

Program for Monday, July 10, 2017

SESSION 1: 8:30-10:00

The Shaping of Market Systems	Managing Pure and Stigmatized Practices of Consumption in the Marketplace	Special Session: The Hybridization of Cultural Forms: A Bottom-up Systems Perspective of Cultural Change	Special Session: Unheard Voices in Domestic Life: Research Methods in Family Consumption Studies	Special Session: Neoliberal Governmentality
1) CONSUMER-ENTREPRENEUR AS LIQUID BROKER BETWEEN TRIBE AND MARKET	1) Interplay of religion and marketplace transactions: An ethnography	Melissa Akaka, Ana Babic Rosario, Hope Schau and Angeline Nariswari	Chair and Discussant: Dannie Kjeldgaard, University of Southern Denmark	Chair: Anil İşisağ, University of Wisconsin-Madison
Silvia Biraghi, Rossella C. Gambetti and Stefano Pace	Rajesh Nanarpuzha, Rohit Varman, Piyush Sinha and Abhishek	Discussant: Stephen Vargo		Discussant: Søren Askegaard, Syddansk University
2) Normalization of Bad Death in South Korea: Creating the Market for the (soon-to-be) Bereaved	2) Anthropophagic Branding in The Temple of Solomon – Feeding off the competition	1) Moral Legitimation of Hybrid Consumption Practices: A Study of Gluten-Free Lifestyles	1) Drawing the unspeakable: a feminist approach to researching women’s experiences of domestic violence	1) Enterprising Romance: Neoliberal Governmentality in and beyond Dating Apps
Soonkwan Hong	Victoria Rodner, Chloe Preece and Russell Belk		Benedetta Cappellini, Royal Holloway	Anil İşisağ, University of Wisconsin-Madison
3) Systemic small-player market exclusion in an east African context	3) Spatializing Purity and Pollution: Stigma and Consumption of Beef in India	2) The Extended Consumer Journey: Emergence of a Hybrid Consumer Culture	Susana Campos, University of Lisbon	2) Beyond Consumer Responsibilization: Actually Existing Neoliberal Governmentality and the Production of Ethical Authority in Political Consumerism

Melea Press and Eric Arnould	Bhupesh Manoharan and Rohit Varman		Vicki Harman, Royal Holloway	Craig J. Thompson, University of Wisconsin-Madison
		3) Hitting Two Birds with One Stone: Hybridization of Chinese New Year and Valentine's Day in Indonesia	2) Single fathers in control: photo diaries and the power balance in the research situation	Ankita Kumar, University of Wisconsin-Madison
			Susanna Molander, Stockholm University	3) Doctoring Happiness: Plastic Surgery and Self-Management
			3) Children as co-researchers: dialogue as a methodological tool to challenge power	Alev Kuruoğlu, University of Southern Denmark
			Sandra Hillén, Gothenburg University	Berna Tarı Kasnakoğlu, TOBB University of Economics and Technology

SESSION 2: 10:30-12:00

Navigating Market Transitions	Community and Markets	Special Session: Contextualizing Hope: The Materiality and Practice of Hope	Special Session: Re-conceptualizing ownership in consumer culture and public space	Special Session: Disneyland Heteroglossia and Heterotopia
1) Revolutionizing the hyper retail: the space, place and politics of a Hong Kong Sunday	1) Market and Community: May the Twain Meet?	Chair: Janet L. Borgerson, City, University of London	Chair: Melanie Wallendorf, University of Arizona	1) Mauss goes to Disneyland
Dianne Dean and Shona Bettany	A Fuat Firat and Nikhilesh Dholakia	Discussant: Maia Beruchashvili, California State University Northridge	Discussant: John F. Sherry, Jr., University of Notre Dame	Eric Arnould, Aalto University
2) Contested status: The influence of transitions and nostalgia in shaping consumers' status consumption.	2) DYNAMIC KINSHIP DISTANCE AND RECIPROCITY IN HOME SHARING ARRANGEMENTS	1) Nesting Hope: Interpretation and Context in Consumer Emotion	1) Social negotiation and regulation of ownership in retail spaces	2) From the infraordinary to the degenerate utopia : Strolling in Disneyland with Louis Marin and Marc Augé
Omar Khaled Abdelrahman, Emma Banister and Daniel Hampson	Lydia Ottlewski, Johanna Franziska Gollnhofer and John Schouten	Thomas Derek Robinson, City, University of London	D. Matthew Godfrey, University of Arizona	Benoît Heilbrunn, ESCP Europe
3) Acts of Liberation from Marginalized Habitus	3) SOCIAL-COMMERCIAL PARADOXES IN REWARD-BASED CROWDFUNDING	Dr. Jessica Chelekis, City, University of London	Melanie Wallendorf, University of Arizona	Søren Askegaard, University of southern Denmark
Akon E. Ekpo, Geraldine Rosa Henderson, Benét Deberry-Spence and Joseph Cherian	Natalia Drozdova and Ingeborg Kleppe	2) Stars of HOPE®, Materialities of Hope	2) Interactive installations in public spaces: little windows of negotiated space and identity performance	3) Disneyization is not the Problem: A Critical Reflection on the Hyperreal Heteroglossia
	4) Why Do Crowds Cause Trouble?	Janet L. Borgerson, City, University of London	Rohit Talwar, University of Birmingham	Craig Thompson, University of Wisconsin-Madison
	Maira Magalhaes Lopes, Joel Hietanen and Jacob Östberg	3) Practices of Hope Among Displaced Syrian Women Refugees	Finola Kerrigan, University of Birmingham	4) CCT: Or fairy tale about when sociology went to Disneyland

		Hounaida A. El Jurdi, American University of Beirut	3) Owning the Wave: Use Ownership of Public Spaces and Ephemeral Assets	James Fitchett, University of Leicester
		Zeynep Baktır, Bilkent University	Melissa Archpru Akaka, University of Denver	
		Linda L. Price, University of Oregon	Hope Jensen Schau, University of Arizona	

SESSION 3: 13:30-15:00

Digital Consumption	Performance of Gender in the Marketplace	Transformation of Markets	Special Session: Visual Art and Consumer Culture	Special Session: Reworking Remembrance: The Dynamics of Memories, Markets and Brands
1) Film: "Hyperreal Living: The Drax™ Files"	1) Gender Performance Through Products: Four Discourses Responding to Stereotypically Masculine and Feminine Cues in Product Design	1) Passionate Labours: Fashion, Celebrity Culture and Blogger-preneurs	Chair: Anastasia Seregina, Aalto University	Chair: Pierre-Yann Dolbec, John Molson School of Business
Tracy Harwood, Tony Garry, Russell Belk and Bernhard Drax	Carly Drake and Scott Radford	Ashleigh Logan-McFarlane, Kathy Hamilton and Paul Hewer	Discussant: John F. Sherry, University of Notre Dame	Discussant: Craig J. Thompson, Wisconsin School of Business
2) Goodbye Facebook? The socio-material moorings of consumer entanglement	2) Shadows, Shoulders, Soldiers, and Superheroes: Constructing Masculinity amidst Fertility Services Marketing	2) Anticipating the Automobile: Transportation Transformations in Southeast Asia	1) Painting as a method: a new tool for seeing, a fresh way of knowing	1) Market Memory
Maribel Suarez	Francesca Sobande, Laetitia Mimoun and Lez Trujillo Torres	Ivan Small	Anissa Pomies, Concordia University	Pierre-Yann Dolbec, John Molson School of Business
3) Thinking the Physical Body in a Virtual Reality Experience: Application of Baudrillard's Notion of Operationalization.	3) Negotiating Power through Breaking Rituals: Muslim Women in Kuwait.	3) Marketization as Socio-Material Process: How Consumers Lifeworlds Become Marketable Offerings	2) Creating art as part of research	2) Mobilizing History: The Case of the Ancestral Health Market
Leslie Scattolin	Doha Al-Mutawa, Peter Nuttall, Elizabeth Mamali, and Avi Shankar	Georg von Richthofen	Anastasia Seregina, Aalto University	Burçak Ertimur, Fairleigh Dickinson University
		4) Are Artists Disentangled from the Market? Early Ethnographic Insights from The Turkish Market	3) Art, Humor, and Parody in Consumer Culture Research: The Case of Re Made	Steven Chen, California State University Fullerton
		Eda Genc, Mehmet Okan, and Banu Elmadağ	Jonathan Schroeder, Rochester Institute of Technology	3) (Re)making Tastes: Examining Institutional Work in the Field of High Fashion

				Marie-Agnes Parmentier, HEC Montreal
				Eileen Fischer, Schulich School of Business

SESSION 4: 15:30-1700

CCT and Consumer Research	Society, Communities, and the Power of People	Cultural Capital and Taste	Special Session: The 'Emancipatory' Role of Social Media and Digital Spaces in Social Movements	Special Session: Transmission of Affect
1) ISOLATION IN EMERGING FIELDS: THE CASE OF ENTRANT ACTORS IN AN EMERGING ACADEMIC FIELD	1) Service systems and the institution of family: How do institutions influence consumers to co-create service systems that legitimize their social groups?	1) Cultural Capital and Taste Distinctions in Urban India	Chairs: Zahra Sharifonnasabi, City, University of London and Ana-Isabel Nölke, University of Edinburgh	Chairs: Alev Kuruoğlu, SDU Odense and Joonas Rokka, EMLYON Business School
Meriam Belkhir, Myriam Brouard, Katja H. Brunk, Mario Campana, Marlon Dalmoro, Aimee Dinnin Huff, Marcia Christina Ferreira, Bernardo Figueiredo, Daiane Scaraboto, Olivier Sibai and Andrew N. Smith	Jennifer Chandler and Steven Chen	Tanuka Ghoshal, Rishtee Batra and Russell Belk	Discussant: Jonathan Schroeder, Rochester Institute of Technology	Discussant: Robin Canniford, University of Melbourne
2) From Marginalization to Boundary Solidification: CCT and its Implication for Aspiring Scholars	2) The Belonging Process: Elements and Enactment within a Consumption Context	2) The Cultural Capital of Fat/(Phat) in the African American Community	1) Social Media as Public Sphere: The Case of Iranian Women's Social Movement	1) Analog Affect and the Renaissance of 'Dead' Media
Shahzeb Jafri	Robert Arias and Cele Otnes	Tony Stovall, Natalie A. Mitchell and Cassandra Davis	Zahra Sharifonnasabi, City, University of London	Alev Kuruoğlu, SDU Odense
3) Bringing Sensory Anthropology to Consumer Research	3) Consumers' Assemblages of Fear and Safety with Firearms: Obstacles to Addressing Gun Violence in an Armed America	3) New Customers for an Old Service: A Case of Sushi in Japan	Fleura Bardhi, City, University of London	Joonas Rokka, EMLYON Business School
Rebecca Scott and Mark Uncles	Aimee Huff, Michelle Barnhart, Brandon McAlexander and Jim McAlexander	Yutaka Yamauchi, Satoko Suzuki and Takeshi Matsui	2) Online Sexual Performances as Emancipation	2) Embodiment of Affect and the 'Skin' of the Video

	4) Social Media, Social Networks and Marketing: A Cultural Approach to Consumer Ties	4) Taste as market device: The example of 'natural' wine	Ekant Veer, University of Canterbury	Joel Hietanen, Stockholm School of Business
	Duygu Akdevelioglu and Alladi Venkatesh	Jennifer Smith Maguire	3) (Post)feminism online: Symbolic Violence or Radical Reactionary Consumerism?	3) A Burst of Energy – Affect in Online Micro-socialities
			Ana-Isabel Nölke, University of Edinburgh	Gry Høngsmark Knudsen, SDU Odense
			Aliette Lambert, University of Exeter	
			James Fitchett, University of Leicester	

Program for Tuesday, July 11, 2017

SESSION 5: 8:30-10:00

Construction and Consumption of the Self	Cultural Branding and Communications	Special Session: Networked Object Agency in the Socio-Material Ordering of Consumers' Lives	Round Table: CCT Perspectives on Macromarketing: Intersections and Interrogations	Special Session: Drugs, Babies, and Energy: When Technologies Shape Markets and Consumption
1) Self-object relationships in consumers' spontaneously generated metaphors of anthropomorphism, zoomorphism and dehumanization	1) The Hybridisation of Advertising Under Convergence- from Text to Paratext	Chair: Hope Jensen Schau, University of Arizona	Chairs: Ozlem Sandikci and Olga Kravets	Chairs: Laetitia Mimoun, HEC Paris and Lez Trujillo Torres, University of Illinois at Chicago
Katerina Karanika and Margaret Hogg	Chris Hackley and Rungpaka Amy Hackley	Discussant: Linda L. Price, University of Oregon	Participants: Soren Askegaard, Bernardo Figueiredo, James Fitchett, Ashlee Humphreys, Lisa Penaloza, Chloe Preece, Craig Thompson, Terrence Witkowski, Rohit Varman and Mark Patterson.	Discussant: Eileen Fischer
2) Prosumption Career: Value Creation and Identity Work in the Blogosphere	2) A Growing Yet Overlooked Segment: Non-Monosexual Consumers Respond to LGBTQ-Themed Advertisements	1) Enhancing Wellness: Melding Humans and Objects with Common Purpose		1) Consumer Futurescapes: Cultural Imagination and Sustainable Energy Technology
Gabrielle Patry-Beaudoin and Yannik St.James	Abigail Nappier Cherup and Jim Gentry	Hope Jensen Schau, University of Arizona		Thomas Robinson, University of London
3) The meaning of beauty: A cultural discourse of women's magazines	3) Product placement in music videos: an exploration of modality and prominence	Ignacio Luri, University of Arizona		2) When Technologies Drive Market Legitimization and Expansion: The Case of Assisted Reproductive Technologies
Juliana French, Christina Lee and Jan Brace-Govan	Amanda Pillay and Sandra Smith	2) A Family Affair: Home Technologies as Emergent Agency		Laetitia Mimoun, HEC Paris

4) PERFORMING IDENTITY, MORALITY, AND MATERIALITY SCRIPTS IN CREATING MEMORABLE EXPERIENCES: WINE IN SOUTH AFRICA AND INDIA	4) The local-global interplay in a Mediterranean context : The case of soda brand Hamoud Boualem	Pao Franco, University of Melbourne		Lez Trujillo Torres, University of Illinois at Chicago
Annamma Joy, Russ Belk, John Sherry, Steve Charters, Jeff Wang and Camilo Pena	Amina Djedidi, Nacima Ourahmoune and Daniele Dalli	Robin Canniford, University of Melbourne		Francesca Sobande, University of Dundee
		3) Consumer-Object Relationship Styles in the Internet of Things		3) As technology surpasses regulation: The emergence of a 'legal' recreational drug market.
		Donna L. Hoffman, George Washington University		Alison Joubert, University of Queensland Business School
		Thomas P. Novakm George, Washington University		

SESSION 6: 10:30-12:00

Materiality, Consumption and Maintenance	Navigating identity	Consuming the Myth, Magic and the Sacred	Special Session: Firearms in America: Meaning Creation and Transference	How to Write Your First JCR Paper: An Interactive Workshop for PhD Students
1) Experiencing Resonance in Liquid Consumption via Deceleration on the Camino de Santiago	1) Black Diasporic Identity (Re)Mediation	1) David Bowie is different and I can be different too: Enacting difference across identities	Chair: Kevin D. Bradford, University of California, Irvine	Ahir Gopaldas, Ashlee Humphreys, Bernardo Figueiredo, Eileen Fischer and Marie-Agnes Parmentier
Katharina C. Husemann and Giana M. Eckhardt	Francesca Sobande	Toni Eagar and Andrew Lindridge	Discussant: Marcus Geisler, York University	
2) Vinyl Lives: Materializing Music	2) Poetry beyond Poetry: Consumers' Poetic Projection During Heart Breaking Times	2) "Satoshi is dead. Long live Satoshi": The Curious Case of Bitcoin's Creator	1) Building Frames that Resonate: The Movement to Prevent Gun Violence	
Karen Fernandez and Michael B. Beverland	Pilar Rojas Gaviria	Mariam Humayun and Russell Belk	David K. Crockett, University of South Carolina	
3) Humility of Things: Analyzing Material Culture's Salience in the Erotic Industry	3) Egalitarian Enclave? How Meal Consumption in a Religious Movement Temporally Collapses Socio-Economic Disparity	3) Celebrities in the co-optation of veganism	2) Consumption and Brand Communities in American Gun Culture	
Luciana Walther	Ateeq Rauf and Ajnesh Prasad	Outi Lundahl and Alexander Henkel	Terrence H. Witkowski, California State University, Long Beach	
4) Maintenance Practices: An Ethnography of Baltic Sea Sailors			3) A Historical Perspective on Fear as a Powerful Motivator for the Consumption of Firearms	
Emma Salminen, Henri Weijo and Diane Martin			Kevin D. Bradford, University of California, Irvine	

General Session: The Role and Impact of CCT (1:30pm-3:30pm)

Program for Wednesday, July 12, 2017

SESSION 7: 8:30-10:00

Market Tourism	Transgression, Acculturation and Marginalization of Consumers	The Role of Gifts	Special Session: TECHNOLOGICAL SYSTEMS IN THE MAKING: TECHNO SOCIAL IMAGINARIES	Special Session: Producing the Tasteful Consumer: The Construction, Transformation, and Contestation of Taste Regimes
1) Strategic Staging: The Making of an Imperial City in the 21st Century	1) The role of transgression and capital for globally mobile consumers and their return home	1) The Lover and the Savior: Gift Giving within Mother-Daughter Dyads	Chair and Discussant: Hope J. Schau, The University of Arizona	Chairs: Jonathan Bean, University of Arizona and Ankita Kumar, University of Wisconsin, Madison
Athinodoros Chronis	Amy Yau	Chihling Liu, Xin Zhao and Margaret Hogg	1) Marketplace Protocols in the Making: The Case of Blockchain Technology	Discussant: Jonathan Bean, University of Arizona
2) Impact of WWOOFing as an Alternative Tourism on Sustainability: Implications for Sustainability Education	2) The Thrift Store as Market Heterotopia, Agency, and the Low-Income Consumer	2) Crunch my heart! It falls for you: re-theorizing chocolate gift-giving as carnal-singularity in consumer culture theory	Burcak Ertimur, Fairleigh Dickinson University	1) What You Like: House Beautiful's "River of Taste" and Domestic Consumer Culture
Handan Vicdan and Soonkwan Hong	Mariella C. Zavala	Marjaana Makela, Shona Bettany and Lorna Stevens	Markus Giesler, York University	Monica Pennick, University of Wisconsin, Madison
3) Affect, Fantasy and 'Social' Services: Towards a critical theory of the service encounter	3) A Foucauldian approach to Iranian immigrant consumer acculturation in the context of Australia	3) Exploring the Practice of Lending Special Possessions	Ela Veresiu, York University	2) "Home Starts Here": HGTV's Lifestyle Branding and Contemporary Design
Aron Darmody and Detlev Zwick	Soroush Sepehr	Jamal Abarashi and Shelagh Ferguson	2) Political Economy of Techno-material Assemblage: A Governmentality of Technology	Samuel Dodd, Ohio University

4) Amazing Information: Hyperreality and "The World of Wicked"			Ahmet Suerdem, Bilgi University	3) Is there a Home in this Neighborhood? Exploring the Competing Understandings of Taste Regimes in a Postwar Neighborhood
Kent Drummond, Susan Aronstein and Terri Rittenburg, University of Wyoming			Serhat Akkilog, Bilgi University	Ankita Kumar, University of Wisconsin, Madison
			3) Agency Clashes: How Consumers Negotiate Their Agency with Intelligent and Autonomous Technological Systems	
			Behice Ece Ilhan, DePaul University	
			Gokcen Coskuner-Balli, Chapman University	

SESSION 8: 10:30-12:00

The Role of Food	Cultural Conceptions and Stigma: Fighting against the Norms	Special Session: Managing Liminality and Self-Transformation in Liquid Modernity	Special Session: Death Consumption, Materiality and Hyperreality: Pushing Boundaries in a Violent World	Special Session: Coloring inside the Lines: Creating, Disseminating and Deploying Market-Mediated Taste Regimes
1) Food Culture Hybridization in Emerging Markets: The Role of Women in Cultural Encounters	1) The Viscosity of Stigma	Chairs: Laetitia Mimoun, HEC Paris and Fleura Bardhi, University of London	Chair: Jeffrey S. Podoshen, Franklin & Marshall College	Chair: Rodrigo Costa Segabinazzi, Facos-Faculdade Cenecista Osorio RS
Andre Carvalho and Felipe Gerhard	Ana-Isabel Nölke and Stephanie O'Donohoe	Discussant: Eileen Fischer, York University	Discussant: Stephanie Anderson, University of Glasgow	Discussant: Jonathan Bean, University of Arizona
2) MEDICALIZATION IN FINNISH FUNCTIONAL FOODS: THE NORMALIZATION OF MEDICAL DISORDERS	2) Who are you calling gay? Theorizing disidentification within cultural conceptualizations of sexual health risk in men who have covert sex with men (MCSM)	1) Betwixt and Between Consumption: A Critical Review of Liminality in Consumer Research	1) Aesthetic Icons of Death: Consuming Obsolescence	1) Edible Magazine: A Primer on Local Food Systems and Regional Cuisine
Jack Tillotson	Shona Bettany and David Rowe	Laetitia Mimoun, HEC Paris	Stephanie Anderson, University of Glasgow	Matthew Mars, University of Arizona
3) Catching the health wagon: Consumers' strategies of control in healthy food consumption	3) Rationalizing Physical Exercise Avoidance: A Social Norm Perspective	Fleura Bardhi, City, University of London	Kathy Hamilton, University of Strathclyde	Patricia Sias, University of Arizona
Meltem Türe and Sinem Atakan	Ilona Mikkonen, Handan Vicdan and Jaakko Aspara	2) The Fresh Start Mindset and the Reflexive Project of the Self	2) "This Idea of Beauty": BodyWorlds, Violence, and the Hyperrealization of the Self	2) Shaping the Body and the Market: Taste Regimes in Tattooing
		Linda L. Price, University of Oregon	Kent Drummond, University of Wyoming	Alexander Schau, University of Arizona

		Robin A. Coulter, University of Connecticut	Eric Krszjzaniek, University of Wyoming	Rodrigo Costa Segabinazzi, Facos- Faculdade Cenecista Osorio RS
		3) Consumers' Quests for Tranquility: A Marketplace Culture Interpretation	3) Hyper-violence in Hyperreality: ISIS's Weaponizing Fantasy into Materiality	Hope Jensen Schau, University of Arizona
		Cele C. Otnes, University of Illinois at Urbana-Champaign	Jeffrey S. Podoshen, Franklin & Marshall College	3) Co-Creation Alliances and the Construction and Amplification of Genres and Taste Regimes
		Ravi Mehta, University of Illinois at Urbana-Champaign	Jason Wallin, University of Alberta	Albert Muniz, DePaul University
		Hyewon Oh, University of Illinois at Urbana-Champaign	Jihan Rabah, Concordia University	Marie Taillard, ESCP Europe Business School
			Daniel Glass, Franklin & Marshall College	
			Vivek Venkatesh, Concordia University	