



Thursday, 11 July

2pm **CCTC Board Meeting**
Chaired by: Hope Schau and Marcus Phipps and Giana Eckhardt and Amber Epp

6pm **Welcome to San Diego GALA DINNER**
La Gran Terraza, USD

Friday, 12 July

8:30am **Brunch and Posters Friday**

Turning Space into Place: A Process of a Transformative Surrender Experience

» [Zhe Li](#)

Service Termination in the Context of Digital Hedonic Service

» [Fei Gao](#)

Unveiling the Dynamics of Brand Antifragility

» [Daniel Dietrich](#)

Of Affordances and Flow, a sociomaterial perspective on consumption experiences

» [Lucas Busani Xavier](#), Markus Giesler

Consumers' pathways of resistance and appropriation in the context of digital financial choices

» [Cristina Paradiso](#)

Tourism, global south and employees' sexual capital

» [Nacima Ourahmoune](#)

Digital Sign of the Times: How Crises Impact Activity on Social Platforms

» [Ghalia Shamayleh](#), Aya Aboelenien

Disney Merchandise as an Intercultural Portal

» [Shanie Barenboim](#)

Branded Entertainment – A Return to the Hidden Persuaders?

» Finola Kerrigan, [Katharina Stolley](#), Caroline Moraes

Oh, Zaddy: Erotic-Authoritarian Attachment to Iconic Personal Brands

» Alexander Rose, Hunter Jones, Artti Kellokumpu, [Sage Spraktes](#)

People Living in Poverty and Sustainable Consumption – An Analysis of Consumer Insights & Consumer Practices

» [Chrysa Gkotsi](#), Fleura Bardhi, Thomas Robinson

Becoming and Remaining Permanently Dispossessed: A Journey to Anti-consumerism

» [RIYA WADHWANI](#), [Tanvi Gupta](#), Rajesh Nanarpuzha

EMOTIONS IN CLIMATE ACTIVISM AND THE CONSTRUCTION OF CLIMATE NARRATIVES

» [Julia Rötze-meier-Keuper](#), [Nancy V. Wunderlich](#)

“LITTLE BALL OF FUR...OR FAT?”: CULTURAL MEANINGS OF HAVING OBESE PETS & RELATED DIETING PROGRAMS

» [Hela Zouaoui](#), Ines Mestaoui, Russell Belk

Sociotechnical Imaginaries Shaping the NFTs Legitimation as Brand Assets

» [Vitor Lima](#), Bernardo Silva-Rêgo, Marco Tulio Zanini

Marketplaces and Violent Geographies

» [Rohan Venkatraman](#), [Alex Atanasova](#)



Continued from Friday, 12 July

Fighting for Identity: An Ethnography of Women Martial Artists

» [Rafaela Canova Davide](#)

“I would rather tear my own hair out” – lived experiences of exercise haters

» [Ilona Mikkonen](#), Handan Vicdan

Dilemmas of Family Identity Display in Extravagant Consumption

» [Stephanie Anderson](#), Amy Goode, Julie Tinson

Representations of the 2023 Barbie movie in Asian and Western media

» [Sandra Smith](#), Juexi Liu

The Tribe Next Door: The Inughuit in Avanersauq and Western Civilization

» Talor Stone, [Stephen LeMay](#)

Celebrity Kitchens: Crafting Youth Identities in Modern China

» Rongwei Chu, Jie Fowler, Mario Gonzalez-Fuentes, [Amy Watson](#)

Designer Babies: Exploring what is motivating parents to purchase luxury branded clothing for their infant children

» [Kora Nyznyk](#)

Transforming towards a co-creation brand: A historical and multi-stakeholder perspective

» [Chao-Chin Huang](#)

9:30am **Special Session: Welcome to My Space**

9:30am **Welcome to My Space**

» [Sarah Schwarz](#), [Christiane Aufschnaiter](#), Thomas Robinson, Mariam Humayun, Rodrigo Castilhos, Pierre Yann Dolbec, Russell Belk, Marcus Phipps

9:30am **CP: Fashion, Ethics and the circular economy**

9:30am **Understanding the Pervasive Instability of ‘Sustainable’ Online Fashion Shopping Practice**

» Fiona Spotswood, [Caroline Moraes](#), Tim Kindberg

9:50am **Value in Rotation: How consumers create value in the circular economy**

» [Gillian Brooks](#), [Giana Eckhardt](#), Marie-Agnès Parmentier

10:10am **Shields of Faith and Swords of Righteousness: Understanding Negotiations of Purity and Danger in Vegan Consumption**

» [Marian Makkar](#), Nicole Ye Yang, Rachel-Audrey Lamarche-Beauchesne

9:30am **CP: Influencers, Social media and Fandom**

9:30am **Social Media Influencers as Elements of Socio-Economic Translation for Consumers**

» [Thaysa Nascimento](#), [Isabela Carvalho de Morais](#), Eliane Brito

9:50am **Unmasking Influence: Online Hate and its Impact on Social Media Influencers**

» [Gabrielle Quesnel](#), [Olivier Sibai](#)

10:10am **My friend the dietitian: Social media, sportswomen, and eating disorder recovery in the age of influencer creep**

» Allison Grady, [Carly Drake](#)

10:30am **Cynical Fan: Telling the Truth Shamelessly**

» [André Luiz de Souza-Leão](#), Bruno Ferreira, Bruno Moura

11:15am **Special Session: Creativity with Digital Platforms**

11:15am **Consumer Creativity Within Digital Platforms**

» [Isabella Ciampa](#), Fleura Bardhi, [Robert Kozinets](#), Jenna Drenten, Justine Farrell, Mario Campana, Gry Knudsen, Katherine Duffy



| Continued from Friday, 12 July | | | |
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| 11:15am | CP: Ethics, Law and Policy Chaired by: Elisa Monnot | | |
| 11:15am | Toy Guns and Social Unease in American Consumer Culture » Terrence Witkowski | 2pm | Special Session: Marketplace Exclusion |
| 11:35am | Consuming and Producing the Aesthetics of Care » Chloe Preece , Finola Kerrigan , Andreas Chatzidakis | 2pm | Nuanced Aspects of Marketplace Exclusion » Sydney Fomas Do, Pete Zhou, Utku Ay |
| 11:55am | Shallow Legitimacy within the Marketplace for Affordable Housing » Marcus Phipps | 2pm | Special Session: Platform Driven Marketplaces |
| 12:15pm | Aesthetic Differentiation in Vegan Market Evolution » Ileyha Dagalp , Jack Waverley, Jonatan Södergren | 2pm | Welcome to Platform-Driven Marketplaces, or Not? » SILA AYOZ, Craig Thompson, Gulay Guzel , Duygu Akdevelioglu, Markus Giesler, Deborah Barcella |
| 11:15am | CP: Consumers and the Virtual World | 2pm | CP: Technology and the Self Chaired by: Kirk Plangger |
| 11:15am | Consumer Imagination in Augmented Reality: (Re)imagining the Object and Negotiating the Mind » Khaled El-Shamandi Ahmed, Russell Belk | 2pm | EXTENDING CONSUMER-ALGORITHM RELATIONS: HOW CONSUMERS NEGOTIATE ALGORITHMS » Yasmine Pinzon , Joonas Rokka |
| 11:35am | CONSUMER DESIRE IN THE AGE OF AI: AN AUTO-NETNOGRAPHIC PEEP INTO THE WORLD OF CYBORG PORN » Robert Kozinets , Rachel Ashman | 2:20pm | Liquid Materiality of Technological Objects » Mario Campana , Fleura Bardhi, Caroline Wiertz, Stéphanie FEIEREISEN |
| 11:55am | Consumption Journeys across Virtual and Physical Realities: A study of Esports » Alex Baudet , Marie-Agnès Parmentier | 2:40pm | The Enhanced Self » Vitor Lima , Luís Pessôa, Russell Belk |
| 12:15pm | Exploring how consumers express Brand Hate on Brand Publics and the role they undertake while expressing brand hate » Malik Husnain Arshad | 2pm | Focused Forum: Qualitative Data in Post Truth Era |
| 11:15am | Focused Forum: Early Career | | Collecting Qualitative Consumer Research in a Post-Trust Era » Rowan El-Bialy , Alex Atanasova , Giana Eckhardt , Ashlee Humphreys , Robert Kozinets , Ela Veresiu |
| | | 4pm | Special Session: Cultural Movements |



Continued from Friday, 12 July

4pm **Zooming Out: How Cultural Movements Inform Consumer Identity Practices**

» [Francesca Bonetti](#), Kyungin Ryu, Elizabeth Miller, Matthew Godfrey, Pelin Geyik, Amber Epp, Henri Weijs, Jazmin Henry, Tonya Bradford, Hope Schau, Kirk Plangger

4pm **CP: Visuals, Movies, and the Media**

4pm **The Sheepdog, the Eagle, and the Dark Knight: Advertising Appeals and the Symbolism of the Assault-Style Rifle**

» [Aimee Huff](#), Michelle Barnhart

4:20pm **The Role of Brand Visual Aesthetics during Migrant Consumer Acculturation**

» [Marian Makkar](#), Mark Buschgens

4:40pm **Exploring Consumers' Perceptions of Non-Binary Portrayals in Advertising**

» [Athanasia Daskalopoulou](#)

5pm **Representations of moneylenders in literature, movies, and TV**

» [Jane Brown](#), Chrysostomos Apostolidis, Jillian Farquhar

4pm **Focused Forum: The Future of Arts Based Research (ABR)**

Chaired by: Gretchen Larsen

Arts-Based Research

» [Gretchen Larsen](#), [Luciana Walther](#), [Ana Vukadin](#), [Chudi Hua](#), [Jens Martin Svendsen](#), [Russell Belk](#), [Vitor Lima](#), [Robert Kozinets](#), [Kirby Cook](#), [Paromita Goswami](#), [Soumyajyoti Dutta](#), [Riddhi Dasgupta](#), [MEEGAN FEORI-PAYNE](#), [Ioonas Rokka](#), [Nancy V. Wunderlich](#)

5:35pm **ARTS EXHIBIT**

Say it with the Heart

» [Ana Vukadin](#)

Convergence of Convictions: The Intersection of Emotion and Activism on Berlin's Streets

» [Nancy V. Wunderlich](#), [Julia Rötzmeier-Keuper](#)

Welcoming R.F.P

» [Meegan Feori-Payne](#)

Diversity in the Game

» [Riddhi Dasgupta](#), [Soumyajyoti Dutta](#), [Paromita Goswami](#)

The Identity Conflict: Lifelong Journey of a Korean Adoptee

» [Kirby Cook](#)

Desire's Cyborg

» [Robert Kozinets](#), Rachel Ashman

Cyborg AI Porn

» [Robert Kozinets](#), Rachel Ashman

In Case of a Biological Emergency, Break Glass. Enhance Your Self

» [Vitor Lima](#), Russell Belk

Light in itself cannot be seen

» [Jens Martin Svendsen](#)

6pm **Reception**

Saturday, 13 July

8:30am **Brunch and Posters Saturday**

Living with a New Me: Consumers' Navigation of the Body-in-Charge

» [Vidushi Trivedi](#), Ankur Kapoor, Tanvi Gupta, Søren Askegaard



Continued from **Saturday, 13 July**

Bytes of Affect: Unveiling the Dynamics of the Menopause Market on Social Media

» [Adriana Schneider Dallolio](#), [Carla Caires Abdalla](#), [Sofia Ferraz](#)

Perception and Consumption of Light

» [Utku Ay](#)

Venturing Into Social And Material Territories – An Ethnography On "The Digital Nomad Village"

» [Christiane Aufschnaiter](#), [Sarah Schwarz](#)

Silenced, Othered, and Resistant: Indigenous Communities in Place Branding Narratives

» [Elena Elkanova](#)

Consumption for Neurodivergent Individuals and their Families: A Path to Emancipation or Vulnerability?

» [Raisa Tasneem Zaman](#)

Examining the Worth of Transgender Consumers in the Marketplace

» [Varala Maraj](#), [Mario Campana](#)

In-Between Mainstream and Alternative: Consumers Lives in an Intentional Community

» [Shuo Feng](#), [Gretchen Larsen](#), [Nick Ellis](#)

Temporal Complexity and Ambiguity in Cancel Culture Consumption

» [Amy Goode](#), [Stephanie Anderson](#)

"I fly, therefore I am?": addiction to flying from the perspective of the 1%

» [Sara Laurent](#)

Why Brands Adopt Indecent Brand Identities

» [Ahir Gopaldas](#), [Mark Buschgens](#), [Burcak Ertimur](#), [Anton Siebert](#)

Glimpsing Desire: Exploring the Female Gaze in Chinese Male Beauty Influencers' Live Streaming E-commerce.

» [Yuzheng Li](#), [Lauren Gurrieri](#), [Bernardo Figueiredo](#), [Haiqing Yu](#)

Understanding VanLife: A Social Practice Theory

» [Philipp Wegerer](#)

The Noticeboard: Object Gatekeeper and Lifeworld Montage

» [Pao Franco](#)

Uncovering Liminal Experiences in Non-Places: The Case of Airport Consumption

» [Isabella Ciampa](#), [Greta Vignali](#)

Postcolonial Marketing: A Systematic Review and Research Agenda

» [Jonatan Södergren](#), [Arindam Das](#)

Clash of Indigene and Oriental: How Glocal Brands (De)sacralize Cult Objects

» [RIYA WADHWANI](#), [Tanvi Gupta](#), [Rajesh Nanarpuzha](#)

Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes

» [Carissa Colligan](#), [Dr. Jillian Hmurovic](#)

Enhancing Sustainable Rural Dining Experiences through Consumer Perception of Local Food

» [Paola Gioia](#), [Nacima Ourahmoune](#), [Diego Rinallo](#)

Is Basketball a Fight or an Art? Metaphorical Brand Names and Differentiation Strategies in the NBA

» [Frank Celhay](#), [Audrey Portes](#), [Audrey Missonier](#)



Continued from **Saturday, 13 July**

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| | I AM NOT LONELY, JUST DINING SOLO! EXPERIENCING THE JOY OF EATING SOLO » Saloomeh Tabari |
| 9:30am | Special Session: Other Species |
| 9:30am | Are Other Species Welcome in CCT? Advancing a Multispecies Perspective in Consumer Research » Annetta Grant , Jack Waverley, Ghalia Shamayleh, Zeynep Arsel |
| 9:30am | Special Session: Cultural Heritage |
| 9:30am | Consumer Culture Insights into Brands and their Heritage » Stéphanie FEIEREISEN , Jennifer Smith Maguire, Nada Maaninou, Fabien Pecot, Anne Hamby, Cristel Russell, Hope Schau, Lisa Peñaloza |
| 9:30am | CP: Resistance within the marketplace Chaired by: Sandra Smith |
| 9:30am | The (De)Romanticized Multiplicity of Local Food » Pao Franco , Paul Driessen, Marleen Hermans, Csilla Horváth |
| 9:50am | Digital Wellness Commoditization: Following Market Actor Responsibilization in an Anti-Consumption Market System » Kelley Cours Anderson , Karen Anne Wallach |
| 10:10am | Bypassing the market: consumer tactics and market shaping » Karin Brondino-Pompeo , Isabela Carvalho de Morais |
| 10:30am | Resistance versus Surrender to Cultural Commodification: The View of Argentinian Tango Artists in Buenos Aires » Ana Vukadin |
| 9:30am | Focused Forum: Violence and Care |

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| | Violence and Care as a Marketplace Dialectic » Alex Atanasova , Rohan Venkatraman , Andreas Chatzidakis , Ai Ming Chow , Giana Eckhardt , Julie Ozanne , Jenna Drenten , Michelle Barnhart , Aimee Huff , Amber Epp |
| 11:15am | Special Session: Collective Practices |
| 11:15am | The roles that change collective practices » Francesca Bonetti , Linda Price, Tandy Thomas, Melissa Akaka, Hope Schau, Kirk Plangger, Christine Hu, Tonya Bradford |
| 11:15am | Special Session: Cultures of Object Interactions |
| 11:15am | Cultures of Object Interaction: Examining How Consumers Learn From and Through Negotiations with Materiality" » Matthew Godfrey , Guilin Liu, Xi Liu, Annetta Grant, Jay Handelman, Pao Franco, Ai Ming Chow, Rohan Venkatraman, Mariella Zavala, Robert Arias |
| 11:15am | CP: Consumer – Technological Objects Relationships Chaired by: Sean Sands |
| 11:15am | Exploring Human-Robot Collaboration in Dining Services » Chen-Ya Wang , Andy Lee, Wendy Hsu |
| 11:30am | Consumer empowerment, domination and resistance in digital-consumer interactions: A comparison of key theoretical frameworks » Cristina Paradiso |
| 11:45am | The packaged future: Objectification in the trend forecasting market » Karin Brondino-Pompeo , Kim Trieweiler |
| 11:15am | Focused Forum: Visualization Chaired by: DINA RASOLOFOARISON |



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| Continued from Saturday, 13 July | |
| | Let's Figure this out Together: A Workshop on Creating Compelling Visuals » DINA RASOLOFOARISON , Cristel Russell |
| 2pm | Special Session: Moving Beyond the Phenomenology |
| 2pm | Moving Beyond the Phenomenology: Unpacking Consumable Stigma » Orcun Turan , Markus Giesler, Jack Waverley, Alison Joubert, Jared Offei Lartey, Anders Gustafsson |
| 2pm | CP: Household and Family reconfiguration Chaired by: Elisa Monnot |
| 2pm | Back to Basics?: How Robot Reconstruct Household Practices and Family Relationship » yumiko oda |
| 2:20pm | THE EXPERIENCE OF CONSUMER TEMPORARY VULNERABILITY » Fernanda Scussel , Thaysa Nascimento |
| 2:40pm | Commodification of Home and Social Meaning of Upgrade Money » Asude Aydagul |
| 3pm | Intercultural consumer interplay: the role of the ethnic shop » Donal Rogan , Maria Piacentini, Gillian Hopkinson |
| 2pm | CP: New Conceptualizations and Methodological Issues in CCT |
| 2pm | CCT: Cubist Consumer Theory » Jonatan Södergren, Mattias Hjelm, Ileyha Dagalp |
| 2:20pm | Consumers' Liquid Self: Assembly, Disassembly, and Reassembly of Self in Liquid Modernity » Shiekh Shahriar Ahmed |

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| 2:40pm | Why Decolonial Marketing Needs Washington, Du Bois, and Garvey: The Case of the NFL, Racelighting, and the Visual Aesthetics of Nation-Building » Jonathan Bowman |
| 3pm | Context and Conversation: A Topology of Research Interviews » Pao Franco, Bareerah Hoorani, Ai Ming Chow |
| 2pm | Focused Forum: Empowerment |
| | CONSUMER INCLUSION AND EMPOWERMENT IN DIGITAL TIMES » Ashok Kumar Kaliyamurthy , Lucas Busani Xavier , Rohan Venkatraman , Ghalia Shamayleh , Robert Kozinets , Pao Franco , Amber Epp , Akon Ekpo , Aron Darmody , Jenna Drenten , Myriam Brouard |
| 4pm | Poetry Chaired by: Hilary Downey and Jennifer Takhar and Pilar Rojas |
| | Poetry » Hilary Downey , Pilar Rojas , Jennifer Takhar , John Sherry , Richard Celsi , Robert Kozinets , Caroline Moraes , Joe Musicco , Terrance Gabel , Stephen LeMay , Sandra Smith , Jens Martin Svendsen , Helene Cherrier , Paromita Goswami , Robert Arias , Jane Brown , Florent Saucède , Ananda Brizzi , Debaraj Banergee , Vidushi Trivedi , Anastasios Pagiaslis |
| 4pm | Special Session: Consumer Data Work |
| 4pm | Consumer Data Work: Labour Complexities in Digital Platforms » Kelley Cours Anderson , Markus Giesler, Marcus Benjamin, Jenna Drenten, Gillian Brooks, Ghalia Shamayleh, Zeynep Arsel, Lez Trujillo-Torres, Benet Deberry-Spence, Furkan Adem Guven |
| 4pm | CP: Self, Identity and Consumption or Identity and Self Expression Chaired by: Dominique Braxton |
| 4pm | Avatar of the Self: governing meta-body elaborated based on consumption embodiments » Bruno Moura, André Luiz de Souza-Leão |



Continued from **Saturday, 13 July**

4:20pm **Identity Renaissance and Wellbeing Through Grey Nomading Experiences**

» Jillian C. Sweeney, [Anu Helkkula](#)

4:40pm **Consuming gender and sexuality**

» [Julie Whiteman](#), [Finola Kerrigan](#)

5pm **Market-Mediated Intimate Self-Extensions**

» [Eda Anlamlier](#), Colleen Harmeling, Mengtian “Montina” Jiang

4pm **Meet the Editors Session**

6pm **End of Conference Reception and Awards Ceremony**