

## MINI-CCT VIRTUAL CONFERENCE 19 JUNE 2026

SESSION/TIME	SESSION	PRESENTATIONS	AUTHORS
<b>VIRTUAL WELCOME RECEPTION</b>			
<b>SESSION 1 09:00 - 12:00 (JST)</b>	COMPETITIVE PAPERS	Adaptive Strategies for Brand Activism (or How to Navigate a Cultural Backlash)	Benjamin Rosenthal, Paula Sant'Anna, Antonella Cammarota
		From Tolerated Mess to Symbolic Pollution: Understanding Consumer Responses to Domestic Disorder	Jamal Abarashi
		Love & the Market: Appropriating Market-Mediated Romance on Dating Platforms	Yasmine El Alami & Athanasia Daskalopoulou
	WORKING PAPERS	The Role of Influencers in Disseminating Consumption Rituals	Thaysa Nascimento, Isabela Morais
		The Absorptive Self: Understanding Beauty Consumption	Dania Khalife, Cristel Russell
		When is the End of Infinity? Fans' Fraught Relationships with Longitudinal Series	Dania Kyle
		When music creates political sounds: the role of T-pop in forming political attitudes in Thailand	Koblarp Chandrasaph, Natalia Yannopoulou, Ajay Manrai
		Imperial Brands, Reflexive Consumers: Mimicry, Aspiration, and Market Power	Tanvir Ahmed, Faisal Wali
		Identity Play and the Blurred Lines Between Physical and Virtual Worlds in Roblox's Dress to Impress	Emily Godwin, Ana Javornik

### 12:00 - 16:00 BREAK

SESSION/TIME	SESSION	PRESENTATIONS	AUTHOR(S)
<b>KEYNOTE: 40 YEARS OF CONSUMER BEHAVIOUR ODYSSEY</b>			
<b>Special Panelist: Russ Belk and Søren Askegaard</b>			
<b>SESSION 2 16:00 - 19:00 (JST)</b>	COMPETITIVE PAPERS	Problematising authenticity work in the commodification of Otherness	Belinda Zakrzewska, Flavia Cardoso, Maria Carolina Zanette
		MYTH MAKING AND THIRD SPACE: POST-COLONIALISM, CONSUMPTION AND KENYA	Gidraph Michuki, Andrew Lindridge
	WORKING PAPERS	The Politicization of Space: How Music Venues Transform Racial Boundaries	Sophie Whitehouse, Jonatan Södergren, Avi Shankar
		Finding my cape in thy stitches: How rescuing facilitates protagonist role-reconstruction in consumer narratives	Tejaswi Pant
		Consumer Self-Revalorization through the Curly Hair Movement	Anupama Ambika
		Consum Market Performances	Oskar Christensson, Sofia Ulver
		Waiting Together: Narrative, Ritual, and Moral Value in The Queue	Deepika Sharma, Gerard Ryan, Mar Pàmies
		Gamified Phygital Pathways: Meaning, Identity, and the Cultural Reconfiguration of Second-Hand Luxury Consumption in South Africa	Anele Sikakana
		Custodians of Market Dreams: Moral Othering and Aspirational Rationing in Times of Crisis	Sofia Christidi, Andrew Lindridge, Diana Gregory-Smith
		From Governance to Devices: Rethinking Consumer Responsibilization	Cristina Paradiso, Lena Pellandini-Simanyi, Markus Giesler
Consumer Distraction: A Sociological Conceptualization	Ateeq Rauf		

## IN-PERSON CCT CONFERENCE 30 JUNE - 03 JULY 2026

DATE	TIME	SESSION	NOTES
<b>30 June 2026</b>	10:00 - 12:00	Haiku	Only for selected participants
	10:00 - 13:00	Ecstatic Dance	Only for registered participants
	12:00 - 15:00	CCTC Board Meeting	Only by invitation
	14:00 - 19:00	Registration	Open to all
	14:00 - 15:30	A/R/T Installation	A/R/T exhibition will take place throughout Days 1 - 3
	16:00 - 17:30	Industry Panel: Creative Innovation in Japan	Open to all
	18:00 - 20:00	Welcome Reception	Open to all

### END OF DAY 1

DATE	SESSION/TIME	SESSION	PRESENTATIONS	SESSION CHAIR
<b>01 July 2026</b>		WORKING PAPERS LEVEL 1 A	<b>How intermediaries navigate centralized regulatory market systems: The case of China's Wine Market</b> Xianrui Zeng, Toni Eagar, Anna Hartman & Armando Corsi	Anna Hartman
			<b>Person-brand as brand activism: The case of Bad Bunny's Debi Tirar Más Fotos</b> Belinda Zakrzewska, Flavia Cardoso & Jannsen Santana	
	WORKING PAPERS LEVEL 2 A	<b>Self-tracking affordances and gendered metrics</b> Yasmine El Alami & Athanasia Daskalopoulou		
<b>Ecological translation work: Pastors as cultural intermediaries in Japan</b> Kenji Ishihara, Cristina Galalae, Matthew Higgins & Sigmund Wagner-Tsukamoto				
<b>Prefiguring degrowth: The limits of radical consumption in disrupting capitalism</b> Ahmed Benmecheddal				
SESSION 1 09:15 - 10:45			<b>Hope as a responsabilizing fantasy: Consumer responsabilization and affective governmentality</b> Lucie Wiart & Anthony Beudaert	Lucie Wiart
			<b>Organizing post-growth marketing: Dystopian optimism, epistemological rupture and transitional mechanisms</b> Mauricio Rodriguez Alfonso & Valeria Carrillo Cortina	
			<b>Teleoffective perspectives on how ecospirituality shapes degrowth practices: Insights from an ecovillage</b> Juliana Boteon, Tânia Modesto Veludo-de-Oliveira, Victoria Rodner & Delane Botelho	
			<b>Sacred circles: Financial identity and relational money in Egyptian ROSCAs</b> Marian Makkar & Aleksandrina Atanasova	
			<b>Secret AI consumption at work: Market logics and identity negotiation</b> Amy Greiner Fehl & Branko Bozic	

	WORKING PAPERS LEVEL 1 B	<b>Imaginaries of "development" in the voice referendum: A post-development critique</b> Soroush Sepehr & Ferdos Abbaspour <b>Spiritual enjoyment in market-mediated mindfulness at Plum Village</b> Branko Bozic	Marian Makkar	
	WORKING PAPERS LEVEL 2 B	<b>The social practices of companion animal care and its environmental impact</b> Hojae Ryu & Sun-jin Yun <b>Fungal roots to markets: A neo-animist take on market life</b> Ileyha Dagalp <b>More-than-human gifting: Meaning and reciprocity in human-corvid relations</b> Rowan El-Bialy, Ghalia Shamayleh & Marie Kerekes <b>Care that must be sustained: A post-human account of upcycling, valuation and the fragility of circular consumption</b> Songyi Yan	Ghalia Shamayleh	
	WORKING PAPERS LEVEL 1 C	<b>Inclusion without responsibility: The ambiguous return of extreme thinness in fashion media</b> Paola Gioia, Nacima Ourahmoune & Emma Samsioe <b>Revisiting glocalization after generative artificial intelligence: How the global-local relation is constructed in AI-generated advertisements</b> Yaşim Akmeraner Kökat <b>The anatomy of hype: How market hypes take shape</b> Lea Bauchrowitz & Johanna Gollnhfer <b>Conditioning inadequacy: How fast fashion preserves hyperconsumption ideology?</b> Kanika Meshram & Daiane Scaraboto	Daiane Scaraboto	
<b>10:45 - 11:00 COFFEE BREAK</b>				
<b>SESSION 2 11:00 - 12:30</b>	WORKING PAPERS LEVEL 2 C	<b>Design longevity: Institutional lock-in and the Toyota Crown Comfort Taxi</b> Steven Chen <b>Navigating creative originality and commercial marketability in the Taiwanese film industry</b> Yu-Chien Chang, Finola Kerrigan & Seio Nakajima <b>Maintaining traditional work through profanation: Re-animating the sacred craft of Japanese sword-making</b> Nao Sato, Robin Holt & Rene Wiedner <b>Repair as secondary creation: Working art into craft through provisional assemblages</b> Xi (Lucy) Liu, Guilin Liu, D. Matthew Godfrey	D. Matthew Godfrey	
	WORKING PAPERS LEVEL 1 D	<b>Tie aversion: Equal outcomes as unwelcome liminal experiences</b> Rebecca Jen-Hui Wang, Meyrav Shoham & Matthew Isaac <b>Distaste engineering: Mapping the cultural logic of rejection</b> Meghna Rajeev & Tanvi Gupta <b>Rage baiting: Extracting market value from rage publics</b> Ekant Veer, Andrew N. Smith & Joachim Scholz <b>Exploring privacy cynicism through meme narratives</b> Aleksandra Mikhailova & Mattias Hjelm	Tanvi Gupta	
	WORKING PAPERS LEVEL 2 D	<b>Rethinking representation: A conceptualization of artificial and real diversity in marketing</b> Amelie Burgess <b>Exploring coloniality in marketing as a complex system</b> Fatima Alansari, Susan Dunnett & Victoria Rodner <b>The friend, the enemy, and the Perennial Stranger: Rethinking inclusion-exclusion binaries in the marketplace</b> Cristina Galalae & Tana Cristina Licsandru <b>Brand activism beyond "The end of brand activism": An exploration of feminist activism at Dior</b> Daphne Geveke	Amelie Burgess	
	WORKING PAPERS LEVEL 1 E	<b>When creative practices break: Engagement and churn in platform-mediated gaming</b> Marlys Mason, Ingrid Martin, David Stewart & Arianna Uhalde <b>The labor of smartness: Sisyphian practices in technology consumption</b> Anna-Riikka Valo, Jan Klein, Kushagra Bhatnagar & Tomas Falk <b>Translating a foreign moral logic: diffusion of vegan food consumption practices in Japan</b> Katariina Sorvari & Hanna Leipämaa-Leskinen <b>Developing a technological mediation framework for understanding practice transformation</b> Yasmine El Alami & Janice Denegri-Knott	Kushagra Bhatnagar	
	WORKING PAPERS LEVEL 2 E	<b>Value dynamics in collective consumer experiences</b> Jannsen Santana, Daiane Scaraboto & Flavia Cardoso <b>"It's just like The Jetsons!": Consumer enchantment and fantasy-reality tensions during techno-consumption</b> Alex Knight, John Byrom, Athanasia Daskalopoulou, Sahar Karimi <b>Tolerating future mobility: How institutional and consumer work normalizes imperfect electric vehicles</b> Wenwei Li, Ibrahim Abosag & Senija Causevic <b>The marketplace of political discourses: Understanding the production, circulation and consumption of political discourses in digital platforms</b> Bruno Rossetti Leandro, Eliane Pereira Zamith Brito & Andre F. Maciel	Andre F. Maciel	
	<b>12:30 - 13:00 LUNCH BREAK</b>			
		WORKING PAPERS LEVEL 2 F	<b>Seeing the invisible: boundary objects as a methodological lens for market and consumer culture research</b> Erica Coslor & Anna Hartman <b>Sociopolitical anti-brand activism, negative affect and the Gillette brand counterpublic</b> Lauren Gurrieri, Amanda Spry & Shelagh Ferguson	Lauren Gurrieri

SESSION 3 13:30 - 15:00		<b>Light sticks confront the big stick: Connectivity in the 2024 South Korean President impeachment protests memes</b> Seon Min Lee	
	WORKING PAPERS LEVEL 1 F	<b>The calculative consumer: Consumer subject formation in the American sports betting market</b> Andrew Smith, Jane Zhu & Mujde Yuksel	Tao Wang
		<b>Masculinity in crisis: Male beauty consumption in China</b> Xingyu Huo, Michelle I.C. Yang & Tao Wang	
		<b>Perimenopause and discursive tipping: The late emergence of cultural recognition</b> Mujde Yuksel	
		<b>Harry Potter and the violations of safety: How consumers navigate competing logics within brand spaces</b> Cameron Huston, Angela Cruz & Rohan Venkatraman	
	WORKING PAPERS LEVEL 2 G	<b>Embodiment, gender performativity, and illness</b> Marlys Mason & Kathryn Ponders	Lianne Lee
<b>Marketing care beyond hostile worlds</b> Michelle I.C. Yang, Rafferty W.H. Hoo & Lianne M.Q. Lee			
<b>Racialized consumer subjectivation: How Asian migrant women constitute themselves as responsible beauty subjects in South Korea</b> Jiwen Zhang, Seungwoo Chun & Jing Yu			
WORKING PAPERS LEVEL 1 G	<b>It gets under my skin - How colorist beauty ideals boosted by the cosmetic industry led to health-damaging behaviour in vulnerable groups</b> Suzanne Elena Ehrlich, Marc Linzmajer, Natascha Loebnitz & Clarisse Kienou	Nada Endrissat	
	<b>Big eyes, big feelings: Children negotiating the innovation of a mascot change</b> Thao Duyen Tran & Véronique Collange		
	<b>"Come as you are": Uncertainty, control and the potential of becoming in multispecies consumption</b> Nuonuo Deng & Nada Endrissat		
WORKING PAPERS LEVEL 2 H	<b>The visibility paradox of care: Authenticity, ethics and identity in carefluencer narratives</b> Catherine Coleman	Rebecca Scott	
	<b>Adolescents in the marketplace: Navigating the algorithmic consumer culture</b> Simona Radu & Cristina Galalae		
	<b>Circular custodial practices</b> Simo P.E. Lehtovirta, Henri A. Weijo & Giana M. Eckhardt		
	<b>Social media health consumption: Practice-based responses to healthcare service provision</b> Teegan Lindsay, Amelie Burgess & Harriet Gray		
WORKING PAPERS LEVEL 1 H	<b>Consuming in fear: A netnographic exploration of Ameliorative consumption</b> Rebecca Scott & Ulrike Gretzel	Sofia Ulver	
	<b>Sex education: Vulnerability dynamics in platform-mediated sexual health markets</b> Francesca Avallone & Jonatan Sodergren		
	<b>The paper that almost got us killed (very scary!)</b> Niklas Vallström & Peter Samuelsson		
		<b>Towards embodied theorizing in consumer culture: A choreography of creative methods</b> Daphne Geveke & Sofia Ulver	
		<b>Dance as method for seeing consumer waiting</b> Gerard Ryan, Mireia Valverde & Dagda Ryan-Valverde	
<b>15:00 - 15:30 COFFEE BREAK</b>			
SESSION 4 15:30 - 17:00	Focused Forum A	<b>Reassembling practice theory: From doing to dwelling between tradition and innovation</b> Alex Baudet, Aya Aboelenien, Rohan Venkatraman	Alex Baudet, Aya Aboelenien, Rohan Venkatraman
	Special Sessions A	<b>Strategy meets CCT: The value of CCT research for managerial insights</b> Janina Rebecca Kauz, Johanna Gollnhofer, Cristel Antonia Russell, Gregorio Fuschillo, Delphine Dion, Kushagra Bhatnagar, Amitava Chattopadhyay, Pierre-Yann Dolbec, Rajesh Nanarpuzha	Janina Rebecca Kauz
	Focused Forum B	<b>Discussing the discussion</b> Ela Veresiu, Thomas Robinson, Jenna Drenten, Andreas Chatzidakis, Ashlee Humphreys, Tonya Bradford	Ela Veresiu
	Special Sessions B	<b>How AI reshapes subjectivity, materiality and practice</b> Ashok Kaliyamurthy, Gokcen Coskuner-Balli, Aleksandrina Atanasova, Mario Campana, Fleura Bardhi, Caroline Wiertz, Stephanie Feiereisen, Francesca Bonetti, Hope Schau, Kirk Plangger	Ashok Kaliyamurthy
	Focused Forum C	<b>Teaching the CCT way</b> Ksenia Silchenko, Luca M. Visconti	Ksenia Silchenko, Luca M. Visconti
<b>17:00 - 17:15 COFFEE BREAK</b>			
SESSION 5 17:15 - 18:00	Academic Satire	<b>Breaking the fourth Wall. Act 1: Tough Mudder</b> <b>Breaking the Fourth Wall: Sage Against the Machine</b> Rebecca Scott <b>Look at the Horizon or at Size? When Size Matters in Grant Consortia!</b> Girish Prayag <b>An obituary for that guy. Professor Jim (James) Doe (1965-2026)</b> Annayah Prosser <b>A Call for Fecal Fecundity</b> Kushagra Bhatnagar, Tanvi Gupta, Ankur Kapoor	Varala Maraj

SESSION 6 18:00 - 19:30	Posters Day 1	<p><b>Thanabots and Lost Objects of Love: Talking to My Deceased Grandma</b> Vitor Lima, Russell Belk</p> <p><b>Coping through Cute Consumption</b> Shan Gao, Stephanie Anderson, Amy Goode</p> <p><b>"The Last Screams of Our Glaciers": Consumer Accommodation to the Gradual Loss of Iconic Brands</b> Verena Wieser, Ramona Riehle, Domen Bajde</p> <p><b>Brand Indecencies</b> Ahir GopalDas, Mark Buschgens, Burcak Ertimur</p> <p><b>Liquid Stigma: Compartmentalized Stigma Management among Korean-Chinese (Joseonjok) through Consumption</b> Haiyang Huang, Jiwen Zhang, Seungwoo Chun, In-soo Chung</p> <p><b>Tradition in Motion: Nomadic Subcultural Resistance in China's Erciyuan Consumer Culture</b> Ziya Wu</p> <p><b>Algorithmic Contestation and Brand Antifragility</b> Daniel Dietrich</p> <p><b>Theorising Communities of Care</b> Nguyet Tran, Rohan Venkatraman, Julie Ozanne, Michal Carrington</p> <p><b>Consuming "Elsewhere" Now: Queer Fanfiction as Reparative Disidentification</b> Rohan Venkatraman, Cameron Huston, Angela Cruz</p> <p><b>Marketized Intimacy</b> Mya Thiri Lwin, Michelle I.C. Yang</p>	Rohan Venkatraman, Paolo Franco, Henri Weijo, Ankur Kapoor
		<p><b>When Brazil Goes Viral: A Post Colonial Perspective on the Platformization of Consumer Culture</b> Lucas Busani Xavier, Adriana Schneider Dallolio, Rafaela Canova Davide, Marina Henriques Viotto</p> <p><b>"Buy more, Buy now, Hurry!": How Fast Fashion Brands Foster Hyperconsumption</b> Kanika Meshram, Daiane Scaraboto</p> <p><b>When home becomes marketplace: the marketisation of everyday life in livestream social commerce</b> Di Yang, Lauren Gurrieri, Amanda Spry, Jenny Kennedy</p> <p><b>Loving Brands Is Not a Smooth Ride: Rethinking Brand Love Through Fragments of a Lover's Discourse</b> Valérie Zeitoun, Géraldine Michel</p> <p><b>How Consumers Deal with Housing Precarity: A Social Non-Reproduction Perspective</b> Greta Vignali, Fleura Bardhi, Aleksandrina Atanasova</p> <p><b>Social Media Intoxication: Exploring the Societal Consequences of Social Media Optimization</b> Milos Ivanis, Marius Lüdicke</p> <p><b>Spatially embedded economies: maintenance at the margins of market culture</b> Erik H. Steiner, Orcun Turan</p> <p><b>Caught Between Hostile and Hospitable: Navigating the Menopausal Journey</b> Alana Rivera Matos, Zeynep Arsel</p> <p><b>Legitimizing Green Deathcare: How Ecological Logic Mediates Family, Religion, and State in Japan</b> Yoshitomo Shirabe, Junya Yanagi, Jin-ichiro Yamada</p> <p><b>Platformised Fandom and Reciprocal Parasociality in China's Livestreaming E-Commerce</b> Yuzheng Li, Bernardo Figueiredo, Lauren Gurrieri, Haiqing Yu</p>	

**END OF DAY 2**

DATE	SESSION/TIME	SESSION	PRESENTATIONS	SESSION CHAIR
02 July 2026	SESSION 1 09:15 - 10:45	Special Sessions C	<p><b>Keeping or Bucking Marketplace Traditions through Consumer Representations</b> Utku Ay, Tonya Bradford, Samantha Cross, Anthony Grimes, Jazmin Henry, Eva Kipnis, Jenny Lin, Rachel Miller-Moudgil, Hope Schau</p>	Tuku Ay
		Focused Forum D	<p><b>Demystifying Conceptual Articles</b> Ela Veresiu, Thomas Robinson, Raisa Tasneem Zaman, Fleura Bardhi, Andrea Prothero, Marian Makkar, Andreas Chatzidakis, Domen Badje</p>	Ela Veresiu
		Special Sessions D	<p><b>Negotiating Belief and the Sacred in Consumer Culture</b> Kyungin Ryu, Hope Schau, Gulnur Tumbat, D. Matthew Godfrey, Elizabeth Miller, Haley Hardman, Michael Breazeale, Joel Collier, Zeeshan Rafiq, Ateeq Rauf, Susan Dunnett</p>	Kyungin Ryu
		Focused Forum E	<p><b>Charting the Past, Present, and Futures of Epistemic (In)justice in CCT</b> 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</p>	Ai Ming Chow, Paolo Franco
		Special Sessions E	<p><b>Marketplace Creativity: Conceptual, Empirical, and Methodological Perspectives</b> Nicole Yang, Varala Maraj, Isabella Ciampa, Ai Ming Chow, Rohan Venkatraman, Sarah Glozer, Chloe Preece</p>	Nicole Yang
<b>10:45 - 11:00 COFFEE BREAK</b>				
SESSION 2 11:00 - 12:30		Special Sessions F	<p><b>Strategic Stewardship of Consumer Culture: To Preserve, Protect, and Market</b> Annamma Joy, Ai Ming Chow, Daiane Scarabato, Jeaney Yip, Susan Ainsworth, Joyce Hsiu-yen Yeh, Yuko Minowa, Russell Belk</p>	Annamma Joy
		Special Sessions G	<p><b>Navigating Identity Transition Amid Tensions Between the Past, Present, and Future</b> 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</p>	Isabella Ciampa
		Special Sessions H	<p><b>Historicizing Consumer Culture Research</b> Michelle I.C. Yang, Yen Nie Yong, Pierre-Yves Donzé, Fumi Iwashima</p>	Yen Nie Yong

	Special Sessions I	<b>Market Shaping of Alternative Animal Products: Understanding the Bumpy Road to Sustainability</b> Zahra Sharifonnasabi, Nicole Yang, Aya Aboelenien, Alex Baudet, Annetta Grant, Markus Geisler, Jack Waverley & Alev Kuruoglu	Zahra Sharifonnasabi
	Special Sessions J	<b>Decolonizing Markets: Tradition, Innovation, and the Racial Histories of Consumption</b> Mariella Zavala, Tonya Williams Bradford, Kevin Bradford, Natalie N. Clue	Mariella Zavala
<b>12:30 - 13:00 LUNCH BREAK</b>			
SESSION 3 13:30 - 15:00	Competitive Paper A	<b>Empty gestures enabled by excess: The Circular Economy's framing of consumption and waste</b> Marnell Kirsten, Jacob Östberg	Jacob Östberg
		<b>Value-in-Rotation: How Consumers Create Value in the Circular Economy</b> Gillian Brooks, Giana Eckhardt, Marie-Agnes Parmentier	
		<b>The Investor's Imagined Gaze: Exploring a Brand's Triangular Fetishisation of Ethical Consumer Responsibility</b> Sofia Ulver, Carys Egan-Wyer	
	Competitive Paper B	<b>All in a day's work: Working mothers as customers of marketized workplaces in urban India</b> Mallika Suresh, Pooja Thomas	Gabrielle Patry-Beaudoin
		<b>Navigating Personal Risks Through Consumption: Mothers as Risk Managers</b> Gabrielle Patry-Beaudoin, Oriane Couchoux, Laurence Daoust, Julie Gauneau	
		<b>Invisibilization as Patriarchal Bargain: Turkish Women's Digital Secondhand Marketplace Work in Traditional Households</b> Asude Aydagul	
Competitive Paper C	<b>Responsibilization Under Constraint: The Case of Social Entrepreneurship in Egypt</b> Marian Makkar, Aya Aboelenien	Aya Aboelenien	
	<b>How Neoliberalism Meets Confucianism: Role-Based Ethics and the Cultural Legitimation of Consumer Responsibilization in South Korea</b> In-soo Chung, Jiwen Zhang, Seungwoo Chun		
	<b>Productive Rest: Ideological Lock-Ins and Responsibilization of The Exhausted Consumer</b> Katja H. Brunk, Mario Campana, Marlon Dalmoro, Marcia Christina Ferreira, Bernardo Figueiredo, Daiane Scaraboto, Olivier Sibai, Andrew N. Smith, Myriam Brouard		
Competitive Paper D	<b>Managing the Monster: Moral Deflection and the Institutional Afterlife of the Genius Artist</b> Marie Ballarini, Sarah Lasri	Anna Salchner	
	<b>Female Humor and the 'Desperate Single' in a Post-Soviet Russian Television Series</b> Irina Sukiasyan, Katherine Sredl		
	<b>The 'Art' of Transforming: Creativity in Transformative Experiences</b> Anna Salchner, Christiane Christiane Altendorfer, Sarah Schwarz		
Competitive Paper E	<b>The Platformization of Self-Care on TikTok: A Meme Theoretical Perspective</b> Jonathan David Schöps, Hossain Shahriar	Hossain Shahriar	
	<b>Fractured Fandom: Platformized Consumer Conflicts</b> Hossain Shahriar, Sofia Ulver, Andrea Lucarelli		
	<b>Zone of Danger: Affective Capacities and Enacted Consumption Strategies in the Urban Frontiers</b> Sofia Ulver		
Competitive Paper F	<b>"I Don't Mind Aging, I Mind Being Invisible": Gender, Markets and Visibility in Later-Life</b> Manel Laroum, Alexandre Nassar	Oula Bayarassou	
	<b>"Touch without touching": bodily boundaries and brand mediation in circular intimates</b> Oula Bayarassou		
	<b>Lost traditions: consumer literacy in microbiopolitics from the prepping community</b> David Rowe, Shona Bettany, Ben Kerrane, Katy Kerrane		
<b>15:00 - 15:30 COFFEE BREAK</b>			
SESSION 4 15:30 - 17:00	Keynote	TBA	Michelle Yang, Julien Cayla, Yutaka Yamauchi
<b>17:00 - 17:15 COFFEE BREAK</b>			
SESSION 5 17:15 - 18:00	Poetry		Pilar Rojas, Jennifer Tahkar

SESSION 6 18:00 - 19:30	Poster Day 2	<p><b>Brand Custodianship</b> Isabella Ciampa, Rohan Venkatraman</p> <p><b>From Private Feelings to Public Displays: Quiet Resistance through the Commodification of Intimate Emotion on Social Media</b> Rafaela Canova Davide</p> <p><b>The Economy of Singularities: Market Valuation and Desingularization in Craft Markets</b> Paul Gautier, Laetitia Mimoun</p> <p><b>Sufficient Consumption Experiences: Building Resilient Societies by Doing More with Less</b> Iida-Maija Sorola, Henri Weijo</p> <p><b>Uncovering the Transformative Effects of Men's Identity Projects: Developing Consumer Wellbeing through Mixed Martial Arts Consumption</b> Risto Moisio, Mariam Beruchashvili</p> <p><b>Humans, Dogs and Technology: Distributed Agency in Multispecies Domestic Life</b> Anu Norrgrann, Henna Syrjälä, Pia Bäcklund</p> <p><b>Comfortably Dumb: Dumbphones and symbolic simplification in technology consumption</b> Ksenia Silchenko</p> <p><b>Living the Story Again: Re-Experiencing Consumption, Meaning-Making, and Identity in Transmedia Storytelling</b> Dania Kyle</p> <p><b>"It's Only Quiet on Tuesdays": Negotiating Vulnerability and Temporal Exclusion in Retail Assemblages</b> Lars Findeisen</p> <p><b>Becoming a retail investor: Gen Z's information knowledge and financial identities construction.</b> Maria Eugenia Servi</p> <hr/> <p><b>Sounds of Silence: How Consumers Use Technology for Acoustic Curation of Silence Experiences</b> Chiara Alamia, Andrea Hemetsberger</p> <p><b>Practice Complexity in Stigmatized Consumption: Enacted Spaces of Menstrual Cup Use in Turkey</b> Perihan Aslı Özdal, Kushagra Bhatnagar</p> <p><b>Menopause, Market Innovation, and the Reinvention of Feminist Traditions</b> Simone Hawley</p> <p><b>Investing in Meaning: How Symbolic Meanings Shape Lay Investor Stock Choices</b> Jan-Hendrik Bucher, Lena Pellandini-Simanyi, Ambreen Ben-Shmuel, Adam Hayes</p> <p><b>Decolonising the (Marketing) Self</b> Yannick Gibson</p> <p><b>Home at Work: Exploring How Families Manage Relationships and Navigate Domestic Boundaries in an Era of Remote Work</b> Anusheh Ali Gauhar &amp; Zeynep Arsel</p> <p><b>Defining sustainable products through the lens of artification</b> Camilo Peña-Moreno, Annamma Joy</p> <p><b>Co-producing with the Crowd: How Organizations Facilitate Deep Collaboration to Foster Inclusive Social Atmospheres</b> Vitor de Moura, Katharina Husemann, Sophie Whitehouse, Patrick Elf</p> <p><b>Claiming Space: Immigrant Consumers' Practices of Spatial Resistance</b> Dilara Guezel, Marius Luedicke</p> <p><b>Consuming Excess: Dark Rituals and Spectacle in Extreme Eating Competitions</b> Katharina Stolley, Chloe Preece</p>	Rohan Venkatraman, Paolo Franco, Henri Weijo, Ankur Kapoor
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**END OF DAY 3**

DATE	SESSION/TIME	SESSION	PRESENTATIONS	SESSION CHAIR
03 July 2026	SESSION 1 09:15 - 10:45	Competitive Paper G	<p><b>Luxury Doesn't Meme Back: Memes and the Limits of Brand Control</b> Julia Pueschel, Stéphane Borraz, Hannes Gurzki</p> <hr/> <p><b>"#RevolutionIsFemale": Branding Social Movements and the Feminization of Resistance</b> Hounaida El Jurdi, Nacima Ourahmoune</p> <hr/> <p><b>Navigating Cultural Complexity in Brand Activism</b> Karthika Kumar, Marian Makkar, Bernardo Figueiredo, Lauren Gurrieri, Amanda Spry</p>	Nacima Ourahmoune
		Competitive Paper H	<p><b>3Cs of Market Complexification: Care, Commerce and Craft Logics in the Swedish Alcohol Market</b> Ileyha Dagalp, Johan Hagberg</p> <hr/> <p><b>The shaping of sustainable foodiness: Taste scripts and a culinary ethics of pleasure</b> Marcus Adevi, Sofia Ulver</p> <hr/> <p><b>Empty Categories, Absent Lives: Consumer Responses to Contradictory Referent Invocation in Plant-Based Meat</b> Lucie Wiart, Nil Özçaglar-Toulouse, Pierre-Yann Dolbec</p>	Nil Özçaglar-Toulouse
		Competitive Paper I	<p><b>Digital Storms, Social Ripples: Understanding Online Communication at Times of Crisis</b> Ghalia Shamayleh, Aya Aboelenien</p> <hr/> <p><b>Organizing Slowness at Home: Temporal Responsibility and Uneven Experiences of Rest</b> Yumiko Oda, Yuriko Isoda</p> <hr/> <p><b>The End of Waiting: Instantaneity, Symbolic Collapse, and Temporal Sovereignty in Consumer Culture</b> Himadri RoyChaudhuri</p>	Ghalia Shamayleh
		Competitive Paper J	<p><b>Buying Local as Design-Mediated Moralization: Territorial Labels, Market Devices, and Ordinary Moral Judgments</b> Fabien Durif, Pauline Folcher, Hugo Vallerie</p> <hr/> <p><b>Status in Motion: Traditions, Caftans and Status Signaling in Wedding Ceremonies</b> Delphine Godefroit-Winkel</p>	Delphine Godefroit-Winkel

		<p><b>Understanding the Interactions between Space and Markets: The Emergence of Enfolded Markets</b> Ankur Kapoor, Akshaya Vijayalakshmi</p>	
	Competitive Paper K	<p><b>Strategies for managing otherness in the context of a liquid consumer practice : the case of urban cycling</b> Jean-Baptiste Welte</p> <p><b>Assembling the Brand Universe: How Paradoxical Adaptive Strategies Sustain Brand Universes</b> Roman Pavlyuchenko, Tim Hill</p> <p><b>From buying to reselling hyped sneakers: How consumers navigate journeys in the enrichment economy</b> Pierre-Yann Dolbec, Marie-Agnes Parmentier</p>	Marie-Agnes Parmentier
<b>10:45 - 11:00 COFFEE BREAK</b>			
SESSION 2 11:00 - 12:30	Competitive Paper L	<p><b>A Consumer Culture History Manifesto</b> Terrence Witkowski</p> <p><b>Firearms as a Cultural Digital Object</b> Benjamin Rosenthal, Massimo Airolodi</p> <p><b>The Visual Discourse of Necropolitics in Firearm &amp; Firearm Accessories Print Advertising to U.S. Consumers</b> Aimee Huff, Michelle Barnhart, Noah Schwartz</p>	Aimee Huff
	Competitive Paper M	<p><b>Divine Decentralization: Religiosity, Technology, and the Implicit Faith of Bitcoin</b> Mariam Humayun, Russell Belk</p> <p><b>Conceptualizing narcissistic entrapment in consumer-AI love relationships</b> Vitor Lima, Russell Belk</p> <p><b>Portals and Pixels: The Embodied Enchantment of Virtual Reality</b> Chloe Preece, Pilar Rojas-Gaviria</p>	Russell Belk
	Competitive Paper N	<p><b>Counterfactual Consumer Identity</b> Thomas Robinson</p> <p><b>Unplugging the Self: Reclaiming Resonance in the Attention Economy</b> Mariam Humayun, Georg von Richthofen, Maja Golf-Papez</p> <p><b>Performative Male Memes: Challenging the Authenticity of Consumers' Identity Projects, Reinforcing Gender Stereotypes</b> Samuel Haddad-Bacry, Alexandre Nassar</p>	Thomas Robinson
	Competitive Paper O	<p><b>Emancipation or Exploitation? Postfeminism, Consumption, and Agency in the 'Clean Girl Aesthetic' Community</b> Lili Morgan-Rees, Ekant Veer</p> <p><b>Countering the Spin: Consumer Rebuttal as Defensive Institutional Work</b> Toni Eagar, Anna Hartman, Yingnan Shi</p> <p><b>Protecting Experiences in the Metaverse: Investigating Culturally-Safe World Creation by Racially Minoritized Prosumers</b> Jazmin Henry, Tonya Bradford</p>	Ekant Veer
	Competitive Paper P	<p><b>From Animals in Markets to Animal-Inclusive Markets</b> Jack Waverley, Avi Shankar</p> <p><b>Market Addictification</b> Andreas Chatzidakis, Jack Waverley</p> <p><b>XCCT: Existential consumer culture theorizing</b> Domen Bajde, Lydia Ottelewski, Konstantinos Lianidis</p>	Domen Bajde
	<b>12:30 - 13:00 LUNCH BREAK</b>		
SESSION 3 13:30 - 15:00	<b>Film Festival</b>		Finola Kerrigan
	<b>Presidential Address &amp; Awards</b>		Michelle Yang, Julien Cayla, Yutaka Yamauchi
<b>END OF CONFERENCE</b>			
17:30 - 20:30	<b>Gala Dinner</b>		Michelle Yang, Julien Cayla, Yutaka Yamauchi