CONSUMER CULTURE THEORY CONFERENCE 2018
PROGRAM

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Keynote Speakers

The 2018 CCT Conference does not feature keynote speakers in the traditional sense. Instead, noteworthy voices from neighboring research communities were invited to participate in special 'outreach' sessions, where they will engage with the work and ideas of CCT, breaking down disciplinary barriers and widening intellectual horizons. We have invited three speakers, presented below, who have significantly stimulated the development of consumption and market system research in sociology, anthropology, and market studies.

Frederick Wherry, Princeton University
Frederick F. Wherry is Professor of Sociology at Princeton University and has previously taught at Yale, Columbia, and Michigan. He uses qualitative and comparative methods to investigate how individuals make sense of credit and debt. He is the president of the Social Science History Association and chair of the Economic Sociology Section of the American Sociological Association as well as past-chair of the Consumers and Consumption Section. He received his PhD in Sociology in 2004 from Princeton University. He is one of the editors of the Culture and Economic Life book series at Stanford University Press.

Richard Wilk, Indiana University
Richard Wilk is Distinguished Professor and Provost's Professor Emeritus of Anthropology at Indiana University. He earned his PhD in anthropology from University of Arizona in 1981 and was awarded the title of Honorary Doctorate from Lund University in 2012. He has made many significant contributions to the anthropology of markets and consumption and has in particular advanced our knowledge of global systems and food cultures.

Franck Cochoy, University of Toulouse Jean Jaurès
Franck Cochoy is Professor of sociology at the University of Toulouse Jean Jaurès and member of the LISST-CNRS, France. He received his PhD in Social Sciences from the École Normale Supérieure de Cachan and a Habilitation degree in Sociology from the University of Paris X-Nanterre in 1999. Cochoy's investigations of the historic and performative dimensions of market mediations and market devices have made a strong mark in economic sociology and market studies. He has been a leading voice in bringing Actor-Network Theory to business and consumer research.

The participation of our three keynote speakers was made possible by the generous support of the Carlsberg Foundation.

CARLSBERG FOUNDATION

CCTC 2018 Program

Thursday, June 28th

13.00-17:00	CCTC Board Meeting – By invitation only
16:00-18:15	Registration and welcome at ODEON (Odeons Kvarter 1, 5000 Odense)
17:00-18:00	PhD Welcome Event (ODEON café) – Organized by the Global CCT PhD Group
17:00-	Art Gallery
18:15	Walk together from ODEON to City Hall
18:30-20:00	Welcome at City Hall (Flakhaven 2, 5000 Odense)

Friday, June 29th

08:00-12:00	Registration
09:00-10:30	Session 1
10:30-11:00	Coffee Break
11:00-12:30	Session 2
12:30-13:30	Lunch
13:30-15:00	Session 3
15:00-15:30	Coffee Break
15:30-17:00	Session 4
15:30-17:00	CMC Board Meeting – By invitation only
17:00-18:30	Poster Session
19:30-	Welcome drink and non-gala dinner at Storms Pakhus - Odense Street Food (Seebladsgade 21, 5000 Odense)

Saturday, June 30th

08:00-09:00	Registration
09:00-10:30	Session 5
10:30-11:00	Coffee Break
11:00-12:30	Session 6
12:30-13:30	Lunch
13:30-15:00	Presidential Address, Award Ceremony, and Presentation of CCT2019
15:00-15:30	Coffee Break
15:30-17:00	Session 7
19:00-21:00	Poetry Event at Teater Momentum (Ny Vestergade 18, 5000 Odense)
21:00-	Musical event and party (MOB and DJ Giana Eckhardt) at Teater Momentum (Ny Vestergade 18, 5000 Odense)

Sunday, July 1st

09:00-10:30	Session 8
10:30-11:00	Coffee Break
11:00-12:30	Session 9
12:30-13:30	Lunch
14:00-16:00	PhD Roundtable Event – Organized by the Global CCT PhD Group (Odense Adelige Jomfrukloster, Albani Torv 6, 5000 Odense)

CCTC 2018 Sessions at a Glance

Friday, June 29, 2018					
	Plenary	Room 107	Room 207	Room 208/209	Room 301
09:00-10:30	Special Session: Building connections: Conversing Feminist Theory and Consumer Culture Theory (CCT)	Special Session: Examining the multilevel consequences of marketization of public services.	Digitality and technology in consumer culture.	Glocal non-western identities	Alternative Modes of Investigation and Expression
11:00 – 12:30	Special Session: There's No Place Like Home? Multiple Perspectives on Consuming in Domestic Dwelling-Place Markets.	Special Session: The Book: Reading and its material entanglements.	Spirituality, pilgrimage and salvation in the marketplace	Ethics and sustainability in Consumer Culture Theory	Roundtable: Digital Consumer Culture Theory – Research Methods
13:30 – 15:00	Consumer Culture Fairy Tales: Contradictions, Distortion & Paratextuality … and Brown on Andersen	Special Session: Negotiating Marketplace Logics to Facilitate Legitimacy.	Marketplace narratives and representations	Constructed marketspaces and market relations	Roundtable: A Canon of Classics: Reimagining Undisciplined Paths
15:30 – 17:00	**CCT Meets Economic Sociology:** Keynote (Wherry) followed by plenary discussion	Special Session: Institutional Influences on Health Care Consumers' Experiences of Service Provision.	Self-making and immortality	Special Session: Market Politics: Ideological (Re)configuration of Market Institutions.	CMC Board Meeting – By invitation only
17:00 – 18:30	Poster Session	-	-	-	-
Saturday, June 30, 2018					
	Plenary	Room 107	Room 207	Room 208/209	Room 301
09:00-10:30	**CCT Meets Market Studies:** Keynote (Cochoy) followed by Special Session: Market shaping and consumer agency.	Special Session: Human Brand Dynamics.	Constructing and representing the past: nostalgia and retro-consumption.	Disabled, old, fat and alone: Stigma and consumption	Roundtable: Reaching out and building up: making substantial contributions to substantive domains
11:00 – 12:30	Meet the Editors	Special Session: Consumer Culture's Tales of Masculinity	Special Session: Consumption and Work in the 21st Century.	Special Session: Dynamics of subject-object relations in the Game of Drones and other emerging technologies.	-
13:00 – 15:00	Presidential Address, Award Ceremony and Presentation of CCTC2019	-	-	-	-
15:30 – 17:00	Special Session: Co-creation, Empathy and Standards: Exploring the Characteristics and Dynamics of	Special Session: How do agentic spaces shape struggles between market actors?	Special Session: Studying Legitimation and Change through Historical Approaches.	Of art and magic	Roundtable: Happily ever after!? Exploring the Future of Research on Marginalization, Stigmatized, and

	Platform-Based Firms and Markets.				Vulnerable Consumer Collectives
Sunday, July 1, 2018					
	Plenary	Room 107	Room 207	Room 208/209	Room 301
09:00-10:30	Special Session: Market Interactions: A Promising New Direction for CCT?	Special Session: Portals, Liminality and Narratives of Transformation in a Fairytale Consumer World.	Materiality and agentic objects of consumption	Change and emergence in/through fashion	CCT Meets Public Policy
11:00 – 12:30	**CCT Meets Cultural Anthropology:** Keynote (Wilk) followed by Special Session: Consumer Culture Theory Meets Design Anthropology.	Consuming bodies: sensing, dispossessing, powering and erupting	Special Session: The interplay between brand narratives and their social and physical worlds.	Ideology, power and passion	Roundtable: Exploring the Epistemological Space for Fairytale Transformations: A Consumer Culture Theory Perspective of Social Change and Justice?

Thursday, June 28

CCTC Board Meeting – By invitation only: 13:00 – 17:00

Art Gallery: 17:00 –

The art pieces for CCTC2018 will be displayed in the foyer of ODEON. The gallery will remain open for the entire conference.

Being geek: Save the World by Filling the World
Mailys Torche

Hysterical You
Luciana Walther

Maybe she's born with it? Maybe it's oestrogen? Queering the tropes of sex-difference consumer research
Shona Bettany

12 years, 12 backpacks
Pilar Rojas Gaviria, Daiane Scaraboto and Flavia Cardoso

Properties of Boundaries
Stephen O'Sullivan

#framing ()
Anastasia Seregina and Andrei Botez

Spiritual Agency – Brazilian Baroque meets African Spirituality
Victoria Rodner

PhD Welcome Event: 17:00 – 18:00

Organizers: Maíra Lopes (Stockholm Business School), Laetitia Mimoun (HEC Paris), Anuja Pradhan (Lancaster University), Lez Trujillo Torres (University of Chicago at Illinois)

Welcome by Domen Bajde (University of Southern Denmark)

The PhD Welcome Event will take place in the café of the conference venue, ODEON.

Come and share an informal welcome drink with your peers. Catch up with your friends and meet new people for a great start to the conference and strengthen the connections to your PhD cohort. The organizers especially encourage first time attendees to join in!

Welcome at City Hall (Flakhaven 2, 5000 Odense): 18:30 – 20:00

Session 1 • Friday, June 29, 9:00 – 10:30

Session 1A (Plenary)

Special Session: Building connections: Conversing Feminist Theory and Consumer Culture Theory (CCT)
Session Co-Chairs: Laurel Steinfield (Bentley University), Shona Bettany (Liverpool Business School), Abigail Nappier Cherup (University of Nebraska-Lincoln), Wendy Hein (Birkbeck University of London), Martina Hutton (University of Winchester) and Lisa Penaloza (KEDGE Business School)

Session Discussants: Laurel Steinfield (Bentley University), Shona Bettany (Liverpool Business School), Abigail Nappier Cherup (University of Nebraska-Lincoln), Wendy Hein (Birkbeck University of London), Martina Hutton (University of Winchester) and Lisa Penaloza (Kedge Business School)

Theorizing the Queer Gaze/Queering Reader Response Theory: A CCT Conversation
Abigail Nappier Cherup (University of Nebraska-Lincoln) and Lisa Peñaloza (KEDGE Business School)

Mapping Intersectionality: Exploring its Crossroads with CCT
Laurel Steinfield (Bentley University) and Martina Hutton (University of Winchester)

"Denuding theory": Where is feminism in the CCT canon? The case of actor network and assemblage theory
Shona Bettany (Liverpool Business School) and Wendy Hein (Birkbeck University of London)

Over a decade ago Arnould and Thompson (2005) mapped four comprehensive parameters of burgeoning CCT scholarship. Their synthesis of a range of published research from the previous 20 years in the Journal of Consumer Research helped consolidate alternative, culture-based research approaches to the dominant cognitive information-processing and decision-making paradigm and that of quantitative modeling. CCT has since broadened in scope. Early emphases on consumer-centered, humanist phenomenology, ethnography, and literary-based approaches emphasizing meaning and experience, have been joined by discourse, practice, actor-network, and assemblage approaches that seek to better understand cultural, consumption and market phenomena at micro, meso and macro levels of analysis (Thompson et al. 2013; Moisander et al. 2009).

Feminist and gender-based studies of consumption claim a somewhat overlapping creation myth and set of 'pioneers.' Early work provided alternatives to biologically-based, sex-as-a-variable accounts of consumer behavior by conceptualizing gender as a social construction, attending to variously positioned, diverse gender subjects including women, gays and lesbians as knowers, giving voice to their perspectives, and striving to account for and remedy inequalities in the market, in society, and in the marketing academy (Bristor and Fischer 1993; Catterall, MacLaran and Stevens 2000; Costa 1991). Over time, this body of work has been joined by a host of methodological approaches parallel to those in CCT, and amassed an overlapping yet distinct range of topics, constructs, and critical stances. Examples of such topics and approaches include motherhood, sexuality, masculinity, action research, and queer theory, with emphases on examining diverse, intersectional social positions, relations and crafting interventions in developed/developing social and market contexts (Bettany et al. 2010; Catterall, MacLaran and Stevens 2006; Ostberg 2010; The Voice Group 2010; Ozanne and Saatcioglu 2008).

In prefacing the contours of the conversations to be presented we return to the initial, summary dimensions of CCT: 1. consumer identity projects, 2. marketplace cultures, 3. the socio-historic patterning of consumption, and 4. mass-mediated marketplace ideologies and consumers' interpretive strategies. Gender has featured significantly across these dimensions, as a series of identities and identity markers: in dimension 1) as an orienting device for consumption operational in distinct market cultures; in dimension 2) as one of several social and institutional structures influencing and influenced by consumption; and in dimension 3) and as an ideology comprising and impacting consumption market activity. Indeed, while feminist and gender research was included in Thompson and Arnould (2005, 2007), and subsequently in Thompson et al. (2013), and there are significant overlaps in the two bodies of work, important differences in focus, purpose and in the contours of the two intellectual communities remain. This session has thus two purposes: a) to provide an overview of three distinct feminist perspectives and to discuss their relations with existing and future CCT research, and b) to invite discussion between feminist and CCT researchers towards the goals of clarifying divergence and stimulating convergence in research agendas.

In addressing these aims, we acknowledge that feminist research is vast, multiple, and at times conflicting. It is about action as well as knowledge creation. In the interest of stimulating conversation, we use the content and format of this special session to showcase a feminist perspective both theoretically and practically in ways that complement existing CCT research. To present our pieces we thus adopt a mentoring approach, whereby each strand is presented by a junior/senior scholar or between two peers, who both contribute their experiences, challenges and successes, with a view towards supporting each other in developing their ideas further. With this format we aim to shape the constructive nature of the session and subsequent debates. The three theoretical strands we focus on are: 1. queer theory as it pertains to reading strategies and social mapping from advertising images. 2. intersectionality theory that showcases consumer oppressions based on gender, race, class, age, to name a few, and 3. assemblage and actor network theory for its treatment of material in relation to human agents. The abstracts that follow introduce these perspectives in conjunction with a specific research project.

Session 1B (Room 107)

Special Session: Examining the multilevel consequences of marketization of public services.
Session Co-Chairs: Rodrigo B. Castilhos (SKEMA Business School) and Hélène Gorge (Université de Lille - SKEMA Business School).

Session Discussant: Gokcen Coskuner-Balli (Chapman University)

Towards a new health culture? An exploration of patients' experiences in the French "health market"
Hélène Gorge (Université de Lille-SKEMA Business School), Maud Herbert (Université de Lille-SKEMA Business School) and Nil Özçağlar-Toulouse (Université de Lille-SKEMA Business School)

The marketization of education: consumer agency in negotiated outsourcing
Flavia Cardoso (Universidad Adolfo Ibáñez), Pilar Rojas Gaviria (Pontificia Universidad Católica de Chile) and Daiane Scaraboto (Pontificia Universidad Católica de Chile)

Market orientation as a competitive response to complexifying markets
Rodrigo Castilhos (SKEMA Business School), Pierre-Yann Dolbec (Concordia University), Marcelo J. Fonseca (Unisinos Business School) and Guilherme Trez (Unisinos Business School)

Recent scholarship on market systems has thoroughly investigated the many factors that drive market emergence and transformation. Studies show that firms often coopt alternative or deviant consumption practices and ideologies to create new market segments (Kozinets 2001; Thompson and Coskuner-Balli 2007; Giesler 2008) and that brands, industry leaders, and multiple stakeholders manipulate discursive structures to legitimate new consumption practices towards the creation of new markets (Giesler 2012; Humphreys 2010a; 2010b; Ertimur and Coskuner-Balli 2015; Kjellberg and Olson 2017). Extant research also shows that consumers create new market niches while mobilizing to resist (Thompson and Arsel 2004; Thompson and Coskuner-Balli 2007), bypass (Martin and Schouten 2014; Dolbec and Fischer 2015), or simply to be better served by mainstream markets (Sandikci and Ger 2010; Scaraboto and Fischer 2013; Kjellberg and Olson 2017). While this thriving stream of CCT scholarship has developed a process view on "how and why markets and their associated actors, institutions and meanings emerge, evolve or terminate" (Giesler and Fischer 2017: 3) its emphasis mostly relies on processes of becoming, with relatively little regard to consequences of such processes. Moreover, studies tend to focus on contexts where the market logic is the dominating one, with yet little account for the consequences of the infusion of such logic in social dynamics and public goods (for notable exceptions see Vikas, Varman, and Belk 2015 and Scaraboto and Figueiredo 2017).

To address these theoretical blind spots, this special session looks at the multilevel consequences of the increasing marketization of health and education. We understand marketization as the process through which market principles and rationalities such as deregulation, privatization, and competition increasingly dominate the institutional environment around a specific domain of public services (Bartlett et al. 2002). Intrinsic to the neoliberal political economy (Giesler and Veresiu 2014), marketization has been noticed on a variety of contexts, such as poverty alleviation (Varman, Skålén, and Belk 2012), public space production (Castilhos and Dolbec 2017), sustainability (Böhm; Misoczky, and Moog 2012), health care (Dent 1995), and education (Hirtt 2005; Fredriksson 2009) among others.

The main goal of the session is, then, to discuss how marketization contributes to reshape institutional fields at multiple levels. Specifically, the papers demonstrate how marketization reframes consumers and producers' subjectivities, contributing to the reshaping of (1) marketplace performances at the micro-level, (2) consumer agency at the meso-level, and (3) institutional logics at the macro-level.

In detail, the first paper focuses on the way recent changes on the French health system affect the behaviours and motivations of patients, as well as their interactions with practicioners through various issues such as the development of e-health, the process of choice regarding the practitioner and the medicines. The second work investigates how the highly marketized Chilean school system and the myriad of parallel offers it generates contribute to create idealized educational goals and lead parents into a series of complex outsourcing negotiations. The third project analyses how recent changings in the Brazilian educational system fostered the entrance of new market-oriented players and contributed to reshape the institutional logics of the educational market in the country, affecting how traditional non-for-profit charter schools navigate this environment. To close the session, Gokcen Coskuner-Balli, Chapman University, will serve as discussant. Her expertise on market dynamics and market-mediated performances will be particularly valuable to engage a discussion on the theoretical implications of the study of public services' marketization.

Years after Bourdieu's warning against the privatization of public structures (Bourdieu 1998), we believe this session is timely as it not only exposes the ideological reframing of public service, but also demonstrates how its reconfiguration affects invested actors and the system itself, which brings novel perspectives to market systems' studies.

Session 1C (Room 207)

Competitive Track: Digitality and Technology in Consumer Culture

Big Brother and the Cyborg: The Rejection of Google Glass.
Jannek K. Sommer (University of Southern Denmark) and Gry H. Knudsen (University of Southern Denmark)

We address consumption of technology from the perspective of failure, and demonstrate how various metaphors are used to imagine and share the consequences of a new popular technology. While research in consumption of technology have focused on consumer acceptance, we study technology discourses embedded in the Google Glass advertisement "How it Feels [through Google Glass]" on YouTube, because we want to understand how rejection and resistance build in the imagined use of technology. The study extends research on technology consumption by demonstrating the importance of emergent online consumer discourses, and exhibits the relevance for studying imagined consumption.

The 2.0 Critic: Blending Subjective and Objective Discourses in Makeup Blogging.
Nathalia Silva (Federal University of Rio de Janeiro) and Roberta Campos (Federal University of Rio de Janeiro)

Critics have been an essential market ingredient, publishing reviews with impartial information on products, books, art. Although editorial traditional content remains a reliable source, it is gradually losing influence over readers to online reviews. Technology empowered consumers to become critics themselves. But in which basis this new critic is formed and influences contemporary behavior? This study analyzes how ordinary consumers emerge as critics in the context of web 2.0, using blogs as a vehicle to publish product reviews based on personal experiences. We conducted a qualitative study, following netnographic and discursive analysis protocols. Our case study is the Brazilian blog 2Beauty.com.br, which has technical product review as core content. We aimed to contribute to delineate the web 2.0 critic: a consumer who, sourcing from particular discursive tools – Friend, Salesperson, Connoiseur, Hacker and Evaluator – constructs an expert alternative position in the beauty ecosystem.

The United Nodes of Bitcoin.
Mariam Humayun (Schulich School of Business, York University) and Russ Belk (Schulich School of Business, York University)

In this paper, based on data from a longitudinal ethnographic and netnographic study of the Bitcoin ecosystem, we analyze how Bitcoin blurs the borders of money, technology, and religiosity and how it represents a new form of techno-religiosity. Our findings demonstrate how Bitcoin represents a new belief system in response to an erosion of trust in traditional institutions of money, government, and religion. Believers in this ecosystem demand an unquestioning faith in algorithms and their neutrality, while paradoxically imbuing the technology with religious overtones through their evangelical efforts. Furthermore, our analysis shows a need for purity in an idea untouched by traditional institutions such as

banking corporations, governments and religions. This search for purity drives these consumers to remain steadfast believers. Our findings suggest that while religion can be divisive, the kind of collective purpose and shared belief system it provides is essential to sustain communities like Bitcoin.

Session 1D (Room 208/209)

Competitive Track: Glocal Non-Western Identities

Story of Cool: Journey from the West to Emerging Arab Countries.
Hela Zouaoui (Université de Tunis, Institut Supérieur de Gestion, LARIME) and Fatma Smaoui (Université de Tunis, Institut Supérieur de Gestion, LARIME)

Cool has made interest of several researches giving its appealing nature and successful marketing applications. However, we note lack of studies investigating its perceptions in non-western cultural contexts. Relying on this matter, we conducted a qualitative research through focus groups with Tunisian consumers, a North African, Arab-muslim emerging countries. Findings show that the term "Cool" in Tunisia is mostly related to lexical synonyms and meanings of lightness and flexibility, fun and amusement, humor and trendiness rather than originality, divergence, creativity and uniqueness long argued to be the significations of Cool in western literature, despite their minor presence in our results. We believe this is further evidence that the concept is culturally laden and that the socio-cultural characteristics of Tunisia altered its meanings established in the West, mostly associated to its origins and emergence.

To Cast a Long Shadow: Theorising the Perseverance of Identity Vestiges.
Sihang Wang (Lancaster University), James Cronin (Lancaster University) and Margaret Hogg (Lancaster University)

Drawing upon a study of individuals who have outgrown their membership of the Chinese hip-hop fan community, we contribute to the theorisation of nonlinear and amorphous identity dynamics within CCT through introducing the concept of the vestigial self. We explore how vestiges of individuals' micro-culturally forged identities persevere long after individuals have transitioned away from identification with particular communities. Through unpacking the continuity, synthesis and operation of various vestiges of who they 'used to be' including fantasies, sexual scripts and cultural narcissism, we discuss how consumers improvise links between former, current and possible selves to negotiate social interactions across time and place. Here, we unpick the micro and macro catalysts, turning points and transitions that reactivate imprints of individuals' former identifications and ideological orientations. This allows us to theorise the vestigial self as an existential long shadow which accompanies consumers as they navigate through the course of their lives.

"They Said We Ruined the Character and Our Religion": A Study of the Hijab Cosplay Community.
Hounaida El Jurdi (American University of Beirut), Mona Moufahim (University of Durham) and Ofer Dekel (Sheffield Business School)

Studies on youth consumer behavior have been an area of interest in many disciplines. Research has focused on youth risky behaviors, youth identities, lifestyles and consumption where youth have been assumed to be a globally homogenous group. Despite such interest in youth cultures, their consumption habits and identities, the role of religion as an identity shaping force in youth leisure consumption has been

largely overlooked. Focusing on a South-East Asian Hijab Cosplay community, we explore the role of religious identity in cosplay performance. Our findings reveal how religious identity is blended into a character's portrayal, through creative 'hijabification'. Through aestheticization of the veil, hijab cosplayers accommodate their religious identity to include incongruent cosplay identities and legitimize cosplay as a contested but religiously acceptable leisure activity. Authenticity also emerged as a core concept deployed to gain legitimacy as a cosplayer, combining an authentic self as both Muslim and cosplay performer.

Performing identity – How British Asians acquire subcultural capital, build social capital, and gain distinction through Bollywood, music and dance.
Anuja Pradhan (Lancaster University), Hayley Cocker (Lancaster University) and Margaret Hogg (Lancaster University)

We understand the processes of ethnic identity performance among second-generation British Asian women consumers by analysing interview data of their lived experiences. British Asian women acquire, use and produce situationally prized subcultural capital through consumption of Bollywood movies and artistic performances like dancing and singing. We find their ethnic identity performances are structured by the situational nature of consumer agency. We explicate the heterogeneity within, what are thought of as, homogenous cultures, and shed light on the emic relevance of this conceptualisation. Finally we stress upon the temporal and situational nature of ethnic identity performance. Thus, we paint a picture of the lived experiences of second-generation migrant consumers, focussing on the emically-relevant and often liberating aspects of their identity performances as opposed to the victimised and marginalised projections seen in much previous acculturation research.

Session 1E (Room 301)

Alternative Modes of Investigation and Expression

Afrika Star
Eric J. Arnould (Aalto University School of Business)

Contributors: Eric Arnould, Luci Cortambert, Minni Haanpää, Elinor Lifshitz and Mar Peretz

The film Afrika Star is a first iteration of a project called Visualizing Vanished Markets, the aim of which is to recall the marketplace vitality that animated a corner of the world now rendered marginal by the ever-changing forces of global capitalism. Specifically, the aim is historical and anthropological: to use videographic technique to recall from visual archives the people, places and commercial relationships that animated the city of Damagaram, now Zinder, Republic of Niger in the first decades of the 20ᵗʰ century. Scholarly research describes Zinder's marketplace culture (Arnould 1981; 1984; 1985; 1986; 1989; Arnould and McCullough 1981: Arnould and Mohr 2006; Baier 1974; Dunbar 1971; Salifou 1971) as well as the broader economy and culture of Hausa-speaking Niger (Masquelier 2001; Gregoire 1986). Despite such work, Zinder and many such places currently marginal to the global imaginary, remain little known. A visual approach may be more evocative and more persuasive in conveying certain experiences about distinctive marketplace cultures and ideas about their revitalization.

In the latter decades of the 19ᵗʰ century, Zinder was an important center on the trans-Saharan caravan route from Tripoli (Libya) to Kano (Nigeria). In the first decades of the 20ᵗʰ, it became the capital of the

Niger territory, part of French West Africa (Baier 1974; Dunbar 1971; Salifou 1971). The fortuitous existence of a series of postcards produced beginning before the First World War provides a vital visual window into that world. The use of still image in anthropology (Edwards1992) and in documentary film is widespread (Williams 1997) but little used in consumer and market ethnographies. The film, Afrika Star, employs these images. Other images taken of and by French military and commercial figures remain to be discovered in French archives, as do others produced by Nigeriens themselves. The project aims eventually to evoke the milieu portrayed by these photographs from a multitude of perspectives: those of the ethnographer; of Nigerien scholars; and the French and Nigerien descendants of those concerned.

The aim of the film Afrika Star was modest: 1) to narrativize some of these postcards; 2) to tell an initial story at the transition between an independent sub-Saharan market town and an early colonial market economy. The film took an unexpected turn. Instead of realistic documentary, it turns into a commentary about the malleability of visual data, the multiplicity of possible readings linked to the situatedness of viewers, and the reflexive effects of evocative imagery.

Bunker Down: **Using game-based simulations to investigate consumer-object attachment in catastrophic risk settings**
Sarah Browne (Trinity College Dublin), Norah Campbell (Trinity College Dublin) and Gary Sinclair (Dublin City University)

We present a game designed to place the public in simulated scenarios of extreme, catastrophic disaster, and observe their decisions around consumer objects. It is called *Bunker Down*, and it is part of a multi-site, multi-method investigation into consumer behaviour in the shadow of what has been termed existential risk – namely risk "that threatens to cause the extinction of Earth-originating intelligent life or to otherwise permanently and drastically destroy its potential for future desirable development" (Bostrom 2014, 115). The game is part of a themed public exhibition on emergency that is currently at the Science Gallery – a public science centre in Dublin https://dublin.sciencegallery.com/. The game runs on an iPad in the Gallery's themed Doomer Bar, and members of the public are invited to play a game of simulated disaster scenarios, where they have to make choices around consumer objects under time pressure. Games offer an innovative approach to explore consumer behavior in the face of perceived threat. Games' contexts allow for curiosity, self-expression, social interaction and emotional engagement to emerge and unfold (Harwood and Garry, 2015; Witt et al., 2011). Gamified experiences evoke both player participation (active contribution) and player connection (unites participant and the experience), allowing participants become *performers* who "leave everything else behind" and immerse themselves in the moment (Robson et al., 2014).

Our game is focussed on investigating consumer behaviour in existential risk settings. Do people become more or less materialistic/acquisitive? Do they privilege functional goals over emotional ones? Do they think differently about networked objects like money, and computers in a situation of total collapse? To this end, the first scenarios present the gamer with lists of consumer objects that are pre-categorized as functional immediate, functional non-immediate, inalienable, spiritual, entertainment, identity, and renewable. The second goal of the game is to explore the public's embryonic, and explicit preparation practices, with the purpose of mapping the perceived skills (and skill deficits) that circle in the public. The third goal of the game is to assess how the public perceives the likelihood of particular existential threats (e.g. extreme heat, economic collapse, bioterrorism) occurring within their lifetime.

Although eschatological visions have been explored in consumer culture theory before (e.g. Brown 1996), this work argues that there is something qualitatively different about the current apocalyptic imaginary, with its foregrounding of contemporary *existential* risks, namely superintelligence, runaway climate change, network collapse, mega-hacking, and NBIC (nano-bio-info-cogno) convergence. Complex and embryonic consumer cultures, practices and philosophies are responses to such a climate, as we see in the popularity of objects of evacuation (e.g. the bug-out bag), the rise of survivalist courses, bunkerisation, apocatainment (apocalyptic entertainment), prepper subcultures, and accelerationism. Assessing these 'structures of feeling' (Williams 1977) will require innovation in consumer culture methods. Game-design, we argue meets this need by engrossing participants in the contemporary apocalyptic imaginary through the use of provocative symbolism and urgent, immersive decision contexts.

"Re-assembling"
Joonas Rokka (EMLYON Business School), Joel Hietanen (Aalto University School of Business), John Schouten (Memorial University) and Klaus Kangaspunta

Discussant: Melanie Wallendorf (University of Arizona)

"Re-assembling" is a videography that explores new forms of consumption-driven social entrepreneurship in the context of how 'cast-away' youth, with little or no marketable professional skills, can be brought back to working-life and re-connected with meaningful lives and sustainable ways of being. The film unfolds as a story and conceptual development about and around Flinkki – our social entrepreneur/bricouleur.

Working at his "workshop" where bikes and motorbikes are re-assembled from abandoned, lost, or used parts, often discovered from trash, or parts re-circulated in second-hand bike market. The parts are carefully re-worked, re-connected and put together as unique, beautiful manually crafted bikes that are then sold or traded forward. But Flinkki not only re-assembles and sells bikes. He has a broader mission and calling that links his workshop with a social cause. For over a while, he has started to bring along youngsters, often from difficult backgrounds, to his workshop to learn what he calls 'basic life skills'.

"They are guys and girls who don't know how to get up from the bed in the morning", as Flinkki describes them. At the workshop, Flinkki puts the youngsters to work, to figure out how to labour metal parts, paint, and also how to act in a social environment. In other words, the bike workshop is a training ground for the youth, teaching them marketable skills but also skills about how to manage life more broadly.

It is this ongoing re-assembling (e.g. Canniford and Bajde 2016; Latour 2005) – of both material objects but also humans – that the film examines, and its implications for conceiving potential new forms of consumption-driven (cf. Martin and Schouten 2014) social entrepreneurship. In particular, we identify and develop the conceptualization and work of 'social bricouleurs' – entrepreneurs performing in a consumption field (f. ex. Motorcycling) and accumulating and translating resources (material, social networks, and skills) to simultaneously to address a social cause – here by supporting the cast-away youngsters.

In this way, we have hoped to identify and increase understandings about the work of social entrepreneurship/bricolage stemming from and drawing essential skills, knowledge and resources from a consumption field. Our research also highlights several tensions, obstacles and challenges that may hinder the potential impact of such demanding and important work.

Session 2 • Friday, June 29, 11:00 – 12:30

Session 2A (Plenary)

Special Session: There's No Place Like Home? Multiple Perspectives on Consuming in Domestic Dwelling-Place Markets.
Session Co-Chairs: Eileen Fischer (Schulich School of Business, York University) and Gülay Taltekin (Schulich School of Business, York University)

Session Discussant: John F. Sherry (Mendoza College of Business, University of Notre Dame)

Palatial Domesticities: The Material Practices of the Very Wealthy
Zeynep Arsel (John Molson School of Business, Concordia University) and Jonathan Bean (College of Architecture, Planning & Landscape Architecture, University of Arizona)

What Makes a House a Home? The Necessities of Tiny House Living
Marcus Phipps (University of Melbourne), Julie Ozanne (University of Melbourne), and Lucie Ozanne (University of Canterbury)

When a House Can't Be Your Home: How Markets Manage Supply Scarcity
Gülay Taltekin (Schulich School of Business, York University) and Eileen Fischer (Schulich School of Business, York University)

While the literature on places that matter to consumers has been gathering momentum, most recent analytic attention has focused on public spaces (e.g. Bradford and Sherry 2015; Visconti et al 2010) or on commercial ones (e.g. Debenedetti, Oppewal and Arsel 2014; Kozinets et al 2004). While certain classic works have referred to domestic dwelling places (e.g. homes as extensions of self (Belk 1988); the cultivation of "homeyness" (McCracken 1989)), and calls have been issued to consider houses as consumer goods (e.g. Wilk 2001) our literature thus far has been surprisingly limited in its interrogation of the places that consumers (attempt to) purchase and furnish. This special session takes up the opportunity to address this gap.

Both the first and second papers in the session advance a "sociology of consumption" lens on homes and houses. The initial paper in the session focuses on "palatial domesticities," exploring the context of the very wealthy whose consumption projects include the creation or customization of very large homes. This paper offers a much-needed corrective to accounts that trivialize or stereotype the phenomenon of "mcmansions." It sheds new light on the domestic practices of the very wealthy, highlights how these intersect with business practices, and draws attention to the orchestration of these intermingled practices during protracted design and construction processes.

The second paper turns our attention in the opposite direction, toward "tiny houses," which are being constructed and inhabited as part of a social movement that advocates living simply in small spaces. The paper reveals how the material constraints of tiny houses problematize taken-for-granted assumptions about what practices are normal and necessary. It emphasizes the paradoxes and complications that simple living may entail.

The third paper moves from a consumption to a market level of analysis and considers the housing market as one that is characterized by scarcity – at least of affordable, detached, single family dwellings in densely populated urban areas. It considers how market actors, albeit not acting in a coordinated fashion, collectively manage this scarcity by idealizing other forms of housing, especially condominiums. In considering how market actors such as prospective home buyers react to and resist these reconfigured notions of desirable dwellings, the paper offers contributions to both the sociology of housing and to our understanding of how markets attempt to manage demand.

The discussant for this session, an anthropologist by training who has done extensive work on how consumer co-create and navigate market spaces, will both draw connections among the papers presented and offer independent insights on the anthropological significance of homes and houses in contemporary consumer culture(s). The session as a whole will advance a set of inter-related conversations of interest to the community that attends this conference. For example, it will shed new light on taste regimes, on liquid consumption, and on market system dynamics. As a whole, the session will open up for examination the fairy-tale notion that "there's no place like home."

Session 2B (Room 107)

Special Session: The Book: Reading and its material entanglements.
Session Co-Chairs: Astrid Van den Bossche (University of Oxford) and Gry Høngsmark Knudsen (University of Southern Denmark)

Session Discussant: Finola Kerrigan (University of Birmingham)

Touch & Feel: Shaping and breaking the reading mould
Astrid Van den Bossche (University of Oxford)

Reading beyond the lines: Expectations, identity and embodiment in relating to A Monster Calls
Stephanie O'Donohoe (The University of Edinburgh Business School)

Material transformations – from digital to print and back: Fifty Shades in mixed media
Gry Høngsmark Knudsen (University of Southern Denmark)

Although consumer research has long acknowledged that material objects can express, create, and transform consumer selves, it has tended to undertheorize materiality itself—the fundamental how of "the relation and co-creation of subjects and objects" (Borgerson 2005, 439). Woodward (2011, 380) has pursued this agenda by drawing on object relations theory to highlight the creative, affect-laden, and transformational practices that can occur within "the transitional space between object and subject." In this special session, we build on these efforts by presenting a variety of approaches and contexts in which materiality offers a fruitful lens on questions of consumption.

We focus on the reading of books as a particularly productive site of inquiry, given the heterogeneity of the market and the diversity of reading practices. Consumer culture researchers have previously drawn on reader-response theories to argue that meaning resides neither in texts nor in their consumers/readers, but in the interaction between them (Stern 1989, Mick & Buhl 1992; Scott 1994). This perspective chimes with the dialecticism of materiality, but reader-response theories tend, in their analyses, to treat both texts

and reading as disembodied. Yet reading a book involves sensation as well as sense-making: as Littau (2006) argues, reading is a physiological activity that takes place within the human body, while the book, as a thing to be handled, both conditions the reading moment and is itself conditioned by material conventions (Do Rozario, 2012). More than a physical or intellectual activity alone, reading is a site of material interaction.

This materiality also has implications for intersubjectivity (Borgerson, 2013): a book inevitably connects readers to others through practices and conventions of production, marketing, and interpretation. Some of these relations have been highlighted in Brown's (2006) edited collection on the marketing and consumption of literature and in historical studies of the book (e.g., Eliot and Rose 2009; Moylan and Stiles 1996), but they are rarely brought in conversation with theories of materiality. Furthermore, as digitization encourages the dematerialization of many possessions (Belk 2013), this raises questions about how materiality and embodiment are entangled in consumers' engagements with books, in all their shapes and forms.

Collectively, our papers address the following questions:

Q1. How is materiality embodied when a reader engages with a book, whatever form it may take?

Q2. How do the material qualities of books afford particular intersubjective practices?

We present three single case studies—respectively on the children's classic Pat the Bunny, the illustrated young adult novel A Monster Calls, and the infamous Fifty Shades of Grey trilogy—that apply diverse conceptual lenses to highlight how (and how differently) material relations are constitutive of the reading experience. Overall, this session highlights how focusing on materiality can illuminate aspects of consumer experiences that may otherwise remain unarticulated.

Session 2C (Room 207)

Competitive Track: Spirituality, pilgrimage and salvation in the marketplace

Consumer Tales of Self-Inflicted Pain: A Toe Story.
Véronique Cova (IAE), Bernard Cova (KEDGE Business School) and Julien Cayla (Nanyang Technological University)

Our societies have witnessed a profound shift from medieval times where it was believed that the world could be saved through pain, to modern times where it is believed that the world has to be saved from pain. However, during the last decade, self-inflicted pain has become usual practice for an increasing numbers of Westerners who seem to depart from the dominant aversion to pain. Through an auto-ethnography of the pilgrimage to Saint James (Camino de Santiago) we discuss the "saved from pain/saved through pain" potential reversal in today's consumer culture. Our results highlight the ambivalent relationship pilgrims have with pain, oscillating between practices that stave off the pain while seeking to feel and show their pain to others. Through these practices, the pilgrim is simultaneously saved from extreme physical pain and saved through pain in the sense of salvation from emotional pain.

Consuming the spiritual: objects mediating person-deities relationships in pilgrimage itineraries.
Webert Jannsen Pires de Santana (Fundação Getúlio Vargas - FGV EAESP) and Delane Botelho (Fundação Getúlio Vargas - FGV EAESP)

The movement of objects within, in and off a pilgrimage site can be understood through the theoretical lens of the material culture. Considering that in the pilgrimage, pilgrims tend to form liquid / solid relationships to objects, we aim to understand how pilgrims develop different attachments to possessions in movement and their meanings. Considering an interpretive perspective, we used an ethnographic approach, based on the method 'following the thing' and 'following the people', to investigate the context of a specific Catholic pilgrimage in northeast Brazil. We found a system of objects movement that highlights how pilgrims use object attachment to relate to their deities in four types of itineraries: objects going to the sacred site; objects used in the sacred site; objects going back to pilgrim site; objects going to the sacred site and coming back to pilgrim site.

Spiritual Supermarkets: in search of magical realism in a post-modern religious landscape.
Victoria Rodner (University of Stirling), Chloe Preece (Royal Holloway University of London) and Russell Belk (Schulich Business School, York University)

Magical realism is understood to be the presentation of the extraordinary in everyday reality. Originating in post-colonial fiction, art and film, we argue that magical realism is evident in some forms of contemporary religious practice. In a post-disenchanted society, where traditional religions are losing their mass appeal and socio-political clout, the discerning spiritual consumer searches for supernatural solutions for earthly, individualist needs. Our research focuses on competitive spirituality in Brazil, with a particular interest in São Paulo, where the religious marketplace is immensely varied, culturally rich, historically syncretized and palpably magical, leaving the spiritual consumer baffled for choice. In our study we show how carefully packaged magical discourses and rituals help to differentiate one supernatural belief system from another. Our research focuses on key spirit-centered churches including Christian Pentecostalism and Catholic Charismatic Renewal, as well as polytheistic faiths with Afro-Atlantic origins, namely Candomblé and Umbanda, and the pseudo-scientific Spiritism.

'…At Least You're Out of the Rain, Right?': A Discourse Analysis of Pilgrimage Sites Reviews
Tom van Laer (Cass Business School, University of London) and Elif Izberk-Bilgin (University of Michigan)

This paper is the first to provide an account of the discursive features of online consumer reviews of pilgrimage sites. Examining a corpus of 833 consumer reviews on TripAdvisor of the holiest pilgrimage sites of the world's major five religions, we explore many of the discourse features that are characteristic of this new, user-generated, primarily text-based, computer-mediated genre. We investigate the language that pilgrims use as they forge connections with other texts, construct their spiritual tastes and identity, draw their audience into their stories, and analyse, discuss, and evaluate their consumer experience.

Session 2D (Room 208/209)

Competitive Track: Ethics and sustainability in Consumer Culture Theory

Catering to the Otherness: Levinasian Consumer Ethics at Restaurant Day.
Antti Sihvonen (Karlstad Business School) and Joel Hietanen (Aalto University)

Consumer culture theory has a rich tradition of studying how collective consumption manifests in various forms and contexts. While this literature is diverse, we still know fairly little of how consumers experience ethics in these social gathering. Moreover, CCT scholarship has typically focused on the meaning-makings of

an individualized consumer as part of a collective. To offer an alternative perspective, we offer a Levinasian perspective of consumer ethics in Restaurant Day, a global food carnival that is emergently organized by consumers themselves. Our ethnographic findings suggest a non-individualistic dimension in embracing ethical relations, in conducting acts to cater to the needs of the Other, and in situational subversion of legislation with personal responsibility in how these events unfold. These sensibilities create 'ethical surplus' beyond individualistic goal-directedness and immediate commercial pursuits that enable people to participate without commitment or explicit contribution.

Wasting objects: Drawing on practice theory for understanding accumulation and waste of mundane possessions.
Dominique Roux (Reims Champagne-Ardenne University, REGARDS, France) and Marie Schill (Reims Champagne-Ardenne University, REGARDS, France)

While previous research has paid great attention to food waste practices, what wasting objects means for people remains understudied. Based on household ethnography and interviews conducted with 22 informants, we draw on practice theory to explore how wasting objects is enacted in the house. Our findings highlight how objects that cease to be used in "integrative" as well as "dispersed" practices may appear "wasted." We then demonstrate that wasting objects is an observable performance per se, involving "objects," "doings," and "sayings." Finally, we show that places make clear how waste is performed by moving objects from visible "hot spots" of action to "cold" places where they stagnate before leaving the house. Beyond macro social readings of already formed practices, we enrich practice theory by unpacking how waste is generated and performed through various daily practices including consumption.

Reconnecting consumption through creativity: on the need to reassemble (the methods of) consumer research.
Cristiano Smaniotto (University of Southern Denmark)

This paper argues that CCT research has overlooked the processes that enable our consumption, preventing a deeper understanding of the barriers to sustainable lifestyles. To redress this gap, it argues for further empirical studies concerning the forgotten practices of consumer logistics. A theoretical framework that views these practices as mundane processes of agencing is provided. Drawing on a Deleuzian notion of creativity, it suggests that we should develop methodological solutions that are able to capture the flow of subsequent translations of mundane consumer-objects agencements. It explains how the few existing works in consumer logistics have failed to seize the continuous character of these practices. In response, some considerations are made as indications for future research. The conclusive section reflects on the importance of reconnecting consumption to the things that make it possible.

Off with the fairies: the potential of elaborate daydreaming for 'less material' living.
Elizabeth Nixon (University of Nottingham) and Teresa Heath (University of Nottingham)

Consumers' capacities to daydream about not-yet-acquired products is an important feature in theorising escalating consumerism. At the same time, growing concern regarding sustainability has produced scholarly calls for consumers to lessen their consumption. This study builds on and extends scant empirical work on the consumer imagination by examining consumers' lived experiences of daydreaming, their related practices, and the consequences thereof for the daydreamer and their consumption. Here we present

initial findings from ongoing qualitative data collection, in order to examine the possibility that rather than perpetuating or expanding consumption, more elaborate daydreaming might engender a longer, more reflective process from which 'actual' consumption may never materialise.

Session 2E (Room 301)

Roundtable: Digital Consumer Culture Theory – Research Methods
Session Co-Chairs: Eric Arnould (Aalto University Business School), Daiane Scaraboto (Pontificia Universidad Católica de Chile) and Toni Eagar (Australian National University)

Session Participants: Massimo Airoldi, Ana Babic Rosario, Roberta Dias Campos, Stephen Dann, Danielle Eiseman, Marcia Christina Ferreira, Bernardo Figueiredo, Guli-Sanam Karimova, Richard Kedzior, Ingeborg Kleppe, Wolfgang Kotowski, Robert Kozinets, Olga Kravets, Becca Mardon, Marie-Agnes Parmentier, Joachim Scholz, John Schouten and Maribel Suarez.

The ground has moved under our feet. The methodological corpus on which most of us were raised has been rendered obsolete, past its sell-by date. Reference works in "qualitative" consumer and marketing research like Arnould and Wallendorf (1994), Bernard (1998), Denzin and Lincoln (1994), McCracken (1988, 1989), Spiggle (1994), Kozinets (2002), Thompson (1997), Wallendorf and Belk (1989), and even Belk, Fischer, and Kozinets (2013) begin to seem like relics of a bygone age. The demarcation between the field and the laboratory has evaporated. The distinction between researcher and researched has eroded. The distinctions between quanta and qualia no longer seem to apply. The very nature of data has morphed into exotic and evanescent forms (Arvidsson et al. 2016).

The digital revolution continues to roll and with it call for novel procedures (Kozinets 2006), some that hack formerly stable signifiers like quantitative and qualitative methods (Caliandro and Gandini 2017). Other disciplines are well into the important debate regarding what developments are needed to account for unprecedented phenomena (Horst and Miller 2012; Savage and Burrows 2007; Lewis 2015), and a stocktaking is in order for consumer culture theory. To the best of our knowledge, only one paper has been published in our flagship journals that focuses in detail on the ontological, epistemological, and axiological challenges and opportunities presented by the digital revolution for Consumer Culture Theory (Hoffman and Novak 2017).

The purpose of this session is to bring together colleagues at the forefront of the digital revolution in consumer research to share their thoughts about what to do, how to do it, and how to assess consumer culture theory in digital environments. A foundational rethink of the nature of consumer culture theory itself might be needed to accommodate the pervasiveness of digital forms of being and behaving in contemporary consumer cultures.

The session will be divided into three blocks of 30 minutes devoted, respectively, to questions of ontology, epistemology, and ethics concerning consumer culture research in digital environments. The benefit of this landmark session to participants is three-fold. First, the session will provide an opportunity to take stock of the state of the field with regard to digital methods and data. Second, it will gather participants to exchange best practices with regards to the collection, analysis, and uses of digitally mediated data. Third, it will provide participants the opportunity to network and develop ongoing research collaborations devoted to substantive and methodological topics.

Proposed discussion questions

Block 1: Ontology

- Is digital consumer culture qualitatively different from pre-digital consumer culture?
- What is the ontological status of different kinds of digital data (e.g. visual, text, ephemeral, etc.). For instance, how does Twitter data differ from Instagram data? Does it matter?
- What is the nature of the field when the field is spread across platforms, and always digitally accessible?
- What are the units of analysis of online consumer research? Individuals? Communities? Digitally-mediated social situations? Publics? Media contexts?
- Is a "bot" or an "algorithm" a consumer subject?
- How do alternative ontologies (e.g. critical realism) account for the digital?

Block 2: Epistemology

- How do tools impact the researcher; what are some of the subtle agencies of digital technologies?
- What are the methodological hybridizations fostered by the ubiquity and availability of digital data and, especially, "Big Data"?
- How shall we account for AI when collecting data online?
- What are the new standards of transparency, credibility and trustworthiness that should be applied?
- Is it still meaningful to speak of "naturalistic inquiry" when data collection and analysis is in part built into digital affordances?
- Research using online data often provides us with the opportunity to go back to the field at any time and collect more data. This includes going back for data during the review process to attend to reviewers' requests or the need to write an additional section. To what extent does the nature of this on-demand data collection alter the data collected and the analysis of the findings?

Block 3: Ethics

- What new ethical questions are raised by tracking devices, both self-tracking and those that facilitate researcher tracking of informants?
- What are the boundaries between private and public selves on social media? What are the ethical implications of collecting, analyzing and publishing in such grey spaces?
- What ethical and political issues are raised by algorithmic "black boxes" and the divide between Big Data Rich and Big Data Poor institutions?
- Dead Facebook users will soon outnumber the living. How should we deal with these data sets? Who has ownership over them? Facebook? The relatives? How does one obtain consent to study such data sets?
- What challenges do digital consumer culture researchers face when submitting their projects to Ethics Review Boards? How to overcome these challenges?

Session 3 • Friday, June 29, 13:30 – 15:00

Session 3A (Plenary)

Competitive Track: Consumer Culture Fairy Tales: Contradictions, Distortion & Paratextuality … and Brown on Andersen

RV 'Money-Pig' Entanglements: Camping with Contradictions.
Barbara Olsen (SUNY Old Westbury)

Recent analyses of camping in its various forms and extensions as a viable leisure lifestyle is rife with functional and emotional risk. This paper explores contradictory passions experienced in recreation vehicle (RV) camping. This introspective narrative exposes liminal tensions and consumer entanglement that further complicate ambivalence. This love - hate tumult from devotion to disillusion, despair and renewal is understood metaphorically through Hans Christian Andersen's fairy tale The Money-Pig (1897/2015).

The Distortion of the Fairy Tale - Market vs Cultural Myths: A Skin-Deep, Discursive Analysis of the Fairness Phenomena in India.
Anoop Bhogal-Nair (De Montfort University) and Andrew Lindridge (Newcastle University)

Fairy tales socialise girls and young women into a life of servitude (Zipes, 1988a/b) whilst communicating what constitutes female beauty (Baker-Sperry and Grauerholz, 2003). It is this theme of female beauty we explore in this paper through the phenomena of skin lightening creams amongst young Indian women. Whilst critics of such consumption may, with some justification, argue that this consumption is based upon an inherent desire to look more Western, i.e. White, we present an alternative perspective. Drawing upon ancient Hindu texts and historical narratives surrounding colonialism, and the market itself, we identify a range of complimenting and perpetuated narratives surrounding Indian women and skin colour. By analysing a range of Indian skin lightening cream advertisements and data collected from 27 participants, we show how Indian women are inherently locked into a societal system where skin colour narratives formed over millennia restrict and enforce Indian beauty with pale skin.

Fragmented Fairytales? Paratexts and the Constitution of Brand Meaning Under Media Convergence.
Chris Hackley (Royal Holloway University of London) and Amy Rungpaka Hackley (Queen Mary University of London)

In this paper we respond to the conference theme of consumer culture fairytales with a study examining how branding tales are told in the digital era. We build on previous literary CCT research by introducing Genette's (2010) theory of transtextuality to marketing and consumer research as we seek to re-frame the theoretical understanding of the constitution of brand meaning for the digital era. We focus not on brand stories as primary texts, but, rather, on the secondary texts, the paratexts, that surround brands. Branding is about far more than advertising, and we illustrate some of the ways in which the focus of brand meaning has shifted from text, to paratext, manifested in many emerging, hybrid, forms of branding practice that defy traditional channel categorisation. In our concluding comments we outline the shape that paratextual analysis would take for further research.

Duck, it's a Raven! Writing Stirring Stories with Andersen's Sinister Shadow.

Stephen Brown (Ulster University)

Once upon a time, a farmer's daughter found a magic egg. Odd Issy was sure the egg was magic, because it was brightly coloured and strangely shaped. But when it hatched, a curious creature crawled out. Everyone laughed at the animal except Odd Issy's younger brothers, Venky and Afuat. Having read H.C. Andersen's fairy story "The Ugly Duckling", they told their sister it would turn into a swan. But it didn't. Instead, little See See grew bigger and bigger, got uglier and uglier, and was mocked even more than before. See See, tee-hee, they snickered.

One day, Odd Issy met an old crone who said her brothers had been reading the wrong writer. See See wasn't an ugly duckling but a frog prince imprisoned by an evil spell. In order to break the spell, Odd Issy had to venture into the dark wood where there was a treasure trove under a gallows tree guarded by three riddling ravens. If she responded correctly to each raven's challenge, the frog prince would be freed and the treasure trove hers to keep. Odd Issy didn't know whether to believe the old crone. She'd been warned to stay out of the dark wood. It was a sinister place full of ghosts, spectres and scary shadows. What should she do? An aspiring academic, she asked for more evidence…

Session 3B (Room 107)

Special Session: Negotiating Marketplace Logics to Facilitate Legitimacy.
Session Co-Chairs: Hope Schau (University of Arizona), Albert Muniz (DePaul University), Marie Taillard (ESCP Europe), Matthew Mars (University of Arizona), Aimee Huff (Oregon State University), Ashlee Humphreys (Northwestern University) and Sarah Wilner (Laurier University).

Session Discussant: Eileen Fischer (Schulich Business School, York University)

Legitimizing Co-Creation Alliances
Marie Taillard (ESCP Europe), Albert Muniz (DePaul University) and Hope Schau (University of Arizona)

Seeking Legitimacy in the Southern Arizona Food Movement
Matthew Mars (University of Arizona) and Hope Schau (University of Arizona)

Materiality and Market Legitimation
Aimee Huff (Oregon State University) and Ashlee Humphreys (Northwestern University)

Building on current research that demonstrates the complex negotiations among market and other social logics (e.g., burning man and the temporary disparaging/rejection of general market logics, Kozinets 2002; file sharing as gift giving, Giesler 2006; sharing, Belk 2010), within market logics (e.g., goods vs. service-dominant logics, Vargo and Lusch 2004; marketplace mythologies, Thompson 2004), and between logics in a given market (e.g., the glocal yoga market in India, Askegaard and Eckhardt 2012; the differing global yoga practices, Ertimur and Coskuner-Balli 2017), the research in this session grapples with how competing logics are negotiated to create and sustain a given market. At stake in the above studies is market legitimacy; the negotiation of logics is motivated by the desire for legitimacy.

We present a special session organized around negotiating competing market logics in the service of legitimazing the fruits of market-actor labors and markets themselves. Our first presentation addresses

legitmacy of firm-consumer alliances. Specifically, it examines the manner in which LEGO invites consumer cocreation efforts via a corporate sponsored cocreation platform. Consumers who offer product ideas and strive to innovate within the LEGO product system, desire to be recognized as legitimate market collaborators. In turn, LEGO legitimizes cocreation efforts as integral to their market strategy and success. The second presentation, unpacks the tension in the operating logics of the Arizona local food markets. The authors demonstrate that to achieve legitimacy in the market, local entrepreneurs utilize the network of farmers' markets to nurture local businesses ranging from locally-farmed produce to premade food and personal services to handicrafts. Our third presentation addresses the wholesale legitimization efforts within the cannabis marketscape. Here, the materiality of the product category impact legitimation.

Session 3C (Room 207)

Competitive Track: Marketplace Narratives and Representations

Using Narrative to Support Sustainability Strategies.
Melea Press (SKEMA Business School) and Eric Arnould (Aalto University)

In this article, we explore how managers build consensus for sustainability initiatives with employees and immediate stakeholders. We use a narrative lens to explore the rhetoric that managers in firms developing sustainability initiatives use to create legitimacy for their new programs. Examinations of narrative in marketing have largely explored communication between firms and customers. Further, we look at how narrative is used within firms to build consensus for sustainability strategies and suggest that narrative is driving the legitimacy of sustainability programs across industries.

Insatiable Appetite: Female Monsters and Inveterate Consumption.
Claudia Mendez Wright (Utah State University)

This article presents a cultural analysis of female characters in contemporary television shows and film. It seeks to illustrate popular culture representations of femininity that include consumption as an intrinsic characteristic of the bad woman- the villain whose insatiable appetite to devour power, sexuality, and commodities paves the way to her monstrosity and deviance. The paper looks critically at the portrayals of female consumers while questioning the ways in which they play a role in the creation and reproduction of the imaginary of women as naturally materialistic, insatiable, and in a way, monsters.

Narrative strategies and B2B technology brands.
Mauricio Rodriguez (Neoma Business School) and Gael Bonnin (Neoma Business School)

More and more technology firms go beyond the traditional functional or emotional-based communication strategies to legitimize and institutionalize their technology products and markets. General Electric, Intel, IBM, Boeing, among others, have resorted to narratives to develop or reinforce their corporate or product brands. The ability to deliver narratives is also a key challenge for technology start-ups. Even if research has, for long, highlighted the importance of narratives for brands (e.g. Padgett and Allen, 1997), knowledge on the topic is still limited.

We studied the case of two technology companies, often cited as great examples for their endorsement of narratives: Cisco and IBM. To answer the following questions; how is a narrative strategy globally

orchestrated? How are the different elements making a narrative, both form and content, assembled? What are the implications of a narrative approach for firms and for our understanding of market evolution?

Session 3D (Room 208/209)

Competitive Track: Constructed Marketspaces and Market Relations

Humanizing Market Relationships: The DIY Extended Family.
Lydia Ottlewski (University of St. Gallen), Johanna Franziska Gollnhofer (University of Southern Denmark) and John Schouten (Memorial University of Newfoundland)

Market logics have increasingly dominated consumer life worlds. Consumers may embrace marketization, or they may resist it, try to escape it, rebel against it, or actively manage its effects. Drawing on institutional theory, this study shows how consumers humanize a marketized service relationship by weaving social logics into existing market logics. Our study, in the context of a government-supported, non-profit, exchanged-based retirement support scheme, finds consumers engaging in three humanization strategies: (1) moving beyond transactional relationships, (2) sharing consumption experiences, and (3) reinforcing social bonds through giving. The end result is the DIY creation of extended family relationships from market resources. We tentatively suggest that this represents a move to mitigate adverse effects neoliberalism.

Culinary communication practices: how temporary retail spaces produce field-specific cultural capital.
Cristina Galalae (Coventry University), Julie Emontspool (University of Southern Denmark) and Omid Omidvar (Aston University)

This paper explores the practices underpinning the production of field-specific cultural capital in temporary retail spaces. The context of the study is that of food festivals associated with the foodie taste regime. We identify and present three categories of practices that play a role in the production of field-specific cultural capital, namely representational, exchange and experiential practices and discuss their implications for the foodie taste regime. Specifically, we explain how these practices enable the acceleration and diversification of field-specific capital exchange, as well as its integration with other forms of capital. Our study contributes to the literature on retail theory, by highlighting the specificity of the production of field-specific capital in temporary retail spaces, as well as to the growing body of field-level market analysis by extending our understanding of the practices that underlie such a capital production.

Magic Towns: Creating the Consumer Fetish in Market Research Test Sites.
Stefan Schwarzkopf (Copenhagen Business School)

Market research companies use real-existing communities, so-called test towns, to pre-test new product concepts. The core problem of any such exercise is the question to what extent the chosen test site is representative of the wider market into which the new product is to be launched. In a small town in Germany, a global market research company has gone a step further and created a largely invisible, parallel test world which for over 30 years has been used to simulate the purchase behaviour of the average German consumer. This paper maps how different groups of actors and different technologies are enrolled in order to enact an ideal-type consumer averageness on an ongoing basis in this particular test town. Drawing on anthropological theory, I argue that the network of actors and technologies that make up the test model recreates the entire town as a quasi-magic fetish that not only allows corporate clients to

alleviate decision anxiety in a functional sense. I also argue that their fetish character makes test towns in general important parts of the secular-sacred infrastructure of market societies.

Session 3E (Room 301)

Roundtable: A Canon of Classics: Reimagining Undisciplined Paths
Session Co-Chairs: Alev Kuruoglu (University of Southern Denmark) and Olga Kravets (Royal Holloway University of London)

Session Participants: Anissa Pomiés, Domen Bajde, Eminegul Karababa, Guliz Ger, Kira Strandby, Maud Herbert, Mikko Laamanen, Pauline Mclaran, Rohit Talwar, Søren Askegaard and Zeynep Arsel

Across the social sciences, the debates on "What is in a canon?" as well as the very notion of "canon" are well underway, from "Why do we read the classics?" (DaCol and Spranzetti 2017) and "Decolonise Anthropology" (McGranahan and Rizvi 2016) series, to "Does the Discipline of Sociology Need to Decolonise?" (2017) and Undisciplining Sociology events, and to "Why is My Curriculum White?" movement in philosophy (da Col and Sopranzetti, 2017; McGranahan and Uzma Rizvi 2016; Peters 2015). Indeed, the increasingly intense controversy over "canons" is one of the most interesting and significant, in terms of both theory- and methodology development, conversations of the past years. These debates draw attention to the pervasive euro-, white-, and male-centrism, embedded logic of colonialism/culture of imperialism, the silenced and the excluded, and call for a stronger historical consciousness in regard to their disciplinary canons (ibid.; Morris 2015; Dabashi 2015; Mignolo 2012; Smith 2012; Steinberg 2016). These debates importantly reflect that while scholarship has become global, the canon is not attuned to this globalization and does not provide affordances for a plurality and multiplicity of voices.

The CCT community and the conference have been expanding: we find that participants bring a greater diversity of backgrounds, perspectives, cultures, contexts - geopolitics and histories - to the table. As an example, there is a notable growth in CCT scholarship from and about South America does not necessarily draw from non-canonical concepts and theories. As such, the need to consider the axiology, epistemology, and ontology that come together to create a canon - the ideals, the beliefs, and the histories that underpin canon - is ever pressing. Inspired by these debates, as well as instances in which the "canon" has been questioned in the CCT community, we propose this is roundtable, to invite colleagues to reflect on role of our canon in development of our scholarship, take a critical view of what "canon" means, discuss how to engage with it in our research and pedagogy, and importantly how to bring in from the edges theories, perspectives that both challenge and advance CCT thought.

We suggest that bringing canon to inquiry is not outright to dismantle/ discard it, but to better understand these works as "products of their time, evidence of a particular 'problem space'" (DaCol and Sopranzetti 2017: 24) as well as exposing the silences and spaces they produce. This discussion is not intended to generate definitive answers. Instead, what we hope is to generate commitment to asking questions of the canon, as well as critiques of the canon, as they unfold. We recognize the institutional constraints on our scholarship and the imperatives of engaging with canon, but we hope the discussion also brings to fore ideas on how not to be complacent and complicit in reproducing these constraints.

To initiate discussion, and inspired by DaCol and Sopranzetti (2017), we will ask roundtable participants to prepare a list of 5 books, theories, or concepts they would save from the apocalypse, and open the floor to

participate in interrogating the merits and limits of our "canonical" works, theories, or concepts, to understand how they became common/foundational "knowledge" in CCT, but also to rigorously question and push their limits.

We provide a list of participants, as this is required by the submission format, but we also recognize and insist that this type of discussion demands openness. The question of "a canon" is not a matter of a special research interest, but implicates us all as researchers and educators. While this question most often arises in the context of reading lists for CCT doctoral seminars, at the core of it is not only "what/whose work is excluded" but fundamentally the issue of knowledge transfer and the politics of knowledge, manifested in the hierarchies of knowledge (production) (Quijano 2000; also Mignolo in Dabashi 2015).

Session 4 • Friday, June 29, 15:30 – 17:00

Session 4A (Plenary)

CCT Meets Economic Sociology: Keynote followed by Plenary Discussion

Keynote speech: The Unrealized Promise: Process and Parsimony
Frederick Wherry (Princeton University)

I will outline how qualitative researchers focused on consumption processes may find themselves at odds with the parsimonious models of quantitative researchers. I will demonstrate how studies of process can more fruitfully offer a set of minimal propositions that rely, nonetheless, on thick description or long-term immersion in a field site. These thick minimalisms, however, require both qualitative and quantitative scholars to retain an explicit sense of theoretical history in order to allow generative conversations between methodological camps on the meanings, assemblages, and outcomes of consumption. I am proposing change to both the thick and the thin: CCT scholars engaged in thick description should be more explicit about variation in their cases, evidence that contradicts their theory, and how canonical theories should be modified or placed on probation as scholars engage in respectful skepticism. Likewise, scholars outside of the CCT community using thin depictions of context (in experimental settings, for example) should acknowledge the perils of parsimony and engage in more deliberate discussions of how their findings affirm or contest some of the key propositions developed by the CCT community and by other interpretive social science groups (that can also be found in mainstream sociology or anthropology).

Panel discussion chaired by Ian Woodward (University of Southern Denmark)
Panel participants: Michelle Weinberger, Steven Miles, Craig Thompson and Ashlee Humphreys

Session 4B (Room 107)

Special Session: Institutional Influences on Health Care Consumers' Experiences of Service Provision.
Session Chair: Ankita Kumar (University of Wisconsin-Madison)

Session Discussant: Lisa Peñaloza (KEDGE Business School)

Conflicting Institutional Logics and Value Creation in the Eldercare Services Market
Ankita Kumar (University of Wisconsin-Madison)

Medical Authority in Geriatric Care: Dissecting the Elderly Consumption Ensemble
Anna Schneider-Kamp (University of Southern Denmark), Dorthe Brogård Kristensen (University of Southern Denmark) and Søren Askegaard (University of Southern Denmark)

Consumer Valorization in Narratives of Traumatic Consumption Experiences
Lez Trujillo Torres (the University of Illinois at Chicago) and Benét DeBerry-Spence (the University of Illinois at Chicago)

Marketing is increasingly recognizing health care as a fruitful arena for CCT and services research (Anderson et al. 2013; Berry and Bendapudi 2007). There has been a flurry of research around the socio-cultural and ideological aspects of healtqh care consumers' motivations and experiences, for instance, consumer goal

pursuit of biological parenthood (Fischer et al. 2007), constructions of risk and restitution (Thompson 2005; Wong and King 2008), and patient medical staff relationships (Zayer et al. 2016). Researchers have also studied how reflexive consumers circumvent expert systems that constitute the orthodox medical system (e.g., Thompson 2005; Thompson and Troester 2002).

This panel further explores the socio-cultural and experiential dimensions of illness during consumer life journeys as they cope with normal aging, dementia and cancer. These papers collectively demonstrate how the neoliberal ideology permeating through health care institutions has guided consumers' subjective constructions of themselves as cancer survivors, caring and moral family members who take a responsibilized stance with health care service providers, as well as, reveal the detrimental, trickle-down effects of neoliberal socio-economic policies on health care consumers. These studies span two geographically and ideologically disparate health care systems and examine relational dynamics at the micro and meso levels of care facilities and organizations. Examining experiences of consumers in different disease domains is important because medical diagnosis and prognosis affect the construction of patient consumer identities and eventual life experiences. For instance, the social construction of the geriatric consumer is vastly different from that of cancer patients with valorizing and battle centered discourses particularly applying to the latter category.

The first paper studies consumers' experiences of navigating the eldercare services market around Alzheimer's Disease/Dementia. It uncovers existence of conflicting institutional logics in an unstable market that affect the quality of care, forcing caregivers to intensify their own involvement. This research answers calls to broaden marketing's focus from managerial insights on value co-creation between consumers and firms to pursue an understanding of 'how markets function' to motivate economic and social welfare (Venkatesh et al. 2006).

The second paper examines how in the current neoliberal ethos, the biomedically legitimated medical authority of health professionals is challenged by the agency of the neoliberal consumer-citizen. The authors show that similar mechanisms are also prevalent in geriatric care, where "expert relatives" often act as consumer agents rather than the elderly themselves.

The last paper examines how cancer patients engage in narrative construction of value through valorization of their traumatic experiences. This research examines consumer valorization in the extraordinary context of illness – a non-hedonic, disruptive context involving life-long battles. It shows that conceptions of value are not limited to cost-benefit and monetary considerations but include personal meaning and relevance.

These papers thematically highlight the infiltration of neoliberal discourses of consumer responsibilization, self-management, resilience and adaptation in health care consumers' construction of illness and in their relationships with medical experts and service providers (Giesler and Veresiu 2014; Reid 2011). We problematize the concept of value creation (which also utilizes neoliberal discourses to 'enable' the health care consumer's 'empowerment') by drawing attention to the systemic, structuring conditions of market and social institutions that determine whether 'value' (either self-constructed or co-created with service providers) truly benefits health care consumers (Askegaard and Linnet 2011; Joiner and Lusch 2016).

Session 4C (Room 207)

Competitive Track: Self-Making and Immortality

The Construction of Consumer Sovereignty and Narcissism - From Value Co-Creation to #Metoo.
Makus Fellesson (Karlstad University) and Anna Fyrberg Yngfalk (Karlstad University)

The present study investigates how contemporary discursive constructions of agentic consumer subjectivities can be understood and problematized drawing on the concept of consumer narcissism. The aim of the study is to critically analyze the implications of consumer sovereignty, a concept that arguably has a narcissistic potential, not least in conjunction with current managerial strategies emphasising consumer value co-creation. Our study is situated in the retail sector which is both an essential part of modern service economies and an important arena for consumer identity construction. The study critically highlights the implications of consumer sovereignty discourse by demonstrating a number of empirical examples of consumers' abusive behavior and sexual harassments towards service employees, including the current #metoo movement. By drawing on the notion of consumer narcissism the study hereby seeks to explicate how contemporary marketing discourse is both intertwined with and reproductive of power hierarchies and gender inequalities.

Against Flowsterism: Sticky Mobility in Global Consumer Identity Making.
Thomas Robinson (Cass Business School, University of London) and Eric Arnould (Alto University Business School)

This paper challenges 'flowsterism', or the assumption of frictionless mobility in liquid globalization. It explores how mobility's specific, geographical context impacts consumers' experience of time and through this consumer identity formation. We conduct 35 semi-structured interviews with Indians who currently live in London. Contrary to flowsterist theories of liquidity we find that sedentary living in India prior to mobility is associated with weak individual object relations. Respondents thus anticipate that the place of arrival, London, will transform material practice. Surprisingly, for these respondents, solidity appears in or through mobility. Rather than radical reconfiguration of identity in mobility this suggests that places stick to consumers' identities and provides some stability. Identity appears in narrating the move between places of departure in the past and the place of arrival, in the future. This involves a narrative phenomenon we term 'anticiplacement' - imagining future consumer benefits of a specific geographical place of arrival.

Intensive Mothering in Hard Times: Foucauldian Ethical Self-formation and Cruel Optimism.
Benedetta Cappellini (Royal Holloway University), Vicki Harman (University of Surrey), Elizabeth Parsons (University of Liverpool) and Alessandra Marilli (University of Florence)

Discourses of intensive mothering dominate parenting cultures, creating a problem for those who don't possess the resources to match up. In a study of Italian and British mothers experiencing low or reduced incomes, we observe the ways in which they internalize intensive mothering discourses through a process of ethical self-formation. This involves detailed self-surveillance and self-discipline and abnegation of their own needs in place of other family members. It also involves contradictory emotional effects generating pride and self-worth but also stress and anxiety. Mothers operate within an optimistic affective regime to make sense of these contradictory effects and retain a sense of agency and control over their lives and those of their families. Drawing on Berlant's (2011) concept of cruel optimism, we argue that such affective

regimes may be very pernicious in their effects, only serving to hold mothers in a relation that is ultimately impassable and unfulfilling.

The Re-resurrection of David Bowie: Death and Immortality in Contemporary Society.
Sammy K. Bonsu (Ghana Institute of Management and Public Administration) and Delphine Godefroit-Winkel (University of Toulouse, Toulouse Business School)

Contemporary culture has co-opted death: it has attempted to regularize death and keep it out of the mainstream so that it does not distort life. Indeed, death only appears indirectly in contemporary society not as a challenge to or interruption of life, but as its unthinkable end. We draw on Bowie's work and views about death to demonstrate one way to jam the social mechanisms of death sequestration. Bowie suggests a revolution of sorts to redefine death and the afterlife, indicating his control over the situation. He recognizes the adaptabilities and flexibilities of the logics of contemporary society but also offers the opportunity to invest in a stringent order that allows the dead to maintain their values as social beings among the living. Our observations move the discussions of death in consumer research beyond the traditional focus on rituals and possessions.

Session 4D (Room 208/209)

Special Session: Market Politics: Ideological (Re)configuration of Market Institutions.
Session Co-Chairs: Anıl İşisağ (Wisconsin School of Business, University of Wisconsin-Madison) and Ahmed Benmecheddal (University of Lille 2)

Session Discussant: Olga Kravets (Royal Holloway University of London)

Cultural Politics of Marketplace Delegitimation: Insights from the Slow Death of a Turkish Television Series
Anıl İşisağ (Wisconsin School of Business, University of Wisconsin-Madison)

What Even is Blockchain? Making Radical Technology Consumable
Burçak Ertimur (Silberman College of Business, Fairleigh Dickinson University), Ela Veresiu (Schulich School of Business, York University), and Markus Giesler (Schulich School of Business, York University)

Anti-Consumption Movements and Politics: How Do Activists Strive to Change Markets through Public Policy?
Ahmed Benmecheddal (University of Lille 2)

From its beginning, one of the key tasks taken on by CCT as a scholarly project has been illuminating the ideological underpinnings of consumer behavior (Arnould and Thompson 2005). While in the early years, the focus was on the normative messages of consumerist ideology and the ways in which consumers interpret and respond to these messages (Hirschman 1988, 1993; Kozinets 2002a; Kozinets and Handelman 2004; Izberk-Bilgin 2010; Ozanne and Murray 1995; Zhao and Belk 2008); later on several consumer culture theorists switched gears to study the relation between consumption and small i ideology (in contradistinction to the Marxist conception of Ideology; see Eagleton 1991) and theorized how distinctive political, economic, religious, and gender ideologies shape consumption practices and consumers' identity-centered narratives (Crockett and Wallendorf 2004; Holt and Thompson 2004; Kozinets 2008; Luedicke et

al. 2010; Thompson and Hirschman 1995; Thompson 1996; Thompson and Tambyah 1999; Varman and Belk 2009; Zwick and Bradshaw 2016; Zwick and Cayla 2011). As per the theoretical shift within the field to study the social construction of markets circa the mid 2000s, CCT scholars have started to illuminate the processes through which markets are formed and transformed (Giesler 2003; Penaloza and Venkatesh 2006; Giesler and Fischer 2017). One of the paths taken is the study of how ideological conflict among market actors stimulates change in market structures (Giesler 2008; Holt 2002; Izberk-Bilgin 2012; Karababa and Ger 2011; Kuruoglu and Ger 2015; Sandikci and Ger 2010; Thompson and Coskuner Balli 2007). As such, markets are arenas where longstanding sociopolitical contentions are relived (King and Pearce 2010). At the same time, given the multiplicity of market actors with distinctive economic and noneconomic goals, these political arenas are susceptible to the emergence of novel conflicts regarding the distribution of economic and institutional resources.

With this special session, our aim is to extend this scholarly discussion on market politics. We specifically focus on how distinct ideologies and ideologically motivated market actors prompt change in market institutions. In doing so, we work with a broad definition of market institutions borrowed from economic sociology. As Fligstein (1996) propounds, market institutions refer to "property rights, governance structures, conceptions of control, and rules of exchange [which] enable actors in markets to organize themselves, to compete and cooperate, and to exchange" (p. 658). Building on prior work on the changes in governance structures and conceptions of control as markets evolve (e.g. Giesler 2008; Humphreys 2010a; Karababa and Ger 2011; Sandikci and Ger 2010), we aim to examine the linkages between public policy and regulatory action that serve particular ideological agendas and market formation and transformation processes. In our presentations and the ensuing discussion, we raise the following questions: How do governmental actions that serve specific ideological goals shape market dynamics? In what ways do ideologically motivated market actors endeavor to precipitate change in public policy? What role do prevailing ideological currents play in shaping public policy and market institutions?

In detail, the first presentation focuses on the phenomenon of marketplace delegitimation drawing from a multiyear ethnography of the slow death of a Turkish TV series. The author suggests that marketplace delegitimation takes place when despite the product in question continues to be legitimate for its consumers, it becomes illegitimate to be catered in the marketplace due to extraneous circumstances such as regulatory action, defamatory publicity, and dismissal by society at large. The second paper demonstrates how ideological conflict among institutional actors turn radically new innovations into consumable objects. Building on Hargrave and Van de Ven's (2006) collective action model, the authors unpack the institutional processes through which radical innovations acquire meaning and value over time in order to develop into market-compatible technology consumption systems within the context of blockchain technology. The third study emphasizes the influence anti-consumption activists aim to achieve within the institutions of the state. Through interviews and participant observations, the authors highlight the criticism directed at public policy. The authors also highlight the forms of contestation that might be effective within political institutions by revealing the different political opportunities used by anti-consumption activists. Our session discussant, a recurrent theme in whose own research is market actors' and institutions' entanglement with political and religious ideologies, will highlight the intersections among the three presentations and reflect on the impact of ideologically inflected public policies and regulatory actions on market formation and transformation. She will also discuss the role of CCT researchers in

illuminating how widespread ideological flows trigger change in market institutions as observed in recent instances such as U.S. national anthem protests in the NFL and the #MeToo movement.

Session 4E (Room 301)

CMC Board Meeting – By Invitation Only

Session 5 • Saturday, June 30, 9:00 – 10:30

Session 5A (Plenary)

CCT Meets Market Studies: Keynote followed by Special Session.

Keynote Speech: Bye bye CCT; welcome Consumer *Cultivation* Theory! Evidence from Little e-Thumb
Franck Cochoy (University of Toulouse)

What does 'consumer culture' mean? Until now, consumer culture has been understood as some immaterial ideas, feelings, ideologies, knowledge, and so on. But would it not be helpful to depart from this classic view of culture by referring to what the word means in biology and farming? Is not marketing about 'cultivating' consumers by using different means and devices that play on consumers' dispositions of course, but that also shape and redefine them? Since the mid-1980s, actor-network theorists have successfully shown the extent to which non-human entities contribute to reshaping who actors are and what they do. I will first show that this approach calls for a renewal of 'consumer research,' by broadening and redefining it as 'consumption research'. Indeed, consumption does not rest on consumer behavior only, but also involves the agency of market professionals and market devices. I will present this perspective and illustrate its potential through the example of the contemporary fairy tale of Little e-Thumb, i.e. a story about how the corporate collection of digital traces obtained through the reading of QR-codes shapes (or not) the consumption of a popular magazine.

Special Session: Market shaping and consumer agency.
Session Chair: Johan Hagberg (University of Gothenburg)

Market Systems in Contemporary Marketing Thought: A Preliminary Overview
Mikkel Nøjgaard (University of Southern Denmark) and Domen Bajde (University of Southern Denmark)

Digitalizing Consumer Activism: Concerning, agencing and the antagonistic re-shaping of markets
Christian Fuentes (University of Gothenburg), Johan Hagberg (University of Gothenburg), and Misty Rawls (University of Gothenburg)

Nature acts back! "Natures" as actors in the performance of green food consumption
Ingrid Stigzelius (Stockholm School of Economics)

This special session seeks to contribute to the bridging of Consumer Culture Theory (CCT) and Constructivist Market Studies (CMS). The special session consists of a combination of conceptual and empirical papers that explore various aspects of market shaping and consumer agency. The first paper "Market Systems in Contemporary Marketing Thought: A Preliminary Overview" compares how markets are conceptualized within three streams of research – market system dynamics, marketing systems, and constructivist market studies – and includes specific attention to the notion of market actors and the understanding of consumer agency within these streams. The second paper "Shaping markets in controversial settings - How conceptual ambiguity performs ridesharing" explores the sharing economy and specifically the link between conflicting sharing economy concepts and material market outcomes. The third paper "Digitalizing Consumer Agency: Concerning, agencing and the antagonistic re-shaping of markets" addresses consumer agency and market shaping by exploring how digital technologies transform the agency of consumer

activists and enable them to potentially reshape markets. The fourth paper "Nature acts back! 'Natures' as actors in the performance of green food consumption" explores nature-consumer relationships in the case when nature enters consumers everyday life. All in all, these papers provide both conceptual and empirical basis for fruitful discussions and exchange between the research traditions of CCT and CMS.

Session 5B (Room 107)

Special Session: Human Brand Dynamics.
Session Co-Chairs: Giana Eckhardt (Royal Holloway University of London) and Marius Luedicke (Cass Business School, City University of London).

Session Discussants: Delphine Dion (Essec Business School) and Eric Arnould (Aalto Business School)

Authorizing the Charismatic Brand Leader
Verena Wieser (University of Innsbruck, School of Management), Marius K. Luedicke (Cass Business School, City University London) and Andrea Hemetsberger (University of Innsbruck, School of Management)

Working it: How person brands protect their equity from co-branding partners
Marie-Agnès Parmentier (HEC Montréal) and Eileen Fischer (Schulich School of Business, York University)

Putting the human back in human brands: Understanding and managing the twobodied brand
Susan Fournier (Questrom School of Business) and Giana M. Eckhardt (School of Management, Royal Holloway University of London)

Consumers in contemporary consumer culture show increasing demand for human brands. They vote for politicians and business leaders who carefully brand themselves, follow celebrities who are 'famous for being famous,' or even rise to online celebrity status themselves, using only their wits and webcams. In contrast to corporate brands that can hide their managers' character beneath shiny "brand veneers" (Holt 2002, p. 88), human brands take actual people into the limelight, with all their physical features, mental biases, and very human emotions.

The importance of understanding human brands – defined as people who are simultaneously managed brands – has been noted in the literature (Dion and Arnould 2016; Parmentier, Fischer and Reuber 2013; Parmentier and Fischer 2012; Thomson 2006), but research to date has focused mostly on treating humans as brands; that is, applying standard branding principles to humans. We argue, in contrast, that the fundamental human qualities of person brands require more attention in both human branding theory and practice.

In this session, we therefore focus on what makes the human so compelling from a branding perspective, and crucially, how to manage a range of complex human brand dynamics. Consumer culture research is only beginning to theorize these emerging phenomena. The papers in this session seek to contribute to this increasingly important, yet still nascent, literature by surfacing dialectical tensions that are specific to human brands, theorizing them, and discussing implications for human branding practice, in line with Inman et al.'s (2018) call for consumer researchers to articulate the implications of their findings. Specifically, this session explores three questions: What is needed to create a successful human brand; how to carry human brand value from company to company; and how to manage human branding intricacies?

The first paper explains how human brands acquire socio-cultural relevance through discursive, public authorization. Drawing on data from an Austrian footwear brand, the authors show how a founder/CEO acquired human brand equity by involving consumers and media commentators into circles of political polarization, encouragement, and criticism.

Unlike this Austrian CEO, many human brands work for corporate brands. The second presentation explains how employed person brands with celebrity status manage to maintain a certain independence from the brands they work for and thus preserve career flexibility. Studying fashion designers, the authors document tactics through which these human brands build their employer's brand equity while also remaining independent.

Many celebrity person brands are loved and admired for their aspirational status, which poses notable challenges to their management when they inevitably act as humans; that is, off brand. The third presentation draws on a longitudinal analysis of Martha Stewart the person brand to illuminate how the person and the brand are inextricably tied together, and uncovers the elements of being human that need to be managed, in contrast to inanimate brands. Namely, mortality, hubris, unpredictability and the impact of social others.

Together, these three studies undertake a first step towards defining the contours of a consumer culture research field that Fournier and Eckhardt (forthcoming) have labeled "human brand dynamics." The three presentations in this session demonstrate that human brands face unique challenges that are tied to dialectical tensions between authenticity and manageability, or independence and dependence, for example. However, much more work is needed to understand the multiple complexities that human brands face when seeking or accidentally finding fame, gaining and losing person brand equity, and becoming independent or corporate. In this session, we begin to address these issues and provide some empirically-based guidance for human brand management.

We believe that this session only marks the beginning. Our discussants, both leading experts in the field of person brands, will explore a future roadmap for this burgeoning, multifaceted and increasingly significant area of research. After all, isn't the rise and fall of human brands material from which consumer culture's greatest fairytales are made?

Session 5C (Room 207)

Competitive Track: Constructing and Representing the Past: Nostalgia and Retro-Consumption

"I'm only a Guardian of these Objects": Vintage traders, Curatorial consumption and the meaning(s) of objects.
Omar Khaled Abdelrahman (Alliance Manchester Business School), Emma Banister (Alliance Manchester Business School) and Daniel Hampson (Alliance Manchester Business School)

This paper aims to re-contextualize curatorial consumption, which has thus far been focused on context of family heirlooms. By exploring curatorial consumption within the context of vintage outlets, we shed light on an alternative consumption in which old objects are curated. In doing so, we aim to develop a more nuanced understanding of individuals' relationships with their possessions. Based on participant observation at vintage outlets and in-depth (object) interviews with 15 vintage traders, we identify vintage

traders' roles as guardians for their merchandise and sense of responsibility to ensure objects' circulation to future generations. This obligation manifests itself in the manner in which traders interact with consumers, as in some cases vintage sellers sacrifice profit in order to ensure the transference of items to consumers who will act as new (responsible) object guardians.

Retro-Consumption in Search of the Fairy Tale of Histopia.
Karen V. Fernandez (The University of Auckland) and Jane Jinyoung Choi (The University of Auckland)

Inspired by eight Hans Christian Andersen fairy tales, this conceptual paper challenges the idea that utopia (a perfect society) is always in the future. We suggest that some consumers in affluent societies view the not-too distant past through rose-tinted lenses and thus seek to experience a historical utopia - Histopia. The discourse of Histopia is reflected in retro-consumption practices that can be veridical, vicarious or visualized. Retro-consumption includes the observed consumer culture practices of authenticity-seeking, nostalgic consumption, sustainable consumption, and voluntary simplicity. We discuss the consequences of retro-consumption for present society, and raise questions for future research.

The Legendary Giulia and Other Miracles: Revenant versus Revival Brands.
Luigi Cantone (Federico II University of Naples), Bernard Cova (Kedge) and Testa Pierpaolo (Federico II University of Naples)

Societal changes at the turn of millennium in Western countries have generated a huge 'nostalgia boom'. In this context, old iconic brands operate a comeback on the cultural scene. This comeback however can take the form of a clash when two versions of the brand return at the same time: the brand as it was before – a revenant – and the brand reinterpreted to fit today's culture – a revival. This is what happened in 2015 Italy, when the revenant Giulia car appeared as the main character in a successful movie in the meantime the revival Giulia was announced as the herald of the Alfa Romeo automaker's renaissance. The discussion of this case allows in drafting an elaborated repertoire of questions regarding the many aspects of brand nostalgia and iconic brands in today's liquid times.

Reflective Nostalgia in Post-Socialist Cartoon Consumption: Rethinking the Temporal Dynamics of a Consumable Past.
Ela Veresiu (University of York), Thomas Derek Robinson (Cass Business School) and Ana Babić Rosario (University of Denver)

This paper explores the consumption of playful, funny, and creative reflective nostalgia in the post-socialist states of Denmark, Croatia, and Romania. Marketing and consumer research typically assume that nostalgic consumption and memory work, while occurring in the present, are wistful and retrospective in nature, and therefore inherently about the past. Building on Boym's (2008) idea of reflective nostalgia, as well as epistemic cartoon consumption in our selected countries, we find that reflective nostalgia consumption has important future oriented components. More specifically, humorous, reflective nostalgia in cartoons frames future transformations of institutional, linguistic, and community settings, and thus impacts the forces that shape the production of self in the humorless post-socialist state. In addition, we find that the consumption of reflective nostalgia, rather than stressing continuity or flow of consumer time, plays a role in producing the social imaginary resources for articulating temporal rupture.

Session 5D (Room 208/209)

Competitive Track: Disabled, Old, Fat and Alone: Stigma and Consumption

(Mis) Representations of third age in the media: stigma management strategies in an evolving society.
Benjamin Rosenthal (EAESP FGV), Carla Abdalla (EASP FGV) and Flavia Silveira Cardoso (Universidad Adolfo Ibañez)

This research analyzes how cultural media products such as advertising campaigns portray the third age in an evolving society, and discusses how these representations often antagonize these consumers' identity projects, as well as contradict the normative legitimacy which these groups have acquired through changes in legislation and public policy. Our work complements extant research which has studied stigmatized consumers' struggle for legitimacy in the marketplace by showing how stigmatized portrayals in the media are managed by these marginalized consumer groups. We argue that even positive stereotypes can contribute to perpetuating stigma and that third agers manage these stereotypical images through narratives that either call for self-efficacy tactics or for combating the stigmatizers' narratives.

Gifts and Stigmatized **Singlehoo**d **in China.**
Chihling Liu (Lancaster University) and Xin Zhao (Lancaster University)

Extant literature on gifting has largely ignored how gifts facilitate stigma management, a powerful identity motive. Drawing on in-depth interviews, ethnography and netnography, this study seeks to provide insights into the role of gifts in stigma management. We study gifting activities by the so-called "leftover women" in China. "Leftover women" is a stigmatized term widely used in Chinese society to refer to single women aged 27 and over, who prioritize education and career over marriage. Our findings not only identify how the singlehood-stigma becomes socially legitimized in a contemporary non-Western context, but also the ways in which self-gifts and interpersonal gifts are utilized to challenge and reject the stigma.

Tales From The Resilient Consumer: Discourses of Disability.
Samantha Cross (Iowa State University) and Akon Ekpo (Rutgers University)

This paper focuses on the resilient consumer, examining the bravado and "face" put on by consumers, with varying disabilities or perceived limitations, who often feel disassociated from, or marginalized, in the marketplace and in the wider society. The authors use a novel multi-method approach, combining automated textual analysis techniques with sentiment and discourse analysis, to study consumer resilience and expand our concept of acculturation. Existing data are taken from 60 articles in the 2016 to 2018 New York Times article series on disabilities. Preliminary findings discuss the impact of marketplace norms and experiences on the lives of disabled consumers. The authors demonstrate, through participant discourses, how disabled consumers develop and employ marketplace resilience strategies that lead to distinct resilience outcomes.

Why Can't I Be Fashionable? Stigma and the Negative Self.
Nada Sayarh (University of Geneva)

This paper explores consumers suffering from stigma and their quest for self esteem using symbolic consumption. Previous research focuses on consumers who manage to generate positive outcomes from

symbolic consumption. Here, we shed light on an underresearched consumer category that gets negative outcomes when they approach symbolic consumption in their stigma related domain. More specifically, we look at consumers suffering from fat stigma in relation to fashion consumption. We find that unlike previous research, approaching desired end states and avoiding undesired end state does not lead to self esteem enhancement. Rather, these stigmatized consumers' approach and avoidance strategies make them in both cases approach the undesirable self and having negative evaluations, which jeopardizes their self esteem pursuit.

Session 5E (Room 301)

Roundtable: Reaching out and building up: making substantial contributions to substantive domains
Session Chair: Aimee Huff (Oregon State University)

Session Participants: Zeynep Arsel, Michelle Barnhart, Tonya Bradford, Catherine Coleman, David Crockett, Amber Epp, Geraldine Henderson, Linda Price, Kevin Thomas, Tandy Thomas, Michelle Weinberger and Linda Tuncay Zayer

A principal goal of academic social science research is to develop theory, and researchers employ contexts as fodder for theoretical development. The concept of topics is less defined – some topics are contexts for developing theory, while others are legitimate domains for theoretical inquiry. For example, gift-giving constitutes a legitimate area of theoretical inquiry, as do race, class, gender, and family, because sociology has designated these topics as legitimate, substantive domains. Studies of these topics contribute not only to more generalizable, abstract theories, such as practice theory and institutional theory, but also to rich, theoretical bodies of literature in their respective substantive domains.

Of interest in this roundtable is how topics shift from a context to substantive domain worthy of theorization in their own right. One example of this is gun studies, an emerging substantive domain of inquiry in sociology and consumer research, and a topic that has historically been regarded as a context for theorizing about gender, class, etc. In this roundtable, discussion will focus on questions such as: what constitutes a topic that is a legitimate substantive domain of inquiry versus being "just" a context? How does a topic transition from being a context to an area of inquiry worthy of a theoretical tradition in its own right? And, what strategies can CCT scholars use to get their theoretical contributions read and cited by those who do research in a substantive domain of a parent discipline, such as sociology?

In this roundtable, panelists will discuss both the philosophical line between context and substantive area as well as more practical strategies for positioning a paper to make a theoretical contribution to a substantive domain and connecting with other fields conducting such substantive research. The discussion will feature scholars whose published CCT work features sociological concepts and who have sought to connect their work to literature in sociology. The focal concepts among panelists includes: gender, class, race, old age, family, gift-giving, and guns. However, the discussion will be relevant to scholars studying a range of topics and sociological concepts.

Discussion Questions

What constitutes a substantive domain?

The first part of the discussion will center on the distinction between a context and a legitimate area of theoretical inquiry (i.e., a substantive domain). The panelists will discuss the relational play and conditions that distinguish a topic or phenomena as a "mere" context or a substantive domain.

What are the potential paths to contribution in a substantive domain?

The second part of the discussion will focus on how CCT scholars can position and frame their research such that scholars in other fields are more likely to find, read, and cite it. The panelists will discuss how individual scholars can facilitate the shifting of a consumption phenomenon from a context to a substantive domain of inquiry; how research can be positioned such that it extends theory in our field while also contributing to the larger body of work in that domain; and how to establish meaningful connections with scholars in other fields.

Outcome

This roundtable will feature a productive and meaningful discussion on how CCT researchers can develop scholarship that makes theoretical contributions to substantive domains in other social sciences. The discussion is intended to inspire participants to foster connections between fields and provide insight into how to do so.

Session 6 • Saturday, June 30, 11:00 – 12:30

Session 6A (Plenary)

Meet the Editors
Panel Participants:
Eric Arnould (International Journal of Research in Marketing)
Joonas Rokka (European Journal of Marketing)
Liz Parsons (Marketing Theory)
Mark Tadajewski (Journal of Marketing Management)
Eminegul Karababa (Journal of Historical Research in Marketing)
Steven Miles (Journal of Consumer Culture)
Linda Price (Journal of Consumer Research)
Nil Özcaglar-Toulouse (Recherche et Applications Marketing)
Dannie Kjeldgaard (Consumption, Markets and Culture)
Andrew Lindridge (Qualitative Market Research: An International Journal)

Session 6B (Room 107)

Special Session: Consumer Culture's Tales of Masculinity
Session Chair: Richard Kedzior (Bucknell University)

Session Discussant: Shona Bettany (Liverpool Business School)

Tales of Testosterone - Hegemonic Masculinity and Consumer Vulnerability in the Context of Medicalized Consumption
Richard Kedzior (Bucknell University)

Fatherhood in the Nanny State – Changing Masculinities under an Ideology of State Feminism
Jacob Östberg and Susanna Molander (Stockholm University) and Ingeborg Astrid-Kleppe (Norwegian School of Economics)

(Wo)Men's empowerment – changing masculinities in feminist movements?
Wendy Hein (University of London)

In line with the conference theme, in this special session, we explore tales of consumer culture about gender dynamics, gender identity, and gender equality. From a literary perspective, fairy tales represent stories that feature imaginary creatures and practice of magic usually written for children. It is possibly this fictitious quality of fairy tales that perpetuates the colloquial meaning of the term as a popular but false idea (evoking close associations with myth). Taking as a starting point this interpretation, we explore how consumer culture is implicated in perpetuating and reworking tales of gender.

Session 6C (Room 207)

Special Session: Consumption and Work in the 21st Century.
Session Chair: Adèle Gruen (Goldsmiths, University of London)

Session Discussant: Adam Arvidsson (University of Naples "Federico II")

Work as Experience: Consumption and Work in Coworking
Adèle Gruen (Goldsmiths, University of London) and Fleura Bardhi (Cass Business School, City, University of London)

Motherhood, Entrepreneurship and Consumption: The Case of the Mumpreneurs
Mario Campana (Goldsmiths, University of London) and Rachel Doern (Goldsmiths, University of London)

Consumption Careers: Consumer Transitions into More Productivity within the Field of Cosplay
Anastasia Seregina (Goldsmiths, University of London) and Henri Weijo (Aalto University School of Business)

This special session examines the embeddedness of consumption and work in new forms of work. The session includes three papers on coworking, domestic labor of mumpreneurs and careers in leisure contexts. Together, the three papers cultivate the idea that consumption is an inherent part of work in its new forms.

Session 6D (Room 208/209)

Special Session: Dynamics of subject-object relations in the Game of Drones and other emerging technologies.
Session Chair: Heiko Kirschner (University of Southern Denmark)

Session Discussant: Karin Knorr Cetina (University of Chicago)

How consumer tribes foster epistemic cultures
Jan-Hendrik Bucher (University of Southern Denmark)

How to make sense of sense-making practices, the example of drones in response presence
Heiko Kirschner (University of Southern Denmark)

What makes an epistemic object epistemic? A comparison
Heiko Kirschner (University of Southern Denmark) and Niklas Woermann (University of Southern Denmark)

A significant number of environments that stabilize and situate the self today can be seen as object-centered. Accordingly, the role of objects for the constitution of subject-object relations changes. As liquidity and mobility in contemporary societies (Baumann 2007; Bardhi, Eckhardt and Arnould 2012; Bardhi & Eckhardt 2017) increases, consumers turn to and/or are exposed to objects and technologies such as social networks, smartphones and all things related to the IoT, to forge and maintain (social) relations. Such relations can be conceptualized as postsocial (Knorr Cetina 1997). Building on the concept of postsocial consumption (Zwick & Dholakia 2006a) and epistemic consumption objects (Zwick & Dholakia 2006b; Knorr Cetina 1999; Knorr-Cetina & Bruegger 2002) one might say that the role of these objects changes towards supplementing if not even substituting for humans and more traditional social relations.

This special session aims to question how emerging technologies, which seem to transcend or blur the boundaries between the digital and the physical, shape new forms of subject-object relations through their specific qualities as objects, as well as through related practices. It thus contributes to prior CCT thought on

the role of consumption objects regarding commercialized forms of belonging such as consumer self, consumer identities, and consumer communities (Cova, 1997; Kozinets, 2001; McAlexander, Schouten and Koenig, 2002; Muniz and O'Guinn, 2001),

As we will highlight, emerging technologies and objects like drones, self-driving cars or Amazon's Alexa, which are on the verge of becoming part of the everyday life of consumers, pose the question how the inherent qualities of these epistemic consumer objects enable specific types of sociality in and throughout various situations. With social relations being negotiated through, organized around, and folded into material objects, the ontological status of the object seems heavily dependent on the needs, desires, and knowledge of the consumer in specific situations as well as over time. Yet, if one of the specifics of epistemic consumer objects lies within their unfolding materiality, or rather within their continuously changing (material?) properties or characteristics over time, then the respective needs, desires and knowledge seem to become woven into time dependent reflexive negotiation processes. Consequentially, this increases the complexity of these objects and underlines the argument that these emerging technologies share a common material elusiveness which have the potential to turn them into continuous knowledge projects for consumers (Zwick & Dholakia 2006a).

The session draws upon multiple case studies that all focus on emerging technologies that afford interaction and play. In doing so, we see the opportunity to further elaborate on the specific qualities of epistemic consumption objects both from a conceptual, methodological and empirical perspective. The first paper presents an in-depth empirical study of a consumption community organized around building, testing and racing drones which are identified as continuously unfolding epistemic objects. The results highlight the collaborative and communal dimension of engaging with epistemic objects and discusses how heavily engaged users form an epistemic culture.

The second paper offers a methodological contribution by demonstrating how practices of assembling and consuming epistemic objects can be grasped empirically. In doing so, it asks how to adequately study consumers' experiences of epistemic objects from an assemblage theory perspective.

The third paper compares different technologies and respective objects in order to sharpen the definition of what makes an epistemic consumption object epistemic. Drawing from the results of four published case studies, it what role the (material) qualities of the respective objects have to play in order to facilitate a response reality.

Taken together, the three papers mobilize important but under-used concepts from CCT to grasp an important emerging dimension of everyday consumption.

The original author of the concept of epistemic object and analyst of post-social knowledge relations, renowned sociologists Karin Knorr Cetina has agreed to join our session as discussant.

Session 7 • Saturday, June 30, 15:30 – 17:00

Session 7A (Plenary)

Special Session: Co-creation, Empathy and Standards: Exploring the Characteristics and Dynamics of Platform-Based Firms and Markets.
Session Chair: Georg von Richthofen (ETH Zurich)

Session Discussant: Frederick F. Wherry (Princeton University)

How Platform Leaders and Users Shape Standards and Practices in Emerging Platform Markets: The Case of Airbnb
Georg von Richthofen (ETH Zurich)

Rescuing Etsy? How Co-creators Help Firms Cope with Competing Logics
Eileen Fischer (Schulich School of Business, York University) and Daiane Scaraboto (Escuela de Administración, Pontificia Universidad Católica de Chile)

Shaping the Empathetic Consumer Subject: An Analysis of the Uber Ride-Hailing Platform
Markus Giesler (Schulich School of Business, York University), Ela Veresiu (Schulich School of Business, York University) and Ashlee Humphreys (Medill School of Journalism, Northwestern University)

Over the last couple of years, we have witnessed the emergence, spread and growth of platform-based firms and markets (Srnicek 2016). Scholars from various disciplines are arguing that the "platform revolution" (Parker, Van Alstyne, and Choudary 2016) will lead to a reorganization of a variety of markets as well as work arrangements and culminate in a "platform economy" (Kenney and Zysman 2016) or "platform capitalism" (Lobo 2014; Srnicek 2016) in the long run.

Perren and Kozinets (2018) observe that the spread of platform markets is "inescapable" at this point and note that we still know relatively little about the dynamics of these markets. The goal of this special session is to present new theory on platform-based firms and markets, to stimulate debate as well as to inspire more CCT oriented research on this emerging field of inquiry.

The special session brings together consumer researchers who have studied different platforms with different theoretical goals but from a similar perspective. Namely, all three presentations take a dynamic view and treat platform markets as complex social systems (Giesler and Fischer 2017). Further, all three presentations shed light on the various roles which users, especially providers, play in sustaining platform markets.

In detail, the first presentation considers the development of Airbnb and the alternative accommodation market to explore how platform leaders and their users shape emerging platform markets, where users serve consumers. Drawing on institutional theory, the author finds that these actors engage in different forms of institutional work, which ultimately contribute to the institutionalization of market-level standards and practices. The second presentation analyzes the ride-hailing platform Uber to explore how platforms are using empathy, by shaping "emphatic consumer subjects", to manage systemic risks in their marketplaces. The authors argue based on recent sociological scholarship, that empathy, the neoliberal

mythology of empathetic care and a process they dub "consumer empathization", are essential for the functioning of platform markets as well as the capitalist marketplace in general. The third presentation emphasizes that platform-based firms are critically dependent on co-creators who provide the goods and/or services that allow the platform to monetize. Consequently, such firms often need to address competition between institutional logics that enroll platform participants versus those aligned with commercial prosperity. The authors examine Etsy, an online marketplace for handmade and unique goods, to explore how co-creators (e.g. Etsy sellers) help platform-based firms to cope with contradictory institutional logics.

Together, the three presentations expand our understanding of platform-based firms and markets and their underlying dynamics, point to the multiplicity of roles that consumers/users play in today's marketplace and challenge the narrative that platform-based firms are mere enablers.

Our discussant is an economic sociologist, who has published numerous articles and books on consumption and markets. His experience and insight will help us to synthesize the insights of the three presentations, discuss the impact that platforms have on contemporary consumer culture and to build bridges to related fields such as the sociology of consumption and markets.

Session 7B (Room 107)

Special Session: How do agentic spaces shape struggles between market actors?
Session Chair: Vivien Blanchet (ISG Business School)

Session Discussant: Dominique Roux (University Reims Champagne-Ardenne)

New Space for the Dead: Transcendence of Funeral Halls in Korea
Soonkwan Hong (Michigan Technological University)

Platform Organizations as Sociomaterial Spaces of Agencing
Handan Vicdan (EM Lyon) and Mar Perezts (EM Lyon)

Unpacking Market Calculative Spaces: the Qualification of Sustainable Food Products
Vivien Blanchet (ISG Business School Paris) and Anissa Pomies (EM Lyon)

Since Sherry's (1998) pioneer work, marketing and consumer researchers pay greater attention to space (eg: Canniford and Shankar, 2013; Chatzidakis, Maclaran, and Bradshaw, 2012; Hong and Vicdan, 2016; Roux, Guillard and Blanchet, 2017; Visconti et al., 2010). In line with the spatial turn in social sciences (Warf and Arias, 2008), they stress that space is planned, practiced and imagined by people involved (Lefebvre, 1991). In doing so, recent works break with simplistic assumptions considering space as "a particular location on the surface of the earth" (Chatzidakis, McEachern, and Warnaby, 2014:1), and as a "passive container for human action" (Vicdan and Hong, 2017:2). Rather, they define space as a subject-object (eg: Kavaratzis and Hatch, 2013), and reclaim its agentic dimension (Blanchet, 2015; Vicdan and Hong, 2017).

Although space is now considered as an active entity, we know little about how space destabilizes existing networks of actors. This special session addresses this gap by asking: how do agentic spaces actively (de)(re)(trans)(per)form conflicting relationships between actors? Following the way paved by sociologists (Latour, 1987) and geographers (Thrift, 2008), the three presentations answer this question by theorizing

space not as a noun, but a verb. They study spacing, ie. how space shapes tensions within systems of market actors.

The first presentation—based on a netnography and historical analysis—explores the way in which space shapes funeral practices in Korea. It shows that funeral halls are active agents in a contested network composed of policy makers, marketers, consumers, and funeral planners. These contested spaces destabilize the traditional network of stakeholders and thereby transform power relationships as well as practices of filial piety.

The second presentation analyzes a platform organization—Patientslikeme—used by patients engaged in self-tracking to share data with other patients, physicians, pharmaceuticals, and governments. This is a sociomaterial, performative, and agentic space that changes traditional dynamics of scientific knowledge production. By enabling patients to generate and get access to data, platform organizations empower patients and, in turn, also controls patients' actions through the diagnosis they produce. Platform organization is thus a space re-intermediating knowledge production and putting users in a dialectic between empowerment and control.

The third presentation—based on a market-oriented ethnography—follows the qualification of sustainable food products across different calculative spaces. These are devices in which products are moved, combined, and transformed to produce an object, price or judgment on quality. Far from being neutral, these calculative spaces involve farmers and volunteers, consumers and retailers as well as non-human-beings in struggles aiming to impose or contest certain qualities of goods.

Taken together, these three ANT-based prensentations offer a consistent framework to analyze spacing and tensions between market actors. Ultimately, this special session answers Chatzidakis, McEachern, and Warnaby (2017)'s recent call for a deeper understanding of the dynamic and transformational aspects of space. Our discussant—a specialist in space, ANT and consumer resistance—will put the three presentations into perspective by discussing the power relations involved in destabilized networks of actors.

Session 7C (Room 207)

Special Session: Studying Legitimation and Change through Historical Approaches.
Session Chair: Johanna Gollnhofer (University of Southern Denmark).

Session Discussant: Olga Kravets (Royal Holloway University of London).

The Discursive Organization of Food in a Historical Perspective
Johanna F. Gollnhofer (University of Southern Denmark)

Historical changes in personal hygiene's representations during 20th century France
Hélène Gorge (Université de Lille-SKEMA Business School) and Anthony Galluzzo (Université de Saint-Etienne)

Global Diffusion of Coffee Drinking and Cooking
Eminegül Karababa (Middle East Technical University)

Legitimation and change processes in markets have been investigated in CCT literature (e.g., Dolbec and Fischer 2015; Giesler 2012; Gollnhofer 2017). Most of the studies take into consideration a shorter time-span for analyzing the legitimation processes. However current research shows that legitimation of consumption as a historical process can significantly extend our understanding. For example Humphreys (2010) examined how historical changes in public discourse and regulatory structure changed the US consumers' perceptions of the legitimacy of casino gambling between 1980 and 2007. Sandikci and Ger (2010) investigated the formation of legitimate taste of clothing among Muslim veiled women after 1980s in Turkey. Karababa and Ger (2011) studied how coffee consumption in the Ottoman society as an illegitimate consumption practice becomes legitimate as a result of the transformations in the interactions of marketplace actors between mid-16th and mid 17th centuries. Therefore historical approaches and process analysis (Giesler and Thompson 2016) are complementary tools in the study of legitimation and change processes.

In this session our aim is to problematize benefits of historical approaches in understanding longer time-span analysis which includes multiple layers of contextual transformations such as social changes at the macro level, institutional level changes, and practice level changes that influence legitimation processes.

The presenters will unpack their historical approach (including study design, data collection and analysis) for studying change and legitimation in three different contexts: food, personal hygiene and coffee consumption. The first paper looks at how our understanding of "edible food" changed over the last decades. The findings show how our current meaning system around food – that is, a highly regulated system championing quality, freshness, and aesthetics – got shaped, shared, and finally institutionalized. The research reveals that retailers shape the categorical meaning through discursive entanglement, share it with consumers through pedagogical incitement, and systematize and standardize it with the help of regulators through technocratic establishment

The second paper explores how personal hygiene has changed over the 20th century in France, by studying how advertisers have historically legitimized personal hygiene through renewing its cultural representations. The analysis of the data has reveals three sequential mechanisms legitimizing personal hygiene: a legitimization through practices (1930-1959), a legitimization through benefits (1960-1989) and a legitimization through products (1980-1990).

The third paper sheds light on how coffee turned into an ordinary but very particular beverage in current Consumer Societies. The study shows how coffee cooking and drinking practices have been reproduced, appropriated, re-innovated and spread throughout time and countries. This historical approach shows that elements of coffee drinking practices are mostly transferred through a carrier who was exposed to the original culture and translated. In most of the early modernity, the meaning is the first element of the practice that is redefined to legitimize the practice in the new context so that it can spread.

Olga Kravets will serve as a discussant. Her expertise in historical perspectives and methods will be particularly valuable to engage a discussion on legitimation and change processes (on multiple levels) in a historical perspective.

Overall, the session bridges legitimation studies in CCT with historical methodological approaches. It enriches the study of legitimation by bringing a nuanced and processual approach to legitimation studies in

the realm of markets and consumption. This way, the special session offers a renewed perspective to the literature on legitimation. Further, by unpacking step-by-step their methodological approaches, the authors build and share a methodological toolbox that enhances fellow researchers in undertaking historical approaches.

Session 7D (Room 208/209)

Competitive Track: Of Art and Magic

The Artworlds of Consumer Culture.
Brandon McAlexander (University of Arkansas)

This study attempts to understand how art emanates from subcultures of consumption by exploring the context of consumers building their own computers and modifying their cases. Data was gathered using participant-observation and in-depth interviewing. As art is a difficult concept to define, this article draws on social theory from both Danto and Bourdieu to help understand this phenomenon. Both argue that art cannot be defined directly, but is defined by the institutions that surround it, called the Artworld. In this article, it is argued that artworlds can and do exist in subcultures of consumption. The article then describes the analogous artworld institutions that exist within the chosen subculture to demonstrate the existence of a subculture-level artworld, and understand the vital roles of those institutions. Using this information helps managers understand how to create and sustain a marketplace that encourages creative consumers to develop products that the subculture itself considers art.

Instruments of Magic.
Karin Brondino-Pompeo (ESPM), Domen Bajde (SDU) and Eliane Brito (FGV - EAESP)

This article investigates how objects become instruments of magic. More than magical objects, instruments of magic are efficacious magical tools capable to produce magic and required to perform it. This research aims to identify and explain the elements that transform an object into an instrument of magic. As a result of a 3-year investigation in four different countries, we show that the constitution of instruments of magic is a collective journey, through time and space, in which heterogeneous elements, human and non-human, material and expressive play an essential role. The instrument of magic emerges as an assemblage of materials, craftsmanship, myth, and historic iconic links, enacted through a confluence of sourcing, production, repair and maintenance, use and play, and imaginative remembering.

"Locked my heart on the bridge": How consumers reify love relationships
Stephane Borraz (EDC Paris Business School) and Delphine Dion (ESSEC Business School)

Our study contributes to understanding how consumers perform agency to things. We follow Gell' anthropological theory of agency to investigate the relationships between subject, object, and the body, the collective agency of set of things and the power of enchantment raising from artistic singularized possessions. Findings from a longitudinal study extend Kopytoff's theory of objects biography by explaining the dynamic process from singularization to recommodification. We show consumers grant agency to things by performing magical and artistic transformation which leads to the objectification of persons and the subjectification of things. This study casts new theoretical light on the circular process by which a mundane object is singularized and recommodified, the creation of value and business opportunities. We

contribute to conversations in consumer research about the agency of things, the extended-self, singularized possessions, and extend understanding about aesthetic skills of the 'craft consumer'.

Session 7E (Room 301)

Roundtable: Happily ever after!? Exploring the Future of Research on Marginalization, Stigmatized, and Vulnerable Consumer Collectives
Session Chair: Christian Eichert (City, University of London)

Session Participants: Fleura Bardhi, Shona Bettany, Jack Coffin, Susan Dobscha, Marius Luedicke, Lisa Peñaloza, Linda Price, Diego Rinallo, John Schouten, Zahra Sharifonnasabi, Olivier Sibai and Luca Visconti

For decades, Consumer Culture Theorists have shown an interest in marginalized, stigmatized, and vulnerable consumer collectives such as immigrant consumers (Luedicke, 2015; Peñaloza, 1994), sexual minorities (Kates, 2002; Rinallo, 2007; Visconti, 2008), or racial, ethnic, and religious groups (Crockett, 2017; Rinallo, Maclaren, & Stevens, 2016; Sandikci & Ger, 2010; Üstüner & Holt, 2007). In contrast to consumption subcultures structured around middle-class leisure consumption activities (Chalmers Thomas, Schau, & Price, 2011; Kozinets, 2001; Schouten & McAlexander, 1995), consumer collectives grounded in enduring and often inescapable social markers of difference such as race, ethnicity, gender, class, age, religion, sexual orientation, body type, or disability have been found to be "substantially more stigmatized" (Kates, 2002, p. 383), and their lives affected more pervasively and permanently by those who deem them to be Other, deviant, or simply 'socially less' (ibid.).

Previous CCT studies have contributed important knowledge on marginalized consumer collectives, and have advanced theories on the oppositional identity propositions of consumption subcultures (Schouten & McAlexander, 1995), the intricacies of immigrant acculturation through consumption (Luedicke, 2011), or the subcultural quality of markets for non-heterosexual consumers (Peñaloza, 1996), among others. Research has further theorized how such collectives manage internal heterogeneity in the marketplace (Kates, 2002), imitate dominant high-status consumption practices and aspire to de-stigmatize their own ones (Crockett, 2017), or how consumers engage in activism and institutional entrepreneurship in demand for market inclusion (Scaraboto & Fischer, 2013). However, just as societies are ever-changing, so are the regimes of stigma, marginalization, and discrimination that consumers are up against. Therefore, scholars have recently drawn attention to the dynamic cultural systems of representations, through which regimes of stigma and marginalization manifest, but through which also paths towards emancipation and transformative social progress can emerge (Hamilton et al., 2014; Visconti, 2016). Indeed, investigating how changing macro-social sentiments relate to collective identities and consumer behaviour – and vice versa – appears to be a promising future trajectory for research on consumer collectives which share a history of marginalization, stigma, and discrimination:

Over the years, some of the consumer groups previously studied by CCT scholars have - on average - attained broader acceptance within mainstream culture, such as lesbian and gay consumers who, with the legalization of same-sex marriage in many Western countries, have achieved an important legal and symbolic milestone in their fight for de-stigmatization and full equality (Ghaziani, 2011). At the same time, formerly less politicized groups such as immigrant consumers and Muslim communities are facing unprecedented levels of villainization within the contemporary political climate in the United States and

Europe, and its increasingly racist, sexist, and neo-nationalist discourses (Newsweek, 2017). Not least the recent escalation of racial tensions in the US, exemplified by the Black Lives Matter movement and the incidents in Charlottesville, point towards the fragility and non-linearity of social progress, and the ever-present danger of reactionary backlash.

In Hans Christian Andersen's "The Ugly Duckling", a homely little bird suffers through exclusion, abuse, and ridicule for being perceived as different, until it eventually transmutes into a dazzling, and proud young swan – the most beautiful bird of all. In line with the conference theme "Consumer Culture Fairytales" we want to provoke thought on whether the proverbial "happy ending" is ever an attainable goal for those who belong to historically marginalized, stigmatized, and vulnerable consumer groups, or whether the gospels of social progress and reconciliation rather remain fairytales in themselves? What are the theoretical, empirical, and methodological challenges that Consumer Culture researchers encounter today, when studying consumer collectives that must deal with multiple, fragmented, and mutually-contradictory ways of being seen within societies; i.e., when they face stigma and marginalization in one context, but may face compassion or even respect in another one? How do consumers navigate the fine line between collective difference as a source of belongingness and positive identity, and difference as a politicized category from which social hierarchies and oppression can emerge? Finally, what are the implications of minorities turning against each other, and becoming instrumental to a political agenda that ultimately endangers their own well-being, as for instance in the "Blacks for Trump" campaign or LGBTQ right-wing voters?

The above examples set the stage for a roundtable that offers the opportunity to reflect on past, ongoing, and future research in this timely and relevant stream of CCT scholarship, and to critically revisit theories of stigmatized consumer subcultures and communities grounded in enduring and often inescapable social markers such as race, ethnicity, gender, class, age, religion, sexual orientation, body type, or disability. As Consumer Culture Theorists, we are uniquely positioned to incorporate into our research the macro-cultural and meso-social dynamics through which new forms of identities, resistance, and progressive social change can emerge and manifest in consumption and the marketplace. Moreover, the roundtable may foster dialogue and exchange between established thought leaders and early-career researchers in the CCT community, facilitate the creation of knowledge, and ultimately enable researchers to make meaningful contributions for policy makers and for consumers' lives.

Session 8 • Sunday, July 1, 9:00 – 10:30

Session 8A (Plenary)

Special Session: Market Interactions: A Promising New Direction for CCT?
Session Chair: Julien Cayla (Nanyang Technological University)

Session Discussant: Craig Thompson (University of Wisconsin)

Performative Market Interactions and the Shaping Of Taste Regimes
Anissa Pomiès (EM Lyon) and Zeynep Arsel (Concordia University)

Club Med: Creating Powerful Affective Atmospheres as Service Experience
Joonas Rokka (EM Lyon), Brigitte Auriacombe (EM Lyon), Eric Arnould (Aalto University School of Business and EM Lyon) and Lionel Sitz (EM Lyon)

The Dynamics of Recognition in Luxury Service Work
Julien Cayla (Nanyang Technological University), Kushagra Bhatnagar (Aalto University School of Business), Gregorio Fuschillio (Kedge Business School) and Delphine Dion (Essec Business School)

Market interactions are recognised as central to the production of subjectivities yet consumer culture theorists seldom focus on the coming together of actors in co-presence and the micro-social order regulating their interactions. In this session we will argue that a focus on situations and interactions holds great promise for the future of consumer culture theory. Influenced by scholarship attending to interactions as they happen in situ, all three projects draw from extensive periods of observation where we observed consumers and service workers in interaction. In the end, our goal is to demonstrate the pertinence of market interactions as a critical context to study the social organization of markets and the formation of subjectivities.

Session 8B (Room 107)

Special Session: Portals, Liminality and Narratives of Transformation in a Fairytale Consumer World.
Session Co-Chairs: Linda Price (University of Oregon) and Basil Arnould Price (University of York)

Transformation, Transmutilation and Portals: Crossing the Boundary in Consumer Experiences
Basil Arnould Price (York University) and Linda L. Price (University of Oregon)

The Curse of the 'Red Shoes': The Struggles of Collecting and Maintaining Influencer Status
Emily Chung (RMIT) and Daiane Scaraboto (Pontificia Universidad Católica de Chile) and Chris Ferreira

Living Without a Shadow: Flexible Consumer Lifestyles and Permanent Liminality
Laetitia Mimoun (HEC) and Fleura Bardhi (Cass Business School)

There And Back Again: Portal Devices And Fractures In Imaginative Play
Davide Orazi (Monash University) and Tom Van Laer (Cass Business School)

This session draws on elements of portal theory as represented in literary fantasy and mythology to motivate new understandings of contemporary consumer behavior. The portal is a well-established

folklore and literature device. However, despite the prevalence of portals in literary fantasy, few scholars have explored their use in any depth. More importantly, consumer research has not examined the potential relevance of portals for consumer experience. In our session we highlight the properties and requirements of portals and the consequences of passage between the ordinary and the magical realm, drawing on fairytales and literary fantasy. We use Hans Christian Anderson (HCA) fairytales as metaphorical devices for understanding three research projects that delve into consumer experiences of liminality and transformation in liquid modernity. The first paper provides the organizing framework for the session, draws on the HCA fable of the Little Mermaid, and introduces the research papers that comprise the remainder of the session. The second paper, examines influencers and collectors of the plastic shoe brand Melissa, as understood through the lens of HCA's Red Shoes fable. The third and fourth papers both draw inspiration from HCA's The Shadow, but in quite different ways. The third paper adopts the portal metaphor to unpack the experience of being permanently liminal drawing on depth interviews and participant observation with "flexible" consumers. The fourth paper examines the imaginative play world of branded LARPS (Live Action Role Playing) such as Harry Potter and Game of Thrones. The authors document the fractures that returning through the portal causes and practices players enact to cope with these fractures. The author panel serves the discussant role for the session and together, with the audience, we explore consumer culture applications of portal theory. The session is inspired by the conference theme and the co-session organizers bridge expertise in consumer culture theory, and literary fantasy and Norse mythology. We anticipate broad interest in the session from scholars interested in literary fantasy, consumer journeys of transformation, experience places and contemporary experiences of liminality.

Session 8C (Room 207)

Competitive Track: Materiality and Agentic Objects of Consumption

"When your dog matches your decor" Object agency of living and non-living entities in home assemblage.
Henna Syrjälä (University of Vaasa) and Anu Norrgrann (Hanken School of Economics)

This paper examines two rather extreme examples of non-human entities in home assemblage, interior objects and companion animals, and how their agency appears distributed with human consumers in the process of assembling home. We aim at drawing conceptual contrasts and overlappings in how agency expresses itself in these categories of living and non-living entities, highlighting the multifaceted manifestations of object agency. The paper employs multiple sets of ethnographically-inspired data, ranging from ethnographic interviews and an autoethnographic diary to three types of netnographic data. The research adds to the existing discussion on object agency by exhibiting how agency oscillates between different types of interacting entities in the assemblage, in particular how the two types of non-human entities are agentic; the non-living, material objects in the home by creating effects, and living entities like pets also through their ability to intentional behaviour.

The Life and Death of Anthony Barbie: A Consumer Culture Tale of Lovers, Butlers and Crashers.
Luciana Walther (UFSJ Federal University of Sao Joao Del Rei)

The present research draws from neomaterialist theories to investigate women's erotic consumption in Brazil, analyzing the several stages of the consumption cycle, from need detection to disposal. To

understand techno-social assemblages in each stage, fieldwork followed the Itinerary Method, focusing on practices, in an effort to describe their diversity, objects in use, places, times and occasions in which they occur, uncertainties and impositions that shape them, actors involved, and adjustments made by the latter. In addition to providing thick description of two consumption cycle stages, the paper analyzes the networks of material objects and people that are part of erotic consumption. The dialectical process that transforms consumers through the agency of erotic products also transforms products through repurpose or personification–as lovers, butlers or party crashers–, which, in turn, highlights these objects' agentic nature.

Becoming a family: domestic materiality and new family identity formation.
Prabash Edirisingha (Northumbria University), Robert Aitken (University of Otago) and Shelagh Ferguson (University of Otago)

Drawing from an ethnographic research process, we develop a theoretical framework conceptualising the process of new family identity formation and the intermediating role of domestic materiality during the transition. Responding to three research questions, our framework introduces a four-staged process in which new families negotiate family identity: experiencing, outlining, determining, and re-formulating. These four stages are instigated by emerging tensions and family members' pursuits to navigate such tensions. They are also anchored in domestic materiality, which involves complex interrelationships between new family partners, natal and conjugal extended families and domestic material objects within domestic networks. Investigating the evolution of these interrelationships brings insight into the ways in ways in which family tensions are negotiated through consumption. Our framework identifies five agentic capacities of domestic materiality that contributes to mediation of family tensions: catalysing, continuing, discontinuing, bridging, and bonding. Finally, our emergent framework shows how negotiations of intersubjectivities within new family materiality networks help navigate tensions and shape a complex and layered family identity.

Session 8D (Room 208/209)

Competitive Track: Change and Emergence in/through Fashion

Islamic Lifestyle Magazines: Imagining and Propagating the Ideals of the New Conservative Middle Classes.
Ozlem Sandikci (Istanbul Sehir University)

Islamic fashion and lifestyle magazines have proliferated in the last decade. This trend has been related to the rise of the Islamic consumer culture and to the expanding logic of neoliberal capitalism. Drawing upon research on the new middle classes and Islamic consumption, this study aims to understand the senses of middleness constructed and articulated through the Islamic lifestyle magazines and explore the implications of religion for existing understandings of middle class consumption dynamics. Through textual and visual analysis of popular Turkish Islamic lifestyle magazines, I identify three sensibilities.

The findings suggest that while Islamic middle classes align with the NMCs in their orientations, they also differentiate themselves by invoking Islamic references in conducting their everyday lives.

Emergence of Sustainable Markets in the Field of Fashion: Institutional Actors as initiators of Change.
Zeynep Ertekin (Izmir University of Economics) and Deniz Atik (University of Texas Rio Grande Valley).

The current fashion system based on speed of change and affordability has negative outcomes both on ecological and social environments, posing a threat for future generations. Focusing on the institutional actors as the initiators of marketplace dynamics, the purpose of this study is to provide a theoretical explanation of how a new sustainable market emerges within the context of fashion. Ethnography, with emphasis on participant observation and interviews, is used as a research method to examine the initiators of change. Secondary data on sustainable fashion practices is used to support the findings. The study contributes to literature on market system dynamics and institutional theory by having a more macro perspective of market formation, shedding light on the dynamics that mobilize actors to seek market change and the initiators of change in market formation.

Symbiotic Fashion and Emergent Identity: A Theoretical Model.
Amy Watson (Oregon State University-Cascades)

This paper presents the Symbiotic Fashion and Emergent Identity (SFEI) Model which offers conceptual delineation between the often confounded constructs of style and taste. It presents symbiotic fashion and emergent identity as two new constructs with greater explanatory power as to how consumers use fashion to navigate a variety of dissimilar publics.

Many faces of patriotism: A case study of creative (counter-)conduct of Russian fashion designers.
Olga Gurova (Aalborg University)

This paper explores how Russian fashion designers engage with patriotism in the market. Patriotism as an appeal to patria is considered as a socially constructed category. To explore the construction of patriotism this research uses the concept of governmentality of Michel Foucault. In the market, the state, commercial companies, media, consumers, co-produce the dispositif of patriotism, which conducts the creative conduct of fashion designers and encourages them to follow patriotic fashion. At the same time, fashion designers have freedom to conduct themselves and act in different ways. The forms of their creative counter-conduct are manifested in such subtypes of patriotism in fashion as cosmopolitan patriotism, economic patriotism, cultural patriotism and fashion localism. The paper is a case study of Russian fashion designers based on nineteen in-depth interviews and secondary data analysis.

Session 8E (Room 301)

CCT Meets Public Policy
Session Participants: Virginie Amelien (SIFO), Ulrika Holmsberg (CFK), Jannek Sommer (SDU) and Søren Askegaard (SDU)

This session is about consumer culture and its implications and potential for consumer policy building on current activities and institutions in the Nordic context and policy making. The aim of the session will be to have a common reflection on the impact of consumer culture research on policy, including constructive critic and innovative views, as a starting point for a discussion of wider policy impact of CCT research.

Session 9 • Sunday, July 1, 11:00 – 12:30

Session 9A (Plenary)

CCT Meets Cultural Anthropology: Keynote followed by Special Session.

Keynote Speech: Zombies, Ferals, Cyborgs, Hybrids and other Boundary Violations in Academia
Richard Wilk (Indiana University)

In loving memory of the Heretical Consumer Research enterprise, this talk is about the failure of discipline in the social sciences, the difficulty of thinking beyond boundaries, and the need for dangerous experimentation. I start with the proposition that the boundaries between disciplines are no more than protection for scholars who need comfort, protection and job security. They resemble organized crime syndicates, and are "think tanks" only in the sense that they are built to contain thought rather than to promote it. The next step is a simple reminder that our objects of study, like consumption or politics, are no more than analytical tools, which have become elements of a scholarly habitus that makes it hard to see or understand social change. Finally, I argue that violating boundaries and reconfiguring academic communities is much more important that talking, thinking and writing about "theory."

Special Session: Consumer Culture Theory Meets Design Anthropology.
Session Co-Chairs: Marcia Christina Ferreira (Brunel University), Bernardo Figueiredo (School of Economics, Finance & Marketing, RMIT University), Daiane Scaraboto (Escuela de Administración, Pontificia Universidad Católica de Chile), and Jessica Chelekis (Brunel University)

Session Discussant: Rita Denny

Makeshifting practices as means for consumer empowerment and market resistance
Session Co-Chairs: Marcia Christina Ferreira (Brunel University), Bernardo Figueiredo (School of Economics, Finance & Marketing, RMIT University), Daiane Scaraboto (Escuela de Administración, Pontificia Universidad Católica de Chile), and Jessica Chelekis (Brunel University)

Energy Consumption in Organisational Contexts: Human-Environment Interactions Grounded in Design Anthropology
Jessica Chelekis (Brunel University)

Between Loyalty and Autonomy: Design, Making and Consumption of Fan-Made Fandom Products
Utku Ay (Business Administration, Middle East Technical University) and Harun Kaygan (Industrial Design, Middle East Technical University)

Design anthropology is an emergent transdisciplinary field bridging design and anthropology methods and theory. Consumer Culture Theory shares with design anthropology a common research interest in consumers and end-users, having similar research focus on everyday life and consumption, favoring interpretive research methods, and often using related theoretical perspectives. Despite commonalities, design anthropology remains relatively unknown among CCT researchers. To help bridge the gap between these research fields, our special session discusses some of the key concepts, approaches, and methodologies of design anthropology, and explores how these could potentiate existing CCT research

agendas and their contributions. The first presentation examines the social practice of makeshifting consumer solutions, known in Brazil as gambiarra, to explore how consumer-designed innovations empower consumers and offer them opportunities to sidestep and resist market-based solutions in a developing economy context. The second presentation provides the theoretical foundations for an ethnographic inquiry into energy use practices within London-based SMEs, arguing for the importance of organisations as sites of energy consumption. The third presentation, an ethnography of an university fan club of a Turkish super league football team, demonstrates how an examination of user-led and amateur design practices can extend understanding of consumer-driven markets.

Session 9B (Room 107)

Competitive Track: Consuming Bodies: Sensing, Dispossessing, Powering and Erupting

Understanding Consumer Sensory Preferences: An Ethnographic Investigation of Sensory Flamboyance and Subtlety in India.
Tanuka Ghoshal (Indian School of Business), Russ Belk (York University, SSB) and Rishtee Batra (St. Joseph's University)

Sensory flamboyance or subtlety is proposed to be a unique currency of cultural capital in India, used to negotiate community membership. Bigger, gaudier clothing, strong scents, loud music and spicy food are interpreted as part of an empowering strategy employed by a class largely deprived of social power and economic independence. Sensory flamboyance may also be a tangible way of embellishing life experiences for the otherwise economically impoverished, while further serving as a surrogate for the coveted gold that remains a chimera. Subtlety as adopted by the upper classes is perhaps recognized, but there is no desire to emulate it.

So hard to give our blood: towards a transposition of voluntary dispossession model in blood donation context.
Emmanuelle Boch (CERAG - Université Grenoble Alpes)

In marketing, voluntary dispossession corresponds to a psychological process leading to a separation of an object including different steps and strategies. Voluntary dispossession is more complex and contains various identity issues when this object is integrated to the self. Moreover, gift is a specific form of voluntary dispossession. Thus, considering blood as substance related to the self, this study intents to transpose voluntary dispossession process in blood donation context. To what extent existing knowledge about voluntary dispossession are relevant to better understand blood donation practice? In order to respond to this question, a combination of qualitative methodologies is applied. As a result, the present research assumes that blood donation is composed of specific dispossession vectors and particular donation strategies. Of particular concern is problematic blood supply in many countries, some operational contributions are mentioned regarding this matter.

Here is a Place for You/Know Your Place: Understanding Neoliberal "Biopedagogy" Embedded in Representations of the Female Body in Fitness Advertising.
Carly Drake (University of Calgary) and Scott Radford (University of Calgary)

The historically masculine realm of sport has not always been welcoming to women. Today, women have found a place in sport culture, but contemporary media remind them they may only occupy a certain place – subordinate to men, and a subject of objectification. In this critical reading of fitness advertisements targeting female recreational endurance runners, we combine poststructuralist feminist theory and a hermeneutic methodology to investigate if and how advertisements participate in this practice. Given the body's primacy in both the sport and sociocultural landscapes, we focus on the way in which the body has been represented. We find that advertisements treat the body as a machine, prescribing and normalizing an obsession with athletics. They glorify the pursuit of the ideal running body through athletics, and discount women's contributions to sport. In this way, advertisements function as a "biopedagogy" that teach consumers how a suitable body appears and functions.

Consumer Identity in the Flesh: Lactose Intolerance and the Erupting Body.
Kushagra Bhatnagar (Aalto University), Jack Tillotson (Aalto University) and Sammy Toyoki (Aalto University)

How does people's talk about their embodied consumption experiences organize identity? Mobilizing Merleau-Ponty's (1962) phenomenology of being-in-the-world, we examine the often taken-for-granted relationship between consumption, embodiment and identity work by studying a group of consumers grappling with lactose intolerance – a condition that inhibits certain forms of hitherto un-reflexive consumption habits. Lactose intolerance solicits identity work by attacking three interconnected levels of pre-reflective embodiment—innate structures, general embodied skills and cultural embodied skills—in the process moving the body from ground to figure. Lactose intolerant consumers respond with three kinds of identity work informed by their situated embodiment– discursive softening, expanded consumption repertoire and embodying expertise, in the process making the body once again the ground. We contribute to literature on consumer identity work by demonstrating the fruitfulness of mobilizing an embodied perspective to understand consumer identity work.

Session 9C (Room 207)

Special Session: The interplay between brand narratives and their social and physical worlds.
Session Chair: Hope Schau (University of Arizona)

Session Discussant: Linda Price (University of Oregon)

You "Gotta Catch 'Em All": Conveying and Validating (Brand) Narratives via Geo-Media
Joachim Scholz (Cal Poly) and Andrew N. Smith (Suffolk University)

Polyglot Storytelling: The Effect of Code-Switching on Narrative Brands
Ignacio Luri (University of Arizona) and Hope Schau (University of Arizona)

Telling Secrets via Brand Backstories; Developing Intimacy or Breaking the Magic?
Cristel Rusell (American University) and Vanisha Narsey (University of Auckland)

Brands create narratives. But they need to do so credibly, or they will be transparently "telling tales". Successful brand narratives cannot be constrained within the boundaries of a medium, confined between the "Once upon a time" and the "happily thereafter". In order to capture imaginations successfully, iconic

brands break the boundaries of their stories, going beyond the canonical and the official. They meld their narratives with the background until there's no telling where they finish and end. This special session examines brand stories, focusing on their enhancement through extensions that reach out "from the paper" to more deeply immerse the consumer. The session presentations will introduce contexts ranging from narrative brands to brand narratives. From the analysis of high technology that enhances contemporary narratives, to the dissection of narrative brands that today are considered classics of the literature. From the phenomenological study of the experience felt by the consumer, to the managerial nuances of architecting the brand meanings. A diverse set of contexts, theoretical backgrounds and data sources promotes confidence in the triangulation of findings.

Traditionally, brand stories had been told using a combination of text, visual, and audio-visual media. The first paper in this session explores interactive stories conveyed via augmented reality and geo-media. The Pokémon GO app takes its beloved characters from videogames and puts them in our physical reality. Using smartphone cameras and geo-media capabilities, the narrative brand creates a more immersive experience where the line between fiction and reality disappears. The authors investigate narrative transportation in an innovative medium in which fantasy is not created by mental imagery, but rather co-exists with reality. Pokémon extends its narrative by hijacking our senses; borrowing our physical environments to serve as background and prop in its story.

The second paper studies how narrative brands use jargon and language in their stories to ground their fictions in a wider, even more evocative context. Sons of Anarchy and Mr. Robot are two stories exploiting our fascination with marginalized semi-mythological subcommunities: a criminal biker gang, and a hacker collective. By using authentic subcommunity jargon in their script, these television shows are grounding their narratives in a reality with deeper meanings. On the other hand, The Lord of the Rings, and Game of Thrones franchises create completely fictional languages that ground the narrative in a wider reality that happens to also be fictional. By employing these constructed languages, the narratives are hinting at the existence of a bigger fantasy context, its surface barely scratched by the story told. This promotes a more immersive narrative experience and inspires collaborative co-creation (fan fiction).

The third paper illustrates the strategies managers use to let consumers access behind-the-scenes information about their favorite brands. Brand backstories can extend a brand narrative with a parallel meta-narrative that discloses previously secret information. In an analysis of three backstories, for a narrative brand (television series Outrageous Fortune), a food brand (snacks brand Herr Food Inc.), and a non-profit organization brand (Girl Scouts of the USA), the paper shows that the brand backstory is designed to enable intimate bond with the consumer through trust, validation, and responsiveness, the tenets of self-disclosure.

The proposed session will close with an author-led discussion on brand narratives, sparked by the content of the three presentations. The debate on such an evocative and expansive topic as that of stories will predictably gravitate towards the technological, linguistic, and meta-narrative innovations presented previously. Fueled by the presentations, such a debate on story-telling will undoubtedly be enriched by personal experiences and opinions regarding the consumer perspective, the managerial possibilities, and more. Summarizing, we are confident that audience and authors will engage in a productive and inspiring conversation.

The session is structured around a theme and welcomes analyses from a wide variety of methodological and theoretical views. As some examples, CCT scholars interested in brand story-telling, narrative transportation, collaborative co-creation, consumer-brand relationships, and phenomenological consumer experience might find these presentations sparked their academic curiosity.

Session 9D (Room 208/209)

Competitive Track: Ideology, Power and Passion

The fable of the passions: drives and excess in consumer culture.
Isleide Fontenelle (Fundação Getulio Vargas)

I present a genealogy of the concept of consumer passions that, from Bernard Mandeville's The Fable of the Bees to Freud's concept of drive, enables understanding consumer culture based on the mode of operation of passions/drives. Within the field of consumer studies, I suggest that "drive satisfaction" is a pivotal concept in the understanding of the psychic dimensions related to consumption. I argue that the internal movement of consumer culture eroded its foundations as a space in which to fulfil desires by transforming itself into the culture of capitalism, in order to drain the excess necessary for this system to work through a permanent thrust towards immediate satisfaction of passions/drives. The proposition of release of passions/drives through consumption as the path to a satisfactory life results, today, in problematic excesses, raising dystopian questions regarding consumer culture.

Ideology Bottled: The Phantasmic Support Structures of 'Huel'.
James Cronin (Lancaster University) and James Fitchett (Leicester University)

While particular instances of consumption often are subject to criticism under neoliberal ideology, the overall category of consumption itself together with the underlying market-logic of capitalism typically remains untouched and untouchable. In this paper, we adopt a Žižekian view of fantasy as that which provides subjects the means to bear the horrors of such ideological deadlocks. Through an analysis of Huel, an eco-friendly vegan meal-replacement brand, we explore the phantasmic positioning of consumption as a kind of utopian solution to its own problems. By unpacking Huel's simultaneous promotion and concealment of the entrepreneurial, neoliberal market-logic of capitalism, we discuss how consumption-centred initiatives reproduce the shortcomings of their entrenched ideological impositions. Altogether, we argue Žižekian theory can help us to critique, understand and reveal the ideological organisation of not just specific instances of consumption, but also of CCT research and other enquires into "the Real" of consumption more generally.

When Utopian Ideologies Meet Marketplace Realities: Fairy Tale Dreams at Ecovillage Communities.
Mine Ucok Hughes (California State University Los Angeles) and Diane Martin (RMIT University)

We employ the construct elements of organizations and New Social Movements (NSM) in conjunction with consumer agency to examine consumer experiences of a collaborative governance system in the utopia of ecovillage life. The quest for ideological congruence often leads to participation with like-minded others in NSMs. For some, moving to an ecovillage provides the utopia of low impact, spiritual, communal living, demonstrating an alternative lifestyle in the face of Western consumerism. However, fissures in congruence among NSM, ecovillage and consumer agency ideologies suggest consumer efforts to

participate in ecovillage life is rife with constraints, requiring time and personal resources along with conflict negotiation skills.

Voluntary Hysteresis in Food Consumption and in the Mobilisation of Power – When Jay Z and Beyoncé Went Vegan for 22 Days.
Outi Lundahl (Maastricht University) and Thomas Derek Robinson (Cass Business School).

Hysteresis, according to Bourdieu, is experienced as a passing crisis of anomie or alienation as one becomes accustomed to a new taste regime. In this paper, we propose that hysteresis plays an important role in why people adopt challenging taste regimes, such as veganism. More specifically, we ask, what role does voluntary hysteresis play in food consumption and in the mobilization of power? We do so by focusing on the case of the so-called 22 Day Diet, upon which the rapper and producer Jay Z along with his pop diva wife Beyoncé embarked in 2013. Our contribution is to show how purposefully seeking out the experience of taste hysteresis through the unpleasant transition to veganism comes to be a point of 'distinction'. In this paper, we argue that this can happen by managing the boundaries of the fields and by signalling hysteresis around food consumption practices.

Session 9E (Room 301)

Roundtable: Exploring the Epistemological Space for Fairytale Transformations: A Consumer Culture Theory Perspective of Social Change and Justice?
Session Co-Chairs: Laurel Steinfield (Bentley University), Nacima Ourahmoune (KEDGE Business School) and Catherine A. Coleman (Texas Christian University)

Session Participants: Jan Brace-Govan, Benedatta Cappellini, David Crockett, Hounaida El Jurdi, Elieen Fischer, Robert Harrison, Wendy Hein, Gerri Henderson, Güliz Ger, Lisa Peñaloza, Melea Press, Lorna Stevens, Linda Tuncay Zayer and Ela Veresiu

Transformations are a mark of fairy tales. They speak to the human desire to mingle fate with agency that can build towards happy endings in which justice is achieved. Consumer culture theory (CCT), in leading an interpretive turn that transformed the marketing discipline, encouraged a rich legacy of scholarship that examines aspects that shape and are shaped by 'fate' and consumer 'agency'. Yet less developed in CCT thought is how we can capture theoretical understandings of social change and justice to enrich consumer culture tales. And moreover, once we have this knowledge, what do we do with it? Should CCT, like the transformative consumer research paradigm, use these insights to seek the social justice envisioned in 'happy endings', or do we keep it locked away in academia's white ivory towers?

The field is primed to consider this next step in CCT's epistemological evolution. As CCT scholars expand beyond a humanistic/experientialist discourse of the self-realizing consumer to capture the 'context of contexts' (Askegaard and Linnet 2011; Thompson, Arnould, and Giesler 2013)—that is, to highlight the recursive interactions of consumer's agency and identity projects with institutional, historical, ideological, and social systems—the opportunity to connect CCT research with social justice endeavors grows. Aligning with Thompson, Arnould and Giesler (2013), we agree that CCT's postcolonial strand, as well as work on contestations of social stratifications (Üstüner and Holt 2014; Üstüner and Thompson 2012; Ourahmoune and Özçağlar-Toulouse 2012), can enable interrogations of conditions that underlie socioeconomic privileges, marginalization, and disempowerment. Yet we also respond to their call and consider how this

work can help "disentangle the material and discursive webs that both sustain and potentially destabilize these global networks of political, cultural, and socioeconomic distinctions and hierarchies" (Thompson, Arnould and Giesler 2013: 18).

This roundtable provides a space for scholars to discuss how we can leverage a CCT perspective to contribute to social change—theoretically and potentially practically. While we acknowledge the imperative forays the transformative consumer research, macromarketing, and marketers orientated towards public policy have made in regards to fostering a critical praxis, we also believe there is a need to explore how a CCT perspective—which has been influential in implanting and expanding critical discourses within marketing (e.g. Bokek-Cohen 2016; Giesler and Veresiu 2014; Shankar, Cherrier, and Canniford 2006; Yngfalk 2016)—might develop critical praxis, and incorporate that into scholarly research. Critical praxis, which has grown within movements such as feminism, combines critical thinking of theory and practice with social and political activism to "uncover and transform systems of domination" (Moradi and Grznaka 2017: 507). Instead of neutralizing action out of fear of 'doing no harm', this scholarship recognizes that by doing nothing, harm is being done.

The interest in critical praxis is growing. Groups attentive to marginalized, disadvantaged and discriminated consumer communities are creating spaces in which social change can be pursued (e.g. Race in the Marketplace forum, GENMAC). These new consortiums reflect a different standpoint—a standpoint that needs to be brought into consideration, and rather than viewed as 'the other,' viewed as a benefit to the community at large. One way we believe such a space can be created at CCT is by leveraging the commonality between them—a critical praxis—and celebrating how this could flourish within the CCT scholarship.

In this session we thus seek to explore the following:

1. *What is CCT's theoretical versus practical contribution to social change?*

- What perspective could and should CCT bring to social justice? How can we leverage our understandings of consumers' experiences?
- Where along the continuum of critical theory and critical praxis should CCT scholarship lie? How does this differ from other movements and consumer-research groups?

2. *What is the role of the CCT scholar?*

CCT scholars have written seminal works and inspired interpretive turns that build deeper insights into consumers' everyday lives and the social and cultural elements of marketplaces. Yet high and meso-level theories also have the risk of becoming trapped in 'ivory towers' and findings rarified into theories disconnected from the world (especially non-Western world) at large. Learning from each other can help us to bridge the gap between ivory towers and everyday realities. Thus we explore:

- What role can (and does) the i) CCT community and ii) its research endeavors play in creating and connecting our research to pathways of impact?

3. *How can we foster a space conducive to doing, discussing, and publishing research that could enable social change?*

If CCT is to contribute to social change in society at large, we first ask how we might achieve change within the CCT community to create a welcoming and supportive space for scholarship that seeks social justice.

- What theorists do we see as aligned with CCT and its social change endeavors that we could encourage scholars to expand upon?
- How can we encourage non-mainstream CCT theorists into our discourses and publications?
- How can we create a more conducive space within CCT?

Participants will be asked to come to the roundtable with a picture that captures the core of their research that has the potential to advance a CCT perspective towards social change. At the session, participants will place these pictures according to where they fall on the graph feature below.

Next to their pictures, participants will be asked to list up to three key words describing their research, and key theorists they would like to leverage to advance their work and publications. We will use this graph to identify convergences between scholars in regards to topics and or theories, and ask scholars to sit in roundtables based on these convergences to discuss the questions in more detail. We encourage this grouping in recognition of the 90 minute interval, so that productive conservations based on familiar terrains might occur. Each group will discuss and map out a board/poster their answers to the three overarching questions, after which we will facilitate a larger dialogue between participants to explore group answers.

PhD Roundtable Event • Sunday, July 1, 14:00 – 16:00

PhD event organized by the Global CCT PhD Group and will take place at Odense Adelige Jomfrukloster. Participate in roundtables with your peers to discuss subjects that truly matter to PhD student in a welcoming, non-judgemental, and collaborative environment. Three roundtables will be organized around the following topics.

Interacting with mentors
Co-Chairs: Anil Isisag, Anuja Pradhan, and Luciana Velloso

Throughout our academic careers, we learn from different mentors: supervisors, committee members, peers, students, reviewers, etc. In this roundtable, we explore the intersectionality of mentor and mentee experiences influenced by gender, culture, time, personality, and age, among other factors. The idea is to learn from each others' interactions and practices in an unintimidating setting so we make the most of our mentorship experiences.

Co-Planning your day/organizing your time
Chairs: Maíra Lopes, Isabela Morais, & Maja Golf Papež

The Ph.D. years differ in intensity and expectations. This session will focus on students' best practices around juggling time to meet Ph.D. program milestones (e.g., required papers and/or exams, working on dissertation), publish, and manage self-care and other important commitments such as to family and friends.

Planning your career for the first 5 years after the Ph.D.
Chairs: Hanane Driouich, Alison Joubert, Laetitia Mimoun, & Lez Trujillo Torres

The Ph.D. years are foundational for what can be a long, rewarding career. This session will focus on students' and new faculty's best practices around tenure requirements (e.g., research, teaching, service), job market negotiations, and selecting a school or career that suits your short and long-term objectives.

Accepted Posters

Tutor Queens and Kings in the Hong Kong shadow education sector: a qualitative study on the creation and promotion of celebrity tutors.
Chi Kin Lai, Andrea Davies and Georgios Patsiaouras

Post-truth fertility consumption in Ariel Levy's "The Rules Do Not Apply"
Jennifer Takhar

Ableism in consumer culture: A critical discursive analysis of lactivism
Ilona Mikkonen and Jack Tillotson

The cultural borrowing of cozy conviviality: Danish hygge in the United States
Sarah Grace

Does Power Matters in Consumers Response to Service Failure?
Himanshu Srivastava, Jayasimha K.R. and Gurbir Singh

Beard, Hair, Mustache and Masculinity: Consumption, Identity and Brazilian barbershops
Natália Contesini Santos, Severino Joaquim Nunes Pereira and Benjamin Rosenthal

Going Mobile: The social enactment of the Volkswagen bus brand
Philipp Wegerer and Plank Andreas

The Intersection of Market and Social (Dis)Integration in the Multicultural Consumer Society
Sofia Ulver, Nina Åkestam and Sara Rosengren

The last fairytale: the ultimate practice of the self-identity construction
Natalia Tolstikova and Eva Bojrner Horwitz

Mapping the Influencer Landscape: The Language of Instagram and Value Co- creation and legitimation
Ellese Ferdinands

CONSUMER CULTURE THEORY TO PUZZLE OUT ETHICAL CONCERNS RELATED TO PROXIMITY MARKETING: A FRAMEWORK AND RESEARCH PROGRAM
Anna Margulis and Harold Boeck

Brand Movement
Andrea Lucarelli, Gregorio Fuschillo and Jon Bertilsson

Being cosmopolitan: The consumption practices and behaviors of consumers betwixt and between marketplaces
Alex Atanasova

Understanding Minimalism: An exploratory research into the lives and practices of the minimalists.
Ankur Kapoor

"Leanin' Like the Pisa Tower": Symbolic Contamination and Market Disruption in the Pharmaceutical Industry
Alev Pinar Kuruoglu and Anders Dahl Krabbe

Making a classic: the co-construction of nostalgic consumption artefacts
Lois Shedd

Friendship in Consumption
Thomas Robinson and Henri Weijo

The emergence of communal entrepreneurship: the case of passionate retrogamers
Marine Boyaval and Maud Herbert

Reproducing the fashion system: the myth of the influencer
Ashleigh Logan-Mcfarlane and Emma Samsioe

Discursive (re)legitimation of meat consumption: a historical discourse analysis of the normalization of the consumption of animal flesh (Work-in-progress)
Lucie Wiart

Enchantment through Retro Consumption in a Digital World
Varala Maraj, Fleura Bardhi and Caroline Wiertz

Gender Bender: Unpacking the Construction of Gender-Neutral Advertising in Contemporary Consumer Culture
Hossain Shahriar

Boundary-Making in Moralized Consumption Domains: The Case of Veganism
Aya Aboelenien and Zeynep Arsel

The Care of the Aging Face: Differential Shaping of Bodily Aging in Women's Identity Work
Risto Moisio and Mariam Beruchashvili

Affective Meaning of Space: Consumer's Identity Projects and the Everyday Consumption of the City
Maria Silvia Moliterno Pena and Eliane Zanith Brito

Sustainable supply chain management issues: What's going in the shareholder side? Understand the nature of the relationship between the different shareholders.
Ilana Bouhafs

The Aestheticization of Food Consumption
Ileyha Dagalp

Growing up together: a study on Gen Y females fascinated with younger male idols
Suhyoung Ahn and Ae-Ran Koh

Tales of Hijabist Girls, Digital Games and Swimsuits
Nurist Ulfa, Janice Denegri-Knott and Rebecca Jenkins

Transnational Consumption

Zahra Sharifonnasabi and Fleura Bardhi

Leisure in late capitalism

Carys Egan-Wyer

Negotiating a 'we' identity 'in action': Ethnography of collective food routine formation in newly cohabited couples in London

Ratna Khanijou, Benedetta Cappellini and Sameer Hosany

How do marketplace interactions shape identity between differentiated class groups in Nigeria?

Evelyn Azikiwe and Craig Hirst

Consumer Practices of Brand Meaning Contestation

Daniel Dietrich

Investigating taboo consumption and non-consumption: Female consumers' experiences with pornography

Athanasia Daskalopoulou and Maria Carolina Zanette

Forever Foreign in the Homeland? Repatriates' Consumer Identity and Belonging

Sonja N. Kralj and Michael Paul

How Employees Assemble Brand Images Online

Stephanie Kogler, Joonas Rokka and Andrea Hemetsberger

All These Things I Have Done: Nostalgic Consumption and the Self

Iain Denny

Socio-Spatial Relations and Market Transformation: how entrepreneurs with similar identity projects change the identity of a neighborhood

Benjamin Rosenthal

Contested Ownership of a Brand: Does a Brand Belong to the Customer as much as it does to the Manufacturer?

Melanie Möckli and Daniel Dietrich

Inconsistent consumption – an investigation of identity avoidance using neutralisation theory

Yuanqing Du, Fiona Spotswood and Tim Hughes

Digital Influencers in the Healthy Living Culture

Marina Henriques Viotto and Eliane Zamith Brito

Do Ties Matter? The Effect of Network Ties and Value Creation Activity on Legitimation

Cecilia Ruvalcaba and Duygu Akdevelioglu

Myth and Market System Maintenance: The Case of Home Ownership and the American Dream

David Crockett, Alexander Rose and Randall Rose

You're Welcome! An Investigation of Hosts' Efforts to Acculturate Newcomers Under Neo-Liberal Multiculturalism

Shahzeb Jafri and Eileen Fischer

Photography of glass products: Capturing the material qualities and meanings of glass

Songming Feng

Fairytales and Nightmares: Gun Mythology and the American Market System for Firearms

Michelle Barnhart and Aimee Huff

From Consumer to Brand Constituent: Transformative Assemblages in Consumption Journeys

Melissa Archpru Akaka, Ana Babić Rosario and Gia Nardini

Managing Cultural Change from Tourism

Anastasia Thyroff, Brandon McAlexander, James McAlexander and Valdimar Sigurdsson

Collective Memories of Black Consumer Protest in the United States

Geraldine Henderson

Cultural Appropriation, Appreciation and Adoption: The Case of Japanese Chicano Culture

Cecilia Ruvalcaba

Consumption of a Gothic Fairy Tale Auteur in Guillermo Del Toro's House Of Monsters

Samantha Velez

Understanding the consumption of Brand Bollywood

Anna Sahgal

HAND TO MOUTH EATING PRACTICES: AN EXPLORATORY STUDY IN THE US AND INDIA

Søren Askegaard and Polymeros Chrysochou

A Narrative Inquiry on Materialism through the Lens of Loneliness

Sushant Kumar and Pradip Sadarangani

Meat marketing in Greek television during Carnival and Great Lent

Effrosyni Kotsaga

Beauty and market: a study in the homemade cosmetics context

Isabela Carvalho De Morais, Eliane Pereira Zamith Brito and Ronan Torres Quintão

DANCING WITH AUDIENCE: NARRATIVE PERFORMANCE ON WECHAT BLOGS

Yuxin Bai, Xin Zhao and Hayley Cocker

HUMANIZED CHILDBIRTH MOVEMENT: WOMAN EMPOWERMENT OR CONSUMER EXPERIENCE?

Carla Abdalla and Eliane Brito

Performing emplaced institutional work in the indie music field: The role of place in shaping market dynamics

Athanasia Daskalopoulou, Alexandros Skandalis and Ming Lim

Against Peace Marketing: A Discourse Analysis of the Production and Consumption of Cyprus Peace Talks

Cagri Yalkin and Anthony Patterson

Virtual Consumption for Meaning: Virtual Reality and Consumer Experiences

Nader El Tibi, Xin Zhao, Chihling Liu and Eman Gadalla

How to Produce Knowledge in Familiar Context? A Comparative View of Two Native Researchers on The Tale of Reflexivity.

Boris Collet and Maïlys Torche

No Pain, No Gain! Perceived Sacrifice in the Fitness Paradox of Consumption

Marianny Silva and Salomao Farias

Human to nonhuman encountering the parasocial relationships and value creation

Anu Helkkula, Mikael Gidhagen, Bård Tronvoll, David Sörhammar and Helge Löbler

Collaboration and Competition: Exploring the Mechanisms of Value Co-Creation in a Community

Annetta Grant and Peter Dacin

The volunteer tourism market: A global capitalism with a huaman face

Amira Benali

Hysteresis in mobility: a longitudinal study of emergent consumer cosmopolitan habitus

Zuzana Chytkova and Dannie Kjeldgaard

Toward an alternative understanding of glocalization

Nhat Nguyen Nguyen and Nil Ozcaglar-Toulouse

Consumer Value in Unforeseen Experiential Encounters: The Role of Curiosity and Value Extraction

Rohit Talwar and Finola Kerrigan

Magical hair: sacrifice in consumption of hair aesthetic products

Bianca Ferreira and Salomao Farias

#PeriodProblems: Social media, Menstruation, and Subjectivity

Katherine Sredl and Emily Robertson

Consuming the Past: Material Presence and the Absent Story

Christina Goulding, Michael Saren and Andrew Pressey

From 'I Hid Behind Dad's Chair' to 'I Can Relate to the Green Gal': The Changeable Fortunes of a Wicked Witch

Kent Drummond

Discourse of anti-immigration and neoliberal marketization of ethnicity: an investigation of immigrant consumer vulnerability

Sorush Sepehr, Hartmut Holzmüller and Philip Rosenberger III

Tales with Tails: Brands and Dramaturgical Capital in Consumer Culture

Pamela Schultz Nybacka and Jens Martin Svendsen