

FIFTY YEARS OF CONSUMER RESEARCH

RUSS BELK'S DOCTORATE HONORIS CAUSA
UNIVERSITY OF REIMS CHAMPAGNE-ARDENNE

PRE-CONFERENCE AND AWARD CEREMONY

June 8-9, 2023

Conference Co-Chairs

Dominique Roux, University of Reims Champagne-Ardenne
Gaël Bonnin, NEOMA Business School

Academic Committee

Søren Askegaard, University of Southern Denmark
Baptiste Cléret, University of Rouen Normandie
Alain Decrop, University of Namur
Delphine Dion, ESSEC Business School
Nil Özçağlar Toulouse, University of Lille

Organizing Committee

Benoit Delerue, University of Reims Champagne-Ardenne
Dominique Roux, University of Reims Champagne-Ardenne



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The Event

The University of Reims Champagne-Ardenne is pleased to announce that it will be awarding Russ Belk the Doctorate Honoris Causa on June 9, 2023 (afternoon) for his outstanding contributions to consumer research.

The ceremony will be preceded by a conference (June 8-9) to discuss and celebrate the many concepts that are emblematic of Russ's career. Many of these concepts have been triggers for fertile research streams that have stimulated scholars all over the world for fifty years. We expect open contributions that resonate with Russ's work in a free format.

The two days are also an opportunity for Russ's friends and colleagues to get together to honor his work and share a moment of exchange in a festive atmosphere.

In view of this event, we kindly invite contributors to submit paper proposals, preferably in one of the following four formats:

- Testimonies that trace back to the emergence of research themes that have marked the history of the field, such as the Consumer Odyssey
- Conceptual papers that present and discuss concepts from Belk's works and their subsequent refinements, extensions or controversies
- Empirical research that offers additional explorations of meta-concepts such as the extended self, materialism, desire, possessions, ownership, gift-giving, sharing, etc.
- Consumer research videographies.

Main Topics

The full spectrum of research topics that relate to Belk's work are welcome, notably:

- The extended self
- Desire and passion
- Possessions and collections
- Attachment, ownership and materialism
- Gift-giving, altruism, love, sharing
- Sacred and profane consumption
- Art and luxury
- Extraordinary experiences
- Tourism and adjacent consumptions
- Time and space, body and space
- Past and memories
- Consumerism, commodification and marketization
- Consumer resistance
- (Inter)cultural consumption, nationalism, emergent markets
- Status and caste
- Digital consumption, technology and robots
- Methods: qualitative approaches, ethnography and videography.

Key Dates

- Abstract submission deadline: February 9, 2023 (Abstracts should not exceed 2 pages) to benoit.delerue@univ-reims.fr
- Notification of accepted works: March 5, 2023
- Papers – extended abstracts or full papers (5-20 pages) due on May 21, 2023

Submission Guidelines

Work submitted must be original and should not have been published, at the time of submission, in an academic journal.

The submitting author (or presenting author) commits to registering for the conference and presenting if their work is accepted. Authors of accepted work are expected to present in-person at the conference.

Proceedings will be [published online](#) and freely available to all.