



## 12th EIASM WORKSHOP ON INTERPRETIVE CONSUMER RESEARCH

Malaga, Spain, April 18-19, 2024

### **Wednesday 17<sup>th</sup> April**

18:00-20:00

Informal welcome reception and drinks sponsored by *Consumption Markets and Culture*

Ayuntamiento de Malaga

**"Patio de banderas"**

Av. de Cervantes, 4, Distrito Centro, 29016 Málaga, Spain

1. Malaga Town Hall Speech
2. EIASM (Daniele, Kathy, Klara)
3. Editors *Consumption, Markets and Culture*
4. ESSCA

**Note: We would be grateful if the first presenter in each session could take on the role of session chair. If you prefer not to do so, please speak to Daniele, Klara or Kathy who will arrange an alternative.**

**Wi-fi credentials**

user: **NH**  
password: **wifi**

8:30 Onsite registration

	Track 1 (Mena)	Track 2 (Malagueta)	Track 3 (Alboran)
Session 1 9.00-11.00	<b>Imaginaries</b>	<b>Resistance</b>	<b>Theory (i)</b>
	<i>1, 2, 3 Web! Critical reflections on a string of web imaginaries</i> Domen Bajde	<i>Consumer ideological transformation: Conversion-resistance cycles in dating apps</i> Laetitia Mimoun, Perrine Desmichel	<i>Deimosology</i> Oscar Ahlberg, Joel Hietanen
	<i>Fantasy story worlds and imagined atmospheres</i> Anuja Anil Pradhan, Scott Jones	<i>Consumer resistance and acceptance of sports-washing in the Western digital sphere</i> Andrea Lucarelli, Hossain Shahriar, Sofia Ulver	<i>Decolonizing identity theory: An Islamic epistemology for consumer research</i> Fatima Alansari, Susan Dunnett, Victoria Rodner
	<i>Imagining the future: Challenges and pitfalls of doing research with Gen Z</i> Stefania Borghini, Laura Ingrid Colm, Fabrizio Zerbini	<i>En même temps: Temporal complexity and ambiguity in cancel culture consumption</i> Amy Goode, Stephanie Anderson	<i>Imagining post-marketing: neo-animist resource circulation and value cocreation</i> Eric Arnould, Anu Helkkula
	<i>Sociotechnical imaginaries of social artificial intelligence</i> Hafize Nezhdi Çelik		<i>The linking value 30 years on: Moving beyond the tribal and totemic Perspective</i> Bernard Cova
Break 11.00-11.30	<b>Patio Ingles NH Hotel</b>		
	Track 1 (Mena)	Track 2 (Malagueta)	Track 3 (Alboran)
Session 2 11.30-13.00	<b>Ideology</b>	<b>Sub-culture</b>	<b>Vulnerability - injustice</b>
	<i>Marketplace release, rehabilitation, and recapture</i> Michael Molesworth, Georgios Patsiaouras, Georgiana Grigore, Mona Moufahim	<i>Is that the patriarchy in your pocket or are you just happy to see me?</i> Jacob Östberg,	<i>Unfolding consumption injustices: Ambiguities, contradictions, and intended consequences</i> Luciana Velloso, Maíra Magalhães Lopes, Karin Brondino-Pompeo, Jannsen Santana, Isabela Morais, Adriana Arcuri
	<i>Board games and post-digital consumer culture</i> Alexandra Kviat	<i>Understanding non-binary portrayals in advertising</i> Athanasia Daskalopoulou	<i>Resisting market symbolic assimilation: The case of historic ethnic minorities</i> Cristina Galalae, Tana Licsandru
	Taking revenge on Mickey: Anti-gender political	I'm still worth it: Older influencers and subaltern	

	consumerism, far-right revenge politics and the destruction of economic value Floris De Krijger	spaces of representation Stephanie O'Donohoe, Malene Gram (First Author), Vicki Harman, Benedetta Cappellini	
Lunch 13.00-14.30	<b>Patio Ingles NH Hotel</b>		
	Track 1 (Mena)	Track 2 (Malagueta)	Track 3 (Alboran)
Session 3 14.30-16:30	<b>AI, algorithms and technoculture</b>	<b>Care</b>	<b>Past and memory</b>
	<i>Consuming AI-generated music</i> James Obiegbu, Gretchen Larsen	<i>Intensive mothering in Italy, Sweden and the Uk: How do ideology, market and State parental policy intersect to perpetuate inequality?</i> Susanna Molander, Benedetta Cappellini, Martina Hutton, Liz Parsons	<i>Memorialization in the marketplace: Exploring the dynamics of consumer memory work in contested spaces</i> Bernardo Figueiredo, Phan Ngan, Samuelson Appau, Mike Beverland
	<i>The ambiguity of the 'human face' in dividualisation and AI-generated consumer content</i> Joel Henrik Hietanen, Niko Petjakko	<i>Towards caring Markets: An ethics of care lens on service dominant logic in the context of identity political genomic business</i> Klara Scheurenbrand	<i>Ancestral trails &amp; consumer research</i> Pierre Mcdonagh, Iain Davies, Tim Hill, Richard Kamm, Pierre Mcdonagh, Andy Prothero, Lorna Stevens
	<i>Trajectories, traces, and tensions: Making and navigating algorithmic worlds</i> Dorthe Kristensen, Alev Kuruoglu	<i>"I've started living again": Exploring the emergence of radical care relations in online communities</i> Jack Davis, Liz Parsons, Rachel Ashman	<i>Presenting the late late toy show</i> Alan Bradshaw, James Cronin
		<i>Influencer, Md: Producing and consuming online medical reputation</i> Renata Couto De Oliveira, Eduardo Andre Teixeira Ayrosa	<i>Building collective memory: Exploring the interplay between an organization and consumers on a painful past</i> Melvin Grefils, Hélène Gorge, Nil Özçaglar-Toulouse
Break 16.30 – 17.00	<b>Patio Ingles NH Hotel</b>		

19.00-22.30 Workshop Dinner – @Balneario Restaurante El Balneario - Baños del Carmen

C/ Bolivia, 26, Málaga-Este; 29018 Málaga, Spain



From NH Hotel to El Balneario: Uber (14 min) or bus lines 8,3, 11 (20 min from station "Alameda Principal")



	Track 1 (Mena)	Track 2 (Malagueta)	Track 3 (Alboran)
Session 4 9.00-11.00	<b>Sustainability</b>	<b>Theory (ii)</b>	<b>Space and place</b>
	<i>Resilience and sustainability: Safeguarding lace craftmanship</i> Cristina Longo, Fatima Regany		<i>Sweet child of mine — Self-quantification as technology of care for new and expecting parents in contemporary Britain</i> Amalina Zakariah
	<i>Stretching time while extending the life of clothing: Exploring consumers' slow fashion practices</i> Verena Gruber	<i>Desire for life: Narrative transformation theory</i> Scott Jones, Finola Kerrigan, Paul Hewer	<i>The cultural logics of service interactions</i> Julien Cayla, Kushagra Bhatnagar, Delphine Dion, Gregorio Fuschillo
	<i>Desire, donate, discard, dump: What does (pre)love(d) have to do with it?</i> Stephanie Schreven, Kristina Auxtova	<i>Rethinking the ethics of consumer resistance studies: A Badiouian perspective</i> Hunter Jones	<i>Sonic subjectivities in the consumption of tourist spaces</i> Gretchen Larsen, Maurice Patterson
	<i>The pervasive instability of online sustainable shopping</i> Fiona Spotswood, Caroline Moraes , Caroline Moraes, Tim Kindberg, Chris Priest	<i>Messianic time and the deepfake revolutionary promise of late capitalism</i> Cristiano Smaniotto, Andrei Botez	<i>Embracing the void: The nothingness in place myth (re)creation</i> Rui Wang, Scott Jones
Break 11.00-11.30	<b>Patio Ingles NH Hotel</b>		
	Track 1 (Mena)	Track 2 (Malagueta)	Track 3 (Alboran)
Session 5 11.30 -13.00	<b>Emotions</b>	<b>Art</b>	<b>Vulnerability - liminality</b>
	<i>Materializing liminal data at the Museum of Broken Relationships</i> Victoria Rodner, Jing Yuan, Stephanie O'Donohoe, Victoria Rodner	<i>Cubist consumer research</i> Jonatan Södergren, Mattias Hjelm, Ileyha Dagalp	<i>Love and romantic alienation in consumer culture – A view from the margins</i> Mikael Andéhn
	<i>Marketplace emotions and the environment: The case of conservation centres</i> Georgiana Grigore, Mike Molesworth, Paul Baines	<i>Visual echoes: Sticker art, consumer fauvists, and ideological impressionism</i> Stephen O'Sullivan	<i>Disorienting consumer culture: A queer perspective into peripheral lives and consumption</i> Maíra Magalhães Lopes, Karin Brondino-Pompeo, Isabela Morais

	<i>Mourning – Sustainability and the foreclosure of consumer opportunity</i> Maud Herbert, Thomas Derek Robinson	<i>Haunted by unrealized futures: Disrupting the present in gangster's paradise</i> Sofia Ulver, Niklas Vallström	<i>How are markets maintained under the conditions of institutionalised permanent liminality?</i> Marwa Ali, Aliakbar Jafari, Anne Marie Doherty
Lunch 13.00-14.00	<b>Patio Ingles NH Hotel</b>		
	Track 1 (Mena)	Track 2 (Malagueta)	Track 3 (Alboran)
Session 6 14.00 - 15.30	<b>Vulnerability</b>	<b>Method</b>	<b>Rituals</b>
	<i>“This life makes me feel like a paagal (crazy) person”. ICR, the global South, and the displacement of mental health</i> Matthias Bode, Sahana Mitra	<i>Gaining access and legitimacy when doing ethnography in the social media space</i> Giana Eckhardt, Gillian Brooks, Marie-Agnes Parmentier	<i>A technological-mediation approach to changes in consumption practices</i> Yasmine Pinzon, Janice Denegri-Knott
	<i>Exploring vulnerability in uncertain and risky consumption contexts</i> Nawalage Hirudini Kaushalya Cooray, Kathy Hamilton, Andrea Tonner	<i>Taking “things” seriously: Towards object-centred interviews in consumer research</i> Omar Khaled Abdelrahman	<i>Existential explorations of rituals</i> Konstantinos Lianidis, Lydia Ottlewski, Domen Bajde
	<i>Neurodiversity and its implications for marketing theory</i> Josephine Go Jeffries	<i>Will generative AI models replace humans as sources of qualitative insights</i> Milos Ivanis, Marius K. Luedicke	<i>Connecting through content: Teenagers' temporal tribes</i> Emily Moorlock, Elizabeth Dempsey
Break 15.30 – 16.00	<b>Patio Ingles NH Hotel</b>		
	Track 1 (Mena)	Track 2 (Malagueta)	Track 3 (Alboran)
Session 7 16.00-17.30	<b>Roundtable</b>	<b>Special session</b>	<b>Transformation</b>
	<i>Towards more-than-human consumer research: Considering multi-species encounters in consumption</i> Mikkel Nøjgaard, Christina Elvira Dahl	<i>Does practice theory have more to offer interpretive consumer researchers? Applying the practice nexus to sustainable consumption futures</i> Liz Parsons, Benedetta Cappellini, Prabash Edirisingha, Fiona Spotswood, Klara Scheurenbrand	<i>Beyond the butcher: Re-enchanting narratives of the alt-meat market</i> Yleyha Dagalp, Benjamin Julien Hartmann
			<i>Traversing the social classes?: On grifters, memoirs, and (fictitious) capitals</i> Olga Kravets
			<i>The playful and painful pleasures of tattoo consumption</i> Maurice Patterson, Renata Couto De Oliveira