May 5: Thursday

19.00-20.30 Welcome reception (Radisson Blu H.C. Andersen Hotel, Claus Bergsgade, 7 - DK-5000 Odense)

May 6: Friday

8.30-9.00 Registration (University of Southern Denmark, Department of Marketing & Management, Campusvej 55, 5230 Odense)

9.00-09.30 Welcome by the Dean (Department of Marketing & Management, 2nd floor)

9.30-10.30 Parallel Session 1 (room 81) Food and consumer culture
Yngfalk - POWERFUL LABELS: BEST BEFORE DATES, CONSUMERISM AND BIO-POWER IN CONSUMER FOOD CULTURE
Chytkova - CONSUMERS AND THEIR BODY IN THE TRANSITION FROM COLLECTIVISM TO INDIVIDUALISM: A STUDY OF FOOD CONSUMPTION IN POSTCOMMUNIST CZECH REPUBLIC

9.30-10.30 Parallel Session 2 (room 82) Consumer co-creation
Aaltonen - CONSUMERS CUSTOMIZING ADVERTISING
Cova, Pace & Skålen - VALUE CO-CREATION THROUGH BOUNDARY SPANNING PRACTICES: THEORETICAL CONSIDERATIONS FOR STUDYING COMMUNITY-FIRM COLLABORATIONS

10.30-11.00 Coffee Break

11.00-12.30 Parallel Session 3 (room 81) Taboos and conflicts in consumer behaviour
Carù & Cova - EXAMINING CONSUMER FANATICISM: TOWARDS CO-DESTRUCTION OF VALUE
Sabri, Dion & Guillard - WHEN POSSESSIONS BECOME IMPURE: TABOUIZATION OF UNTIDINESS
Husemann & Lüdicke - TOWARDS AN ANALYTICAL FRAMEWORK OF MARKET-MEDIATED SOCIAL CONFLICT

11.00-12.30 Parallel Session 4 (room 82) The role of the research
Rinallo - OBSERVING FROM THE CENTER OR FROM THE MARGINS? THE PLACE OF THE RESEARCHER IN ETHNOGRAPHIC FIELDWORK
Emontspool - CONTEXTUALIZED INTERVIEWS OR COMMENTED OBSERVATION. AN INVESTIGATION OF THE RESEARCH PARTICIPANT’S ROLE IN MAKING SENSE OF HIS CONSUMPTION BEHAVIOUR
Dunnett & Hamilton - THE OUTSIDER ON THE INSIDE: EXAMINING THE PRIVILEGED OBSERVER IN INTERPRETIVIST CONSUMER RESEARCH

12.30-13.30 Lunch (University restaurant)

13.30-15.00 Parallel Session 5 (room 81) The consumer as person or subject
Kotro - THE ROLE OF THE CONSUMER AS ‘SUBJECT’ IN THEORIES OF EVERYDAY LIFE
Batat - THE COMING OUT OF THE “NEW CONSUMER”: TOWARDS THE THEORISATION OF THE CONCEPT IN CONSUMER RESEARCH
Rezende Pereira & Strehlau - THE CONSUMER AS A PERSON

13.30-15.00 Parallel Session 6 (room 82) Women, children and drunks: Ethical issues?
Hein & O’Donohoe - CROSING THE LINE: GENDER DIFFERENCES AND RESEARCHER/RESEARCHED RELATIONSHIPS IN INTERPRETIVE CONSUMER RESEARCH
Borghini & Mauri - DOING RESEARCH WITH CHILDREN. ETHICAL AND METHODOLOGICAL ISSUES
Hackley, Bengry-Howell, Griffin, Mistral & Szmigin - GOING OUT, GETTING DRUNK AND DEBORD’S SOCIETY OF THE SPECTACLE

15.00-15.30 Coffee Break
15.30-16.30 Parallel Session 7 (room 81)  Culture and Consumption
Tiwasakul & Lim - DEATH CONSUMPTION AND SYMBOLIC EXCHANGE: POSTMODERN PARADOXES OF THE “HUNGRY GHOST” FESTIVALS IN THAILAND AND SINGAPORE
Jafari, Karababa & Süerdem - EMANCIPATORY INTERPRETIVE CONSUMER RESEARCH: “THE ROAD LESS TRAVELLED BY” IN ISLAMIC SOCIETIES
Das & Hewer - SELLING BRAND BAJAJ: THE PURSUIT OF MASCULINITY AND IDENTITY CONSUMPTION IN MODERN INDIA

15.30-16.30 Parallel Session 8 (room 82)  Global or local consumer research
Moisander, Penaloza & Rokka - COSMOPOLITAN CONSUMERS IN THE GLOBAL MARKETPLACE
Kjeldgaard, Askegaard, Bode, Østergaard & Østberg - NORDIC CONSUMER CULTURE

19.00-22.00 Workshop Dinner (Radisson Blu H.C. Andersen Hotel, Claus Bergsgade, 7 - DK-5000 Odense)

May 7: Saturday

9.00-10.30 Parallel Session 9 (Department of Marketing & Management, 2nd floor)  Change and places of consumption
Valtonen - SLEEP AS PLEASURE IN CONSUMER CULTURE
Debenedetti, Mérigot & Arsel - THE CONTINUATION OF PLACE ATTACHMENT EXPERIENCE THROUGH TIME AND SPACE: “LE COIN DE VERRE” CASE
Woermann - THE QUESTION OF CHANGE. THEORIZING THE DISSEMINATION OF CONSUMPTION PRACTICES

9.00-10.30 Parallel Session 10 (room 131)  Criticizing and discussing methodological issues
Jyrinki - SHIFTING PARADIGMS IN CONSUMER RESEARCH: CONCEPTUAL ANALYSIS OF PET-RELATED CONSUMPTION
Visconti & Hughes - SEGMENTATION AND TARGETING RELOADED: THE INTERPRETIVE (R)EVOLUTION OF TWO HIGHLY INSTITUTIONALIZED CONSUMER CONCEPTS
Bonnin & Penaloza - INTERPRETING THE CONSUMER IN FIRMS: HOW MANAGERS USE QUALITATIVE RESEARCH?

10.30-11.00 Coffee Break

11.00-12.00 Parallel Session 11 (at the Department)  Imagination and consumer behaviour
Jenkins & Molesworth - THEORISING THE CONSUMER IMAGINATION
Li, Ryan & Patterson - RE-IMAGINING BRAND COMMUNITIES

11.00-12.00 Parallel Session 12 (room 131)  New methods for consumer research
Cova & Mzahi - THE USE OF VILLAGE TEST IN INTERPRETIVE CONSUMER RESEARCH
Campos, Casotti & Suarez - THE ITINERARY METHOD: A METHODOLOGICAL CONTRIBUTION FROM SOCIOLOGY TO CONSUMPTION STUDIES

12.00-13.00 Lunch (University restaurant)

13.00-14.30 Plenary Special Session 1 (room 131)
Dalli, Cova & Hemetsberger.
“Consumption communities as agents of change in the market process”

14.30-15.00 Coffee Break

15.30-17.00 Plenary Special Session 2 (room 131)
Kerrigan, Larsen & Yalkin
“(Re)defining the consumer and (re)defining consumption”

17.00-19.00 Reception with free bar in the court yard ( upon reservation at Setyar@eiasm.be )

19.00: Dinner at the Restaurant at the University ( upon reservation at Setyar@eiasm.be )