

CONSUMER CULTURE THEORY CONFERENCE
2026

Kyoto

CONFERENCE
PROGRAM

30 JUNE - 03 JULY

KYOTO UNIVERSITY
KYOTO, JAPAN

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WELCOME

Consumer Culture Theory **KYOTO**

Dear colleagues and friends,

It is our great pleasure to welcome you to the Consumer Culture Theory Conference 2026. For the first time, the CCT community gathers in Asia, and we could not imagine a more fitting place than Kyoto — a city where centuries of tradition, craft, and ritual live alongside a strong spirit of innovation.

This year's theme, Tradition and Innovation, invites us to sit with that very tension: to ask how the meanings we inherit are remade, contested, and renewed through consumer culture. We have built a program that we hope offers many doorways into that conversation.

Thank you for joining us here.

With warmest regards,
Michelle, Yutaka, and Julien

KEY INFORMATION

Participant Notes

A Note on Kyoto in Summer

Kyoto summers are famously hot and humid — daytime temperatures often reach 33–36°C (91–97°F) with humidity above 70%. The city sits in a basin surrounded by mountains, which traps the heat. Please take this seriously: heatstroke (netsuchūshō) is common. Late June into July is also the tail end of the rainy season — an umbrella is essential.

General Conduct

- Wear your lanyard at all times. It is required for entry to all sessions, meals, and event spaces. Visit registration for a replacement if lost.
- Take care of personal belongings. Do not leave laptops, bags, or valuables unattended. The conference committee is not responsible for lost or stolen items.
- Be punctual. Arrive a few minutes early and silence devices before entering.
- Photography & recording. Ask permission before photographing or recording presenters and fellow attendees.
- Code of conduct. CCT 2026 is committed to an inclusive, harassment-free environment. Report concerns to any member of the organizing committee.

Venue Rules

- No eating in the Clock Tower public spaces. Food and drink are permitted only in conference rooms and at the designated outdoor lunch spots around campus.
- Use the trash bins in Meeting Room 1 or designated areas.
- Keep noise levels reasonable in corridors and outdoor areas.

In Case of Emergency

- Follow staff instructions. If a fire alarm sounds, evacuate via the nearest marked exit and assemble at the designated point.
- First aid & assistance. Speak to any staff member or visit the registration desk. Emergency services in Japan: 119 (fire/ambulance), 110 (police).

Thank you for helping make CCT 2026 a great experience for everyone!

Kyoto-City Laws & Etiquette

- Gion private alleys are off-limits. Entering the small alleys off Hanamikoji Street carries a ¥10,000 fine. Stay on the main street.
- Do not photograph geiko or maiko. Unauthorized photos or videos in Gion can incur the same ¥10,000 penalty. Do not stop, touch, follow, or harass them.
- Smoke only in designated areas. Smoking on Kyoto streets outside designated zones is subject to a fine of ¥1,000. Look for marked smoking spots.
- Avoid eating while walking. It is strongly frowned upon, especially in shrine and temple districts and on Nishiki Market lanes.
- Carry your own trash. Public trash bins are rare in Japan, so please take your trash back to your hotel or the venue.
- Be quiet on public transport. Keep voices low and avoid phone calls on buses and trains.
- Avoid large luggage on city buses. Kyoto buses get crowded — use the luggage delivery service or coin lockers at the station instead of bringing suitcases on board.
- No drink-riding (or drink-driving). Cycling under the influence is a criminal offense in Japan, with fines up to ¥1,000,000 or up to 5 years imprisonment. The same applies to driving.
- No tipping. Tipping is not customary and may cause confusion.

Mini-CCT VIRTUAL CONFERENCE

19 June 2026

SESSION 1 · 09:00 – 12:30 JST

09:00–09:30	Virtual Welcome Reception
09:30–09:55	The Absorptive Self: Understanding Beauty Consumption <i>Dania Khalife, Cristel Russell</i>
09:55–10:20	Adaptive Strategies for Brand Activism (or How to Navigate a Cultural Backlash) <i>Benjamin Rosenthal, Paula Sant'Anna, Antonella Cammarota</i>
10:20–10:45	Love & the Market: Appropriating Market-Mediated Romance on Dating Platforms <i>Gaël Bonnin</i>
10:45–11:10	When music creates political sounds: the role of T-pop in forming political attitudes in Thailand <i>Koblarp Chandrasapth, Natalia Yannopoulou, Ajay Manrai</i>
11:10–11:35	Imperial Brands, Reflexive Consumers: Mimicry, Aspiration, and Market Power <i>Tanvir Ahmed, Faisal Wali</i>
11:35–12:00	Identity Play and the Blurred Lines Between Physical and Virtual Worlds in Roblox's Dress to Impress <i>Emily Godwin, Ana Javornik</i>

SESSION 2 · 16:00 – 22:00 JST

16:00–17:00	KEYNOTE – 40 Years of Consumer Behaviour Odyssey <i>Special Panelists: Russ Belk and Søren Askegaard</i>
17:00–17:25	Problematizing authenticity work in the commodification of Otherness <i>Belinda Zakrzewska, Flavia Cardoso, Maria Carolina Zanette</i>
17:25–17:50	Myth Making and Third Space: Post-Colonialism, Consumption and Kenya <i>Gidraph Michuki, Andrew Lindridge</i>
17:50–18:15	The Politicization of Space: How Music Venues Transform Racial Boundaries <i>Sophie Whitehouse, Jonatan Södergren, Avi Shankar</i>
18:15–18:40	The paper that almost got us killed (very scary!) <i>Niklas Vallström, Peter Samuelsson</i>
18:40–19:05	Gamified Phygital Pathways: Meaning, Identity, and the Cultural Reconfiguration of Second-Hand Luxury Consumption in South Africa <i>Anele Sikakana</i>
19:05–19:30	Custodians of Market Dreams: Moral Othering and Aspirational Rationing in Times of Crisis <i>Sofia Christidi, Andrew Lindridge, Diana Gregory-Smith</i>
19:30–19:55	From Governance to Devices: Rethinking Consumer Responsibilization <i>Cristina Paradiso, Lena Pellandini-Simanyi, Markus Giesler</i>
19:55–20:20	Consumer Distraction: A Sociological Conceptualization <i>Ateeq Rauf</i>
20:20–20:45	Big eyes, big feelings: Children negotiating the innovation of a mascot change <i>Thao Duyen Tran & Véronique Collange</i>

IN-PERSON · TUESDAY – FRIDAY 30 · JUNE – 03 July 2026

CONSUMER CULTURE THEORY CONFERENCE

30 June 2026

09:30–11:30	Haiku Workshop <i>Seifuso</i>
13:00–14:30	Ecstatic Dance <i>Conference Hall I</i>
13:00–14:30	CCTC Board Meeting <i>Meeting Room 1 (By invitation only)</i>
14:00–15:30	A/R/T Installations <i>Conference Hall I – III</i>
14:00–19:00	Registration <i>Conference Hall I – III</i>
16:00–17:30	Industry Panel: Pure Invention – How Japan made the Modern World <i>Centennial Hall</i>
18:00–20:00	Welcome Reception <i>Conference Hall I – III</i>

A/R/T Exhibition (01-03 July 2026)

Conference Hall I

Writing with the Dead: Tradition, Innovation, and Non-Physical Stewardship in Organ Donation Research

Rebecca Scott

Memento Mori In Times Of Thanabots

Vitor Lima, Russell Belk

Guess Who? Bald edition

Franck Celhay

Emotions in Consumer Culture: The Collective and Affective Origami Tree

Maíra Magalhães Lopes, Cristina Galalae, Tana Cristina Licsandru

Solomon's Carpet

Ebrahim Barzegary

The Mimic's Escape

Fatima Alansari

From Secular to Spiritual Well-Being: Shaping Sustainable Behaviours through Japanese Mindful Practices

Mai Khanh Tran, Mizuho Inuma, Miyuki Morikawa, Andrew Davies

DAY TWO · WEDNESDAY

01 July 2026

SESSION 1 · 09:15 – 10:45

Working Papers Level 1A *Chair: Anna Hartman*

Conference Hall I

How intermediaries navigate centralized regulatory market systems: The case of China's Wine Market

Xianrui Zeng, Toni Eagar, Anna Hartman & Armando Corsi

Person-brand as brand activism: The case of Bad Bunny's Debí Tirar Más Fotos

Belinda Zakrzewska, Flavia Cardoso & Jannsen Santana

Self-tracking affordances and gendered metrics

Yasmine El Alami & Athanasia Daskalopoulou

Ecological translation work: Pastors as cultural intermediaries in Japan

Kenji Ishihara, Cristina Galalae, Matthew Higgins & Sigmund Wagner-Tsukamoto

Working Papers Level 2A *Chair: Lucie Wiat*

Conference Hall II

Prefiguring degrowth: The limits of radical consumption in disrupting capitalism

Ahmed Benmecheddal

Hope as a responsabilizing fantasy: Consumer responsabilization and affective governmentality

Lucie Wiat & Anthony Beudaert

Organizing post-growth marketing: Dystopian optimism, epistemological rupture and transitional mechanisms

Mauricio Rodriguez Alfonso & Valeria Carrillo Cortina

Teleoaffective perspectives on how ecospirituality shapes degrowth practices: Insights from an ecovillage

Juliana Boteon, Tânia Modesto Veludo-de-Oliveira, Victoria Rodner & Delane Botelho

Working Papers Level 1B *Chair: Marian Makkar*

Conference Hall III

Sacred circles: Financial identity and relational money in Egyptian ROSCAs

Marian Makkar & Aleksandrina Atanasova

Secret AI consumption at work: Market logics and identity negotiation

Amy Greiner Fehrl & Branko Bozic

Imaginaries of "development" in the voice referendum: A post-development critique

Sorush Sepehr & Ferdos Abbaspour

Spiritual enjoyment in market-mediated mindfulness at Plum Village

Branko Bozic

Working Papers Level 2B *Chair: Ghalia Shamayleh*

Meeting Room 4

The social practices of companion animal care and its environmental impact

Hojae Ryu & Sun-jin Yun

Fungal roots to markets: A neo-animist take on market life

Ileyha Dagalp

More-than-human gifting: Meaning and reciprocity in human-COVID relations

Rowan El-Bialy, Ghalia Shamayleh & Marie Kerekes

Care that must be sustained: A post-human account of upcycling, valuation and the fragility of circular consumption

Songyi Yan

Working Papers Level 1C *Chair: Daiane Scaraboto*

Meeting Room 3

Inclusion without responsibility: The ambiguous return of extreme thinness in fashion media

Paola Gioia, Nacima Ourahmoune & Emma Samsioe

Revisiting glocalization after generative artificial intelligence: How the global-local relation is constructed in AI-generated advertisements

Yaşim Akmeraner Kökat

The anatomy of hype: How market hypes take shape

Lea Bauchrowitz & Johanna Gollnhofer

Conditioning inadequacy: How fast fashion preserves hyperconsumption ideology?

Kanika Meshram & Daiane Scaraboto

10:45–11:00 · Coffee Break · Meeting Room 1

SESSION 2 · 11:00 – 12:30

Working Papers Level 2C *Chair: D. Matthew Godfrey*

Conference Hall I

Design longevity: Institutional lock-in and the Toyota Crown Comfort Taxi

Steven Chen

Navigating creative originality and commercial marketability in the Taiwanese film industry

Yu-Chien Chang, Finola Kerrigan & Seio Nakajima

Maintaining traditional work through profanation: Re-animating the sacred craft of Japanese sword-making

Nao Sato, Robin Holt & Rene Wiedner

Repair as secondary creation: Working art into craft through provisional assemblages

Xi (Lucy) Liu, Guilin Liu, D. Matthew Godfrey

Working Papers Level 1D *Chair: Ekant Veer*

Conference Hall II

Tie aversion: Equal outcomes as unwelcome liminal experiences

Rebecca Jen-Hui Wang, Meyrav Shoham & Matthew Isaac

Distaste engineering: Mapping the cultural logic of rejection

Meghna Rajeev & Tanvi Gupta

Rage baiting: Extracting market value from rage publics

Ekant Veer, Andrew N. Smith & Joachim Scholz

Exploring privacy cynicism through meme narratives

Aleksandra Mikhailova & Mattias Hjelm

Working Papers Level 2D *Chair: Amelie Burgess*

Conference Hall III

Rethinking representation: A conceptualization of artificial and real diversity in marketing

Amelie Burgess

Exploring coloniality in marketing as a complex system

Fatima Alansari, Susan Dunnett & Victoria Rodner

The friend, the enemy, and the Perennial Stranger: Rethinking inclusion-exclusion binaries in the marketplace

Cristina Galalae & Tana Cristina Licsandru

Brand activism beyond "The end of brand activism": An exploration of feminist activism at Dior

Daphne Geveke

Working Papers Level 1E *Chair: Kushagra Bhatnagar*

Meeting Room 4

When creative practices break: Engagement and churn in platform-mediated gaming

Marlys Mason, Ingrid Martin, David Stewart & Arianna Uhalde

The labor of smartness: Sisyphean practices in technology consumption

Anna-Riikka Valo, Jan Klein, Kushagra Bhatnagar & Tomas Falk

Translating a foreign moral logic: diffusion of vegan food consumption practices in Japan

Katariina Sorvari & Hanna Leipämaa-Leskinen

Developing a technological mediation framework for understanding practice transformation

Yasmine El Alami & Janice Denegri-Knott

Working Papers Level 2E *Chair: Andre F. Maciel*

Meeting Room 3

Value dynamics in collective consumer experiences

Jannsen Santana, Daiane Scaraboto & Flavia Cardoso

"It's just like The Jetsons!": Consumer enchantment and fantasy-reality tensions during techno-consumption

Alex Knight, John Byrom, Athanasia Daskalopoulou, Sahar Karimi

Tolerating future mobility: How institutional and consumer work normalizes imperfect electric vehicles

Wenwei Li, Ibrahim Abosag & Senija Causevic

The marketplace of political discourses: Understanding the production, circulation and consumption of political discourses in digital platforms

Bruno Rossetti Leandro, Eliane Pereira Zamith Brito & Andre F. Maciel

12:30–13:30 · Lunch Break · Meeting Room 1

SESSION 3 · 13:30 – 15:00

Working Papers Level 1F *Chair: Tao Wang*

Conference Hall I

Masculinity in crisis: Male beauty consumption in China

Xingyu Huo, Michelle I.C. Yang & Tao Wang

The calculative consumer: Consumer subject formation in the American sports betting market

Andrew Smith, Jane Zhu & Mujde Yuksel

Perimenopause and discursive tipping: The late emergence of cultural recognition

Mujde Yuksel

Harry Potter and the violations of safety: How consumers navigate competing logics within brand spaces

Cameron Huston, Angela Cruz & Rohan Venkatraman

Working Papers Level 2F *Chair: Lianne Lee*

Conference Hall II

Embodiment, gender performativity, and illness

Marlys Mason & Kathryn Ponders

It gets under my skin — How colorist beauty ideals boosted by the cosmetic industry led to health-damaging behaviour in vulnerable groups

Suzanne Elena Ehrlich, Marc Linzmayer, Natascha Loebnitz & Clarisse Kienou

Racialized consumer subjectivation: How Asian migrant women constitute themselves as responsible beauty subjects in South Korea

Jiwen Zhang, Seungwoo Chun & Jing Yu

Marketing care beyond hostile worlds

Michelle I.C. Yang, Rafferty W.H. Hoo & Lianne M.Q. Lee

Focused Forum A *Chair: Ela Veresiu*

Conference Hall III

Discussing the discussion

Ela Veresiu, Thomas Robinson, Jenna Drenten, Andreas Chatzidakis, Ashlee Humphreys, Tonya Bradford, Rachel Hochstein, Colleen Harmeling

Focused Forum B *Chair: Ksenia Silchenko, Luca M. Visconti*

Meeting Room 3

Teaching Marketing the CCT way

Fleura Bardhi, Benoit Heilbrunn, Alev Kuruoglu, Domen Bajde, Jacob Östberg, Lisa Penaloza, Sofia Ulver, Luca M. Visconti

15:00–15:30 · Coffee Break · Meeting Room 1

SESSION 4 · 15:30 – 17:00

Working Papers Level 2G *Chair: Lauren Gurrieri*

Conference Hall I

Circular custodial practices

Simo P.E. Lehtovirta, Henri A. Weijo & Giana M. Eckhardt

Sociopolitical anti-brand activism, negative affect and the Gillette brand counterpublic

Lauren Gurrieri, Amanda Spry & Shelagh Ferguson

Light sticks confront the big stick: Connectivity in the 2024 South Korean President impeachment protests memes

Seon Min Lee

Seeing the invisible: boundary objects as a methodological lens for market and consumer culture research

Erica Coslor & Anna Hartman

Working Papers Level 2H *Chair: Rebecca Scott*

Conference Hall II

Towards embodied theorizing in consumer culture: A choreography of creative methods (Level 1)

Daphne Geveke & Sofia Ulver

Social media health consumption: Practice-based responses to healthcare service provision

Teegan Lindsay, Amelie Burgess & Harriet Gray

Consuming in fear: A netnographic exploration of Ameliorative consumption

Rebecca Scott & Ulrike Gretzel

Sex education: Vulnerability dynamics in platform-mediated sexual health markets

Francesca Avallone & Jonatan Sodergren

Special Sessions A *Chair: Janina Rebecca Kauz*

Conference Hall III

Strategy meets CCT: The value of CCT research for managerial insights

Janina Rebecca Kauz, Johanna Gollnhofer, Cristel Antonia Russell, Gregorio Fuschillo, Delphine Dion, Kushagra Bhatnagar, Amitava Chattopadhyay, Pierre-Yann Dolbec, Rajesh Nanarpuzha

Special Sessions B *Chair: Ashok Kaliyamurthy*

Meeting Room 4

How AI reshapes subjectivity, materiality and practice

Ashok Kaliyamurthy, Gokcen Coskuner-Balli, Aleksandrina Atanasova, Mario Campana, Fleura Bardhi, Caroline Wiertz, Stephanie Feiereisen, Francesca Bonetti, Hope Schau, Kirk Plangger

Focused Forum C Chair: Ai Ming Chow, Paolo Franco, Bareerah Hafeez Hoorani

Meeting Room 3

Charting the Past, Present, and Futures of Epistemic (In)justice in CCT

Ai Ming Chow*, Paolo Franco*, Bareerah Hafeez Hoorani, Roua Alhanouti, Samuelson Appau*, Tonya Williams Bradford*, Angela Cruz*, Pilar Rojas Gaviria*, Yannick Gibson*, Yuzheng Li*, Andrew Lindridge, Marian Makkar*, Yuko Minowa*, Ateeq Abdul Rauf (asterisks = in-person)

17:00–17:15 · Coffee Break · Meeting Room 1

SESSION 5 · 17:15 – 18:00

Academic Satire

Conference Hall I

Breaking the Fourth Wall, Act 1: Tough Mudder

Rebecca Scott

Breaking the Fourth Wall: Sage Against the Machine

Varala Maraj

Look at the Horizon or at Size? When Size Matters in Grant Consortia!

Girish Prayag

An obituary for that guy. Professor Jim (James) Doe (1965–2026)

Annayah Prosser

A Call for Fecal Fecundity

Kushagra Bhatnagar, Tanvi Gupta, Ankur Kapoor

SESSION 6 · 18:00 – 19:30

Posters – Day 1

Conference Hall II

Thanabots and Lost Objects of Love: Talking to My Deceased Grandma

Vitor Lima, Russell Belk

Coping through Cute Consumption

Shan Gao, Stephanie Anderson, Amy Goode

"The Last Screams of Our Glaciers": Consumer Accommodation to the Gradual Loss of Iconic Brands

Verena Wieser, Ramona Riehle, Domen Bajde

Brand Indecencies

Ahir Gopaldas, Mark Buschgens, Burcak Ertimur

Liquid Stigma: Compartmentalized Stigma Management among Korean-Chinese (Joseonjok) through Consumption

Haiyang Huang, Jiwen Zhang, Seungwoo Chun, In-soo Chung

Tradition in Motion: Nomadic Subcultural Resistance in China's Erciyuan Consumer Culture

Ziya Wu

Algorithmic Contestation and Brand Antifragility

Daniel Dietrich

Theorising Communities of Care

Nguyet Tran, Rohan Venkatraman, Julie Ozanne, Michal Carrington

Consuming "Elsewhere" Now: Queer Fanfiction as Reparative Disidentification

Rohan Venkatraman, Cameron Huston, Angela Cruz

Marketized Intimacy

Mya Thiri Lwin, Michelle I.C. Yang

When Brazil Goes Viral: A Post Colonial Perspective on the Platformization of Consumer Culture

Lucas Busani Xavier, Adriana Schneider Dallolio, Rafaela Canova Davide, Marina Henriques Viotto

"Buy more, Buy now, Hurry!": How Fast Fashion Brands Foster Hyperconsumption

Kanika Meshram, Daiane Scaraboto

When home becomes marketplace: the marketisation of everyday life in livestream social commerce

Di Yang, Lauren Gurrieri, Amanda Spry, Jenny Kennedy

Loving Brands Is Not a Smooth Ride: Rethinking Brand Love Through Fragments of a Lover's Discourse

Valérie Zeitoun, Géraldine Michel

How Consumers Deal with Housing Precarity: A Social Non-Reproduction Perspective

Greta Vignali, Fleura Bardhi, Aleksandrina Atanasova

Social Media Intoxication: Exploring the Societal Consequences of Social Media Optimization

Milos Ivanis, Marius Lüdicke

Spatially embedded economies: maintenance at the margins of market culture

Erik H. Steiner, Orcun Turan

Caught Between Hostile and Hospitable: Navigating the Menopausal Journey

Alana Rivera Matos, Zeynep Arsel

Legitimizing Green Deathcare: How Ecological Logic Mediates Family, Religion, and State in Japan

Yoshitomo Shirabe, Junya Yanagi, Jin-ichiro Yamada

Platformised Fandom and Reciprocal Parasociality in China's Livestreaming E-Commerce

Yuzheng Li, Bernardo Figueiredo, Lauren Gurrieri, Haiqing Yu

— END OF DAY 2 —

DAY THREE · WEDNESDAY

02 July 2026

SESSION 1 · 09:15 – 10:45

Competitive Paper A *Chair: Gabrielle Patry-Beaudoin*

Conference Hall I

All in a day's work: Working mothers as customers of marketized workplaces in urban India

Mallika Suresh, Pooja Thomas

Navigating Personal Risks Through Consumption: Mothers as Risk Managers

Gabrielle Patry-Beaudoin, Oriane Couchoux, Laurence Daoust, Julie Gauneau

Invisibilization as Patriarchal Bargain: Turkish Women's Digital Secondhand Marketplace Work in Traditional Households

Asude Aydagul

Focused Forum D *Chair: Ela Veresiu*

Conference Hall II

Demystifying Conceptual Articles

Ela Veresiu, Thomas Robinson, Raisa Tasneem Zaman, Fleura Bardhi, Marian Makkar, Andreas Chatzidakis, Domen Bajde, Rachel Hochstein, Colleen Harmeling

Special Sessions C *Chair: Kyungin Ryu*

Conference Hall III

Negotiating Belief and the Sacred in Consumer Culture

Kyungin Ryu, Hope Schau, Gulnur Tumbat, D. Matthew Godfrey, Elizabeth Miller, Haley Hardman, Michael Breazeale, Joel Collier, Zeeshan Rafiq, Susan Dunnett

Special Sessions D *Chair: Nicole Yang*

Meeting Room 4

Marketplace Creativity: Conceptual, Empirical, and Methodological Perspectives

Nicole Yang, Varala Maraj, Isabella Ciampa, Ai Ming Chow, Rohan Venkatraman, Sarah Glozer, Chloe Preece

Special Sessions E *Chair: Yen Nie Yong*

Meeting Room 3

Historicizing Consumer Culture Research

Michelle I.C. Yang, Yen Nie Yong, Tao Wang, Ken Sakai, Fumi Iwashima, Kane Koh, Rohan Venkatraman, Erica Coslor

10:45–11:00 · Coffee Break · Meeting Room 1

SESSION 2 · 11:00 – 12:30

Working Papers Level 1G *Chair: Nada Endrissat*

Conference Hall I

"Come as you are": Uncertainty, control and the potential of becoming in multispecies consumption

Nuonuo Deng & Nada Endrissat

The visibility paradox of care: Authenticity, ethics and identity in carefluencer narratives

Catherine Coleman

Adolescents in the marketplace: Navigating the algorithmic consumer culture

Simona Radu & Cristina Galalae

Special Sessions F *Chair: Annamma Joy*

Conference Hall II

Strategic Stewardship of Consumer Culture: To Preserve, Protect, and Market

Annamma Joy, Ai Ming Chow, Daiane Scaraboto, Jeaney Yip, Susan Ainsworth, Joyce Hsiu-yen Yeh, Yuko Minowa, Russell Belk

Special Sessions G *Chair: Rachel Miller-Moudgil*

Conference Hall III

Navigating Identity Transition Amid Tensions Between the Past, Present, and Future

Isabella Ciampa, Laetitia Mimoun, Fleura Bardhi, Lalnunpuia Samuel, Bidit L. Dey, Jessica Chelekis, Syed S. Muhammad, Ela Veresiu, Dilara Güzel, Marius Lüdicke, Rachel Miller-Moudgil, Hope Schau

Special Sessions H *Chair: Zahra Sharifonnasabi*

Meeting Room 4

Market Shaping of Alternative Animal Products: Understanding the Bumpy Road to Sustainability

Zahra Sharifonnasabi, Nicole Yang, Aya Aboelenien, Alex Baudet, Annetta Grant, Markus Geisler, Jack Waverley & Alev Kuruoglu

Special Sessions I *Chair: Mariella Zavala*

Meeting Room 3

Decolonizing Markets: Tradition, Innovation, and the Racial Histories of Consumption

Mariella Zavala, Tonya Williams Bradford, Kevin Bradford, Natalie N. Clue

12:30–13:30 · Lunch Break · Meeting Room 1

SESSION 3 · 13:30 – 15:00

Competitive Paper B *Chair: Jacob Östberg*

Conference Hall I

The Investor's Imagined Gaze: Exploring a Brand's Triangular Fetishisation of Ethical Consumer Responsibility

Sofia Ulver, Carys Egan-Wyer

Value-in-Rotation: How Consumers Create Value in the Circular Economy

Gillian Brooks, Giana Eckhardt, Marie-Agnes Parmentier

Empty gestures enabled by excess: The Circular Economy's framing of consumption and waste

Marnell Kirsten, Jacob Östberg

Special Sessions J *Chair: Jazmin Henry, Tonya Bradford*

Conference Hall II

Keeping or Bucking Marketplace Traditions through Consumer Representations

Utku Ay, Tonya Bradford, Samantha Cross, Anthony Grimes, Jazmin Henry, Eva Kipnis, Jenny Lin, Rachel Miller-Moudgil, Hope Schau

Competitive Paper C *Chair: Aya Aboelenien*

Conference Hall III

Responsibilization Under Constraint: The Case of Social Entrepreneurship in Egypt

Marian Makkar, Aya Aboelenien

How Neoliberalism Meets Confucianism: Role-Based Ethics and the Cultural Legitimation of Consumer Responsibilization in South Korea

In-soo Chung, Jiwen Zhang, Seungwoo Chun

Productive Rest: Ideological Lock-Ins and Responsibilization of The Exhausted Consumer

Katja H. Brunk, Mario Campana, Marlon Dalmoro, Marcia Christina Ferreira, Bernardo Figueiredo, Daiane Scaraboto, Olivier Sibai, Andrew N. Smith, Myriam Brouard

Competitive Paper D *Chair: Anna Salchner*

Meeting Room 4

Managing the Monster: Moral Deflection and the Institutional Afterlife of the Genius Artist

Marie Ballarini, Sarah Lasri

Female Humor and the 'Desperate Single' in a Post-Soviet Russian Television Series

Irina Sukiasyan, Katherine Sredl

The 'Art' of Transforming: Creativity in Transformative Experiences

Anna Salchner, Christiane Altendorfer, Sarah Schwarz

Competitive Paper E *Chair: Hossain Shahriar*

Meeting Room 3

The Platformization of Self-Care on TikTok: A Meme Theoretical Perspective

Jonathan David Schöps, Hossain Shahriar

Fractured Fandom: Platformized Consumer Conflicts

Hossain Shahriar, Sofia Ulver, Andrea Lucarelli

Zone of Danger: Affective Capacities and Enacted Consumption Strategies in the Urban Frontiers

Sofia Ulver

SESSION 4 · 15:30 – 17:30

Keynote

Centennial Hall

15:30–17:00	Where Next for Consumer Culture Theory? Expanding Conversations and Audiences
17:00–17:30	Remembering Giana Eckhardt

SESSION 5 · 17:30 – 18:15

Poetry

Centennial Hall

The Glacier and the Body

Ankur Kapoor

The House of Perfection / An afternoon in hyper/hypofocus (Haiku)

Annayah M.B. Prosser

Specters of the Feed (Haiku) / The Algorithm Presides

Chloe Preece

Unfair Dreaming and Haiku

Jannsen Santana

World Building (alien), The Fallacy, Gas Food Lodging, The Secret, Eulogy (for Hilary)

Jennifer Takhar

Hope Addiction (Haiku) / A Solfège of Piercing Care

Pilar Rojas-Gaviria

Poem and Haiku: The Sounds of Home

Rafaela Canova Davide

Distant bells still toll (Haiku) / The Consumption of Grief: For Hilary Downey

Stephen A. LeMay

More-than-words, Alive, Dancing with the moon tribe (Haiku), Vision boarding (Haiku)

Victoria Rodner

SESSION 6 · 18:15 – 19:30

Posters — Day 2

Conference Hall II

Brand Custodianship

Isabella Ciampa, Rohan Venkatraman

From Private Feelings to Public Displays: Quiet Resistance through the Commodification of Intimate Emotion on Social Media

Rafaela Canova Davide

The Economy of Singularities: Market Valuation and Desingularization in Craft Markets

Paul Gautier, Laetitia Mimoun

Sufficient Consumption Experiences: Building Resilient Societies by Doing More with Less

Iida-Maija Sorola, Henri Weijo

Humans, Dogs and Technology: Distributed Agency in Multispecies Domestic Life

Anu Norrgrann, Henna Syrjälä, Pia Bäcklund

Comfortably Dumb: Dumbphones and symbolic simplification in technology consumption

Ksenia Silchenko

Living the Story Again: Re-Experiencing Consumption, Meaning-Making, and Identity in Transmedia Storytelling

Dania Kyle

"It's Only Quiet on Tuesdays": Negotiating Vulnerability and Temporal Exclusion in Retail Assemblages

Lars Findeisen

Becoming a retail investor: Gen Z's information knowledge and financial identities construction

Maria Eugenia Servi

Sounds of Silence: How Consumers Use Technology for Acoustic Curation of Silence Experiences

Chiara Alamia, Andrea Hemetsberger

Practice Complexity in Stigmatized Consumption: Enacted Spaces of Menstrual Cup Use in Turkey

Perihan Aslı Özdal, Kushagra Bhatnagar

Investing in Meaning: How Symbolic Meanings Shape Lay Investor Stock Choices

Jan-Hendrik Bucher, Lena Pellandini-Simanyi, Ambreen Ben-Shmuel, Adam Hayes

Decolonising the (Marketing) Self

Yannick Gibson

Home at Work: Exploring How Families Manage Relationships and Navigate Domestic Boundaries in an Era of Remote Work

Anusheh Ali Gauhar & Zeynep Arsel

Defining sustainable products through the lens of artification

Camilo Peña-Moreno, Annamma Joy

Co-producing with the Crowd: How Organizations Facilitate Deep Collaboration to Foster Inclusive Social Atmospheres

Vitor de Moura, Katharina Husemann, Sophie Whitehouse, Patrick Elf

Claiming Space: Immigrant Consumers' Practices of Spatial Resistance

Dilara Guezel, Marius Luedicke

Consuming Excess: Dark Rituals and Spectacle in Extreme Eating Competitions

Katharina Stolley, Chloe Preece

— END OF DAY 3 —

DAY FOUR · FRIDAY

03 July 2026

SESSION 1 · 09:15 – 10:45

Competitive Paper G *Chair: Nacima Ourahmoune*

Conference Hall I

Luxury Doesn't Meme Back: Memes and the Limits of Brand Control

Julia Pueschel, Stéphane Borraz, Hannes Gurzki

#RevolutionIsFemale: Branding Social Movements and the Feminization of Resistance

Hounaida El Jurdi, Nacima Ourahmoune

Navigating Cultural Complexity in Brand Activism

Karthika Kumar, Marian Makkar, Bernardo Figueiredo, Lauren Gurrieri, Amanda Spry

Competitive Paper H *Chair: Pierre-Yann Dolbec*

Conference Hall II

3Cs of Market Complexification: Care, Commerce and Craft Logics in the Swedish Alcohol Market

Ileyha Dagalp, Johan Hagberg

The shaping of sustainable foodiness: Taste scripts and a culinary ethics of pleasure

Marcus Adevi, Sofia Ulver

Empty Categories, Absent Lives: Consumer Responses to Contradictory Referent Invocation in Plant-Based Meat

Lucie Wiat, Nil Özçaglar-Toulouse, Pierre-Yann Dolbec

Competitive Paper I *Chair: Ghalia Shamayleh*

Conference Hall III

Digital Storms, Social Ripples: Understanding Online Communication at Times of Crisis

Ghalia Shamayleh, Aya Aboelenien

Organizing Slowness at Home: Temporal Responsibility and Uneven Experiences of Rest

Yumiko Oda, Yuriko Isoda

"I Don't Mind Aging, I Mind Being Invisible": Gender, Markets and Visibility in Later-Life

Manel Laroum, Alexandre Nassar

Competitive Paper J *Chair: Delphine Godefroit-Winkel*

Meeting Room 4

Buying Local as Design-Mediated Moralization: Territorial Labels, Market Devices, and Ordinary Moral Judgments

Fabien Durif, Pauline Folcher, Hugo Vallerie

Status in Motion: Traditions, Caftans and Status Signaling in Wedding Ceremonies

Delphine Godefroit-Winkel

Understanding the Interactions between Space and Markets: The Emergence of Enfolded Markets

Ankur Kapoor, Akshaya Vijayalakshmi

Competitive Paper K *Chair: Marie-Agnes Parmentier*

Meeting Room 3

Strategies for managing otherness in the context of a liquid consumer practice: the case of urban cycling

Jean-Baptiste Welte

Assembling the Brand Universe: How Paradoxical Adaptive Strategies Sustain Brand Universes

Roman Pavlyuchenko, Tim Hill

From buying to reselling hyped sneakers: How consumers navigate journeys in the enrichment economy

Pierre-Yann Dolbec, Marie-Agnes Parmentier

10:45–11:00 · Coffee Break · Meeting Room 1

SESSION 2 · 11:00 – 12:30

Competitive Paper L *Chair: Aimee Huff*

Conference Hall I

A Consumer Culture History Manifesto

Terrence Witkowski

Firearms as a Cultural Digital Object

Benjamin Rosenthal, Massimo Airoidi

The Visual Discourse of Necropolitics in Firearm & Firearm Accessories Print Advertising to U.S. Consumers

Aimee Huff, Michelle Barnhart, Noah Schwartz

Competitive Paper M *Chair: Russell Belk*

Conference Hall II

Divine Decentralization: Religiosity, Technology, and the Implicit Faith of Bitcoin

Mariam Humayun, Russell Belk

Conceptualizing narcissistic entrapment in consumer-AI love relationships

Vitor Lima, Russell Belk

Portals and Pixels: The Embodied Enchantment of Virtual Reality

Chloe Preece, Pilar Rojas-Gaviria

Competitive Paper N *Chair: Thomas Robinson*

Conference Hall III

Counterfactual Consumer Identity

Thomas Robinson

Unplugging the Self: Reclaiming Resonance in the Attention Economy

Mariam Humayun, Georg von Richthofen, Maja Golf-Papez

Performative Male Memes: Challenging the Authenticity of Consumers' Identity Projects, Reinforcing Gender Stereotypes

Samuel Haddad-Bacry, Alexandre Nassar

Competitive Paper O *Chair: Ekant Veer*

Meeting Room 4

Emancipation or Exploitation? Postfeminism, Consumption, and Agency in the 'Clean Girl Aesthetic' Community

Lili Morgan-Rees, Ekant Veer

Countering the Spin: Consumer Rebuttal as Defensive Institutional Work

Toni Eagar, Anna Hartman, Yingnan Shi

Protecting Experiences in the Metaverse: Investigating Culturally-Safe World Creation by Racially Minoritized Prosumers

Jazmin Henry, Tonya Bradford

Competitive Paper P *Chair: Domen Bajde*

Meeting Room 3

From Animals in Markets to Animal-Inclusive Markets

Jack Waverley, Avi Shankar

Market Addictification

Andreas Chatzidakis, Jack Waverley

XCCT: Existential consumer culture theorizing

Domen Bajde, Lydia Ottlewski, Konstantinos Lianidis

12:30–13:30 · Lunch Break · Meeting Room 1

SESSION 3 · 13:30 – 15:30 · Centennial Hall

Film Festival *Chair: Finola Kerrigan, Eric Li*

The Person Behind

Sára Szász Veronika

Manufacturing consent in the land of smiles: Thai tourism workers navigating technological displacement

Teerapun Tadnyom, Gaël Bonnin

14:30–15:30

Presidential Address & Awards

— END OF CONFERENCE —

17:30 – 20:30

Gala Dinner

Hilton Kyoto

Registration: 17:30 – 18:00

Dinner: 18:00 – 20:30

KEY LOCATIONS

Kyoto University Spots

Outdoor Lunch Spots (refer to the map below for the yellow stars marked)

- Between Clock Tower and Building 4
- Innovation Building
- Outside of Clock Tower

Kyoto University Dining Spaces

If you wish to skip the bento lunch provided and experience Japanese university dining culture, please feel free to visit the following locations on or near the main campus.

- Kyoto University Cafeterias: Four cafeterias on and around the campus. These places are cheap, generous, and open to the public. They also serve Vegetarian menus. Lunch runs roughly 11:30–13:30 and gets very busy, so plan to arrive on the earlier or later side and have cash with you.
- Café-Restaurant Camphora: Across from the Clock Tower. Casual, generous portions, lunch sets roughly ¥500–¥800. Popular with students, staff, and locals — expect a queue at peak.
- Restaurant La Tour: Within the Clock Tower Centennial Hall. French-leaning menu, good for hosting guests.
- Tully's Coffee: Japanese café brand — coffee, light bites, and a quiet corner to work between sessions (Go to B1 from the Clock Tower Elevator).
- Co-op shops: Stock bento boxes, onigiri, drinks, stationery, and Kyodai-branded merchandise — handy for a quick lunch on the move or a souvenir.

Around Hyakumanben

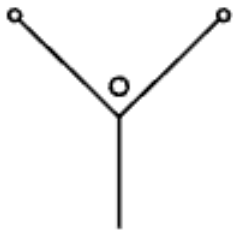
- Hyakumanben crossing. A dense cluster of student-friendly restaurants — ramen, curry, teishoku (set meals), cafés, and bakeries within a short walk of the main gate and west gate.
- Eating House hi-lite. A Kyoto University institution since 1960. Famous for the jumbo chicken cutlet set (around ¥660). Cash-friendly, hearty, fast.
- Convenience stores. Lawson, FamilyMart, and 7-Eleven are scattered along the main streets — reliable for sandwiches, onigiri, cold drinks, and ATM access (7-Eleven ATMs accept most foreign cards).



Local Sponsors



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