

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



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June 8 & 9, 2023, University of Reims Champagne-Ardenne

Thursday, June 8

8:30 – 9:00 am – Conference Registration & Welcome Coffee

9:00 – 9:15 am – Opening words – Lisa Peñaloza (KEDGE Business School)

9:15 – 11:00 – Session 1: Questions of Methods

Russell Belk screened by technology: from Head to Toe!

Amélie Clauzel, Université Paris 1 Panthéon Sorbonne

Leïla Loussaïef, ISC Paris

De-coding Russ's Emails

Mariam Humayun, University of Ottawa

Hazardous ethnography: how to collect data in trouble waters?

Marine Cambefort, Université de Strasbourg

From Leuven to Reims: A (short) journey on Russ Belk's pathway to videographic research

Alain Decrop, **Julie Masset**, Université de Namur, NADI-CeRCLe

Isabelle Frocho Université de Bourgogne

11:00 – 11:15 – Coffee Break

11:15 – 12:45 – Session 2: Years After: Desire and the Extended Self Revisited

From Desire via Seduction to the Biosocial: 20 Years of Passion

Søren Tollestrup Askegaard, University of Southern Denmark

The Four Stages of the Ever-Expanding Self: An Evolutionarily Informed Theory

Aaron Ahuvia, University of Michigan-Dearborn College of Business

Assembling the Disciplinary Self: How Russ Belk's 'Extended' Self Shaped CCT

Craig Thompson, University of Wisconsin

12:45 – 13:45: Lunch

14:00 – 15:40 – Session 3: Collaborative Consumption and Social Networks

When things are no longer possessions: does dispossession still take place in a context of collaborative consumption?

Eva Cerio, Université d'Angers

Is profit-motivated exchange the focal problem of pseudo-sharing?

Platforms' promises, betrayals and their users' stabilizing role

Dominique Roux, Université de Reims Champagne-Ardenne

Elodie Juge, Univ. Lille, ULR 4999 – LUMEN, France; IAE Lille University

Anissa Pomiès, EMLyon business school, Lifestyle Research Center

Isabelle Collin-Lachaud, Univ. Lille, ULR 4999 – LUMEN, France; IAE Lille University

Introducing digital luxury wearables: imaginaries and practices

Isabelle Ulrich, **Julia Pueschel**, **Maria Carolina Zanette**, NEOMA Business School

Lucas Busani Xavier, EAESP-FGV, Sao Paulo, Brazil

How Does Tinder Reshape Dating Experiences? From Agapic Love to Digital Extended Self

Anil Isisag, EMLyon business school, Lifestyle Research Center

15:40 – 16:00 – Coffee Break

16:00 – 17:45: Session 4: Reshaping Experiences and Identities

Unbridled, oriented and restrained liminality in cultural rituals

Damien Chaney, EM Normandie Business School

Christina Goulding, University of Birmingham

The sensitive experience of subversion: understanding the interactions of object materiality and the body in the production of consumer masculinity

Coralie Lallemand, Université de Lorraine

The body as (another) place of self-improvement:

medicalization discourses in the consumption of facial harmonization procedures

Bianca Gabriely Ferreira Silva, **Flávia Zimmerle da Nóbrega Costa**, Universidade Federal de Pernambuco

Miriam Leite Farias, Université de Lille

Bruna Lourena de Lima Dantas, Universidade Federal de Pernambuco

Enhancing the Self in the Transhumanist Era

Vitor Lima, ESCP Europe

17:45 – TOUR OF THE G.H. MUMM CHAMPAGNE CELLAR

19:30 – Gala Dinner

Friday, June 9

8:30 – 10:15 – Session 5: Transformation through/of Consumption

Pride and prejudice: how “cool” capital challenges neighborhood imaginary among working-class underdogs

Hela Zouaoui, *Mediterranean School of Business, Tunis*

Saris, Crop tops and Ripped Jeans: A Theory of Bluffing, Possible Selves and Transformation

Tanuka Ghoshal, *Baruch College, City Univ. of New York*

Russ Belk, *York University*

Navigating the Shadow of Death: Vital Possessions of Marginalized Consumers

Yuko Minowa, *Long Island University*

Tonya Williams Bradford, *University of California, Irvine*

Religious institutions' difficult quest to protect the sacred from superstition, scientification and marketization at Lourdes, France

Katharina Husemann, *King's College London*

Diego Rinaldo, **Janssen Santana**, *emlyon business school, Lifestyle Research Center*

10:15 – 10:30 – Coffee Break

10:30 – 12:15 – Session 6: Openings and Extensions

Rethinking cultural consumption through the lens of categorization

Samuel Haddad-Bacry, **Géraldine Michel**, *IAE Paris-Sorbonne*

From Customer Journeys to Consumer Trajectories in Customer-Brand Assemblages

Camille Del Boccio, *HuManiS Research Center, EM Strasbourg, University of Strasbourg*

Kemmy Business School, University of Limerick

Claire Roederer, *HuManiS Research Center, EM Strasbourg, University of Strasbourg*

Deirdre O' Loughlin, *Kemmy Business School, University of Limerick*

When Breaking the Consumer-Activity Relationship Leads to Separation Distress

Matthew A. Hawkins, *CEREN, Burgundy School of Business, Université de Franche-Comté*

Anastasia Thyroff, *Powers College of Business, Marketing Department, Clemson University*

The Entrepreneurial Self: Between Extended and Expanded Self in Small and Medium Enterprises

Amina Djedidi, **Thierry Levy**, **Mouhoub Hani**, *Université Paris 8 Vincennes-Saint-Denis Laboratoire d'Économie Dionysien (LED)*

12:15 – 13:45: Lunch

15:00 – 17:00: DOCTORATE HONORIS CAUSA AWARD CEREMONY

Cocktail