



Thursday, 11 July

8:30am **Power yoga with Cristel**

2pm **CCTC Board Meeting**
Knauss Business School (KSB)
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**
KCBE Courtyard
Chaired by: DINA RASOLOFOARISON and Matthew Godfrey and Gokzen Balli

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



Continued from **Friday, 12 July**

"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](#), Marco Tulio Zanini, Bernardo Silva-Rêgo

Marketplaces and Violent Geographies

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

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](#)

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

KCBE 102

Chaired by: Sarah Schwarz and Christiane Aufschneider

9:30am **On Hosting: How Consumers Create Socio-Affective Experiences at Home**

» [Pierre Yann Dolbec](#), Marcus Phipps

9:50am **Navigating Brave New Worlds: Spatial Constructs in the Metaverses of Animal Crossing and Axie Infinity**

» [Mariam Humayun](#), Russell Belk

10:10am **Home is Where the Wi-Fi Connects: Nomadic Professionals and Their Spaces**

» [Christiane Aufschneider](#), Sarah Schwarz, Cristel Russell

9:30am **CP: Consumers and the Virtual World**

KCBE 126

9:30am **Consumer Imagination in Augmented Reality: (Re)imagining the Object and Negotiating the Mind**

» Khaled El-Shamandi Ahmed, [Russell Belk](#)

9:50am **CONSUMER DESIRE IN THE AGE OF AI: AN AUTO-NETNOGRAPHIC PEEP INTO THE WORLD OF CYBORG PORN**

» [Robert Kozinets](#), Rachel Ashman

10:10am **Consumption Journeys across Virtual and Physical Realities: A study of Esports**

» [Alex Baudet](#), Marie-Agnès Parmentier

10:30am **Exploring how consumers express Brand Hate on Brand Publics and the role they undertake while expressing brand hate**

» [Malik Husnain Arshad](#)

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

KCBE 128

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

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



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| Continued from Friday, 12 July | |
| 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 |
| 9:30am | Focused Forum: Collecting Qualitative Consumer Research in a Post-Trust Era <i>KCBE 104</i> Chaired by: Rowan El-Bialy and Alex Atanasova and Giana Eckhardt and Ashlee Humphreys and Robert Kozinets and Ela Veresiu |
| | Collecting Qualitative Consumer Research in a Post-Trust Era » Rowan El-Bialy , Alex Atanasova , Giana Eckhardt , Ashlee Humphreys , Robert Kozinets , Ela Veresiu |
| 11:15am | Special Session: Creativity with Digital Platforms <i>KCBE 102</i> Chaired by: Isabella Ciampa and Robert Kozinets |
| 11:15am | Market-Enabled Consumer Creativity » Isabella Ciampa , Fleura Bardhi |
| 11:35am | From Templates to Misinformation: Exploring Canva's Role in Shaping Creative Aesthetics in Digital Consumer Culture » Jenna Drenten , Justine Farrell |
| 11:55am | Creativity and the Active Role of Digital Spaces » Mario Campana , Gry Knudsen, Katherine Duffy |

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| 11:15am | CP: Ethics, Law and Policy <i>KCBE 126</i> Chaired by: Elisa Monnot |
| 11:15am | Toy Guns and Social Unease in American Consumer Culture » Terrence Witkowski |
| 11:35am | Consuming and Producing the Aesthetics of Care » Chloe Preece , Finola Kerrigan , Andreas Chatzidakis |
| 11:55am | Shallow Legitimacy within the Marketplace for Affordable Housing » Marcus Phipps |
| 12:15pm | Aesthetic Differentiation in Vegan Market Evolution » Ileyha Dagalp , Jack Waverley , Jonatan Södergren |
| 11:15am | Focused Forum: Navigating Your Early Career by Building Academic Communities <i>KCBE 104</i> Chaired by: Gulay Guzel and Matthew Godfrey and Ankita Kumar and Alex Atanasova and Annetta Grant and Anil Isisag and Marian Makkar and Meredith Thomas and Lez Trujillo-Torres and Michelle Yang and Mariella Zavala and Abigail Nappier Cherup |
| | Navigating Your Early Career by Building Academic Communities » Gulay Guzel , Matthew Godfrey , Ankita Kumar |
| 1pm | Lunch <i>KCBE Courtyard</i> |
| 2pm | Special Session: Nuanced Aspects of Marketplace Exclusion <i>KCBE 102</i> Chaired by: Rowan El-Bialy and Utku Ay |



Continued from **Friday, 12 July**

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| 2pm | Exploring Generational Financial Trauma and the Reimagining of Financial Wellness » Sydni Fomas Do |
| 2:20pm | Parading happiness? How LGBTQ+ parade contributes to consumer well-being » Pete Zhou |
| 2:40pm | Inclusive Exclusion; How can marketplace inclusion become exclusionary » Utku Ay |
| 2pm | Special Session: Platform Driven Marketplaces <i>KCBE 126</i> Chaired by: SILA AYOZ |
| 2pm | Why Do Platforms Emerge? Theorizing the Data-Experience Dialectic » Deborah Barcella , Markus Giesler |
| 2:25pm | Triumph or Toxicity? Unveiling the Dynamics of Platform Markets » Gulay Guzel , Duygu Akdevelioglu, Markus Giesler |
| 2:50pm | Uber No More : How Taxi Industry Resists Platforms » SILA AYOZ , Craig Thompson |
| 2pm | CP: Technology and the Self <i>KCBE 128</i> Chaired by: Kirk Plangger |
| 2pm | EXTENDING CONSUMER-ALGORITHM RELATIONS: HOW CONSUMERS NEGOTIATE ALGORITHMS » Yasmine Pinzon , Joonas Rokka |

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| 2:20pm | Liquid Materiality of Technological Objects » Mario Campana , Fleura Bardhi, Caroline Wiertz, Stéphanie FEIEREISEN |
| 2:40pm | The Enhanced Self » Vitor Lima , Luís Pessôa, Russell Belk |
| 4pm | Special Session: Zooming Out: How Cultural Movements Inform Consumer Identity Practices <i>KCBE 102</i> Chaired by: Francesca Bonetti |
| 4pm | Acts of Faith and the Development of Consumer Spiritual Beliefs in Brands » Kyungin Ryu , Elizabeth Miller, Matthew Godfrey |
| 4:20pm | "He Can Become Whatever Kind of Boy He Wants to Be": Gender-Conscious Parenting » Pelin Gevik , Amber Epp, Henri Weijs |
| 4:40pm | Shades of Black: Pivoting Consumer Perceptions of Colorism through Advertisements » Jazmin Henry , Tonya Bradford |
| 5pm | Increasing Acceptance through Expanded Representation: The Case of Cancer Survivors and the Body Positivity Movement in Milan Fashion Week » Francesca Bonetti , Hope Schau, Kirk Plangger |
| 4pm | CP: Fashion, Ethics and the circular economy <i>KCBE 126</i> Chaired by: Jolie Gutentag |
| 4pm | Understanding the Constraints to Transforming Online Fashion Shopping into a More Sustainable Practice » Fiona Spotswood, Caroline Moraes , Tim Kindberg, Chris Preist |



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| Continued from Friday, 12 July | |
| 4:20pm | Value in Rotation: How consumers create value in the circular economy » Gillian Brooks , Giana Eckhardt , Marie-Agnès Parmentier |
| 4:40pm | 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 |
| 4pm | CP: Self, Identity and Consumption <i>KCBE 128</i> Chaired by: Dominique Braxton |
| 4pm | Avatar of the Self: governing meta-body elaborated based on consumption embodiments » Bruno Moura, André Luiz de Souza-Leão |
| 4:20pm | Consuming gender and sexuality » Julie Whiteman , Finola Kerrigan |
| 4:40pm | Market-Mediated Intimate Self-Extensions » Eda Anlamlier , Colleen Harmeling, Mengtian "Montina" Jiang |
| 4pm | Focused Forum: The Future of Arts Based Research (ABR) <i>Nexus Theatre</i> Chaired by: Gretchen Larsen and Ana Vukadin and Jens Martin Svendsen and Joonas Rokka and Vitor Lima and Robert Kozinets and Chudi Hua and Paromita Goswami and Meegan Feori-Payne and Soumyajyoti Dutta and Riddhi Dasgupta and Helene Cherrier and Kirby Cook and Russell Belk |
| | Arts-Based Research » Gretchen Larsen , Luciana Walther , Chudi Hua , Jens Martin Svendsen , Russell Belk , Vitor Lima , Robert Kozinets , Kirby Cook , Paromita Goswami , Soumyajyoti Dutta , Riddhi Dasgupta , Meegan Feori-Payne , Joonas Rokka , Helene Cherrier |

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| 5:30pm | Power Yoga |
| 5:35pm | ARTS EXHIBIT <i>Nexus Theatre</i> Chaired by: Gretchen Larsen |
| | Say it with the Heart » Ana Vukadin |
| | 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 <i>KCBE Courtyard</i> |



Saturday, 13 July

8:30am

Brunch and Posters Saturday

KCBE Courtyard

Chaired by: Matthew Godfrey and Gokzen Balli and DINA RASOLOFOARISON

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

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

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](#)

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](#)

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](#)

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**

I AM NOT LONELY, JUST DINING SOLO! EXPERIENCING THE JOY OF EATING SOLO

» [Saloomeh Tabari](#)

Harnessing the Power of Marketing Narratives to Reach Top Management: A Theory-Building Approach to How Businesswomen Can Build Their Personal Brand

» [Nina Brown](#)

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

» [Raisa Tasneem Zaman](#)

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

» [Kora Nyznyk](#)

9:30am Special Session: Other Species Are Welcome Too

KCBE 102

Chaired by: Annetta Grant and Markus Giesler

9:30am The Digital Affective Network of Companion Species Content

» [Ghalia Shamayleh](#), Zeynep Arsel

9:50am From Consumers to Critters: Multispecies Ethnography in Consumer Research

» [Annetta Grant](#)

10:10am Animals as Consumers? Overcoming the Theoretical and Methodological Challenges of Interspecies Solipsism

» [Jack Waverley](#)

9:30am CP: Household and Family reconfiguration

KCBE 126

9:30am Back to Basics?: How Robot Reconstruct Household Practices and Family Relationship

» [yumiko oda](#)

9:50am THE EXPERIENCE OF CONSUMER TEMPORARY VULNERABILITY

» [Fernanda Scussel](#), Thaysa Nascimento

10:10am Commodification of Home and Social Meaning of Upgrade Money

» [Asude Aydagul](#)

10:30am Intercultural consumer interplay: the role of the ethnic shop

» [Donal Rogan](#), Maria Piacentini, Gillian Hopkinson

9:30am CP: Resistance within the marketplace

KCBE 128

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 as a Marketplace Dialectic Format

KCBE 104

Chaired by: Alex Atanasova and Rohan Venkatraman and Andreas Chatzidakis and Michelle Barnhart and Aimee Huff and Jenna Drenten and Giana Eckhardt and Amber Epp and Julie Ozanne and Ai Ming Chow



Continued from **Saturday, 13 July**

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](#)

10am **Arts Exhibit**
Nexus Theatre

11:15am **Special Session: Collective Practices**
KCBE 102
Chaired by: Francesca Bonetti

11:15am **The Scaffolding of Collective Practices Over Time**
» [Linda Price](#), [Tandy Thomas](#)

11:35am **Navigating Life-sustaining Care-giving Consumption Practices**
» [Melissa Akaka](#), [Hope Schau](#)

11:55am **Practice Activation: Operationalizing Practice Change**
» [Francesca Bonetti](#), [Hope Schau](#), [Kirk Plangger](#)

12:15pm **Practice Disruption and Role Transformation in the Music Industry: Reclaiming Artistic Rights and Leveraging Fan Influence and Creativity**
» [Christine Hu](#), [Tonya Bradford](#)

11:15am **Special Session: Cultures of Object Interaction: Examining How Consumers Learn From and Through Negotiations with Materiality**
KCBE 126
Chaired by: Matthew Godfrey

11:15am **The Professionalized Consumer: Material Manifestations of Neoliberal Self-Responsibilization**
» [Jay Handelman](#), [Annetta Grant](#)

11:35am **Repair and Cultural Capital: Consumer Engagement in Porcelain Mending as an Artistic Pursuit**
» [Matthew Godfrey](#), [Guilin Liu](#), [Xi Liu](#)

11:55am **Rotating Songs and Sneakers: How Consumers Assemble In-Use Collections**
» [Rohan Venkatraman](#), [Ai Ming Chow](#), [Pao Franco](#)

11:15am **CP: Consumer – Technological Objects Relationships**
KCBE 128
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: “Let’s Figure this out Together: A Workshop on Creating Compelling Visuals”**
KCBE 104
Chaired by: DINA RASOLOFOARISON and Cristel Russell

Let’s Figure this out Together: A Workshop on Creating Compelling Visuals
» [DINA RASOLOFOARISON](#), [Cristel Russell](#)



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| Continued from Saturday, 13 July | |
| 12:45pm | Lunch: Presidential Address and Awards Ceremony <i>Nexus Theatre</i> Chaired by: Hope Schau and Cristel Russell and Colin Campbell and Justine Farrell |
| 2pm | Arts Exhibit <i>Nexus Theatre</i> |
| 2pm | Special Session: Moving Beyond the Phenomenology <i>KCBE 102</i> Chaired by: Markus Giesler |
| 2pm | 'Ordinary' Billionaires: How the Elites De-stigmatize Entitlement through Consumption » Alison Joubert , Markus Giesler |
| 2:20pm | Understanding Stigmatized Consumption in Later Life » Jared Offei Larrey , Anders Gustafsson |
| 2:40pm | Consuming Stigma from Afar: How Non-Vegans Consume Stigmatic Resources » Jack Waverley |
| 3pm | Productive and Consumable: The Construction of Stigma as an Asset » Orçun Turan, Markus Giesler |

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| 2pm | Special Session: Consumer Culture Insights into Brands and their Heritage <i>KCBE 126</i> Chaired by: Stéphanie FEIEREISEN and Lisa Peñaloza |
| 2pm | Natural Wines, Interconnectedness and an Aesthetics of Provenance » Jennifer Smith Maguire |
| 2:20pm | Delineating Brand Anniversaries: Practices of a Brand Age Celebration » Nada Maaninou , Fabien Pecot |
| 2:40pm | Brand Backstories: Revealing Constitutive Elements and Mapping Strategic Uses » Cristel Russell, Stéphanie FEIEREISEN , Anne Hamby, Hope Schau |
| 2pm | CP: New Conceptualizations and Methodological Issues in CCT <i>KCBE 128</i> Chaired by: Joy Shields |
| 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 |
| 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 |



| Continued from Saturday, 13 July | |
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| 2pm | <p>Focused Forum: Consumer Inclusion and Empowerment in Digital Times KCBE 104 Chaired by: Ashok Kumar Kaliyamurthy and Myriam Brouard and Lucas Busani Xavier and Rohan Venkatraman and Ghalia Shamayleh and Robert Kozinets and Pao Franco and Amber Epp and Akon Ekpo and Jenna Drenten</p> <p>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</p> |
| 4pm | <p>Poetry KCBE 104 Chaired by: Hilary Downey and Jennifer Takhar and Pilar Rojas</p> <p>Poetry & Spoken Word » 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, Paromita Goswami, Helene Cherrier, Robert Arias, Jane Brown, Florent Saucède, Ananda Brizzi, Debarag Banerjee, Vidushi Trivedi, Anastasios Pagiaslis</p> |
| 4pm | <p>Special Session: Consumer Data Work: Labour Complexities in Digital Platforms KCBE 102 Chaired by: Kelley Cours Anderson</p> |
| 4pm | <p>Working for AI: The Consumer Data-Experience Dialectic » Kelley Cours Anderson, Markus Giesler, Marcus Benjamin</p> |
| 4:20pm | <p>Conceptualizing the Influencer-Industrial Complex » Jenna Drenten, Gillian Brooks</p> |

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| 4:40pm | <p>Digitized Dyadic Services: Tensions in the Online Therapy Experience » Ghalia Shamayleh, Zeynep Arsel</p> |
| 5pm | <p>Consumer Work in Digital Platforms: Data Protection Practices of Sickle Cell Online Communities » Lez Trujillo-Torres, Benet Deberry-Spence, Furkan Adem Guven</p> |
| 4pm | <p>CP: Visuals, Movies, and the Media KCBE 128 Chaired by: Katherine Sredl</p> |
| 4pm | <p>The Sheepdog, the Eagle, and the Dark Knight: Advertising Appeals and the Symbolism of the Assault-Style Rifle » Aimee Huff, Michelle Barnhart</p> |
| 4:20pm | <p>The Role of Brand Visual Aesthetics during Migrant Consumer Acculturation » Marian Makkar, Mark Buschgens</p> |
| 4:40pm | <p>Exploring Consumers' Perceptions of Non-Binary Portrayals in Advertising » Athanasia Daskalopoulou</p> |
| 5pm | <p>Representations of moneylenders in literature, movies, and TV » Jane Brown, Chrysostomos Apostolidis, Jillian Farquhar</p> |
| 4pm | <p>Meet the Editors Session KCBE 126 Chaired by: Markus Giesler and Cristel Russell and Hope Schau and Colin Campbell and Finola Kerrigan</p> |
| 6pm | <p>End of Conference Reception and Awards Ceremony SOLES Patio</p> |



Sunday, 14 July

8:30am **Fitness classes with Cristel**