

PROGRAMME

6TH WORKSHOP ON INTERPRETIVE CONSUMER RESEARCH

May 6 - 7, 2011 Odense, Denmark

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 & Skålén - *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 - *CROSSING 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, Penalosa & Rokka - *COSMOPOLITAN CONSUMERS IN THE GLOBAL MARKETPLACE*

Kjeldgaard, Askegaard, Bode, Østergaard & Östberg - *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 & Penalosa - *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)