



## Tuesday, 24 June

- 13:00 **CCT Board Meeting**  
*Bush House South East 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, 4th 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, 4th 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*

Chaired by: [Dr. Nate Warren](#)

**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, 4th 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 Rimppi](#)

**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](#)

**Consumer Relational Engagement with AI Agents – An Exploration from the Affordance Lens**

» [Ms. Iris Truong](#), [Dr. Mike Molesworth](#)

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*

Chaired by: [Prof. Benedetta Cappellini](#)

**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](#)



Continued from Thursday, 26 June

09:00 **Working Paper: Digital Wellbeing and Consumption Norms**  
*Lecture Theatre 1, 1st floor, Bush House*

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

» [Dr. Ksenia Silchenko](#)

**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, 4th 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. Ghaliya Shamayleh, Dr. Michelle Weinberger, Dr. Jack Waverley, Prof. Avi Shankar

10:30 **Coffee**

*Bush House Arcade*

10:30 **Meet the Artists**

*Bush House 8th floor South*

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





Continued from Thursday, 26 June

11:00 **Arts-Based Research Session 1: Photography**  
*Bush House 8th floor South*

**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](#)

**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





Continued from Thursday, 26 June

**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*

**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 Hower

**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, 4th 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 South*

**A Consumption Tale**

» [Ms. Pelin Gevik](#)

**Artwork Installation: Ritualised Heritage of Dress-showings**

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

**Fragments of Identity**

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



Continued from Thursday, 26 June

**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

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 Bernitter, 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](#)



Continued from **Thursday, 26 June**

**The Paradox of Influencers in Shaping Ethical Consumption**

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

**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, 4th 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. Jenna 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, 4th 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, 4th 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, 4th 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](#)