



KING'S  
BUSINESS  
SCHOOL



Consumer  
Culture Theory  
Consortium



## Detailed Programme

### Tuesday 24 June

Time	Activity	Session Title
13.00	Conference Administration <i>Bush House South East 1.04</i>	<b>CCT Board Meeting</b>
14.00	Conference Set-up <i>Bush House 8<sup>th</sup> Floor South</i>	<b>Artist Set-up</b>
15.00	Conference Administration <i>Lecture Theatre 1 Breakout 1st Floor</i>	<b>Conference Registration</b>
15.30	Social Event <i>Bush House 8<sup>th</sup> Floor North</i>	<b>Welcome Afternoon Tea for PhDs and CCTC First Timers</b>
17.00	Social Event <i>Science Gallery</i>	<b>Welcome Reception</b>

### Wednesday 25 June

Time	Activity	Session Title	Short Abstract
9.00	Competitive Paper Session: <b>Cultural Identity, Appropriation and Inclusion</b> <i>Auditorium</i>	<b>Postcolonial Consumer Identity under Compressed Modernity: A Study of Koreans' Interactions with Transnational Cultural Intermediary YouTubers</b>  Ms. Jiwen Zhang, Dr. Seungwoo Chun	This study examines how compressed modernity shapes Korea's postcolonial consumer identity by analyzing 15 interviews and over 620,000 Korean-language comments on transnational cultural intermediary (TCI) YouTubers. The findings reveal strategic and transformative hybridity, various ambivalences,

			and desires for both global and local recognition, extending postcolonial theory in rapidly modernizing societies.
		<b>Mitigating the Harms of Cultural Appropriation: Toward the Responsible Marketing of Cultural Difference</b>  Dr. Angela Cruz, Dr. Yuri Seo, Prof. Daiane Scaraboto	While brands often use elements of diverse cultures to create distinct appeals, such brands also grapple with growing public scrutiny about cultural appropriation. This paper discusses brand strategies for mitigating the harms of cultural appropriation and advances a strategic framework for the responsible marketing of cultural difference.
		<b>Age-Inclusive Branding in the Beauty Industry</b>  Dr. Ela Veresiu, Dr. Marie-Agnes Parmentier	What is an age-inclusive brand and how is it created? Based on an extended case study of a beauty brand, we find three forms of institutional work (narrative, material, and relational) used by entrepreneurs to build an age-inclusive brand. We conclude by discussing how our concept advances branding research.
		<b>“What a Scandal! I feel so Insecure at work”: A visual grammar of Black women's hair on screen</b>  Dr. DINA RASOLOFOARISON, Ms. Sophie Raynaud, Mr. Alexandre NASSAR	This paper explores the representation of Black women's hair in the workplace as reflected in the TV series "Insecure" and "Scandal." It examines how hair functions as a visual language that conveys power dynamics and navigates beauty standards, emphasizing the ongoing discrimination and aesthetic anxieties Black women face professionally.
9.00	Working Paper Session: <b>Generational Identities and Narrative Consumption</b>  <i>Lecture Theatre 1, 1st floor, Bush House</i>	<b>An Interdisciplinary Perspective to Understand the Intersection between Generational Identities and Narrative Consumption</b>  Dr Tom van Laer	This paper explores the intersection between generational identities and narrative consumption, offering an interdisciplinary perspective connecting generational and transportation theories. By examining how formative experiences influence narrative consumption, this perspective delineates the dynamics through which stories shape and are shaped by different generations' life events, socioeconomic conditions, and technological adoption.
		<b>Fighting for Identity: An Ethnography of Women Martial Artists</b>	This research investigates how marginalized consumers navigate tensions between their sense of self and marketplace

		Mrs. Rafaela Canova Davide	norms. In the context of martial arts, it examines how women's gendered bodies challenge their legitimacy in this male-dominated field and the strategies they employ to negotiate their identities.
		<b>Market-Structured Ambivalence: A Conceptual Framework for Institutional Contradictions in Consumer Markets</b>  Dr. Anna Hartman, Prof. Eileen Fischer	This conceptual paper theorizes market-structured ambivalence, where institutional contradictions foster consumer ambivalence in market participation. Drawing from archival data and prior literature, we theorize three dimensions: role-related, moral, and goal-related contradictions—amplified by regulatory dynamics. This framework advances research on emotions, consumer ambivalence and institutional contradictions, providing insights into the structurally embedded tensions in consumer markets.
		<b>Understanding How Consumer Minimalism Could Undermine Wellbeing</b>  Dr. Wei-Fen Chen, Dr. Gunwoo Yoon	Consumer minimalism is often believed to enhance individual well-being. However, the opposite may be true as practicing minimalism can be cognitively taxing. We manipulated a minimalist (maximalist) mindset and found that the former (latter) reported a lower (higher) level of satisfaction and anticipated more negative (positive) feedback on their consumption.
9.00	Special Session:  <i>Lecture Theatre 2, 4<sup>th</sup> floor, Bush House</i>	<b>Consumer Research and Cultural Criticism</b>  Prof. Jonathan Schroeder, Dr. Jonatan Sodergren, Dr. Sophie Whitehouse, Dr. Mark Buschgens, Dr. Marian Makkar, Prof. Anthony Patterson, Prof. Stephen Brown	This session explores the intersection of consumer research and cultural critique, suggesting that consumer researchers can act as cultural critics.  Consumer research has evolved from focusing on consumers as rational decision-makers, to integrating perspectives from psychology, sociology, anthropology, cultural studies, and increasingly, artistic perspectives. This session highlights key debates reflecting our discipline's enduring struggle to balance positivist and interpretive approaches and concludes with a discussion on the revitalization of cultural criticism in

			consumer research, advocating for a more creative approach to understanding consumer culture.
<b>9.00</b>	<p>Special Session:</p> <p><i>Room: 2.01/2.02, 2nd floor, Bush House</i></p>	<p><b>Reimagining the Legacy of Consumer Culture Theory: Toward Post-Capitalist Conceptions of “Consumer Culture”</b></p> <p>Prof. Craig Thompson, Prof. Eric Arnould, Prof. Søren Askegaard, Dr. Mikkel Nøjgaard, Ms. Dikte Reeh Andersen, Dr. Hunter Jones</p>	<p>The aim of this session is to facilitate a re-imagining of “consumer culture” that is not fundamentally intertwined with the logic capitalist accumulation and anthropocentric ontology. This session recognizes the dialectical relations that exist between the cultural imaginary and material conditions. Confronting the ecological and socio-economic crises enabled by prevailing consumption ideologies, we explore alternative frameworks such as biosemiotics, neo-animism, and post-anthropocentric imaginaries that foreground interspecies interdependence, ecological imbalance, and convivial exchange. Thus, the imaginary can inspire the new material realities and alternative materialities which are organized by non-capitalist or anti-capitalist logics, providing new insights into how consumer culture could be transformed.</p>
<b>9.00</b>	<p>Focused Forum Session:</p> <p><i>Room: 2.03, 2<sup>nd</sup> Floor, Bush House</i></p>	<p><b>How to engage in impactful CCT research: examples of pedagogy, practice, and policy from gender scholars</b></p> <p>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</p>	<p>This focused forum, structured as an interactive workshop, interrogates the historical legacy of CCT and the goal of research impact. Examples of ‘impact’ from scholars at the intersection of CCT and gender inequality—a persistent social problem—will be shared. Participants will engage in guided reflection and be given a toolkit of resources.</p>
<b>11.00</b>	<p>Competitive Paper Session:</p> <p><i>Auditorium</i></p>	<p><b>Temporal unplaiting and chronological confrontation: Conceptualising déjà vivait experiences in tourism</b></p>	<p>To theorise sudden and imagined time encountered during innocuous tourism moments, this working paper conceptualises the notion of déjà vivait. Déjà vivait un-</p>

		Dr. Brendan Canavan, Prof. Jillian Rickly, Dr. Carol Zhang	structures time, making aware of latent chronological patterns. Expanding on existing theorisations of time in relation to consumption, we use déjà vivait to highlight a temporal unplaiting.
		<b>Navigating the Fast and Slow: Women's Temporal Experiences in Everyday Leisure Time</b>  Prof. Yumiko Oda, Prof. Yuriko Isoda - Osaka Metropolitan University	This study qualitatively examined how women navigate the interplay between fastness and slowness in their fragmented daily leisure time. By focusing on the integration of efficiency and relaxation within everyday contexts rather than extraordinary experiences, the findings highlight the new dynamics of temporal regimes embedded in women's lived experiences.
		<b>Dispersion or Unity? Countervailing Discourses Surrounding Menopause in Malaysia</b>  Dr. Aminath Shaba Ismail, Dr. Lay Tyng Chan, Dr. Nur Shazwani Rosli, Dr. Vicki Janine Little	Menopause, though a natural life stage experienced by half the global population, remains underexplored due to stigma and gender inequality. This study analyzes 370 menopause-related articles in Malay, Chinese, and English from Malaysia to examine cultural discourses. Across all languages, menopause is medicalised and framed as a societal burden, with common themes including consumer responsabilization, illness framing, and strain on healthcare. Yet, distinct cultural perspectives emerge: Malay discourse emphasizes dread and concealment, Chinese discourse promotes acceptance and management, and English discourse reflects coping and neglect—each revealing unique views of women's roles: reproductive duty, respected elder, and economic contributor.
		<b>Desire for Life: Narrative Transformation Theory</b> Dr. Scott Jones, Prof. Finola Kerrigan, Dr. Paul Hewer	This paper explores the transformational terrain of being narratively transported into cinematic story worlds. We theorise that narrative worlds can provide various transformations from narrative foreclosure to narrative

			rejuvenation. We posit that 'transformation' is better understood as embodied, affective, paradoxical, and disruptive than previous cognitive and individual conceptualisations suggest.
11.00	Special Session:  <i>Lecture Theatre 2, 4<sup>th</sup> floor, Bush House</i>	<b>Rethinking Marketplace Inclusion and Exclusion: Navigating Market Dynamics and Consumer Subjectivities</b>  Prof. Craig Thompson, Mr. Utku Ay, Mx. Orcun Turan, Mr. SILA AYOZ, Prof. Markus Giesler	The proposed special session takes a comprehensive approach, combining conceptual exploration with empirical studies across diverse contexts to better grasp the creation of consumer subjectivities and inclusive marketplaces through understanding diverse consumer roles, recognizing how excluded consumers navigate their identities, and creating inclusionary practices that do not inadvertently exacerbate exclusion.
11.00	Special Session:  <i>Lecture Theatre 1, 1<sup>st</sup> floor, Bush House</i>	<b>Reimagining Family Practices: Navigating Tensions, Expectations, and Market Chaos</b>  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	This session explores tensions in family practices through a practice theory lens building on four papers: sharenting and online privacy concerns; balancing athletic pursuits with family obligations; caregiving amidst mental health challenges; and immigrant families' habitus-building for children. These studies contribute to understanding practice tensions, adaptation, and family dynamic.
11.00	Focused Forum Session:  <i>Room: 2.03, 2<sup>nd</sup> Floor, Bush House</i>	<b>Using AI tools in CCT Research</b>  Dr. Ashok Kaliyamurthy, Dr. Amber Epp, Dr. Ashlee Humphreys, Prof. Markus Giesler, Prof. Fleura Bardhi, Dr. Aimee Huff, Dr. Joonas Rokka, Prof. Henri Weijo, Prof. Linda Price, Prof. Søren Askegaard, Prof. Marius Luedicke, Dr. Matthew Godfrey, Dr. Brandon McAlexander, Prof. Hope Schau	The roundtable will bring together scholars from various stages of their careers, reviewers and editors to share their experiments, experiences, concerns and challenges with using AI tools in the research process. A key objective is to explore the nature of the middle ground between the two extremes of outsourcing research and writing to these tools versus completely rejecting them. The session will have substantial discussion on the issues and ethics involved with an objective to foster more critical tool use.

11:00	<p>Working Paper <b>Disruptions and Tensions via Consumption: Ecology, Liquidity, and De-growth</b></p> <p><i>Room: 2.01/2.02, 2<sup>nd</sup> Floor, Bush House</i></p>	<p><b>Hybridization of Religious and Eco-Habitus in Shaping Ecological Practice within the Christian Church</b></p> <p>Mr. Kenji Ishihara, Dr. Cristina Galalae, Dr. Matthew Higgins, Dr. Sigmund Wagner-Tsukamoto</p>	<p>This paper explores how the Christian Church engages with environmental issues. By mobilizing the concepts of religious habitus and eco-habitus and drawing on an ethnographic study of two Protestant ecological groups in Japan, we illustrate how Christian ecological groups shape practices that involve ecological and religious dimensions.</p>
		<p><b>Unravelling the tensions in liquid central consumption</b></p> <p>Dr. Samuel Haddad-Bacry</p>	<p>Drawing on Bauman's (2000) liquid modernity and Bardhi and Eckhardt's (2017) concept of liquid consumption, this research attempts to frame liquid cultural consumption through six tensions, namely (De   Re)materialization, (Over)Abundance, (Auto   Hetero)nomy, (Con   Pro)sumption, Access vs Possession, Commodification vs Sacralization. We conclude proposing pathways for future research.</p>
		<p><b>A prefigurative perspective on degrowth: what prevents the degrowth movement from realizing its disruptive potential?</b></p> <p>Professor Ahmed Benmecheddal</p>	<p>Degrowth critiques capitalism and fosters sustainability through alternative organizing. While prior research highlights its critique and alternatives, it neglects challenges in confronting societal institutions. Drawing on the notion of prefiguration, this study aims to conceptualize the challenges between degrowth theorization and the enactment of degrowth-minded alternatives within real world complexities.</p>
13.30	<p>Competitive Paper Session: <b>Post-Growth, Degrowth and Future Consumer Imaginaries</b></p> <p><i>Lecture Theatre 1, 1st floor, Bush House</i></p>	<p><b>Critically Performing Post-Growth Marketing: A guide for dystopian optimists</b></p> <p>Dr. Carys Egan-Wyer, Dr. Jon Bertilsson - Lund University</p>	<p>Moving beyond both utopian optimism's market-based solutions and terminal marketing's pessimism, this work introduces a dystopian optimism to revitalise critical marketing. We advocate for degrowth as an optimistic path forward and outline how marketing scholars can use critical performativity to be part of the transition to a post-growth economy.</p>
		<p><b>An Anticipated Dystopia: Responsibilization and Obesity in the Ozempic Era</b></p>	<p>Neoliberalism shifts body weight responsibility to individuals, ignoring contextual factors. Social media intensifies it, promoting unattainable beauty standards through idealized images. Herein, weight-loss drugs gain popularity. This study</p>

		Mrs. Clara Faro, Dr. Eliane Brito, Dr. Isabela Carvalho de Morais	investigates how responsabilization influences approaches to obesity health crisis, focusing new weight-loss drugs as market solutions and how cultural narratives shape it.
		<b>ESCAPING DOMESTICATION: THE EMERGENCE OF A SYSTEM OF EXPERIENCES IN FEMALE RESISTANCE</b>  Dr. Karla Angelkorte, Dr. Fernanda Scussel, Dr. Leticia Casotti	This study investigates emancipatory consumption experiences within the context of female resistance, exploring their potential as mechanisms for transformative social movements. Introducing the concept of the system of experiences, we theorize how interconnected dynamics foster sustained societal change through de-domestication. Findings reveal the system's capacity to challenge gendered norms, expand inclusivity, and bridge individual empowerment with structural transformation.
		<b>Extending the Life of Objects and Materials: Rasquache Consumption for Degrowth</b>  Dr. Mariella Zavala, Dr. Robert Arias	Rasquache behaviours involve making the most out of available resources with pride. This research presents "rasquache consumption" as a form of resourcefulness and sustainable consumer behaviours that extend the life of objects with little to no concern for ecological sustainability and proposes a framework to support sustainability research and practice.
13.30	Working Paper Session: <b>Ethnographic and Identity Studies</b>  <i>Auditorium</i>	<b>An Emergent Ethnography of Mountain Biking</b>  Dr. Fiona Spotswood, Prof. Avi Shankar, Dr. Lauren Gurrieri	We present emergent findings from an ethnography of mountain biking. An action sport, mountain biking has become, and is represented as, a highly gendered, masculine, consumption practice. We explore the experiences of women+ who encounter and subsequently perform this practice, and how women+ only groups can address its masculinisation.
		<b>From Stigma to Safety: the practices used by transgender consumers to create online safety</b>  Dr. Cameron Huston, Dr. Angela Cruz	This study seeks to understand how consumers facing extreme and intensifying stigma find, create, and maintain safe online spaces. We explore this conundrum through the experiences of transgender consumers. Through a qualitative approach combining netnography and interviews, we identify four

			practices for creating online safety: educating, advising, validating, and moderating.
		<b>Person Brand Scandal Dynamics: Insights from the Case of (Kanye)</b>  Prof. Eileen Fischer, Dr. Marie-Agnès Parmentier, Prof. Gillian Brooks	Based on analysis of the case of Kanye West, this paper explores why person brands embroiled in scandals may survive and thrive, even while others suffer severe consequences (e.g. “cancellation”). Data are being analyzed using multiple lenses (e.g. institutional theory, exciting vs sincere brand typology) to produce a comprehensive explanation.
		<b>Brand Hate as a Force for Meaning Mutation in Brand Publics – An Analysis of Amazon’s The Rings of Power</b>  Mr. Malik Husnain Arshad, Ms. Hirudini Cooray, Mr. Dilan Rathnayake, Ms. Sonya Khurram, Ms. Khadija Rani	This study aims to explore a brand's negative growth through the expression of Brand Hate on Brand Public. It is conducted in the context of the Amazon TV show Rings of Power and explores how brand hate shapes the meaning of the brand and its consumption.
13.30	Working Paper Session: <b>Family and Social Responsibility in Consumption</b>  <i>Room 2.03, 2<sup>nd</sup> Floor, Bush House</i>	<b>Expected to Fix the Future: Parental Articulations of Responsibilisation in the Swedish School Market</b>  Dr. Susanna Molander, Prof. Benedetta Cappellini	This paper explores parents' interactions with the school market logic through an interpretive case study of Swedish primary school choice. Drawing on responsibilisation and intensive parenting, findings identify three approaches—trusting, strategizing, and activist—offering insights into how parents navigate a responsibility-laden school system and enriching the understanding of responsibilisation.
		<b>Consumers, Influencers, and Entrepreneurs: How Brands Facilitate Role Transitions in the Sneakerhead Community</b>  Ms. Shiling Lin	This paper explains the sneakerhead community’s consumer role transitions from consumer to social media influencer to entrepreneurs. Legacy brands like Nike established the sociocultural foundation of sneakerhead culture. Then, social media enabled sneakerheads to become influencers. Finally,

			the "market demand" from emerging brands empowers them to transition into entrepreneurs.
		<b>Multispecies encounters constructing homescapes</b>  Dr. Henna Syrjälä, Dr. Eliisa Kylkilähti, Dr. Liisa Kääntä, Prof. Pia Bäcklund	This paper examines how variable encounters between heterogeneous living beings construct multispecies homescapes. We analyze multispecies encounters in media texts, consumers' narrative diaries and interviews within different homescapes to delve into how everyday living is co-constructed from a multispecies perspective. Our preliminary findings provide multispecies insights into sustainability and well-being.
		<b>SITUATING TRICKSTER CONSUMPTION IN CONTEMPORARY SOCIETY: THE TRAJECTORIES OF INSATIABLE DESIRES</b>  Dr. Nate Warren, Prof. Linda Price	What happens when consumers are overwhelmed by insatiable desires? The trickster lens reveals that consumers who are overcome by insatiable desires consider social boundaries as fluid, play tricks along boundaries, and inadvertently disrupt society—for better and worse—with implications for creativity and destruction in post-truth modernity.
13.30	Special Session:  <i>Lecture Theatre 2, 4<sup>th</sup> Floor, Bush House</i>	<b>Reimagining Care for the Underserved Consumers</b>  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	This special session examines how consumers navigate care in contexts where they feel neglected. It explores care as relational and adaptive, addressing chronic health challenges, alternative communities, and systemic contradictions. The session emphasizes inclusivity and well-being, offering theoretical and practical insights for reimagining supportive infrastructures of care.
13.30	Focused Forum Session:  <i>Room: 2.05, 2<sup>nd</sup> Floor, Bush House</i>	<b>Computational Methods in Consumer Culture: Beyond existing paradigms?</b>  Dr. Alessandro Caliendo, Dr. Alessandro Gandini, Dr. Astrid van den Bossche	This roundtable explores the role that computational methods can play in the study of consumer cultures—contemporary and historical, digital and analog. Panellists will probe existing methodological boundaries: qualitative / quantitative research, big / small data, algorithmic / hermeneutic

			approaches, and their relevance in past, present, and future consumer studies.
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#### Thursday 26 June

Time	Activity	Session Title	Short Abstract
9.00	Competitive Paper Session: <b>Emotional and Therapeutic Consumption</b>  <i>Auditorium</i>	<b>Attempting to dispel Loneliness through Materialism</b>  Dr. Sushant Kumar, Prof. Russell Belk	This study explores how materialism is employed as a coping strategy to dispel loneliness experiences. The study adopts a narrative inquiry approach to collect data from lonely individuals. A total of 25 participants were recruited who shared 42 stories. The stories revealed as how individuals use materialism to dispel loneliness.
		<b>Therapeutic Consumption in Times of Crisis: The Emergence of Radical Wellness</b>  Mr. Sebastián Ordóñez-Giraldo, Prof. Julie Ozanne	Due to an episode of crisis, wellness consumers were deprived of marketplaces considered essential for their well-being. In response, they underwent a process of political awakening that entailed acts of resistance, an inclination for pre-modern ritualistic practices, and an ideologization of consumption patterns that we define as radical wellness.
		<b>Athletic Bodywork: How Consumers Develop Competence in Leisure Domains of Physical Competition</b>  Dr. Andre Maciel, Prof. Ronan Quintão	This paper introduces the concept of “athletic bodywork” as the consumer effort to instrumentalize the body and enhance performance in leisure domains of physical competition. This conceptualization, based on an ethnography of road cycling, extends the literature on consumer efforts to transform their corporeality.
		<b>Older influencers and the reordering of the body?</b>  Prof. Malene Gram, Prof. Benedetta Cappellini, Prof. Stephanie O'Donohoe, Prof. Vicki Harman	This paper explores how female influencers aged 50+ discuss and display their ageing bodies. Drawing on theories of age ordering and media/advertising representations of women's bodies, and on qualitative interviews with Danish and British influencers, we contribute to understanding of relationships between ageing bodies, gender and social media influencing.

9.00	<p>Working Paper Session: <b>Digital Wellbeing and Consumption Norms</b></p> <p><i>Lecture Theatre 1, 1st floor, Bush House</i></p>	<p><b>(De)normalization of Screen Consumption: Problematicizations and Norm Creation in the Moralistic Market of Digital Wellbeing</b></p> <p>Dr. Ksenia Silchenko</p>	<p>This work-in-progress research explores the emergent market of digital wellbeing via critical discourse analysis of a dataset of 371 products. By examining what issues are problematized and what norms are created in the moralistic market of digital wellbeing, the study contributes to research in consumer responsabilization and self-governance.</p>
		<p><b>The In-between Consuming Body: Consumption and Identity in Early Menopause Experience</b></p> <p>Ms. Irem Tastan, Prof. Kathy Hamilton, Dr. Juliette Wilson</p>	<p>This paper explores how consumers respond to interruptions to idealized embodied selves caused by undergoing early menopause in their younger years. We argue that exploring the in-betweenness of body as the main arc of consumption experiences offers a theorization of identity construction countervailing the linear past, present, and future trajectory.</p>
		<p><b>The Affective Atmospheres of Immersion</b></p> <p>Prof. Chloe Preece, Dr. Pilar Rojas Gaviria</p>	<p>Immersion is a word which is increasingly ubiquitous yet under-theorised. The extraordinary experience literature is replete with examples of immersion in allowing for transcendent escape from marketplace logics. In focusing on affective atmospheres of immersive theatre, we unpick the reciprocal sensorial and embodied shifts that result in such heightened intensities.</p>
		<p><b>A beautiful bubble: Chinese women influencers' gendered self-branding on Xiaohongshu</b></p> <p>Ms. Rendan Liu</p>	<p>This ethnographic study explores how Chinese women influencers navigate gender norms and expectations in their self-branding practices on Xiaohongshu. The findings reveal their strategies to captivate audiences, underscoring the intersection of dominant femininity ideals, digital culture, and consumerism in Chinese wanhong economy.</p>
9.00	<p>Special Session:</p>	<p><b>Consumer Well-being: How It is Shaped, Threatened, and Crafted</b></p>	<p>This session reimagines marketing's legacy on consumer well-being (Husemann and Eckhardt 2019; Moisio and Beruchashvili</p>

	Lecture Theatre 2, 4 <sup>th</sup> Floor, Bush House	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	2010; Thompson and Hirschman 1995). With cultural ideas of well-being expanding to encompass not just physical health and well-being, but also spiritual, social, financial, and mental well-being (Hochstein, Veresiu, and Harmeling 2024), new questions arise about how consumption and markets influence unique facets of well-being. Further, new cultural and social concerns, such as increasing economic uncertainty, pace of life, and awareness of mental health conditions are influencing consumer well-being. Four research papers demonstrate how markets shape what consumers believe they deserve in the name of well-being, how consumers react to exogenous and internal shocks and craft contentment to maintain or regain well-being.
9.00	Special Session:  Rooms: 2.01/2.02, 2 <sup>nd</sup> Floor, Bush House	<b>Paradoxes in Acceleration and Deceleration</b> 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	This session examines paradoxes of acceleration and deceleration in the digital realm, exploring its tensions, dilemmas, and consequences. By addressing how consumers navigate temporal shifts, we aim to shed light on the interplay between evolving digital practices, perceptions of time, and how it impacts practices and habits of consumer behaviour and well-being.
9.00	Focused Forum Session:  Room 2.03, 2 <sup>nd</sup> Floor, Bush House	<b>Beyond the Consumer: Expanding Consumer Research to Include Non-Human Actors</b>  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	The goal of this roundtable is to bring together diverse perspectives to explore and advance the inclusion of non-human actors in consumption studies. The discussion will emphasize theoretical and methodological shifts to foster more-than-human relational thinking in consumer research, aligning with the conference's goal of reimagining legacies through social and environmental responsibility.
11.00	Competitive Paper Session:	<b>Social Media Echo Chambers: A Conceptual Framework</b>	The echo chamber effect occurs when social media polarization causes people to adopt increasingly extreme

	<b>Digital Influence, AI and Governance</b>  <i>Auditorium</i>	Dr. Carlos Diaz Ruiz	<p>positions. Although it is broadly used in news media, research remains inconclusive. This conceptual paper reviews its diverging interpretations and clarifies three distinct yet overlapping concepts that researchers commonly refer to as echo chambers.</p>
		<b>From Producing to Learning with Artificial Intelligence: How Students Consume AI</b>  Mr. Kapil Saraf, Dr. Pierre-Yann Dolbec	<p>This study explores how students integrate AI in education, contrasting with workplace productivity-focused AI use. Through analyzing 27 student interviews, we find students make ethical decisions about AI based on educational advancement potential and pressure management. Students exhibit two usage patterns: replacement of learning tasks and support for enhanced understanding.</p>
		<b>Brand Governance in the Metaverse</b>  Prof. Gokcen Coskuner-Balli - Chapman University, Dr. Burcak Ertimur	<p>This paper identifies key governance problems brands face in their metaverse ventures, explains why they occur, and identifies governance mechanisms to tackle them in the context of the digital fashion market. The resulting novel brand governance framework offers theoretical extensions to conventional brand management, brand co-creation, and brand platforms.</p>
		<b>The Business of Politics: Analyzing Political Content Creation in Brazil's Social Media Landscape</b>  Mr. Bruno Rossetti Leandro, Ms. Ana Beatriz Aquino, Dr. Eliane Brito	<p>This study explores how Political Content Creators (PCCs) leverage social media affordances to merge political discourse with content monetization. Analyzing two prominent New Right influencers in Brazil, we examine their strategies, narratives, and community-building efforts, highlighting the inseparability of political and market dynamics in shaping public opinion and digital political engagement.</p>

11.00	Arts-Based Research Session:  <i>Bush House 8th floor North</i>	<b>Arts Track: Photography</b>	This session brings together five thought-provoking photographic works that use visual storytelling to explore the intersections of space, identity, consumer culture, and sustainability. From spectral traces in commercial ruins to personal narratives of cultural hybridity, these projects interrogate how meaning is constructed, disrupted, and reimagined through everyday experiences and environments.
11.00	Special Session: <b>Navigating the Troubled Past of Care in the Marketplace and Exploring New Opportunities</b>  <i>Lecture Theatre 1, 1st floor, Bush House</i>	<b>Navigating the Troubled Past of Care in the Marketplace and Exploring New Opportunities</b>  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	This special session revisits marketized care failures and explores emergent market development and consumer work of care. Extending the contested consumer responsibility of care, this session explores important needs of care (e.g., disability, eldercare, children) and processes of care (ideological framing, market accessibility, platform mediation, and research ethics).
11.00	Special Session:  <i>Room 2.01/2.02, 2<sup>nd</sup> Floor, Bush House</i>	<b>Stoking the Flames of Brand Devotion</b>  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	This session examines how brand relationships evolve into deep forms of consumer devotion and activism. Through studies of brand religiosity, fan communities, personal brands, and organizational authenticity, four papers reveal how meaningful brand connections are shaped by individual attachment, collective dynamics, and organizational integrity in contemporary markets.
11.00	Focused Forum Session:  <i>Room 2.05, 2<sup>nd</sup> Floor, Bush House</i>	<b>'Forward to the Past, Back to the Future': the legacy of historical marketing research applied to future challenges'</b>  Dr. Daniela Pirani, Dr. Andrea Lucarelli	The roundtable/special interest group interrogating the relevance, needs and actuality of historical research (historiography, archival research) in CCT with specific focus on digitalization, political interventions, gender and colonial legacies. The outcome will be a document of sources which spark the creation of a special interest/working group in CCT community.

13.30	Arts-Based Research Session:  <i>Bush House 8th floor North</i>	<b>Multi-Medium Artworks</b>	This session brings together a diverse collection of artworks spanning installations, visual books, soundscapes, and pencil and painting canvases media. Each piece challenges how identity, consumption, and heritage are constructed and experienced through sensory and material practices. These works reveal the power of art to evoke affective, immersive, and critical engagements with everyday consumer life.
14.30	Competitive Paper Session: <b>Consumption Geographies and Material Legacy</b>  <i>Auditorium</i>	<b>Marketplaces and Violent Geographies</b>  Dr. Rohan Venkatraman, Dr. Aleksandrina Atanasova	By studying media and consumer discourses on transgender healthcare in the USA, this research explores how marketplaces are enrolled into the formation of “violent geographies”, where certain bodies and identities are deemed unworthy. Findings outline four rhetorical and material positions that enmesh the marketplace into spatial marginalization and displacement.
		<b>Household Interstices for Waste Management</b>  Prof. Helene Cherrier, Dr. Meltem Türe	By exploring waste kept at homes, we aim to uncover spatio-temporal and material affairs that unfold around household waste management. The initial analysis of in-depth interviews and in-home visits indicates household interstices as fundamental to consumer waste management. Household interstices are spaces of convergence where waste has both value and no value and where waste is both in the home and outside of the home. These spaces can conceal, accommodate, or anchor waste within homes and grant waste with agency to trespass, linger, or haunt household practices. Household interstices should be considered as important to promote the circular economy.
		<b>How marginalized consumers’ respond to egalitarian market practices</b>	This study extends research on market inclusion by exploring how marginalized consumers respond to egalitarian market practices. Based on ethnographic fieldwork on an NGO-based network that provides people in precarity conditions with

		Dr. Yasmine El Alami, Dr. Gregorio Fuschillo, Prof. Daiane Scaraboto	access to mainstream market offerings, we explore three strategies marginalized consumers leverage in response to egalitarian market practices.
14.30	Competitive Paper Session: <b>Resistance, Misinformation, and Activism in Consumer Culture</b>  <i>Lecture Theatre 1, 1st floor, Bush House</i>	<b>Branding Democracy: Legacies of Resistance and the Politics of Inclusion in the Algerian Hirak</b>  Dr. Hounaida El Jurdi, Prof. Nacima Ourahmoune	We apply a socio-spatial analysis to the Algerian Hirak, branded as inclusive, to theorize the relationship between social movement branding strategies and inclusion. Using ethnographic data, we reveal how historical legacies of women's resistance, when ambiguously mobilized in movement branding, can serve as a tool for both solidarity and marginalization.
		<b>A 'world-upside-down': Misinformation as a strategic weapon of resistance</b>  Dr. Gaël Bonnin, Dr. Stoyan Nikov	Drawing on James C. Scott's work, this paper examines how misinformation functions as a resource for resistance. It reveals how misinformation enables individuals to challenge domination and imagine alternative social orders. Findings highlight the functions of misinformation and its implications for understanding agency in contexts of domination and resistance.
		<b>Collective Effervescence of Digital Vigilantism</b>  Dr. Toni Eagar, Dr. Anna Hartman, Dr. Yingnan Shi	This study examines digital vigilantism in the post-truth era, where societal polarization and misinformation fuel online policing of transgression. Using Durkheim's lens of punishment as communication, we explore how digital vigilantism enforces social norms, fosters solidarity through collective effervescence, and reveals moral complexities in group dynamics and social control practices.
		<b>The Politics of Publics</b>  Dr. Hossain Shahriar, Dr. Andrea Lucarelli, Dr. Sofia Ulver	This research explores the politics of publics to understand consumer resistance to sportswashing on digital platforms. Drawing on Mouffe's agonistic pluralism and Latour's matters-of-concern, we analyze Twitter data to unveil how consumers

			navigate moral quandaries, sleepy resistance, and polarizing re-action. The study contributes to knowledge on publics and macro-level resistance.
14.30	<p>Working Paper Session: <b>Maternal Marketing and Media Representation</b></p> <p><i>Room: 2.05, 2<sup>nd</sup> Floor, Bush House</i></p>	<p><b>Reimagining Maternal Marketing Legacies: From Betty Crocker to Mumfluencers - A Critical Visual Analysis of Persistent Maternal Hegemonies</b></p> <p>Ms. Marsaili McGrath, Dr. Andrea Tonner, Dr. Paul Hewer</p>	<p>This working paper examines how historical legacies of maternal marketing are reimagined through platform capitalism, analysing the evolution from Betty Crocker to contemporary mumfluencers. Using critical visual discourse analysis, the intention is to reveal how digital platforms simultaneously preserve and transform traditional maternal hegemonies while monetizing performances of authentic motherhood.</p>
		<p><b>Black Mirror reflections: The role of dystopian narratives in shaping technological innovation and market dynamics</b></p> <p>Mr. Mauricio Rodriguez Alfonso, Dr. Gaël Bonnin, Ms. Valeria Carrillo, Ms. Adriana Caicedo</p>	<p>This paper explores how dystopian Sci-Fi works, in this case, Black Mirror, shape emerging technologies and their adoption. Using qualitative approach and clinical psychology method research-intervention, we uncover the market-shaping power of cultural narratives, revealing their influence on public perceptions and critical reflections on technologies shaping consumer cultures.</p>
		<p><b>The imaginary (re)institution of Consumer Culture Theory</b></p> <p>Dr. Cristiano Smaniotto</p>	<p>This article argues that imaging an alternative social order demands a theoretical and political consciousness that acknowledges the autonomy of human action beyond existing structures. By drawing on Castoriadis' concept of the social imaginary, the article establishes a foundation for cultivating this new consciousness within the CCT field.</p>
		<p><b>How Consumer Culture Grows: The Eigendynamik of Consumption</b></p> <p>Dr. Jon Bertilsson</p>	<p>The current climate crisis has generated social pressure to slow consumption down. Despite this, consumer culture is continuously developing and growing. How is this possible? Our paper provides theoretical clues to this question by developing a novel model of thought for consumption growth, based on Georg Simmel's notion of Eigendynamik.</p>

14.30	<p>Working Paper Session: <b>Cultural Narratives and Consumer Ideals</b></p> <p><i>Lecture Theatre 2, 4<sup>th</sup> Floor, Bush House</i></p>	<p><b>Secrets of the Keraton: Constructing Indonesian beauty ideals through an indigenous beauty brand</b></p> <p>Dr. Jeaney Yip, Prof. Susan Ainsworth, Ms. Isabella Dabaja</p>	<p>This paper studies how a local beauty brand, Mustika Ratu, was able to compete with foreign companies by discursively constructing an ideal of Indonesian beauty that drew on cultural heritage and history, indigenous knowledge, nature and pre-colonial royalty, all of which represented alternative sources of authority to Western science.</p>
		<p><b>Moral Misalignments in Consumption Practices: The Case of Vegan Challenge</b></p> <p>Mrs. Katariina Sorvari, Dr. Hanna Leipämaa-Leskinen, Dr. Mujde Yuksel</p>	<p>Research has shown that consumption practices are central to the ways consumers navigate moral commitments. This study utilises the moral tribe conceptualisation to explore 'moral misalignments' emerging in the vegan consumption practice. Taking the Vegan Challenge community as a context, we observe the misalignments across practice elements and their reconfiguration.</p>
		<p><b>Dealing with dirt to save the planet: value conflict in sustainable consumption</b></p> <p>Dr. Daniela Pirani, Dr. Ratna Khanijou, Dr. Vera Holscher</p>	<p>This paper looks at how sustainability values shapes consumers' engagement with dirt. Dirt has use, symbolic, and sustainability value, often intersecting. Our paper focuses on the value conflict emerging from this intersection, and how it conditions the adoption of sustainable consumption, as exemplified by reusable nappies.</p>
		<p><b>Navigating Digital Marketing's New Landscape: Marketing as Surveillance, Ethics in Personalization and the Ambivalent Marketer Subject</b></p> <p>Dr. Niklas Sörum, Dr. Lars Hedegård</p>	<p>This paper explores the intersection of marketing as surveillance and Foucault's concept of ethics, with a focus on digital marketers' perspectives on personalization. Building on in-depth interviews with practioners in Swedish SMEs, the analysis identifies three themes in practioners' self-constitution as "marketer subjects". The conclusion highlights the interplay between marketing as surveillance and ethics.</p>
14.30	<p>Special Session:</p>	<p><b>Representing Otherness</b></p>	<p>Through the perspectives of consumers, market discourses and marketers, we discuss the representation of Otherness in the</p>

	Room: 2.01/2.02, 2 <sup>nd</sup> Floor, Bush House	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	marketplace. The general goal of the session is to critically reflect on the ethical and social implications of Otherness in consumer research, urging us to reimagine a marketplace that values equity, diversity, and dignity.
14.30	Focused Forum:  Room: 2.03, 2 <sup>nd</sup> Floor, Bush House	<b>Looking ahead: Future Directions in the Study of Religion and Spirituality</b>  Dr. Elif Izberk-Bilgin, Dr. Diego Rinallo	The purpose of this roundtable is to map out and explore the future directions for the study of religion and spirituality in marketing and consumer research. This session will explore potential new theoretical and methodological pathways as well as new trends at the intersection of religion, spirituality, markets, and consumption.
16.30	Competitive Paper Session: <b>Brand Practices, and Loyalty in Changing Markets</b>  Auditorium	<b>Breaking the Game: How Consumers Co-Creat Value by Transforming Temporary Agency</b> Mr. Antoine Heuillard, Dr. Pierre-Yann Dolbec	This study examines how consumers transform producer-designed experiences through speedrunning—completing video games as quickly as possible. Using ethnographic research, we show how consumers create new forms of value by reshaping temporary agencies through four mechanisms that resolve tensions between cohesion-disruption and performance-sociality, extending our understanding of consumer value co-creation.
		<b>Brand Loyalty Revisited: Brand-Specific Practice Elements as Anchors for Brand Loyalty</b>  Ms. Janina Rebecca Kauz, Prof. Johanna Franziska Gollnhofer	Traditionally, brand loyalty is regarded as a static outcome of behavioral and attitudinal factors. This paper offers a broader perspective by conceptualizing loyalty through practice theory. Through this lens, we show how brand loyalty is sustained and disrupted. This conceptualization delivers theoretical contributions and practical tools to build brand loyalty.
		<b>Staying Afloat: The Role of Social Capital in Market Navigation Among Near-Poor Consumers</b>  Dr. Zuzana Chytkova, Dr. Alzbeta Wolfova	This research examines how consumers balancing above the poverty line leverage social capital to maintain their market position. Through an analysis of consumer narratives, we identify five mechanisms through which social capital can be converted into market resources. However, we also reveal how

			social capital can potentially destabilize consumers' market position, leading to increased vulnerability.
16.30	<p>Working Paper Session: <b>Crisis, Mythology and Consumer Behaviour</b></p> <p><i>Lecture Theatre 1, 1st floor, Bush House</i></p>	<p><b>Consumer desire whirlpools: Marketplace mythology exile and moral ambiguities within an economic crisis.</b></p> <p>Ms. Sofia Christidi, Prof. Andrew Lindridge, Prof. Diana Gregory-Smith</p>	<p>We explore how consumers' responses to an economic crisis may be experienced as moral and immoral amidst a shifting marketplace previously based upon elective participation to, or departure from, consumer desire. Our findings allow us to move towards a theorisation of mythological discontinuity and to extend understanding in moral ambiguity.</p>
		<p><b>Everyday Therapeutic Consumption: Towards a Therapeutic Network Theory</b></p> <p>Prof. Kathy Hamilton, Prof. Susan Dunnett, Prof. Emma Banister, Prof. Maria Piacentini, Dr. Stephanie Anderson, Dr. Fiona Cheetham, Dr. Amy Greiner FehI, Dr. Helene Gorge, Dr. Nicole Bieak Kreidler, Dr. Handan Vicdan</p>	<p>We address how consumers create, arrange, and deploy everyday therapeutic resources to enhance well-being and quality of life. We draw on auto-ethnographic therapeutic maps and narratives of therapeutic moments to develop a network theory of therapeutic consumption that serves, not as an escape, but as an enhancement of everyday life.</p>
		<p><b>The Great Narrative Escape: Exploring the Consumption of Weak Narratives</b></p> <p>Dr. Kees Smeets, Prof. Caroline Wiertz, Dr. Stefan Bernritter, Dr. Daniela Cristian</p>	<p>Our study explores how "weak narratives" like Slow TV represent a technological antidote to social acceleration. Specifically, we introduce and conceptualise a distinct form of narrative engagement—Narrative Idling— that consumers use to decelerate, achieving Resynchronisation, Relaxation, and Recalibration by engaging with minimally structured, predictable digital content.</p>
		<p><b>Normative (Moral) market legitimization of Social AI: Influence of audience semiotics on science fiction myths and emergence of a post-ethical model of consumption</b></p> <p>Mrs. Hafize Celik, Prof. Güliz Ger, Prof. Pierre McDonagh, Dr. Tim Hill, Prof. Sarah Glozer</p>	<p>This ethnographic research aims to understand the normative market legitimization process of social artificial intelligence with an analysis of mobilized audience semiotics on science fiction myths. Immersion to interpretive communities of cinema societies yields to a detailed map of attributes, processes, and moral spectrum of this legitimization process with a link to postethicality.</p>

16.30	<p>Working Paper Session: <b>Empowerment and Ethical Consumption</b></p> <p><i>Room: 2.01/2.02, 2<sup>nd</sup> Floor, Bush House</i></p>	<p><b>What Does Empowerment Mean? Perspectives of Consumers with Visual Impairments</b></p> <p>Ms. Elena Elkanova</p>	<p>Although empowerment might be essential to achieving the well-being of people with disabilities, consumer empowerment literature rarely examines disability context. Following the “nothing about us without us” approach, current research contributes to this area and explores how consumers with visual impairments understand empowerment in the marketplace.</p>
		<p><b>The Paradox of Influencers in Shaping Ethical Consumption</b></p> <p>Dr. Amelie Burgess, Dr. Kate Sansome, Dr. Alison Joubert, Dr. David Matthews, Dr. Harriet Gray</p>	<p>This study examines how social media influencers, as cultural intermediaries, use platforms and tactics to shape (un)ethical consumption ideologies. Leveraging paradox theory, we reveal how influencers navigate tensions between commerce and care, embedding (un)ethical consumption ideologies within digital, platform-driven consumer culture narratives.</p>
		<p><b>Consumer work in the digital domestic sphere: How submerged networks create market change</b></p> <p>Mrs. Adele Howes, Dr. Zafeirenia Brokalaki, Dr. Tana Cristina Licsandru, Dr. Zahra Sharifonnasabi</p>	<p>Consumer work, as a self-actualizing activity providing values (e.g. symbolic), has primarily been examined from an individualistic perspective. Using cleanfluencing (the online performance of domestic practice) as our context, we address this gap by exploring how collective consumer work contributes to the transformation of a consumer practice and its meanings.</p>
		<p><b>Consumers’ inclusion and exclusion processes in the digital financial context</b></p> <p>Ms. Cristina Paradiso, Prof. Léna Pellandini-Simányi</p>	<p>Through 30 interviews and observations, this study explores processes of inclusion and exclusion in the digital marketplace. It argues that exclusion rarely stems from a lack of physical access. Instead, digital devices are scripted with a specific consumer subject in mind, which creates exclusionary effects when used by consumers with different social backgrounds.</p>
16.30	<p>Special Session:</p>	<p><b>Navigating the Precarious Access and Stability of Affordable Housing</b></p>	<p>Amidst the global cost of living crisis, access to, and the stability of, affordable housing, is a grave concern. This special</p>

	Lecture Theatre 2, 4 <sup>th</sup> Floor, Bush House	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	session explores how consumers navigate the precarity of finding and living in affordable housing. The session investigates precarity across the levels of marketplace legitimation, structural instability, and everyday living.
16.30	Focused Forum:  Room: 2.03, 2 <sup>nd</sup> Floor, Bush House	<b>Advancing Queer Consumer Research</b>  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	Most traditional consumer research assumes that the prototypical consumer is white, cisgender, heterosexual and (broadly) middle class. This roundtable brings together researchers to challenge this assumption by emphasising the importance of exploring the lived experiences of non-heterosexual, or queer, consumers, as well as queerness as a non-normative marketplace structure.

### Friday 27 June

Time	Activity	Session Title	Short Abstract
9.00	Competitive Paper Session: <b>Humour, Media and Sustainability Narratives</b>  Lecture Theatre 1, 1st floor, Bush House	<b>Just A Joke? A Longitudinal Exploration of Sustainable Consumer Stereotypes in Sitcoms</b>  Ms. Sophie Raynaud, Dr. Maria Zanette, Dr. Carmen Valor, Dr. Paolo Antonetti	This study examines how sitcoms from 1994 to 2020 adapt comedic violence strategies to sustainable consumer stereotypes. By analyzing three popular series, it highlights the relationship between comedic violence and stereotypes, focusing on double enunciation's role in navigating evolving societal perceptions and comedic expression.
		<b>DIGITAL CONSUMER BOREDOM</b>  Dr. Sammy Toyoki, Dr. Jack Tillotson	This study explores digital consumer boredom, defined as a pervasive feeling of restlessness and disconnectedness caused by frequent and excessive smartphone use. By examining how digital technologies disrupt temporality and embodiment, we contribute to consumer culture theory, reframing boredom as a central dynamic of contemporary digital consumption experiences.

		<p><b>Come to the Dark Side, Embrace Your Inner Dark Shadow, and Conceptualize Good Villains. We Have Cookies!</b></p> <p>Ms. Dania Kyle</p>	<p>Often confused with bad boys and antiheroes, villains are continuously defined differently. This paper aims to conceptualize what makes a good antagonist for brands. Four good villain archetypes are defined, along with key characteristics to create their persuasive backgrounds and motives, enticing individuals to feel positive emotions when narratively transported.</p>
		<p><b>Consumer Culture's Waste Legacy: How the Zero-Waste Movement Reimagines Consumerism through Utopian Visionary Storytelling and Practice</b></p> <p>Dr. Lucina Odoi, Dr. Paul Hewer, Prof. Anne Marie Doherty</p>	<p>This research builds on Levitas' concept of utopia as a method, exploring how the zero-waste movement reimagines consumerism through utopian visionary storytelling and practice. Using qualitative methods – ethnography, netnography, and interviews – it uncovers diverse, sometimes contradictory, consumer activities, contributing to marketing discourse on utopian praxis across digital and physical realms.</p>
9.00	<p>Working Paper Session: <b>Wellness and Emotional Consumption</b></p> <p>Room: 2.01/2.02</p>	<p><b>Bringing Consumers Back Down to Earth: Curating an Emotional Journey into Wellness through Ecstatic Dance</b></p> <p>Prof. Chloe Preece, Prof. Sarah Glozer</p>	<p>We examine ecstatic dance as a form of holistic wellness which is gaining in popularity globally. We ask: how does ecstatic dance as a distinct marketplace culture provide new forms of release for consumers and how do market operators curate and commercialize the dance to design emotional journeys for consumers?</p>
		<p><b>My brand is better than yours: Couples, brand loyalties and conflicts</b></p> <p>Dr. Ratna Khanijou, Prof. Benedetta Cappellini, Prof. Sameer Hosany</p>	<p>This working paper examines how brands play a role in conflict and creation of coupledness in new couple relationships. Inspired by Miller's dialectics theory and drawing on an ethnographic study involving thirteen couples, this paper unpacks how individual brand loyalties and competencies conflict and the synthesis of shared couple-brand relationships.</p>
		<p><b>Exploring Fandom Contributions to Brand Meaning: A Study of Arcane's Fan Culture</b></p>	<p>This study explores how fandoms shape brand meaning through the case of Arcane, an animated series set in the League of Legends universe. Employing netnography, video text analysis,</p>

		Dr. Isabella Ciampa	and in-person ethnography, the research highlights fan practices that impact brand identity and value.
		<b>Inclusive Exclusion and Marketplace Resistance: the Case of Roma Consumers in Romania</b> Dr. Cristina Galalae, Dr. Tana Cristina Licsandru	This study examines the market's role in perpetuating the inclusive exclusion of Roma consumers and their acts of resistance. Findings reveal inclusive exclusion is reproduced through market representations and modernization, which consumers resist through individual, covert, and everyday acts. Our study expands current understandings of resistance in marginalized consumer contexts.
9.00	Special Session:  <i>Lecture Theatre 2, 4<sup>th</sup> Floor, Bush House</i>	<b>Broadening the Legacy of Stewardship: Reconsidering Old and New Theories of Caring for a Changing World</b>  Prof. Linda Price, Dr. Matthew Godfrey, Prof. Eric Arnould, Prof. Kivalina Grove, Prof. Anu Helkkula, Prof. Lucie Ozanne, Prof. Julie Ozanne	This special session addresses the legacy and potential of stewardship by asking how, when and why consumers provide care and support for collective resources and interests. Presentations engage with a range of theories and empirical illustrations to understand objects, motivations, capacities, functions and consequences of consumer stewardship.
9.00	Special Session: <b>Online Identities and Consumer Self-Preservation Challenges</b>  <i>Room: 2.03</i>	<b>Online Identities and Consumer Self-Presentation Challenges</b>  Dr. Ashok Kaliyamurthy, Prof. Hope Schau, Dr. Eda Anlamlier, Dr. Lez Trujillo-Torres, Dr. Benet Deberry, Mr. Furkan Adem Guven, Prof. Finola Kerrigan	With the proliferation of social media use and digital technologies there is growing interest in studying the challenges that consumers face when managing their identities during online self-presentation and interactions with algorithms (Schau and Gilly 2003). The four empirical papers in this session traverse the gamut of issues ranging from managing vulnerabilities on dating sites, to privacy concerns in online patient communities, adapting to risks of algorithmic distortion of self-presentation and challenges created by algorithmic inferences about consumers' identities.  In summary, this session not only covers theoretical ground on issues of identity and self-presentation by consumers to other consumers but also issues faced in engaging with algorithms as

			an intermediary in online self-presentation and identity formation.
<b>9.00</b>	Focused Forum Session:  <i>Room: 2.05</i>	<b>Bridging CCT x Organization Studies: Why it matters and how to do it?</b>  Dr. Adele Gruen, Dr. Laetitia Mimoun, Dr. Joonas Rokka	This special interest group will attract scholars interested in bridging CCT and organization studies. We will discuss the relevance of CCT for organizational research (and vice versa) and invite scholars to share their cross-disciplinary experiences to develop best practices for bridging the two closely relevant fields.
<b>11.00</b>	Competitive Paper Session: <b>Political Consumption</b>  <i>Lecture Theatre 1, 1st floor, Bush House</i>	<b>The Art of Vulnerability: A Strengths-based Approach to Vulnerability in the Indigenous Art Market</b>  Dr. Ai Ming Chow, Prof. Daiane Scaraboto	Countering colonial legacies and deficit discourse that portrays Indigenous communities as disempowered, we adopt a strengths-based approach to vulnerability. Through archival data on Australian Indigenous artists, we identify five empowerment strategies: Re-asserting identities, Re-centering connection to Country, Re-vitalizing cultural practices, Re-authoring history through story-telling, and Re-purposing materials in new light.
		<b>Cultural Conflicts Between Immediate Gratification and Long-Term Persistence</b>  Dr. Paul Henry	New developments in weight loss drugs (semaglutides such as Ozempic and Wegovy) presents an opportunity to explore the area of weight loss through the novel lens of culturally embedded time orientations; that of immediate gratification—the efficient but lazy way— through that of delayed reward—the long-term pathway via hard work and persistence.
		<b>Performative political consumption: reorienting theory on political ideology and consumption</b>  Prof. Shona Bettany, Dr. David Rowe, Dr. Ben Kerrane, Dr. Kerry Kerrane	Consumer researchers have long researched the influence of political ideology on consumption. However, the complexity of political positions and unclear links between politics and consumption suggest a new approach is required. This paper develops a framework for theorising political ideology and consumption using a performative theory approach.

11.00	<p>Working Paper Session: <b>Sustainability and Ecological Consumption</b></p> <p><i>Auditorium</i></p>	<p><b>Multi-Actor Responsibilization in Circular Waste Management Transitions</b></p> <p>Dr. Claudia Gonzalez-Arcos, Dr. Alexandria M. Gain, Mr. Pablo Aranda Valenzuela, Ms. Josefa Muñoz Carvajal</p>	<p>Governments worldwide are developing policies such as Extended Producer Responsibility schemes to confront the global waste crisis. This study centers on an ongoing public policy debate in Chile to investigate how multiple actors navigate market responsibilization in circular waste management transitions. The findings highlight key responsibilization tensions underlying the multi-actor negotiation mechanisms.</p>
		<p><b>Aesthetical Consumption: questioning the ecological exception of art consumption</b></p> <p>Dr. Boris Collet</p>	<p>By integrating ethics and aesthetics, this working paper proposes a framework for critically investigating the apparent absence of ethical considerations in art consumption. It explores the reasons behind 'ecological exceptions' and highlights potential avenues for future empirical research.</p>
		<p><b>'Do What You Love': Handling the expectations and demands of craftwork as passionate work</b></p> <p>Dr. Stephen Murphy, Dr. Tim Hill</p>	<p>This paper explores the evolving landscape of craftwork as a 'dream career choice' that merges creativity, autonomy, and independent income generation. With the rise of so called 'neo-crafts', many consumers are increasingly opting out of traditional career paths in favour of 'passionate work'. Although this transition promises fulfilment and the allure of a less alienated work environment, it also raises critical concerns regarding the darker aspects of 'passionate work'. This study employs a mixed-methods approach, encompassing in-depth interviews, netnographic research and ethnographic fieldwork, to gather insights into the experiences of furniture upcyclers. To analyse this material, we draw on phenomenological theories of situated experience, and in particular Merleau-Ponty's concept of 'grip'. While still in preliminary stages, initial findings reveal that participants strive for fulfilling lives fuelled by the creative and self-directed nature of craftwork. However, their aspirations are often hindered by practical challenges, including time constraints, difficulties in managing workspace, and caregiving</p>

			responsibilities, which limit their ability to fully engage in and enjoy their craft.
<b>11.00</b>	Working Paper Session: <b>Digital and Material Possessions</b>  <i>Room: 2.01/2.02</i>	<b>Developing a typology of the valued affordances of digital possessions</b> Dr. Rebecca Jenkins, Prof. Janice Denegri Knott, Dr. Peter Nagy, Dr. Bernadett Koles	We use an affordance-based approach to explore why people value digital possessions. By disentangling the study of digital possessions from legacy studies of material possessions, we provide empirical support for affordances as an appropriate means to progress understanding of relationships with digital possessions and consider the future of digital consumption.
		<b>A Genealogical Overview of Participatory Marketing</b>  Dr. Zafeirenia Brokalaki	The paper offers a genealogical investigation of participatory marketing looking at how the notion and practice of consumer participation in the marketplace has changed over time. Utilizing historical extended case studies from 1940 to today, within a periodization framework, I examine the key moments in the development of the widespread tendency of marketers to involve consumers in marketing processes including the production, dissemination, pricing, and promotion of goods in the marketplace. This historical overview helps scholars and practitioners to critically examine the concept of participation, its evolution, and current implications.
		<b>At the Intersection of Ecology, Queer, and Feminism: A Digital Voyage of Female Queers' Alternative Living Initiatives in China</b>  Dr. Shuo Feng, Dr. Shuyu Yang	Stemming from observing Chinese urban queer females' assemblage through online communities and digital platforms in pursuit of rural living and alternative social initiatives. This working paper follows the tradition of Consumer Culture Theory and draws on intersectionality theory to explore consumer resistance toward capitalist patriarchy.
		<b>Unpacking the lived, fleshy, and gendered experiences of self-tracking</b>	This working paper explores how women experience self-tracking when confronted with male-oriented performance models embedded in fitness technologies. Drawing from autoethnography and interviews with female self-trackers, it

		Dr. Yasmine El Alami, Dr. Athanasia Daskalopoulou, Dr. Federico Garcia Baena	examines how women interpret their data, relate to their bodies, and navigate the gendered scripts of self-tracking devices, especially regarding menstrual cycles.
<b>11.00</b>	Arts-Based Research Session:  <i>Lecture Theatre 1, 1<sup>st</sup> floor, Bush House</i>	<b>Videography</b>	This session showcases four diverse video works that explore the dynamics of space, spirituality, rhythm, labour, and aesthetics in contemporary consumer culture. Each artist or team presents their videographic practice as a mode of research, blending visual craft with conceptual insight.
<b>11.00</b>	Special Session:  <i>Lecture Theatre 2, 4<sup>th</sup> Floor, Bush House</i>	<b>Social Media Influencers as Market Makers</b>  Prof. Julien 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	Social media influencers are transforming markets by introducing new practices, reshaping norms, and fostering innovation. This session explores influencers as market makers, focusing on three studies: Indian farmer-influencers redefining agricultural markets, beauty influencers driving cosmetic industry innovation, and financial influencers reshaping wealth perceptions. Together, these insights reveal influencers' powerful role in restructuring market systems, advancing our understanding of digital consumer culture and market transformation.
<b>11.00</b>	Focused Forum Session:  <i>Room: 2.03, 2<sup>nd</sup> Floor, Bush House</i>	<b>Writing Your 1st Qualitative Research Paper: An Interactive Workshop for PhD Students</b>  Dr. Ahir Gopaldas, Dr. Mark Buschgens, Dr. Pierre-Yann Dolbec, Dr. Burcak Ertimur, Prof. Eileen Fischer, Dr. Ashlee Humphreys, Dr. Marie-Agnès Parmentier	This workshop will guide junior scholars through the anxiety-inducing journey of writing their very first qualitative research paper. Brief presentations from faculty mentors will be followed by an extended question-and-answer session.
<b>13.30</b>	Competitive Paper Session: <b>Marketplace Disruptions and Alternative Economies</b>	<b>Valorizing craftsmanship through craftspeople's practices</b>	Craftsmanship is a brand key value driver as it conveys quality, care and authenticity. Brands use it as a resource in brand communication through commodified marketing narratives.

	<i>Lecture Theatre 1, 1<sup>st</sup> floor, Bush House</i>	Dr. Clement Dubreuil, Prof. Fabienne Berger-Remy, Dr. Delphine DION, Dr. Elisabeth Albertini	However, we posit that storytelling alone cannot reveal all the intricacies of craftspeople's work. Studying a fine dining restaurant in France, we identify three practices used to embed consumers into craftspeople's work: (1) embedding into excellence, (2) managing timeflow and (3) sharing passion. This paper contributes to the marketing literature on craftsmanship by shedding light on the practices through which craftspeople's work can be valorized in the eyes of customers. We also outline managerial recommendations for brands wishing to better valorize craftsmanship to their customers.
		<b>Cachaceiros and mongrels: The call for locally informed taste theory</b>  Dr. Adriana Schneider Dallolio, Dr. Maria Zanette, Dr. Eliane Brito, Dr. Marta Sambiase	Cachaça, a traditional Brazilian spirit associated with working-class individuals, fails to gain elite acceptance despite efforts at commercializing it as a highbrow spirit based on established Western marketing taste theories. We introduce the Mongrel Complex and drawing from Ramos's postcolonial episteme, discuss the need for locally informed taste transformation theories.
		<b>Market resurgence and technological trajectories: the vinyl case</b>  Prof. Daniel Carvalho de Rezende, Prof. Bernardo Figueiredo	The vinyl record market has grown consistently over the past years after losing dominance in the 1990s, which defies traditional models for technology trajectories. Through a multi-method investigation, we outline seven market subprocesses that have enabled this market re-emergence, offering a new perspective on technological trajectories for legacy technologies.
		<b>An evolving retail landscape: Consumers' illegal institutional work and the creation of a legitimately obscured retail market</b>  Dr. Aya Aboelenien, Dr. Marian Makkar	Our paper explores how the macro-environmental (political and economic) conditions trigger consumers to create illegal retail markets in Egypt. We explain the consumers' motivation behind this involvement, pinpoint their institutional work and unveil how the process jeopardizes legal distribution channels in the region.

13.30	<p>Working Paper Session: <b>Eco-Art and Participatory Consumption</b></p> <p><i>Lecture Theatre 2, 4<sup>th</sup> Floor, Bush House</i></p>	<p><b>Poetry as possibility: Imaging futures with marginalised communities through participatory eco-art workshops</b></p> <p>Dr. Emma Surman, Prof. Mihaela Kelemen, Dr. Fatos Ozkan Erciyas</p>	<p>Poetry is useful in consumer culture research, as a form of inquiry and as a theoretical lens through which to interpret consumer experiences. This paper draws on eco-art workshops run with marginalised participants to explore the potential of poetising and poetry in challenging historical legacies and imagine possible futures.</p>
		<p><b>CONSUMERS AND THEIR RELATIONSHIP WITH AI SOCIAL COMPANIONS: A STUDY ON NOVICE REPLIKA USERS</b></p> <p>Ms. SALMA GHASSAN AL AZMEH, Dr. Rachel Doern, Dr. Mario Campana, Dr. Astrid van den Bossche</p>	<p>AI social companions have become increasingly prevalent in the marketplace. As consumers develop relationships with such companions, tensions emerge. Drawing from a daily diary study and interviews with novice Replika users, we identified three mitigation strategies employed by consumers to alleviate the tensions: accommodating and redirecting, blocking and ignoring.</p>
		<p><b>Facing the New Affective Realities of the Anthropocene: Emotional Consumption in Vulnerable Spaces</b></p> <p>Dr. Helene Gorge, Dr. Boris Collet, Prof. Eric Rémy</p>	<p>Confronted with visible environmental changes, emotions such as distress and nostalgia emerge in response to enduring and uncontrollable spatial transformations, significantly impacting consumption and market dynamics. This research, based on qualitative methods (long interviews and ethnography) conducted in the highly vulnerable territory and postcolonial context of Martinique, a Caribbean Island, aims at exploring the emotional dynamics shaped by inhabitants' consumption of these spaces. It further examines how these dynamics can potentially act as levers for change in the context of environmental transition, highlighting the interplay between historical legacies and contemporary environmental challenges.</p>
		<p><b>The mediatization of consumer audiences. How event livestreams stage rituals for social media</b></p> <p>Prof. Niklas Woermann</p>	<p>Audience response to rituals or spectacles creates atmospheres and authenticity. This paper shows how audiences are recast online through mediatization strategies—narration, eventization, and ritualization. Studying the staging and</p>

			streaming of e-sport tournaments, it contrasts traditional social media with livestreamed audiences, theorizing community, emotions, temporality, and network versus scope structure.
13.30	Special Session:  <i>Room: 2.03, 2<sup>nd</sup> Floor, Bush House</i>	<b>Domestic Spaces as Sites of Tension: A Multi-level, Multi-actor Exploration of How Consumers and Producers Create the Home</b>  Dr. Pierre-Yann Dolbec, Dr. Marcus Phipps, Dr. Adele Gruen, Dr. Laetitia Mimoun, Ms. Ankita Kumar, Ms. Jayeti Anand, Mr. Rodrigo Castilhos	The session explores how domestic spaces are sites of tensions as public and private boundaries blur in urban life. Four papers examine various scales: homes becoming event venues, domestic commercial services, neighborhood aesthetic conflicts, and housing development politics, revealing how stakeholders navigate social, commercial, and political forces in residential spaces.
13.30	Special Session: <b>Brands and Toxic Masculinity</b>  <i>Room: 2.01/2.02, 2<sup>nd</sup> Floor, Bush House</i>	<b>Brands and Toxic Masculinity</b>  Dr. Jonatan Sodergren, Dr. Simon Blyth, Dr. Sofia Ulver, Dr. Niklas Vallström, Dr. Mikael Andehn, Dr. Floris De Krijger	This special session examines how brands shape and challenge constructs of masculinity, with a focus on "toxic masculinity" in contemporary culture. From Victorian ideals of athleticism to current portrayals in advertising and media, the session explores how consumption mediates evolving masculine identities. Four presentations address: branding initiatives like Movember as tools for cultural transformation, the interplay of care and violence in Swedish gangster rap, counter-normative heterosexual expressions in online spaces, and the rise of trans-exclusionary feminist branding. These studies offer insights into the ideological tensions brands navigate when engaging with gender politics. By interrogating purposeful branding's role in cultural transformation and the risks of backlash and virtue signaling, this session advances understanding of masculinity representation in a polarized marketplace. It provides a critical lens for scholars and practitioners exploring the impact of branding on societal debates around gender, identity, and activism.

## Art-Based Research Session

Date & Time	Name of Artist	Title of the Artwork	Artform
Thursday 26 <sup>th</sup> June 11:00	Valerie Zeitoun, Geraldine Michel and Cristel Russell	OH MY GHOST! SPECTRAL EXPERIENCE IN REPURPOSED COMMERCIAL SPACES	Photography
	Signe Banke	"Is It Art?": The Thin Bloody Line Between Data and Art	Photography
	Gerard Ryan	A Board Game about Waiting at the Supermarket	Photography
	Mika Tran, Emily Ngan Luong, Hong Minh Le, Lien Nguyen, Ha Doan	Educational experience as Sustainability Intervention	Photography
	Yannick Gibson	A decolonial approach to understanding the effects of Americanisation on identity formation: An analysis of Caribbean cultural consumption.	Photography
Thursday 26 <sup>th</sup> June 13:30	Pelin Geyik	A Consumption Tale	Visual Book
	Stephanie Anderson and Amy Goode	Ritualised Heritage of Dress-Showings	Installation
	Lena Cavusoglu and Russell Belk	Fragments of Identity	Pencil and Painting Canvases
	Gerard Ryan	An Electromagnetic Sound Walk in a Retail Store	Soundscape
	Mika Tran and Minh Hieu Nguyen	Spiritual material - Engaging consumers with Green Fashion through affective interventions	Installation
Friday 27 <sup>th</sup> June 11:00	Greta Vignali, Giacomo Bagna, Isabella Ciampa and Giada Mattias	Souvenir: Time Frames of Commodified Spirituality	Videography
	Pekka Saarikorpi	Repetition and Difference: A Rhythmanalysis of socio-spatial atmosphere	Videography
	Veronika Szasz and Joonas Rokka	The "Art" and "Work" of Researcher-Filmmaker	Videography
	Gerard Ryan	Fabriqu��: A music video	Music Video



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## Poetry Session

Date & Time	Name of Poets
Wednesday 25 <sup>th</sup> June 17:00	Hilary Downey, Jennifer Takhar, Pilar Gaviria-Rojas. Jeff Murray. Florent Saucide, Ananda Brizzi, Jane Brown, Martin Svendsen. Hélène Cherrier, Paromita Goswami, Rafaela Canova Davide, Gerard Ryan. Anastasios P. Pagiaslis, Steve LeMay

## Poster Session

Date & Time	Author	Title of Poster
Wednesday 25 <sup>th</sup> June 17:30	Dr. Carly Drake, Ms. Allison Grady	Towards an integrative view of eating disorders in consumer culture theory research: A theoretical framework and call to action
	Mrs. Evianna Pehkonen <sup>1</sup> , Dr. Hanna Leipämaa-Leskinen <sup>1</sup> , Dr. Steffi Siegert <sup>2</sup> , Dr. Emma Christensen <sup>3</sup> , Dr. Daniel Lövgren	(Re)imagining a postgrowth marketplace through craft-orientation
	Dr. Annetta Grant, Dr. Jay Handelman	The Professionalized Consumer: Professionalization as a Cultural Driver of Consumption
	Prof. Jennifer Takhar, Prof. Anna Schneider-Kamp	Through the autographic looking glass: What pictorial narratives of IVF consumption tell us
	Dr. Catherine Coleman	Communities of Care(fluence): Examining Storytelling and Collaborative Resourcing Online Among Young Adult Caregivers
	Dr. Nicole Yang <sup>1</sup> , Dr. Varala Maraj	When Play Becomes Hard Work: Adults (Re-)turning to Playful Consumption
	Mrs. Coline Vernay	Relationships as a key to maintain material care culture, beyond gender
	Dr. Daniel Dietrich, Dr. Sophie Schüller	Brand Antifragility in the Age of AI
	Prof. Federico García Baena, Dr. Miriam Farias	Moralities of Self-Tracking in Sports and Fitness: : A CRT Perspective on Dominant Narratives



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	Mr. José Prado	Emotional Dynamics and Stigma Disclosure: How Individuals Navigate Stigmatized Consumption Practices Across Social Circles
	Dr. Roman Pavlyuchenko	AFFORDANCES THAT BIND: OBJECTS AND BRAND COMMUNITY VITALITY
	Ms. Pelin Geyik	Commodity Violence
	Ms. Olga Cieslak, Prof. Deirdre Shaw, Dr. Kat Duffy	Navigating a circular fashion future: the interplay of attachment and detachment
	Dr. Henna Syrjälä, Prof. Nancy Wunderlich, Dr. Hilary Downey, Ms. Anna-Mari Rimppi	NON-HUMAN ANIMAL LABOR IN SERVICES: A CLASSIFICATION FRAMEWORK AND WELFARE CONSIDERATIONS
	Ms. Yuzheng Li, Dr. Lauren Gurrieri, Prof. Bernardo Figueiredo, Prof. Haiqing Yu	Rethinking Gendered Power: Collaborative Performances in Chinese Male Beauty Influencers' Live Streaming E-Commerce
	Dr. Camilo Pena Moreno, Prof. Annamma Joy	Nature and Brands: Shaping Market Ideologies of Sustainability
	Dr. DINA RASOLOFOARISON, Prof. Cristel Russell	Hairy Stories: A Tricho-Narrative Exploration
	Dr. Roua Al Hanouti	Caught Between Faith and Academia: A Muslim Researcher's Struggle for Recognition in Secular Academic Spaces
	Mrs. Rafaela Canova Davide, Dr. Jeff Murray	Exploring Identity Projects: A Theoretical Perspective on Negotiating Marginalized Identities
		Roots of Trust: Exploring Plant Medicine, Consumer Resistance, and Nature's Role in the Health Marketplace
	Ms. PAULO LACERDA, Dr. Adriana Schneider Dallolio	Brazilian Afrotourism and the Role of Extraordinary Action-Inspiring Experiences
	Mrs. Simone Hawley	Menopause in the Mirror: Navigating Self-Perception in the Digital Age
	Dr. Ahir Gopaldas, Dr. Mark Buschgens, Dr. Burcak Ertimur	Branding Between the Lines of Acceptable and Unacceptable Content
	Dr. Amy Goode, Dr. Stephanie Anderson	Conceptualising Informal Servicescapes: The Power of Informal Service Dialogue in Online Community Groups
	Ms. Adis Maulidina, Prof. Finola Kerrigan, Dr. Scott Jones	Cultural hybridity in popular music consumption: Leveraging non-Western streaming markets



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	Dr. Khaled El-Shamandi Ahmed	Fairness for Impoverished Consumers: Co-creating 'Fair' Price for Healthy Food to Benefit Disadvantaged Communities
	Dr. Alex Baudet, Dr. Marie-Agnès Parmentier, Dr. Ela Veresiu	The S.A.F.E Framework: Making Digital Marketing More Inclusive
	Ms. Kate Wilson	Disrupting the Ordinary: Returning from the Temporary Utopia of Extraordinary Experiences
	Mr. Fozan Alfarshouty, Dr. Zahra Sharifonnasabi, Dr. Zafeirenia Brokalaki	Short Stays, Lasting Impressions: A Consumer Timework Perspective on Modern Slow Tourism
	Mrs. Christina Elvira Dahl	Pathways of Connection: The Construction of Infrastructure for Sustainable Consumption
	Ms. zineb kamal, Prof. Vitor LIMA, Prof. Geraldine MICHEL	How Immersion in virtual gaming worlds connects children to brands
	Dr. Thomas Robinson, Mr. Rodrigo Castilhos	Towards a Spatiotemporal Approach to Sustainability
	Dr. Amy Yau, Mrs. Sofia Christidi	Paradoxical Consumer Empowerment Journeys: Adult children and Parental Food Provision Negotiations
	Mrs. Roberta Campos, Mrs. Flávia Fracalanza, Dr. Thaysa Nascimento	Consuming through the body: deepening the theorization of embodied competence
	Ms. Deepika Sharma, Prof. Gerard Ryan, Dr. Maria del Mar Pàmies	Unpacking Children's Waiting Experience in Consumer Spaces
	Mrs. Anjana Rajmohan, Dr. Delphine DION, Dr. Hunter Jone	Religious Beliefs and Sustainable Consumption: An Ethnographic Investigation of India's Sacred Groves
	How consumer engagement with AI-enabled platforms produce proxy agency: an Actor-Network-Theory perspective	Ms. Iris Truong, Dr. Mike Molesworth

### Panel Session

Date & Time	Panel Name	Panelists
Wednesday 25 <sup>th</sup> June 15.30	Industry Panel: Driving Diversity Through Consumer Culture Research: Inclusivity, Legacy, and Real-World Impact	Dami Gbadamosi Nicole Cobble James Dale Eliot Salandy Brown Kate Morrison



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Friday 27 <sup>th</sup> June 13:30  <i>Auditorium</i>	Meet the Editor	Ashlee Humphreys Finola Kerrigan Eric Arnould Giana Eckhardt Verena Gruber
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