



UNIVERSITY OF  
LIVERPOOL

Management  
School

## 11th WORKSHOP ON INTERPRETIVE CONSUMER RESEARCH

Liverpool, UK, June 9-10, 2022

University of Liverpool Management School - Chatham Street - L69 7ZH

### Wednesday 8<sup>th</sup> June

**17:00 – 19:00 Opening Reception** (Liverpool Gin Distillery, 52, 54 Castle St, Liverpool L2 7LQ), sponsored by the journal Consumption, Markets and Culture

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**Thursday 9<sup>th</sup> June** University of Liverpool Management School - Chatham Street - L69 7ZH

**8:30 Onsite registration and coffee/croissants** (University of Liverpool Management School entrance)

**9:00 – 9:15 Introductions and welcome** (University of Liverpool Management School, Seminar Room 1)

	Track 1 (Seminar Room 1)	Track 2 (Seminar Room 2)	Track 3 (Seminar Room 5)
Session 1 9.15-11.15	<b>Digital and physical</b>	<b>Disadvantaged consumption</b>	<b>Identity</b>
	<i>Movements between and across physical and digital wardrobe space Nikoleta Atanasova, Deirdre Shaw, Kat Duffy</i>	<i>Experimental mediation in deprived consumption contexts Beth Cloughton</i>	<i>Failing our project: critical moments in doing couple identity Ratna Khanijou, Benedetta Cappellini, Sameer Hosany</i>
	<i>What's mine isn't necessarily yours: how digital object affordances destabilize couple's sharing practices Rebecca Mardon, Varala Maraj, Fleura Bardhi</i>	<i>Exploring disadvantaged consumers' construction of valued identities through higher education Joseph Robert Daniel, Elizabeth Parsons, Cathy McGouran</i>	<i>I'm still worth it! Women's displays of post-fifty identities on Instagram Stephanie O'Donohoe, Malene Gram, Vicki Harman, Benedetta Cappellini</i>
	<i>Liquid consumer intimacy Laetitia Mimoun, Adele Gruen</i>	<i>Marketplace ableism Leighanne Higgins, Katharina C. Husemann</i>	<i>(Anti) social media: An exploration into intra-female gender hostility and women's lived experiences online Kati Porrino, Helen Woodruffe-Burton</i>
	<i>Stepping into the domain of self-quantification - A new lens to everyday life Amalina Zakariah</i>	<i>Involuntary consumption: explorations into the experience of no-choice-but-to-consume Rebecca Scott, Ulrike Gretzel</i>	<i>Not raising eyebrows?! How underregulated Instagramming helps normalize Botox among young women and sustain mainstream ideologies in the UK Luciana Velloso, Leah Doyle</i>
Break 11.15-11.45	<b>The lounge area in-between seminar rooms 1 and 2</b>		
	Track 1 (Seminar Room 1)	Track 2 (Seminar Room 2)	Track 3 (Seminar Room 5)
Session 2 11.45-13.15	<b>Escapism and solitary consumption</b>	<b>Representing consumers</b>	<b>Consumption with and without bodies</b>
	<i>Consumer anxieties in the age of multiple crises: Understanding the consumption consequences of voluntary childlessness Boris Collet, Hélène Gorge, Sila Ayozy, Craig Thompson</i>	<i>Re-humanizing the de-humanized – A multi-representational ad based approach: One friend at a time Dianne Dean, Haseeb Shabbir</i>	<i>The unbounded self: shifting body boundaries in spirit possession and virtual reality Victoria Rodner, Chloe Preece, Laryssa Whitakker</i>

	<i>Theorizing solo escapism: In defense of solitude</i> Scott Jones, James Cronin, Maria Piacentini	<i>The transformation of luxury in post-consumerism</i> Shuo Feng, Gretchen Larsen, Nick Ellis	<i>The edited self: a surveillant approach to embodiment</i> Katie Thompson, Rachel Ashman, Anthony Patterson, Simeon Yates
	<i>Fantasy football and semio-capitalism: The hyperstitional dynamics of consumer escapism</i> Killian O'Leary, James Cronin, Anthony Patterson	<i>Scandal and celebrity capital: Asset, liability or both?</i> Adjoa Vyllas Ocran, Hayley Cocker, Leighanne Higgins	<i>'Football without fans is nothing': How consumer movements gain concessions from organizations through disruptive protest</i> Tim Hill, Robin Canniford, Tina Dacin
Lunch 13.15-14.45	<b>Atrium, Ground Floor</b>		
	Track 1 (Seminar Room 1)	Track 2 (Seminar Room 2)	Track 3 (Seminar Room 5)
Session 3 14.45-16.15	<b>Virtual food, petting, and political sound</b>	<b>Sustainability and empowerment</b>	<b>Telling (new) consumers' stories</b>
	<i>Zoom photo-taking as a new trend in gastronomy smart tourism</i> Rossella Gambetti, Angela Beccanulli, Silvia Biraghi	<i>Consumption bottlenecks &amp; warrens of wickedness: Insights from onflow household cultural research</i> James Cronin, Alex Skandalis, Charlotte Hadley, Maria Piacentini, Alison Stowell, Linda Hendry, John Hardy, Savita Verma, Clare Mumford	<i>Two sides of the same coin. The pleasure and pain in everyday consumption</i> Stephanie Chamberlain, Dianne Dean, Deirdre Shaw
	<i>Intensive parenthood: Critically conceptualising canine care</i> Jack Coffin, Emma Banister	<i>An Arendtian perspective of responsabilized heroes: Why marketing needs a new model of heroic action</i> Josephine Go Jefferies	<i>Hole stories. Hole selves: The chaos narrative</i> Martina Hutton
	<i>The political potential of sound in consumer research</i> Gretchen Larsen, Maurice Patterson	<i>Sustainability and aesthetics</i> Cristina Longo, Meltem Türe, Marta Pizzetti	<i>The role of teleoffective profiles in practice adaptation</i> Fiona Spotswood, James Steele, Pak Androulakis

**19.00-22.30 Workshop Dinner** – The Grace Suite, Hilton Liverpool City Centre, 3 Thomas Steers Way, Liverpool, L1 8LW

## **Friday 10<sup>th</sup> JUNE**

	Track 1 (Seminar Room 1)	Track 2 (Seminar Room 2)	Track 3 (Seminar Room 5)
Session 4 9.00-11.00	<b>Place and territory</b>	<b>Platforms and communities</b>	<b>Re-interpreting consumption</b>
	<i>Territorial brands: Among the phenomena that are worth investigating in times of pandemics and global changes</i> Paola Gioia, Diego Rinallo	<i>Consumption communities. Critical review and theoretical implications within and outside consumer research</i> Daniele Dalli	<i>Consumption as refrain</i> Joel Henrik Hietanen, Oscar Ahlberg, Jack Coffin, Tero Alitalo, Ross Gordon
	<i>Food on wheels</i> Marcus Klasson	<i>Exploring mutuality in the cracks of platform culture</i> Jack Davis, Liz Parsons, Rachel Ashman	<i>Some good news on this sad day: Consumer society as a cynical condition</i> Mattias Hjelm
	<i>Room for (dis)comfort: Micro-encounters in specialty cafes</i> Anuja Anil Pradhan, Alev P. Kuruoglu	<i>Reimagining the sharing economy: are platform cooperatives the answer?</i> Mikko Laamanen, Aleksandrina Atanasova, Giana Eckhardt	<i>Bullshit consumption</i> Michael Molesworth, Georgiana Grigore, Mona Moufahim, Georgios Patsiaouras
	<i>Exploring the spatial perspective of consumer myths: the place-dependent stories of a wigan b(r)and</i> Rui Wang	<i>Career-washing? unpacking employer brand promises on social media platforms</i> Julia Marcet-Alonso, Liz Parsons, Daniela Pirani	<i>A depressed burnout: Exploring the post-creative burnout subjectivity in a consumer society of connections</i> Miro Toivo Tapio Penttinen
Break 11.00-11.30	<b>The lounge area in-between seminar rooms 1 and 2</b>		
	Track 1 (Seminar Room 1)	Track 2 (Seminar Room 2)	Track 3 (Seminar Room 5)
Session 5 11.30 -13.00	<b>Consumption and technology</b>	<b>Craft and co-production</b>	<b>Doing, teaching, and publishing (consumer) research</b>
	<i>Towards algorithmic luddism? Market ideology and class antagonisms in datafied societies</i> Vassilis Charitsis, Mikko Laamanen	<i>Craft constellations: Practices-that-gather</i> Stephanie Anderson, Amy Goode	<i>On (resisted) consumption and learning in higher education</i> Mikael Andéhn, Alan Bradshaw
	<i>The function of abstinence within networks of desire: Digital detox and technology's present absence</i> Quynh Hoang, James Cronin, Alexandros Skandalis	<i>Implications from an unorthodox fantasy fiction</i> Xuxiangru Fan	<i>The challenges and contradictions of collaborative working in interpretive consumer research</i> CRIS Collective (CRIS = Consumer Research with Impact for Society)
	<i>Battle of imaginaries</i> Claire Lienard, Gael Bonnin, Maria-Carolina Zanette	<i>Metamorphosing from consumer to producer: the playful work of neo-craft consumer-entrepreneurs</i> Alessandro Gerosa, Caroline Moraes	<i>Genuine imposters or meaning-makers? Reflecting upon nonsense and the publication fetish in interpretive consumer research</i> Sofia Ulver, Carys Egan-Wyer, Andrea Lucarelli, Hossain Shahriar
Lunch	<b>Atrium, Ground Floor</b>		

13.00-14.00			
	Track 1 (Seminar Room 1)	Track 2 (Seminar Room 2)	Track 3 (Seminar Room 5)
Session 6 14.00 - 15.30	<b>Objects, agencies and materialities</b>	<b>Brands</b>	<b>Past</b>
	<i>Locking my love on that bridge: Distributed agency and ontological pluralism</i> Stéphane Borraz	<i>We could be heroes – Brand self-talk and wearing branded costumes</i> Elizabeth Dempsey, Scott Jones	<i>The historical embeddedness of the moral meaning of debt</i> Zuzana Chytkova
	<i>Synthetic scarcity &amp; scarclulation in the booming nft markets</i> Konstantinos Lianidis, Mads Skovgaard, Mikkel Nøjgaard, Domen Bajde	<i>Brand activism – A short history, semantic analysis, and systems theory critique</i> Kristijan Petkoski, Niklas Woermann	<i>Curation and living heritage: How vintage enthusiasts engage with the past through consumption and displaying practices</i> Omar Khaled Abdelrahman, Emma Banister, Daniel Hampson
	<i>The materials of life: How consumers understand and use the matter of objects</i> Roman Pavlyuchenko, Delphine Dion	<i>Brands in citational consumer culture</i> Joonas Rokka, Stephanie Kogler, Andrea Hemetsberger	<i>Bewitching the blob: A hauntology of witches in the marketplace</i> Sophie James, James Cronin, Anthony Patterson
Break 15.30 – 16.00			
	Track 1 (Seminar Room 1)	Track 2 (Seminar Room 2)	
Session 7 16.00-17.30	<b>Roundtable</b>  <i>Ownership 3.0: Emergent technologies, ontologies &amp; controversies of digital ownership</i>  Co-chairs: Domen Bajde, Janice Denegri Knott, Alev Kuruoglu  Participants: Mike Molesworth, University of Reading Rebecca Mardon, Cardiff University Russell Belk, York University Mikkel Nøjgaard, University of Southern Denmark Hans Kjellberg, Stockholm School of Economics	<b>Special Session</b>  <i>Queer avenues for consumer research</i> Daniela Pirani, Athanasia Daskalopoulou  <i>Queer objects that fail the market: The case of reverse proposals</i> Ratna Khanijou, Daniela Pirani, Vera Hoelscher  <i>Failure as an opportunity in market shaping: The case of the market for ‘designer babies’</i> Mohammed Cheded  <i>The queer necropolitics of trans*: the lively abandonments of feminising hormone consumption</i> Shona Bettany	
17:30 -18:30	<b>Farewell drinks – Atrium Ground Floor</b>		