape

» [Mr. Bruno Rossetti Leandro](#), Ms. Ana Beatriz Aquino, Dr. Eliane Brito

11:00

Arts-Based Research Session 1: Photography

Bush House 8th floor North

OH MY GHOST! SPECTRAL EXPERIENCE IN REPURPOSED COMMERCIAL SPACES

» Dr. Valérie Zeitoun, [Prof. Géraldine Michel](#), Prof. Cristel Russell

"Is It Art?": The Thin Bloody Line Between Data and Art

» [Ms. Signe Banke](#)



Continued from Thursday, 26 June

Photos: A Board Game about Waiting at the Supermarket

» [Prof. Gerard Ryan](#), Ms. Deepika Sharma, Dr. Maria del Mar Pàmies

Educational experience as Sustainability Intervention

» [Dr. Mika Tran](#), Dr. Emily Ngan Luong, Dr. Hong Minh Le, Dr. Lien Nguyen, Dr. Ha Doan

A decolonial approach to understanding the effects of Americanisation on identity formation: An analysis of Caribbean cultural consumption.

» [Mr. Yannick Gibson](#)

11:00

Special Sessions: Navigating the Troubled Past of Care in the Marketplace and Exploring New Opportunities

Lecture Theatre 1, 1st floor, Bush House

Navigating the Troubled Past of Care in the Marketplace and Exploring New Opportunities

» [Dr. Nicole Yang](#), [Dr. Marian Makkar](#), [Dr. Katharina Husemann](#), Dr. Leighanne Higgins, Prof. Anica Zeyen, [Prof. Gokcen Coskuner-Balli](#), Dr. Amber Epp, Dr. Lauren Gurrieri, [Dr. Jenna Drenten](#)

11:00

Special Sessions: Stoking the Flames of Brand Devotion

Room: 2.01/2.02

Stoking the Flames of Brand Devotion

» [Ms. Christine Hu](#), Dr. Hope Schau, Dr. Tonya Bradford, [Dr. Haley Hardman](#), Dr. Michael Breazeale, Dr. Joel Collier, Dr. Hunter Jones, [Dr. Alexander Rose](#), [Dr. Francesca Bonetti](#), Prof. Kirk Plangger

11:00

Focused Forums: 'Forward to the Past, Back to the Future': The Legacy of Historical Marketing Research Applied to Future Challenges

Room: 2.05

'Forward to the Past, Back to the Future': the legacy of historical marketing research applied to future challenges'

» [Dr. Daniela Pirani](#), [Dr. Andrea Lucarelli](#), Dr. Helene Gorge, Dr. Yuko Minowa, Dr. Luigi Servadio, Dr. Astrid van den Bossche, Dr. Olga Kravets, Dr. Ozlem Sandikci Turkdogan

12:30

Lunch

Bush House Arcade

13:30

Presidential Address and Awards

Auditorium

14:30

Competitive Paper: Consumption Geographies and Material Legacy

Auditorium

Marketplaces and Violent Geographies

» [Dr. Rohan Venkatraman](#), [Dr. Aleksandrina Atanasova](#)

Household Interstices for Waste Management

» [Prof. Helene Cherrier](#), Dr. Meltem Türe

How marginalized consumers' respond to egalitarian market practices

» [Dr. Yasmine El Alami](#), Dr. Gregorio Fuschillo, Prof. Daiane Scaraboto

Facilitating the Development of Social Enterprises in an Emerging Economy

» [Prof. Diane Martin](#), Dr. Nguyen Luu, Dr. Torgeir Aleti, Dr. Lukas Parker

14:30

Competitive Paper: Resistance, Misinformation, and Activism in Consumer Culture

Lecture Theatre 1, 1st floor, Bush House



Continued from Thursday, 26 June

Branding Democracy: Legacies of Resistance and the Politics of Inclusion in the Algerian Hirak

» [Dr. Hounaida El Jurdi](#), Prof. Nacima Ourahmoune

A 'world-upside-down': Misinformation as a strategic weapon of resistance

» [Dr. Gaël Bonnin](#), Dr. Stoyan Nikov

Collective Effervescence of Digital Vigilantism

» [Dr. Toni Eagar](#), Dr. Anna Hartman, Dr. Yingnan Shi

The Politics of Publics

» [Dr. Hossain Shahriar](#), [Dr. Andrea Lucarelli](#), [Dr. Sofia Ulver](#)

14:30

Working Paper: Maternal Marketing and Media Representation
Room: 2.05

Reimagining Maternal Marketing Legacies: From Betty Crocker to Mumfluencers - A Critical Visual Analysis of Persistent Maternal Hegemonies

» [Ms. Marsaili McGrath](#), Dr. Andrea Tonner, Dr. Paul Hewer

Black Mirror reflections: The role of dystopian narratives in shaping technological innovation and market dynamics

» [Mr. Mauricio Rodriguez Alfonso](#), Dr. Gaël Bonnin, Ms. Valeria Carrillo, Ms. Adriana Caicedo

The imaginary (re)institution of Consumer Culture Theory

» [Dr. Cristiano Smaniotto](#)

How Consumer Culture Grows: The Eigendynamik of Consumption

» [Dr. Jon Bertilsson](#)

14:30

Working Paper: Cultural Narratives and Consumer Ideals
Lecture Theatre 2, 2nd floor, Bush House

Secrets of the Keraton: Constructing Indonesian beauty ideals through an indigenous beauty brand

» [Dr. Jeane Yip](#), Prof. Susan Ainsworth, Ms. Isabella Dabaja

Moral Misalignments in Consumption Practices: The Case of Vegan Challenge

» Mrs. Katariina Sorvari, [Dr. Hanna Leipämaa-Leskinen](#), [Dr. Mujde Yukse](#)

Dealing with dirt to save the planet: value conflict in sustainable consumption

» [Dr. Daniela Pirani](#), [Dr. Ratna Khanijou](#), [Dr. Vera Holscher](#)

Navigating Digital Marketing's New Landscape: Marketing as Surveillance, Ethics in Personalization and the Ambivalent Marketer Subject

» [Dr. Niklas Sörum](#), Dr. Lars Hedegård

14:30

Arts-Based Research Session 2: Multi-Medium Artworks
Bush House 8th floor North

A Consumption Tale

» [Ms. Pelin Geyik](#)

Artwork Installation: Ritualised Heritage of Dress-showings

» [Dr. Stephanie Anderson](#), [Dr. Amy Goode](#)

Fragments of Identity

» [Dr. Lena Cavusoglu](#), [Prof. Russell Belk](#)

An Electromagnetic Sound Walk in a Retail Store

» [Prof. Gerard Ryan](#)

Spiritual material - Engaging consumers with Green Fashion through affective interventions

» [Dr. Mika Tran](#), Mr. Minh Hieu Nguyen



Continued from Thursday, 26 June

14:30 **Special Sessions: Representing Otherness**
Room: 2.01/2.02

Representing Otherness

» [Dr. Maria Zanette](#), Dr. Pilar Rojas Gaviria, Dr. Jonatan Sodergren, Dr. Niklas Vallström, Dr. Angela Cruz, Dr. Yuri Seo, Prof. Daiane Scaraboto, Dr. Belinda Zakrzewska, [Dr. Flavia Cardoso](#)

14:30 **Focused Forums: Looking Ahead: Future Directions in the Study of Religion and Spirituality**
Room 2.03

Looking ahead: Future Directions in the Study of Religion and Spirituality

» [Dr. Elif Izberk-Bilgin](#), [Dr. Diego Rinallo](#)

16:00 **Coffee**
Bush House Arcade

16:30 **Competitive Paper: Brand Practices, and Loyalty in Changing Markets**
Auditorium

Breaking the Game: How Consumers Co-Create Value by Transforming Temporary Agency

» Mr. Antoine Heuillard, [Dr. Pierre-Yann Dolbec](#)

Brand Loyalty Revisited: Brand-Specific Practice Elements as Anchors for Brand Loyalty

» [Ms. Janina Rebecca Kauz](#), Prof. Johanna Franziska Gollnhofer

Staying Afloat: The Role of Social Capital in Market Navigation Among Near-Poor Consumers

» [Dr. Zuzana Chytkova](#), Dr. Alzbeta Wolfova

16:30 **Working Paper: Crisis, Mythology and Consumer Behaviour**
Lecture Theatre 1, 1st floor, Bush House

Consumer desire whirlpools: Marketplace mythology exile and moral ambiguities within an economic crisis.

» [Mrs. Sofia Christidi](#), Prof. Andrew Lindridge, Prof. Diana Gregory-Smith

Everyday Therapeutic Consumption: Towards a Therapeutic Network Theory

» [Prof. Kathy Hamilton](#), [Prof. Susan Dunnett](#), [Prof. Emma Banister](#), Prof. Maria Piacentini, Dr. Stephanie Anderson, Dr. Fiona Cheetham, Dr. Amy Greiner Fehl, Dr. Helene Gorge, Dr. Nicole Bieak Kreidler, Dr. Handan Vicdan

The Great Narrative Escape: Exploring the Consumption of Weak Narratives

» [Dr. Kees Smeets](#), Prof. Caroline Wiertz, Dr. Stefan Bernritter, Dr. Daniela Cristian

Normative (Moral) market legitimization of Social AI: Influence of audience semiotics on science fiction myths and emergence of a post-ethical model of consumption

» [Mrs. Hafize Celik](#), Prof. Güliz Ger, Prof. Pierre McDonagh, Dr. Tim Hill, Prof. Sarah Glozer

16:30 **Working Paper: Empowerment and Ethical Consumption**
Room: 2.01/2.02

What Does Empowerment Mean? Perspectives of Consumers with Visual Impairments

» [Ms. Elena Elkanova](#)

The Paradox of Influencers in Shaping Ethical Consumption

» [Dr. Amelie Burgess](#), Dr. Kate Sansome, Dr. Alison Joubert, Dr. David Matthews, [Dr. Harriet Gray](#)



Continued from **Thursday, 26 June**

Consumer work in the digital domestic sphere: How submerged networks create market change

» [Mrs. Adele Howes](#), Dr. Zafeirenia Brokalaki, Dr. Tana Cristina Licsandru, Dr. Zahra Sharifonnasabi

Consumers' inclusion and exclusion processes in the digital financial context

» [Ms. Cristina Paradiso](#), Prof. Léna Pellandini-Simányi

16:30

Special Sessions: Navigating the Precarious Access and Stability of Affordable Housing

Lecture Theatre 2, 2nd floor, Bush House

Navigating the Precarious Access and Stability of Affordable Housing

» [Dr. Marcus Phipps](#), Dr. Pao Franco, [Ms. Greta Vignali](#), Prof. Fleura Bardhi, Dr. Aleksandrina Atanasova, [Ms. Lu\(Lucy\) Ren](#), Dr. Danielle Chmielewski-Raimondo, Prof. Daiane Scaraboto, Dr. Lez Trujillo-Torres

16:30

Focused Forums: Advancing Queer Consumer Research

Room 2.03

Advancing Queer Consumer Research

» [Dr. Mario Campana](#), [Dr. Varala Maraj](#), [Dr. Rohan Venkatraman](#), [Prof. Hope Schau](#), [Dr. Ienna Drenten](#), [Dr. Shuyu Yang](#), [Dr. Athanasia Daskalopoulou](#), [Dr. Amber Epp](#), [Ms. Pelin Geyik](#), [Dr. Matteo Montecchi](#), [Dr. Abigail Nappier Cherup](#), [Dr. Christian Eichert](#)

19:00

Conference Networking Dinner

London Transport Museum

Friday, 27 June

08:00

Breakfast

Bush House Arcade

09:00

Competitive Paper: Humour, Media and Sustainability Narratives

Lecture Theatre 1, 1st floor, Bush House

Just A Joke? A Longitudinal Exploration of Sustainable Consumer Stereotypes in Sitcoms

» [Ms. Sophie Raynaud](#), Dr. Maria Zanette, Dr. Carmen Valor, Dr. Paolo Antonetti

DIGITAL CONSUMER BOREDOM

» [Dr. Sammy Toyoki](#), [Dr. Jack Tillotson](#)

Come to the Dark Side, Embrace Your Inner Dark Shadow, and Conceptualize Good Villains. We Have Cookies!

» [Ms. Dania Kyle](#)

Consumer Culture's Waste Legacy: How the Zero-Waste Movement Reimagines Consumerism through Utopian Visionary Storytelling and Practice

» [Dr. Lucina Odoi](#), Dr. Paul Hower, Prof. Anne Marie Doherty

09:00

Working Paper: Wellness and Emotional Consumption

Room: 2.01/2.02

Bringing Consumers Back Down to Earth: Curating an Emotional Journey into Wellness through Ecstatic Dance

» [Prof. Chloe Preece](#), [Prof. Sarah Glozer](#)

My brand is better than yours: Couples, brand loyalties and conflicts

» [Dr. Ratna Khanijou](#), Prof. Benedetta Cappellini, Prof. Sameer Hosany



Continued from **Friday, 27 June**

Exploring Fandom Contributions to Brand Meaning: A Study of Arcane's Fan Culture

» [Dr. Isabella Ciampa](#)

Inclusive Exclusion and Marketplace Resistance: the Case of Roma Consumers in Romania

» [Dr. Cristina Galalae](#), [Dr. Tana Cristina Licsandru](#)

09:00

Special Sessions: Broadening the Legacy of Stewardship: Reconsidering New and Old Theories of Caring in a Changing World

Lecture Theatre 2, 2nd floor, Bush House

Broadening the Legacy of Stewardship: Reconsidering Old and New Theories of Caring for a Changing World

» [Prof. Linda Price](#), [Dr. Matthew Godfrey](#), [Prof. Eric Arnould](#), [Prof. Kivalina Grove](#), [Prof. Anu Helkkula](#), [Prof. Lucie Ozanne](#), [Prof. Julie Ozanne](#)

09:00

Special Sessions: Online Identities and Consumer Self-Preservation Challenges

Room 2.03

Online Identities and Consumer Self-Presentation Challenges

» [Dr. Ashok Kaliyamurthy](#), [Prof. Hope Schau](#), [Dr. Eda Anlamlier](#), [Dr. Lez Trujillo-Torres](#), [Dr. Benet Deberry-Spence](#), [Mr. Furkan Adem Guven](#), [Prof. Finola Kerrigan](#)

09:00

Focused Forums: Bridging CCT x Organization Studies: Why it Matters and How to Do It?

Room: 2.05

Bridging CCT x Organization Studies: Why it matters and how to do it?

» [Dr. Adele Gruen](#), [Dr. Laetitia Mimoun](#), [Dr. Ioonas Rokka](#)

10:30

Coffee

Bush House Arcade

11:00

Competitive Paper: Political Consumption

Room: 2.05

The Art of Vulnerability: A Strengths-based Approach to Vulnerability in the Indigenous Art Market

» [Dr. Ai Ming Chow](#), [Prof. Daiane Scaraboto](#)

Cultural Conflicts Between Immediate Gratification and Long-Term Persistence

» [Dr. Paul Henry](#)

Performative political consumption: reorienting theory on political ideology and consumption

» [Prof. Shona Bettany](#), [Dr. David Rowe](#), [Dr. Ben Kerrane](#), [Dr. Kerry Kerrane](#)

11:00

Working Paper: Sustainability and Ecological Consumption

Auditorium

Multi-Actor Responsibilization in Circular Waste Management Transitions

» [Dr. Claudia Gonzalez-Arcos](#), [Dr. Alexandria M. Gain](#), [Mr. Pablo Aranda Valenzuela](#), [Ms. Josefa Muñoz Carvajal](#)

Aesthetical Consumption: questioning the ecological exception of art consumption

» [Dr. Boris Collet](#)

'Do What You Love': Handling the expectations and demands of craftwork as passionate work

» [Dr. Stephen Murphy](#), [Dr. Tim Hill](#)

11:00

Working Paper: Digital and Material Possessions

Room: 2.01/2.02



Continued from Friday, 27 June

Developing a typology of the valued affordances of digital possessions

» [Dr. Rebecca Jenkins](#), Prof. Janice Denegri Knott, Dr. Peter Nagy, Dr. Bernadett Koles

A Genealogical Overview of Participatory Marketing

» [Dr. Zafeirenia Brokalaki](#)

At the Intersection of Ecology, Queer, and Feminism: A Digital Voyage of Female Queers' Alternative Living Initiatives in China

» [Dr. Shuo Feng](#), [Dr. Shuyu Yang](#)

Unpacking the lived, fleshy, and gendered experiences of self-tracking

» [Dr. Yasmine El Alami](#), Dr. Athanasia Daskalopoulou, Dr. Federico Garcia Baena

11:00 Arts-Based Research Session 3: Videography

Lecture Theatre 1, 1st floor, Bush House

Souvenir: Time Frames of Commodified Spirituality

» [Ms. Greta Vignali](#), [Mr. Giacomo Bagna](#), [Dr. Isabella Ciampa](#), [Ms. Giada Mattias](#)

Repetition and Difference: A Rhythmanalysis of socio-spatial atmosphere

» [Mr. Pekka Saarikorpi](#)

The "Art" and "Work" of Researcher-Filmmaker

» [Ms. Veronika Szasz](#), Dr. Joonas Rokka

Fabriqu  : A Music Video

» [Prof. Gerard Ryan](#)

11:00 Special Sessions: Social Media Influencers as Market Makers

Lecture Theatre 2, 2nd floor, Bush House

Social Media Influencers as Market Makers

» [Prof. Iulien Cayla](#), Dr. Kushagra Bhatnagar, Dr. Rajesh Nanarpuzha, Mr. Sayantan Dey, Prof. Gulay Guzel, Prof. Eileen Fischer, Prof. Adrienne Watson, Dr. Mario Campana, Prof. Ana Javornik, Prof. Sven Molner

11:00 Focused Forums: Writing your 1st Qualitative Research Paper: An Interactive Workshop for PhDs

Room 2.03

Writing Your 1st Qualitative Research Paper: An Interactive Workshop for PhD Students

» [Dr. Ahir Gopaldas](#), Dr. Mark Buschgens, Dr. Pierre-Yann Dolbec, Dr. Burcak Ertimur, Prof. Eileen Fischer, Dr. Ashlee Humphreys, Dr. Marie-Agn  s Parmentier

12:30 Lunch

Bush House Arcade

13:30 Meet the Editor

Auditorium

13:30 Competitive Paper: Marketplace Disruptions and Alternative Economies

Lecture Theatre 1, 1st floor, Bush House

Valorizing craftsmanship through craftspeople's practices

» [Dr. Clement Dubreuil](#), [Prof. Fabienne Berger-Remy](#), [Dr. Delphine DION](#), Dr. Elisabeth Albertini

Cachaceiros and mongrels: The call for locally informed taste theory

» [Dr. Adriana Schneider Dallolio](#), Dr. Maria Zanette, Dr. Eliane Brito, Dr. Marta Sambiasi

Market resurgence and technological trajectories: the vinyl case

» [Prof. Daniel Carvalho de Rezende](#), [Prof. Bernardo Figueiredo](#)



Continued from Friday, 27 June

An evolving retail landscape: Consumers' illegal institutional work and the creation of a legitimately obscured retail market

» [Dr. Aya Aboelenien](#), Dr. Marian Makkar

13:30

Working Paper: Eco-Art and Participatory Consumption

Lecture Theatre 2, 2nd floor, Bush House

Poetry as possibility: Imaging futures with marginalised communities through participatory eco-art workshops

» [Dr. Emma Surman](#), [Prof. Mihaela Kelemen](#), Dr. Fatos Ozkan Erciyas

CONSUMERS AND THEIR RELATIONSHIP WITH AI SOCIAL COMPANIONS: A STUDY ON NOVICE REPLIKA USERS

» [Ms. SALMA GHASSAN AL AZMEH](#), Dr. Rachel Doern, Dr. Mario Campana, Dr. Astrid van den Bossche

Facing the New Affective Realities of the Anthropocene: Emotional Consumption in Vulnerable Spaces

» [Dr. Helene Gorge](#), Dr. Boris Collet, Prof. Eric Rémy

The mediatization of consumer audiences. How event livestreams stage rituals for social media

» [Prof. Niklas Woermann](#)

13:30

Special Sessions: Domestic Spaces as Sites of Tension: A Multi-Level, Multi-Actor Exploration of How Consumers and Producers Create the Home

Room 2.03

Domestic Spaces as Sites of Tension: A Multi-level, Multi-actor Exploration of How Consumers and Producers Create the Home

» [Dr. Pierre-Yann Dolbec](#), [Dr. Marcus Phipps](#), [Dr. Adele Gruen](#), [Dr. Laetitia Mimoun](#), [Ms. Ankita Kumar](#), [Ms. Jayeti Anand](#), [Mr. Rodrigo Castilhos](#)

13:30

Special Sessions: Brands and Toxic Masculinity

Room: 2.01/2.02

Brands and Toxic Masculinity

» [Dr. Jonatan Sodergren](#), [Dr. Simon Blyth](#), [Dr. Sofia Ulver](#), [Dr. Niklas Vallström](#), [Dr. Mikael Andehn](#), [Dr. Floris De Krijger](#)