Transformative
Consumer Research

2017 CONFERENCE

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2017 PROCEEDINGS

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Track 1

A Collaborative Effort: Facilitating Financial Well-being through an Understanding of Healthcare Pricing and Consumer Financial Decision Making

Track Co-Chairs:
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Statement of Problem, Marketing and Policy Implications, and Transformative Potential

With the pervasiveness of healthcare, as an indispensable service, a societal institution, and a subject of contemporary legislative/public policy attention (i.e., Affordable Care Act), there has never been a more important time for researchers and practitioners to collaboratively address the many theoretical, methodological, and substantive issues which abound. Although health and physical well-being have both been the object of researchers' past attention (e.g., Block et al. 2011; Scammon et al. 2011), this novel track will focus squarely upon pricing and financial issues, and their respective implications, within the healthcare industry.

Despite healthcare's designation as "A Fertile Field for Service Research" (Berry and Bendapudi 2007), relatively few studies exist on consumers' healthcare financial decision making and their public policy implications for price transparency, as well as price/branding issues (e.g., Kemp, Jillapalli, and Becerra 2014). Nearly two-thirds of U.S. bankruptcies are related to debt incurred during periods of illness; 69% of these bankruptcies were from individuals insured at the time of their filing (Brill 2013). Despite increasing financial obligations for consumers, such as co-pays, deductibles, and premiums, healthcare is not considered to be a "major" financial purchase (i.e., $500 or greater). Further compounding this dilemma, a mere 56% of Americans have sought general healthcare pricing information (33% have attempted to find the price for one provider and 21% have attempted to compare prices across multiple providers; Schelifer, Hagelskamp, and Rinehart 2014), while over 90% of consumers exhibit these same behaviors for other categories of consumer goods and/or services.

Economically, prices for services, including healthcare, should be aligned with firm costs, marketplace forces (i.e., competition), and the quality of the service;

preliminary empirical inquiries have found weak relationships between healthcare price and these factors. Furthermore, the cognitive and emotional vulnerabilities inherent within healthcare decisions make understanding the theoretical, methodological, and substantive challenges imperative, because of the potential for positive financial outcomes for consumers and/or the development of positive firm and societal externalities (i.e., increased efficiency within a core institution). Finally, by untangling the nature of healthcare brands (i.e., price-quality relationship), consumers may make more effective decisions when selecting their care. Each of these will allow marketing, public policy, and healthcare researchers, in conjunction with healthcare practitioners (i.e., physicians, nurses, administrators), to transform the consumer healthcare consumption experience and safeguard financial well-being.

Goal of Track

To stimulate and propel the dialogue, through a substantial conceptual contribution, of how researchers and practitioners within the academic/legal, healthcare, public policy, and transformative consumer research communities may successfully address the barriers to consumers' effective healthcare financial decisions. Additionally, to identify and advocate for the transparency of healthcare pricing and the facilitation of consumer fluency in optimizing available information. A conceptual article, derived from these advancements, will be submitted to the TCR special issue in Journal of Business Research.

Track Structure and Schedule
Pre-conference:
Collaborators, establishment of common knowledge base, and preliminary conceptual framework.

1. **A diverse array of collaborators (co-chairs and participants) will be compiled to optimize the yield of both the track theme (relational engagement to escalate societal impact) and track subject matter (healthcare pricing and financial decision making).** Diversity of the track's disciplines, careers (i.e., academic, healthcare practitioners, healthcare administrators), career stages, methodologies, and epistemological purviews is encouraged. Collaborators with either shown prior interest or viable theoretical, methodological, or substantive insights into the track's content will be selected. The track will be comprised of approximately eight to ten (8 – 10) collaborators, including the three (3) co-chairs (Joshua Dorsey, Jerome Williams, Jesse Catlin).

2. **Establish a common base of healthcare pricing and decision making knowledge through the dissemination of key articles,** from track co-chairs. Additionally, participants will be encouraged to recommend up to two articles, from their personal scholarly contribution or otherwise, which may contribute to the development of the conceptual framework.

3. **Collaborators from the healthcare industry** will be recruited to assist in the identification and reconciliation of conceptual and practical healthcare price/financial issues.

4. **In addition to a listserv for the track,** the digital collaboration resource, Trello, will be used to share biographies/background information, distribute pertinent information, and establish the core components of a preliminary framework to be used at the conference.

During conference:
Targeted, but exploratory discourse including researchers, healthcare practitioners (i.e., nurses, physicians), and healthcare administrators.

Conference Day One (Monday, 6.19.2017)
1. **Morning Session (9:00 a.m. – 12:00 p.m.):** The initial session will open with brief introductions. Subsequently, collaborators, including industry contributors, will engage in a catalytic discourse serving the following objectives: verify the common base of knowledge, identify and reconcile areas of divergence within the core areas of the conceptual framework, broach ideas for additional redress or opportunity for contribution. To be clear, unique, even idiosyncratic, thoughts, ideas, and perspectives are expected/encouraged. However, the initial session is intended to bring collaborators to a shared understanding of the purpose, scope, and information.

2. **Afternoon Session (2:00 p.m. – 5:00 p.m.):** This session will be used to develop the preliminary conceptual framework and to move towards in-depth discourse regarding the following: barriers to effective consumer financial decision making in the healthcare industry, merits (or demerits) of price transparency within the healthcare industry, the effects of healthcare pricing/financial decisions on consumer financial well-being, the role of marketing (and other academic disciplines) in facilitating transparency and decision making, the role of executive compensation and pharmaceutical pricing in industry perceptions, socioeconomic and racial considerations within the healthcare industry, legislative considerations/influences, implications for public policy, recommendations for researchers and practitioners (e.g., areas in need of current/future attention, theoretical and methodological considerations, areas for potential substantive improvement). Posters will be used to organize the framework, as well as other key developments from the day's session. The theme of the track, relational engagement, will be emphasized strongly. Input from all collaborators is essential during this session.

Conference Day Two (Tuesday, 6.20.2017)
1. **Morning Session (9:00 a.m. – 12:00 p.m.):** Yield from the prior day's sessions will be leveraged to distinguish, reinforce, and aggregate the core components (i.e., framework, theoretical underpinning, primary contribution, public policy recommendations, considerations for future research, and potential substantive changes to the healthcare industry) of a scholarly article. After revisions, results from the track's sessions will be submitted to a special issue of Journal of Business Research. The outline of this article will be distributed prior to the conclusion of this session; moreover, collaborators will allocate portions of the article, based upon expressed competencies, to refine and develop post-conference.

Post-conference: Continued article maturation, article submission and revision

1. **Collaborators will, guided by the track's co-chairs, contribute to and submit a conceptual article.** Care will be taken to ensure that the article achieves collective objectives, while meeting the publication standards of JBR. If interest in empirical research persists, track collaborators are encouraged to develop a set of articles which continues the ideas generated from the initial conceptual work.

References

1. **Berry, Leonard and Neeli Bendapudi (2007). Healthcare:** A Fertile Field for Service Research. *Journal of Services Research*, 10 (2), 111-122.

2. **Block, Lauren G. Sonya A. Grier, Terry L. Childers, Brennan Davis, Jane E.J. Ebert, Shiriki Kumanyika, Russell N. Laczniak, Jane E. Machin, Carol M. Motley, Laura Peracchio, Simone Pettigrew, Maura Scott, Mirjam N.G. van Ginkel Bieshaar (*2011*).** From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being. *Journal of Public Policy & Marketing*, 30 (1), 5-13.

3. **Kemp, Elyria, Ravi Jillapalli, and Enrique Becerra (2014).** Healthcare Branding: Developing Emotionally Based Consumer Brand Relationships. *Journal of Services Marketing*, 28 (2), 126 – 137.

4. **Scammon, Debra L., Punam A. Keller, Pia A. Albinsson, Shalini Bahl, Jesse R. Catlin, Kelly L. Haws, Jeremy Kees, Tracey King, Elizabeth Gelfand Miller, Ann M. Mirabito, Paula C. Peter, and Robert M. Schindler (2011).** Transforming Consumer Health. *Journal of Public Policy & Marketing*, 30 (1), 14-22.

5. **Schleifer, David, Carol Hagelskamp, and Chloe Rinehart (2015)**. How Much Will It Cost? How Americans Use Prices in Health Care. *Public Agenda and the Robert Woods Johnson Foundation*, March, 1-50.

An Eclectic Approach to Understanding Sustainable Consumption: Implications for Marketing and Public Policy

Track Co-Chairs:
Dr. Naz Onel
Assistant Professor of Business Studies at Stockton University.

Dr. Avinandan Mukherjee
Professor of Marketing and Dean of the College of Business at Clayton State University

Statement of Research Focus
This session explores different stages and different types of sustainable consumer behavior, "consumption that simultaneously optimizes the environmental, social, and economic consequences of acquisition, use and disposition in order to meet the needs of both current and future generations" (p. 1227) (Phipps *et al.*, 2013), with an eclectic approach that brings together a rich mix of perspectives drawn from different disciplines, theories, actors, and contexts. Dialogue at the intersection of knowledge structures will revolve around current approaches and future research directions, leading to policy and marketing implications, in an effort to find consensus on what is inherently a highly complex topic.

Solutions that purport to address widespread ecological problems are deemed to be eclectic and multifarious, while demanding significant attitude (Gifford and Sussman, 2012) and behavioral changes (Steg and Vlek, 2009) from individuals and more responsible human actions. Although sustainable consumption has become a research interest of many scholars, the underlying causes of these types of behaviors have not been understood fully because of complexity of decision making process for various types and in various stages of sustainable consumption. Furthermore, research on sustainable consumption may involve a variety of paradigmatic approaches, such as ethical, economical, psychological, and moral depending on the types and stages of the consumption behavior. Research also shows that different theoretical frameworks and models, such as values-beliefs-norms, motivation–opportunity–abilities, norm activation, cognition-affect-conation framework, activism, theory of planned behavior, and goal-framing theory, could be adopted to explain different types of sustainable behaviors. Also, it brings upon a variety of disciplines together, such as management, microeconomics, macroeconomics, psychology, sociology, anthropology, philosophy, humanities, arts, environmental psychology, and ecology. All these multiplicity of approaches could be further complicated by different contexts, such as international, regional, geographical, and cultural. In response, Steg and Vlek (2009) and Onel and Mukherjee (2015) suggest that different types of sustainable behaviors are related to various types of causal factors, and need to be analyzed separately. Thus, while identifying the facilitating factors of various types of sustainable consumption behavior is important, comparative studies are extremely limited in extant research and constitute a significant research gap.

Goal of Track

Our track looks at the causes and processes that underlie sustainable consumption from an interdisciplinary perspective. In other words, our goal is to provide a comprehensive understanding of sustainable consumer behavior and develop a conceptual framework with a holistic approach. For instance, what are the predicting factors of specific stages of sustainable consumption (i.e., purchase, usage, and disposal) and are there any relationship between different stages of behavior, do they affect each other? Also, raised by Phipps *et al.* (2013), do the individuals who are participating in recycling behavior make more environmentally inclined purchase decisions? We aim to cover not only the different stages but also different types of pro-environmental actions, such as environmental activism, social entrepreneurship, environmental citizenship, non-activist behaviors in the public sphere, etc.

We also recognize that while individual behavioral changes from the consumer perspective are important and necessary research area of focus to attain sustainability, they are not sufficient. These changes can never take place if we do not consider all the other stakeholders that are potentially relevant to systems well-being. For example, we may have consumers who are high in their willingness to engage in recycling behavior in a society, however, their actual behavior would be highly dependent on governmental actions, such as providing recycling facilities. Thus, we recognize the necessity of a macro approach to sustainable consumption that the issue should be addressed from different stakeholder perspectives within complex and changing contexts. What could companies, governments, policy makers, employees, NGOs do to help achieve sustainable consumption of individuals in societies? How can they be transformed through strategic changes at the individual, community, government and/or societal levels? Scholars can contribute to this vitally important project by suggesting approaches, providing independent analyses of existing efforts, and offering interdisciplinary expertise.

While we explore the relevant concepts, we will do so within the theoretical and problem-based contexts the participants of our session bring to the table. We are not focused on a particular behavior, but instead, on the meanings, processes, and outcomes of different types of behaviors from variety of perspectives. We expect to attract participants who are interested sustainable consumption that occur at any stage of consumer behavior process, such as purchase, usage, or post-use. Beyond participants who explicitly consider and study these behaviors, we hope to attract researchers whose work produces outcomes relevant to sustainable consumption. Prior to the conference we invite both junior and senior people with an interest or expertise in sustainable consumption to join us in this research. We welcome scholars from a variety of disciplines. To encourage textured, impactful discussion, submissions of any methodology will be considered equally.

Desired outcomes from this conference include the development of a conceptual paper based on findings from case analysis, recommendations for policy makers, creation of teaching cases for the TCR list-serve, and future research projects that may emerge from discussion as a result of the conference.

Tentative Track Schedule
Preconference
Our conference team will develop a conceptual framework for understanding of sustainable consumer behavior with a holistic approach and identify important topics for theoretical and/or empirical research. Researchers with a demonstrated interest or prior work in the track domain will be selected to participate. We will seek to ensure diversity in stage of career, discipline, methodology and paradigm used among the participants, as well as diversity in geographic location.

Once participants are selected (approximately 6-8), the Co-chairs will set up and moderate a webpage or message board for the purpose of facilitating ongoing discussions among the participants about possible research topics of interest within the track domain, relevant research findings, and areas for potential future research collaboration. This will also help us to build a strong foundation for the team. Co-chairs will identify and post a set of 8-10 foundational papers dealing with understanding sustainable consumer behavior that each participant will read during the fall. Each participant will be invited to suggest one or two additional key papers that all should read.

Two weeks prior to the conference, each participant will be invited to share one page summary of his/her own research contributions on the conference track theme, including main ideas, theory, and methods. We invite each track participant to engage in this preconference work so that we can achieve a high productivity together at the conference venue.

Conference Day 1
Morning session
- **9:00 – 9:45 Introductory Session:** Each participant will present some of his/her own research findings (5 minutes each) related to the core topic of the track. Although not mandatory, this sharing of relevant research or research ideas of theirs (completed or in progress) of all participants will be encouraged. This will also serve to introduce session participants to one another.
- **10:00 – 12:00 Discussion:** The focal domains of interest will provide the starting point for dialogue on the complex sustainable consumption behavior. In this session, participants will be paired based on their research interest and will be encouraged to provide constructive feedback and comments to improve each other's ideas. While we explore the relevant concepts, we will do so within the theoretical and problem-based contexts the participants bring to the table.

Afternoon session
- **1:00 – 5:00 Synthesis and Conceptual Framework Development:** The academic participants will summarize/synthesize/discuss what was learned during the morning session. The goal for this session is to develop research priorities and a conceptual integration of the problem from the perspective of transformative consumer research.

Conference Day 2
Morning session

- **9:00 – 12:00 Detailing Policy Implications and Paper Preparations:** This last session's goal is to have an outline for a conceptual paper and discuss public policy implications of the conceptual framework. Our intention is to develop a preliminary structure and/or a draft paper for the TCR special issue in the *Journal of Business Research* as a result of this dialogical conference.

Post-conference

After the conference, the Co-chairs will monitor and manage the process of preparing the manuscript for submission to *Journal of Business Research* special issue. This process will include several rounds of discussions and editing among interested parties. In addition to the *JBR* submission, the Co-chairs will continue to facilitate group discussion based on the framework developed during the TCR conference on the track's website/message board for further research.

References

- **Gifford, R. and Sussman (2012),** Environmental attitudes. In S. D. Clayton (Ed.), The Oxford handbook of environmental and conservation psychology. NY & Oxford: Oxford University Press, pp.65-80.
- **Onel, N. and Mukherjee, A. (2015)**, "Understanding environmentally sensitive consumer behavior: an integrative research perspective", *World Journal of Entrepreneurship, Management and Sustainable Development*, *11*(1), 2–16.
- **Phipps, M., Ozanne, L.K., Luchs, M.G., Subrahmanyan, S., Kapitan, S., Catlin, J.R., Gau, R., Naylor, R.W., Rose, R.L., Simpson, B. and Weaver, T., (2013)**, Understanding the inherent complexity of sustainable consumption: A social cognitive framework. *Journal of Business Research, 66*(8), 1227-1234.
- **Steg, L. and Vlek, C. (2009),** "Encouraging Pro-Environmental Behavior: An Integrative Review and Research Agenda," *Journal of Environmental Psychology*, *29*(3), 309-317.

Artistic Expression and the Path to a Better World

Track Co-Chairs:
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Lynnette Young Overby, Ph.D.
Professor of Theatre and Dance at the University of Delaware

A.T. Moffett
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Statement of Problem

Arts-based research can provide important insights to understand and address a wide range of TCR issues including illiteracy, conflict resolution, self-control, positive body image, and promoting healthy lifestyles — but, until recently there have been few attempts to develop and implement such programs with community involvement at every stage. The integration of arts-based research and community action research involving an organizational partner has the potential to foster cost-effective, impactful programs that are actually implemented and utilized. Rather than providing an alternative to science as a way to creating knowledge, the arts provide a complementary approach (Belk 1986). Accordingly, an integrated team of artists, consumer behavior researchers, community members and community partner leadership – each bringing different areas of expertise and different sets of skills – has greater potential to address TCR issues than any one of these groups working alone.

Goal of Track

The goals of the session are:
- To collaborate with the Western Family YMCA to use arts-based research to address social issues in the community, and
- To develop a conceptual framework for the application of arts-based research to TCR issues in collaboration with community partners. Arts-based research is defined as an effort to extend beyond the limiting constraints of discursive communication in order to express meanings that otherwise would be ineffable" (Barone and Eisner, 2013, P. 1). ABR offers ways to tap into what would otherwise be inaccessible, make connections and interconnections that are otherwise out of reach, ask and answer new research questions, explore old research questions in new ways, and represent research differently, often more effectively with respect to reaching broad audiences and non-academic stake-holders. (Leavy, 2015, p.21) Arts and culture promote understanding and action on issues facing our communities and the world. For an example by session co-chairs, Overby and Moffett, see https://vimeo.com/156011524. A few areas impacted by arts and cultural projects include healing, attitudinal change, increased civic participation, cognitive, behavioral and affective engagement, enhanced empathy, and policy change (http://www.americansforthearts.org/by-topic/social-change).

Kelly Worrall, Associate Executive Director, Western Family YMCA (Newark, DE), is eager to collaborate with us before and after TCR in person and by Skype during the conference, and has offered to bring in appropriate additional staff members as the project moves forward. The branch focuses on youth development (including programs involving literacy, early childhood education, and safe spaces), healthy living (including programs for diabetes prevention, healthy eating, and active seniors) and social responsibility (including programs addressing conflict resolution, violence prevention, and civic involvement) and has a wide variety of programs to improve the well-being of children, families and the community. This breadth gives us an opportunity to tailor our work in a direction that suits both the Y and session participants, and address the most pressing issues. In addition, programs developed at The Western Family YMCA have the potential to be shared and modified for use by other Y's.

Prior to the conference, session participants (including our community partner) will develop a broad understanding of arts-based research, community action research, and the YMCA's current mission and programs; and view and experience many examples of arts-based research. (See details below.) Through poetry, music, dance, and visual arts, we will move from entertainment to education to empowerment, remaining cognizant of ethical issues – including those related to community members and issue selection — and working within appropriate guidelines. Following discussion and experiences with art making and assessment using arts-based research, we will design an arts-based research project to be used by the Western Family Y, and potentially adapted for use by other branches.

Tentative Structure
Preconference
- **Track chairs will issue a general call for participation in this track.** Approximately nine (8-10) academic researchers with a demonstrated interest or prior work in this area will be selected to participate. Participants will be selected to provide diversity in their experiences with different methodologies, paradigms, creative arts, and TCR issues, as well as in their career stages.
- **We will identify a set of 8-10 key papers, videos, or web sites that each participant will read during the fall.** Materials will be selected to provide a broad, common base of knowledge about a.) Arts-based research, b.) Community action research, and c.) The issues, resources, and people served by our community partner, the Western Family YMCA of Delaware. Each participant will be invited to suggest one or two key sources that all should read or watch.
- **Prior to the conference, participants will be assigned a creative art form,** and will prepare a short (5-10 minute) presentation to introduce track members to how arts-based research involving that art form has been used to investigate and address issues involving issues directly or indirectly related to the Y's mission to promote youth development, healthy living and social responsibility.

During the Conference
Conference Day 1
The goal of the first day is to outline a general framework and a specific arts-based research project to pursue in collaboration with a branch of the YMCA.

- **9:00 – 10:00AM:** Presentations: To provide exposure to a wide variety of perspectives on arts-based research and what it can achieve, participants will take turns leading the discussion around their presentations.
- **10:00 – 12:00:** One of the session co-chairs will lead participants in 2-3 artistic practices within an arts-integrated lesson to demonstrate how an art form can be a medium through which to explore another subject or idea.
- **2:00 – 3:00:** Participants will integrate, summarize and develop key themes drawn from the preconference readings, the presentations, the arts- integrated lesson, and the morning's discussions. The goal for this hour is to develop a set of conceptual and methodological issues to guide future research, and to determine which community issues are most important and suitable for arts-based research.
- **3:00 – 4:00:** Small groups will brainstorm on different aspects of the issues identified in the previous hour.
- **4:00– 5:00:** Participants will develop one or more posters to aggregate their ideas to share with conference attendees.

Conference Day 2

The goal of the second day is to continue to refine the conceptual framework identified on the previous afternoon into an outline of a manuscript suitable for the special issue of JBR associated with the conference, and to flesh out the arts-based research plan to address a specific issue in collaboration with the Western Family YMCA.. A secondary goal is to identify issues for further research and teams interested in investigating these issues.

- **9:00 – 9:30:** Identify and integrate any new insights that may have been gained at the poster session or upon further reflection.
- **10:00-12:00:** Develop a detailed set of action steps to implement arts-based research to address one of the issues of importance to the Western Family YMCA (Newark, DE) and an outline for a paper based upon the conceptual framework suitable for the special issue of **JBR**. Determine an implementation plan – who will do what, and when will they do it? Identify future research directions, including both conceptual pieces targeted towards arts research or public health journals, and empirical issues; identify participants who commit to pursuing these issues.

Post-conference

Publication and Implementation Plans

Participants will:

- **Implement an arts-based research project in collaboration with the Western Family YMCA,** assess findings, make appropriate revisions, and potentially develop a scalable program that can be adapted for other branches of the YMCA,
- **Co-author a conceptual paper providing insight into collaborations with community partners for arts-based research** to investigate and address societally relevant issues, and submit it to JBR within the submission deadlines for the special issue.
- **Collaborate on additional possible articles** – e.g., an article on the specific contributions of consumer behavior to arts-based research targeted to an arts-based research journal, an article describing the process, findings, program developed, and program impact, targeted to a journal related to program developed.

Consuming Space: How to Foster Pro-social Transformations?

Track Co-Chairs:
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Rodrigo B. Costilhos
Universidade do Vale do Rio dos Sinos

Overview

This session takes a renewed look at the consumption of space, both in its tangible, material forms (geographically "natural" or built) and social (personal, public, or symbolic) aspects. Urban environments are both a *place* of consumption and a spatio-market *object* that needs to be managed and governed effectively with marketing tools. Developing new conceptual research on the consumption, structure, and meaning of place can provide manifold means to foster pro-social place transformations to enhance sustainable communities.

Statement of the Problem

The surge in populations residing in urban areas has led the United Nations, among others, to shift its focus to the new development issues of emerging megacities and adopt a spatial focus. Problems include street congestion, housing crises, costly transport, employment, waste, and pollution. Climate change increasingly places the natural and built environments at odds, as displacements from natural disasters greatly complicate the quest for sustainability.

As the proportion of the urban population is expected to increase by 66% to 6.3 billion by 2050 (U.N. 2010), city space becomes more and more valuable. Increased density often reverses past urban/suburban class divisions. Though wealth often dominates central city districts, the poor and middle class ethnicities are pushed outward and consequently crowded suburbs become more diverse (Lacy 2016). New issues loom as consumers seek new residential amenities in emerging "edge cities" and "exburbs" (Taylor 2011).

While central city spaces are among the most economically valuable places, the wealth of the built environment enormously depends upon public funding to sustain urban infrastructure. Urban development is thus a highly contested domain among residents, developers, investors, politicians, and others. Suburban sprawl creates similarly related spatial problems. Businesses, consumers, government, and civic institutions each attempt to manage complex spatial socio-economic relations. From the daily negotiations between diverse social groups in changing neighborhoods (Zwick & Ozalp, 2010) to the dynamics behind the production and consumption of dwelling spaces as diverse as gated communities (Caldeira, 2000; Le Goix, 2005) and public housing partnerships that foster urban revitalization (Motley & Perry, 2013), urban space has clearly become a prime arena of twenty-first-century political contention.

"Spatial consumption" resists materiality traps (Burroughs & Rindfleisch 2012) since it is experiential and often ludic. As consumers "inhabit" and "traverse" places and spatially "local" attachments build community values. Attention needs to be given to new means of enhancing spatial consumption and meaning. Improving space can enhance public wellbeing, reduce urban stressors, and build social equity among different community groups (Saatcioglu & Ozanne 2013). City squares, parks, and neighborhoods are central to fostering collective place identities and the "feeling of being at home" that reduces class and ethnic tensions (Al-Sabouni 2016).

Goals

As Soja (2009: 22) notes, society and space dialectically co-constitute each other, "social processes shape and explain geographies" at the same time that "geographies shape and explain social processes and social action." The "spatial turn" in social research includes insights from organization studies (Dale & Burrell 2008; Warf & Arias, 2009), urban sociology (Gieryn 2000; Lefebvre 1991; Soja 2011) architecture (Dunham-Jones & Williamson 2008), and destination branding (Greenberg 2008). Consumer studies have advanced understanding of the negotiations of the ideologies of "public" spaces (Bradford & Sherry, 2015; Visconti et al. 2010), examined how space provides sites for utopian praxis (Chatzidakis, Maclaran, & Bradshaw 2012), and considered the "managed materialities" of retail sevicescapes (Kozinets et al. 2004).

Place associations are highly meaningful to national, regional, and ethic identities. Space is no mere "backdrop" of consumption, however. New studies and methods employ spatial cues and configurations as key variables. Perceived familiarity and attraction to place affects consumer comfort and security perceptions. Location matters. "Where things happen" becomes an important perceptual variable to account for the "how" and explain the "why" of consumption (Warf & Arias 2009). Focusing on spatial dimensions of markets, such as territoriality and scale, leads to fundamentally different perspectives of market system functioning (Castilhos, Dolbec & Veresiu 2016).

New spatial perspectives are emerging. Natural green spaces are demonstrated to increase performance of memory and learning tasks (Oishi 2014). Artistic expression enhances space through celebratory murals, national monuments, or theater and music events, promoting civility and a sense of communitas among those in close physical proximity (Visconti et al. 2010). A small group of protesters camping out in Manhattan's Zuccotti Park near Wall Street ignited a national and global movement with lasting repercussions. More prosaically, "Pokémon Go" repurposes public spaces by providing a means to imaginatively engage consumers for simple ludic purposes.

Our session goal is to (A) expand such spatial concepts beyond areas previously considered and (B) better articulate the multidimensional and overlapping public concerns of spaces as common-pool resources to transform behavior. For example, spatial transformations from New York's bike sharing program attractively repurposed streets and set in motion forces that radically restructured transport modes, promoted physical and artistic recreation, and created "walkability" to

improve social interaction and health (Sadik-Kahn & Solomonow 2016). Such efforts, in turn, reduce crime and spur economic development to result in a better social ethos of generalized reciprocity and trust (Putnam 2000). Other spaces, such as city community gardens, make pro-social values even more fully apparent.

Research Questions and Agenda
We inquire about the inclusiveness/exclusiveness of public space and place and question their evolving dynamics around the global. How do issues such as locality, social proximity, the emancipation of space, or preserving natural scenic places yield positive effects for consumers? Can places be meaningfully transformed to aid consumption and raise social capital? Do attractive public places help people behave more generously and cooperatively? How do dominant market actors subjugate and contributed to spatial segregation and social exclusion? What effect do "displacements" and related problems of urban redesign have on consumers? How do stakeholders with divergent goals equitably negotiate space?

An international trans-disciplinary team will be sought to examine, catalogue, categorize, and evaluate spatial concepts. The cross-cultural examination of the issues will assist new and grounded perspectives to theorizing. This work will facilitate new means to assess space, for example, new digital mapping tools or research methodologies will be considered to assist spatial visualization.

Pre-conference Activities
To expand place-based consumer theorizing before the conference, the team will undertake new means to identify and classify spatial similarities and differences. The overarching goal is to enhance pro-social consumption and assist the process of designing positive place transformations.

Step 1: The team members will be asked to choose one or more contexts of urban transformation and inquire about the following topics:
- Geographic characteristics (e.g. location, scale, built and natural environment);
- Socio-historic characteristics (e.g. evolution of patterns of occupation);
- Nature of the transformation (e.g. urban renovation, civic occupation).
- Main Stakeholders and their interests (e.g. consumers, dwellers, producers)
- Roles of stakeholders on the transformation and negotiations that take place in space

There is no restriction concerning the scale or the types of spaces of interest. Contexts can range from commercial to leisure, to residential areas, from public to private spaces, from fixed to mobile spaces (e.g. transportation systems), from concrete to representational spaces, and from small to big spaces.

Step 2: The team will examine methodologies and classify spaces to find common contexts, dynamics and possible research questions.

Step 3: Each team member will prepare a short visual presentation (e.g. video, mapping, pictures, etc.).

Step 4: The team will collectively develop the daily conference schedule. The final publication products are intended to develop multidisciplinary perspectives and promote guidelines useful to innovative transformations of space, relevant to urban planners, architects, city planners, green designers, sustainability entrepreneurs, NGOs, city branders, artists, and transportation commissioners.

To assist preconference team recruiting and selection efforts, applicants should please provide:
- **Background** research related to this area, including publication citations
- **Short statement** as to what triggers interest in this domain
- **Context** and desired "spaces and places" of interest to study
- **Theoretical** approaches of interest, if any
- **Methodological** approaches of interest, if any
- **Future** research interests

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Ending Hunger: Empowering Innovative Local Solutions

Track Co-Chairs:
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University of Wisconsin – Milwaukee

Melissa G. Bublitz
University of Wisconsin Oshkosh

The Problem:
In many communities, attention towards the problem of eating to excess has taken precedence over the problem of food accessibility. Yet globally and locally in many communities, access to food is compromised and hunger persists. However, some communities develop innovative solutions to get healthy food into the hands and homes of the hungry. These "bright spots" are often initiated by a local agency that finds a creative solution to tackle the problem of food accessibility.

This track adopts a relational engagement approach (Ozanne et al., 2016) to work directly with social impact organizations, including NPOs, government and social welfare agencies, for-profit enterprises, and community partners (churches, activist groups, schools, health providers, etc.) to investigate the "bright spots" in food accessibility programs. Our investigation will not only examine the dimensionality of programs that succeed, but will dig deeper to discover: how the idea materialized, what hurdles the organization faced, how they overcame start-up challenges, how the program has evolved and what they see as critical factors to ensuring future success. By systematically investigating the solution (rather than the problem) we hope to identify patterns others can replicate to uncover and develop their own innovative solutions for tackling hunger.

Track Goal:
This track of the 2017 TCR Conference will assemble researchers and community action partners directly involved in developing and managing local innovations in tackling hunger to assess if and how some programs and ideas might be scalable to serve wider audiences. Further, we examine the process local leaders use to discover and develop innovative solutions that meet the unique needs of their community with an eye toward formulating and publishing a framework others working to tackle this important and complex social issue can follow to build their own creative solutions. Lastly, we hope to layout a network mechanism for disseminating knowledge and idea sharing to empower collaboration, cooptation, and customization of creative solutions within other communities large and small, far and near so that collectively we make progress toward eliminating hunger world-wide.

Pre-conference Activities
1. **Knowledge building**: Working under an established timeline, track team members will participate in online discussions and each recommend program websites, news stories, and research that will provide a broad-based perspective on innovative programs and approaches toward tackling hunger both globally and

locally. In addition, we will gather and discuss research from other relevant perspectives including: government as a partner and road-block, community attitudes about why hunger persists, the co-morbidity of poverty and hunger, and community collaborations on a broader scale.

2. **Bright Spot Research**: Track participants will work to systematically investigate "bright spot" programs in their community. After developing a semi-structured interview guide to facilitate in-depth interviews, researchers and community action partners will individually collect data to uncover and understand what makes these innovative programs so successful.

3. **Shared learning**: Each track participant will then summarize and share what they learned from the leaders interviewed and programs investigated. Through online discussion and document sharing, the track team members will begin to layout an actionable framework for discovering and developing innovative food accessibility solutions that will work in their own community.

Tentative Conference Schedule

Day 1

- **Morning Session:** During the morning session the track team will organize, categorize, and synthesize the information and insights gathered during the pre-conference activities including: reading, review of secondary and primary research data and discussion of larger questions about hunger and food accessibility worldwide to develop a preliminary map of the conceptual framework.

- **Afternoon Session:** After lunch we will map out a framework organizations can use to identify, investigate, and develop "bright spot" solutions. We will develop a poster along with a brief verbal presentation to explain the research used to develop the framework along with larger questions about practical applications to tackle hunger on a local and global level.

- **Evening Session:** Poster session, integrative learning across the diverse TCR tracks.

Day 2

- **Morning Session:** During day two, we will discuss the feedback we received as well as ideas gleaned from other TCR tracks. Using these insights, we will refine our conceptual framework and develop a short presentation for closing. In addition, we will develop our action plan, teams and timeline for writing a competitive submission for the special issue in the Journal of Business Research entitled: "Transformative Consumer Research: Increasing Impact through Relational Engagement".

Post-conference Activities

- **Competitive Paper Submission**: Working in smaller teams, we will collectively write a competitive paper submission to document our conceptual framework developed at the conference and set forth a research agenda to advance and disseminate knowledge designed to tackle the local and global problem of hunger.

- **Continuous Community Partner Engagement**: Our goal is to continue to engage community partners to find creative new ways to forge partnerships between research and practice but also across agency perspectives and geographic

separation. Further, we will also examine ideas that may be scalable and discuss how a distributed network of community leaders in this cause space might better share information and work collectively.

- **Other Research Opportunities**: Beyond our initial competitive paper submission, we will work in smaller groups to identify and execute additional research projects within the research agenda set.

Engaging, enabling, empowering consumers in solving obesity

Track Co-Chairs:
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Macquarie Graduate School of Management, Macquarie University

Natalina Zlatevska
Senior Lecturer of Marketing at the University of Technology Sydney.

Joy Parkinson
Lecturer in Social Marketing, Griffith University

Statement of Problem and Its Importance

Obesity is an exceedingly complex problem. At one level, it can appear strikingly simple: obesity is the result of a long term imbalance between calories consumed and calories expended. That is, too much food, and too little activity. However, these two forms of behavior (food consumption and activity) are likely the result of human preferences. Humans, like many other animal species, prefer more food/tastier food to less, and prefer to expend less effort (money, time, energy) than more. These preferences are a function of both nature (biology, genetics) and nurture (personal influences such as parents, spouses, peers, siblings; and broader social influencers such as religions, food marketers, leisure marketers, governments, etc.). Moreover, these many factors are very likely to interact in many complex ways.

On top of this, the effort to constrain the bourgeoning of obesity at a collective and individual level is distinctly different from previous social problems arising from consumption of tobacco, alcohol, drugs. Food – unlike tobacco, alcohol, drugs – is needed, it is a biological imperative.

The challenge for controlling obesity is that we are inviting consumers not to abstinence, but moderation. Stopping from starting has long been recognised to be easier than stopping once started: "easier to resist at the beginning than at the end" (Leonardo da Vinci).

The Goal of the Proposed Track

This session advances a previous dialogical session (RMIT 2015) in which the wicked nature of the obesity problem was explored. The goal of this session is to move forward and despite the challenges, explore a very specific question: "how might we solve obesity?".

In this vein, participants are sought who have specific ideas on helpful ideas on interventions that might be implemented, perhaps at the consumer, commercial marketing, social marketing, health and public policy levels or some combination.
Each participant (or team of participants) will be invited to present a précis of their ideas along with some estimates of the effect-size of their proposed interventions.

Estimates of potential effect-size are required even if extant research is qualitative, limited or even non-existent.

An open discussion will follow each presentation in which the strengths and limitations of the ideas will be explored, and further ideas will be added.

Between 8–10 individuals (both academic researchers and industry professionals) with a demonstrated interest or prior work in the areas of marketing, nutrition and obesity will be selected to participate. Our intention is to submit a conceptual paper on the topic to the 2017 TCR conference special issue on Transformative Consumer Research.

Tentative Structure of the Track Session
Pre conference
Eight to ten participants (including the track chairs) with a demonstrated interest or prior work in this area will be selected to participate. Each participant will be asked to prepare a poster (in PowerPoint) which outlines their ideas for addressing the obesity problem. Participants are asked to give special attention to estimating the potential effect size of the intervention. The poster PowerPoint will be shared with all participants for review four weeks prior to the conference.

Conference Day 1
Morning session.
Poster session: all posters will be displayed around the room. Each participant will have an opportunity to present the ideas in their poster.
Roundtable discussion: participants will be able to contribute to a discussion on the ideas presented in each other's the posters.
The session will conclude with a discussion to clarify the track goals.
Afternoon session.
The session will reserve time for a more general exploration of all the ideas, commonalities, gaps, discrepancies and additional ideas. Relative effectiveness of potential interventions will be considered explicitly.

Conference Day 2
Morning session
The session will aim to integrate the work completed on Day 1.
Afternoon session.
Session will discuss, revise and integrate the group's work with constructive feedback to develop the outline and tasks for the special issue paper.

Post conference
We plan to write a conceptual paper for the 2017 TCR conference special issue on Transformative Consumer Research that provides a research agenda to assist in answering the question: "how might we solve obesity?"

Exploring Consumer Financial Vulnerability as a Critical Turning Point in Consumer Well-Being

Track Co-Chairs:
Genevieve O'Connor
Assistant Professor at Fordham University

Casey Newmeyer
Assistant Professor of Marketing, Western Reserve University

Nancy Wong,
Professor, University of Wisconsin-Madison

Statement of the Problem

Most Americans (52%) rate their financial situation as either "poor" or "fair" (Gallup 2014). An estimated 71% of U.S. households do not have sufficient savings for an unplanned emergency (Pew Research 2016), and saving is made even more difficult with the rise of income volatility (Aspen Institute 2016). Consumers are living on the edge, hoping to survive another day or month financially (CFSI U.S. Financial Diaries; CFED 2016 Assets and Opportunities Scorecard). Thus, much attention is given to financial well-being (CFPB 2015), financial health (CFSI 2015), and financial security (Aspen Institute) of U.S. households. However, less attention is being paid to the state of financial vulnerability or actions which might help households avoid it. Financial vulnerability is the point in financial health or well-being at which the consumer shifts from a hopeful financial outlook to a more hopeless one.

A more holistic approach is needed to understand how financial knowledge, skills, and behavior lead a U.S. household to a point of financial vulnerability as well as how personal traits (e.g., self-control) and social context (e.g., upbringing, social network) influence these drivers. With this approach, we can examine how current and potential programs (e.g., financial education, reminders, etc.) might address key levers to help households avoid a vulnerable financial situation. We propose exploring financial vulnerability at the intersection of the person and situation, as an ultimate outcome of a consumer's mindset (socialized in their upbringing and current context) interacting with task demands (e.g., budgeting, saving, spending) (Oyserman 2015).

Marketing and Policy Implications

Consumer financial vulnerability is an outcome of individual, historical, social, political, and economic factors. To date, products and policies targeting each of these factors have had limited success since they fail to account for other factors that contribute to these vulnerabilities. Finding holistic solutions would entail innovative financial products, adaptive policies, and creative community programs with systematic evaluations of their effectiveness.

Goal of the Session:

The goal of this session is to offer an intersectional approach to study financial vulnerability. It is our intent to bring researchers together with a diverse set of skills and expertise to further explore the sources of financial vulnerability in light of ensuring economic equality for every individual. The main objective is to identify and address research questions that are likely to have practical and meaningful policy implications that also provide insight into ways marketing managers can help bridge these gaps.

Our intent is to facilitate structured discussions that will afford important and impactful extensions to extant literature regarding financial vulnerability. Research questions to explore during our interactive dialogue include:

- How does financial vulnerability relate to concepts of financial well-being, financial health, financial security, and financial distress?
- What is the relationship between financial vulnerability and consumer financial well-being?
- Are there critical stages leading up to a household becoming financially vulnerable? How might we identify and address these stages?
- Are there certain characteristics or experiences that make a household more or less susceptible to becoming financially vulnerable?
- How do/can households recover from a period of financial vulnerability? What does one's experience of financial vulnerability mean for the probability of future experiences?
- What are the implications of financial vulnerability in relation to consumer well-being- especially among populations such as females, minorities, and the young?
- How is financial vulnerability related to increased susceptibility (e.g., deceptive marketing practices)?
- What is the effect of financial education, product, program and other initiatives on improving financial capability as a means of avoiding financial vulnerability?

Tentative Conference Structure

Preconference.

Selected participants will represent a variety of backgrounds to bring a comprehensive understanding to the topic. Each group member is expected to play an active participatory role prior to, during, and at the conclusion of the conference. Drawing from literature reviewed prior to the conference, preliminary discussions, and the interactive group discussion during the conference, group members will be inspired to collaborate and think creatively to identify research projects with the ultimate goal of a peer reviewed publication.

1. Approximately seven to ten academic researchers with a demonstrated interest or prior work in financial literacy and/or consumer vulnerability will be selected to participate. Participants will be selected to provide diversity in methodologies, paradigms as well as different levels of experience.
2. Track chairs will establish a Facebook group page to facilitate the sharing of ideas and articles prior to the start of the conference.
3. The track chairs ask the session participants to read the following articles prior to the conference.
   - **Anderloni, Luisa, Emanuele Bacchiocchi, and Daniela Vandone.** "Household financial vulnerability: An empirical analysis." *Research in Economics*3 (2012): 284-296.

- o **Giesler, Markus, and Ela Veresiu.** "Creating the responsible consumer: Moralistic governance regimes and consumer subjectivity."*Journal of Consumer Research* 41, no. 3 (2014): 840-857.
- o **Lusardi, Annamaria, and Peter Tufano**.*Debt literacy, financial experiences, and overindebtedness*. No. w14808. National Bureau of Economic Research, 2009.
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4. The track chairs also require each of the session participants to recommend 1 or 2 articles for additional reading. These readings can be academic or practitioner based.
5. Several video conference calls will be scheduled in the weeks leading up to the conference to further narrow our topical focus prior to the conference.

Conference
Day 1
Morning Session
9:00-10:00 Academic participants gather for our first meeting to introduce themselves, interests, as well as to summarize our pre-conference discussions. The overall purpose of this session is to ensure participants are beginning from the same point of reference while bringing in a variety of individual perspectives to sustained discussion.
10:00-12:00 Nonacademic stakeholders will be invited to discuss the topic of financial vulnerability.

Working Lunch: Academic participants will summarize/synthesize/discuss what was learned during the morning session and ultimately identify the focus of our research project.

Afternoon Session

2:00 – 5:00: The goal for this three-hour session is to finalize our research priorities; specifically we will clearly identify the research problem, draw from extant literature to develop our research questions, identify methods to explore the problem (e.g., explore possible data sources such as secondary data, online experiments, or survey research), and discuss potential interventions and applications the potential results will have for consumers.

Day 2

Morning session

9:00 – 12:00: Discussions from the afternoon session on Day 1 will continue. We will also incorporate feedback from the Day 1 presentations to help refine our research goals. The ultimate goal of this session is to sketch an outline of a tentative paper and specify roles and responsibilities for each participant based on individuals' skills and research interests.

Post Conference

A post-conference write-up will include

1. A brief review of the existing literature on financial vulnerability,
2. Challenges and issues related to consumer financial vulnerability not fully addressed in the literature,
3. Key research questions identified during the forum,
4. A full description of potential studies identified during the dialogical session to tackle the research questions,
5. A description of key responsibilities for each group member based on their interests and skills, and
6. A timeline for manuscript preparation for a special journal issue.

Before departing the conference, a weekly day and time slot will be determined to continue discussions related to completion of the project. The intention of this track is to submit a paper to the special issue at the *Journal of Business Research*.

Religion, Spirituality, and Financial Decision-Making

Track Co-Chairs:
Elizabeth Minton
University of Wyoming

Samer Sarofim
University of Kansas

Statement of Problem:
Globally, around 82% of people report that religion has a major influence in their lives (Crabtree 2010). In the United States, 92% of Americans believe in God (Newport 2011) and 78% report that religion is at least a "fairly important" part of their everyday lives (Gallup 2013). Although the necessity of considering religion to comprehend human behaviors has for long been emphasized by social psychologists (Allport 1950; James 1902), consumer researchers have only recently become more interested in examining the effects of religion on consumer behavior (Mathras et al. 2016).

Consumers' core values are shaped by religiosity (Minton and Kahle 2014). As highlighted by Mathras et al. (2016), researchers have studied the religious-like qualities of consumer culture (e.g., Cult of Macintosh, Belk and Tumbat 2005; consumers of Volvos and Apple computers, Muniz and O'Guinn 2001). Other consumer psychologists have empirically examined the influence of religious background on various aspects of consumer behavior, such as purchase risk aversion (Delener 1990), marketplace attributions (Minton 2016), selected retail store patronage behavior (McDaniel and Burnett 1990), and consumer product and store-switching behavior (Choi 2010). However, it has been argued that further theoretical and quantitative research is required to expand the understanding of religion's impact on consumption (Mathras et al. 2016; Wilkes et al. 1986).

Specifically, research is lacking in the connection between religion/spirituality and consumer financial decision-making – a high involvement area in consumers' lives with a direct impact on their wellbeing and welfare. In each phase of analysis with TCR group participants, we will seek to identify positive and negative outcomes of the effects of religion/spirituality on financial decision-making for both individuals and societies.

Goal of Proposed Track:
We seek to gather practitioners with scholars who are interested in examining the role of religion/spirituality in the lives of consumers and in marketplaces. Importantly, approximately three non- academicians will be invited to provide diversity in viewpoint, methodologies and familiarity with different worldviews. Bringing non-academicians together with scholars, we aim at submitting a paper to the special issue in the Journal of Business Research entitled: "Transformative Consumer Research: Increasing Impact through Relational Engagement." The targeted paper will empirically investigate the role of religion afflation, degree of religiosity, and spirituality is shaping financial decision-making. This collaborative

scholarly research will aim at providing self-awareness to consumers, insight for businesses, and recommendations for policy makers and government regarding the role of religiosity/spirituality in financial decision-making. Additionally, this research will provide evidence-based strategies to improve the role of religiosity in informing consumers' financial literacy and decision-making.

Invited non-academicians (e.g., religion leaders, business leaders) need to be committed to an objective treatment of all focal worldviews and religions. In bringing together these participants, we seek to empower marketplace stakeholders (such as consumers, businesses, non-profits, and policy makers) in better understanding religion/spirituality as a key aspect of consumer decisions regarding finances. The following non-academic professionals have been contacted and expressed interest in participating in our track and attending TCR 2017.

In addition to these specific contacts, other religious leaders of eastern religious faiths (e.g., Buddhists, Hindus) will be reached out to closer to the conference date to see their willingness to attend a portion of the conference to share how they feel their religious tradition influences their follower's financial decision-making habits.

Track Structure (pre, during, and post conference activities):
1. Preconference
- **October 1, 2016:** Track chairs will issue a general call for participation in this track.
- **December 21, 2016:** Approximately five (4 – 6) academic researchers with a demonstrated interest or prior work in this area will be selected to participate in addition to approximately three (2-3) practitioners with related industry experience.
- Prior to the conference, each participant will be asked to:
  o **March 1, 2017** (sub-topic assignments made): Review the literature on financial decision- making and religiosity. Track chairs will assign a sub-topic (inclusive of selected relevant papers) within the broader domain of religion and financial decision making to each participant. Academics will be asked to review papers in academic journals, whereas practitioners will be asked to review articles in relevant practitioner outlets. Participants will be encouraged to identify further papers/articles within their assigned sub-domain, with an emphasis on a multi-religion and multidisciplinary review.
  o **June 1, 2017** (summaries due): Write a 2-3 page single spaced summary of the assigned sub-topic. The summary needs to conclude with (1) practitioners/policy outcomes and (2) the most pressing un-explored research questions in the sub-topic area.iii. June 10, 2017 (check-in w/ participants to ensure interviews have been conducted): Interview at least one business/employee regarding the assigned sub-topic and further explore relevant managerial and policy making dilemmas. Summarize the interview in one PowerPoint slide with direct quotes (if allowed by the interviewee).
  o **June 15, 2017** (slides due): Prepare a presentation (five-slide PowerPoint deck) loaded with photos and minimal text covering (1) the literature review, (2) research questions, (3) practitioner/policy outcomes, and (4) interview to present during the TCR session. Ten color print-outs (two slides per side) of the

slide deck will be brought by each participant to share with others in the session. Presenters should plan for a 10 minute presentation.

Conference Day 1
Morning session
Analysis and discussion during the conference will be done in a professional manner. All participants will be briefed on expectations for open sharing and the respect of individuals (and their adherence or non-adherence to any of the worldviews represented in the track at the conference).

- **9:00 – 9:45** Icebreaker
- **10:00 – 12:00 PowerPoint session:** Participants will take turns giving the presentation of their five-slide PowerPoint deck. To keep the session on track, only minimal discussion will be allowed between presentations. Instead, each participant will be provided with a pack of sticky notes and encouraged to write poignant thoughts or research questions on the sticky notes, write initials at the bottom, and then stick these on the wall in pre-set areas for each sub-topic on the wall designated by painter's tape.

Afternoon session
- **2:00 – 5:00:** The participants will summarize/synthesize/discuss what was learned during the morning session. This will involve drawing synergies from the sticky notes written during the morning session where topics are laid out visually to start the basics of a framework
- **2:00-3:00:** The goal for the first hour is to identify themes within the two main categories: (1) how consumers' religion/spirituality influences financial decision making and (2) how market actors (e.g., financial service providers, policy makers) influence financial decision making with regard to religion/spirituality.
- **3:00 – 4:00:** The goal for the second hour is to identify similarities, contradictions, and intersections among religion/spirituality, financial decision-making, and market actors.
- **4:00 – 5:00:** The goal for the third hour is to identify positive and negative outcomes for individuals and society, as well as to develop research priorities regarding religion/spirituality and consumers' financial decision-making. By the end of day one, the goal is to have a rough framework outlining relationships among sub-topics, consumers/market actors, various religious/spiritual traditions, and elements of financial decision-making.

Conference Day 2
Morning session
- **9:00 – 11:30:** The primary goal is to build on the rough conceptual framework from the afternoon session of day 1 to develop an outline for an empirical paper, inclusive of study designs, before participants leave.
- **11:30 – Noon:** A secondary goal is to have participants commit to sections of the paper they will work on (including, but not limited to: writing the introduction, merging literature reviews, filing IRB, funding studies or offering lab space for studies, putting together study questions, analyzing data, writing up results, polishing paper and writing conclusion).

Post Conference Plans:
1. To bring together and disseminate knowledge derived from the work of the track participants at the conference, we will work to publish an empirical paper in the

Journal of Business Research special issue entitled: "Transformative Consumer Research: Increasing Impact through Relational Engagement." Other outlet such as JPP&M, JCP, or JBR will be considered for the paper and potential subsequent papers. Additionally, outlets relevant to the practitioners attending the conference will be considered for shorter articles that are more immediately actionable by practitioners in the financial industry.

2. To ensure timely follow-through with roles self-selected during the TCR conference, the conference co-chairs will act as leaders to set deadlines, check in with participants, and fill in missing roles, as needed. To start, a follow-up email will be sent with a deadline for everyone to share notes, paper drafts, etc. that were created during the TCR conference.

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Subsistence and Sustainability

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Problem Statement

A majority of those living in poverty depend on the natural environment to meet their basic consumption needs (Collier, 2010). To substantiate, natural-resource dependent livelihoods such as agriculture, fishery and forestry directly support a large fraction of the global poor, across the developing and developed world alike (Worldbank, 2001). To complicate matters, local environmental conditions, such as water and air pollution levels, also have an indirect effect on the livelihoods of the poor by impacting their health.

Although the environment is a shared public resource, environmental degradation has a disproportionate impact on the lives of the poor as compared to that of the rich (Viswanathan et al., 2014). The rich have greater access to resources to insulate themselves from the direct and indirect impacts of environmental degradation – a protective cushion that the poor lack. The aforementioned condition leaves us with a situation where vulnerable consumer groups, such as the poor, are systematically put at greater risk than other less vulnerable consumer groups in society. Despite this reality, bulk of the research on environmental sustainability in marketing has been carried out in contexts of affluence (Kotler, 2011). Given that the natural environment directly supports the basic consumption needs of a large fraction of the global poor, TCR scholars must investigate and ameliorate specific challenges to environmental sustainability in contexts of poverty.

Goal of the Track

The subsistence and sustainability track will study how subsistence communities conserve, augment, harness and manage natural resources in order to maximize collective well-being. The track will also examine challenges to maximizing well-being, and how these challenges could be overcome. To address these broad research questions, the track participants will adopt a participatory action research approach (Ozanne and Saatcioglu, 2008) to explore the relationship between poverty and the natural environment. This will necessitate the inclusion of local communities in the research process and allowing for their lived experiences to shape research priorities and outcomes. This approach will also involve maintaining an open mind and a mutual learning mindset throughout the research process, on the part of all stakeholders.

Prior research has brought forth substantial insights on sustainability by taking the point of view of marketing firms that are straining to balance the competing demands of financial and environmental sustainability (Ozanne at al., Forthcoming). This track will add complementary insights to this emerging discourse by studying

the issue from the point of view of local subsistence communities and focusing attention on how local communities manage the competing goals of harnessing the environment and conserving the environment in order to ensure sustained community well-being.

Track Structure

True to the theme of relational engagement, the track will form and maintenance relationships with multiple stakeholders such as community members and practitioners throughout the research process and beyond. The track chairs have been working in subsistence communities in South India for many years and will play a facilitating role in the relational engagement process. They will also be facilitating the process of generating and sharing data. The specific activities that will be carried out pre-conference, during conference and post conference are mentioned below.

Pre-Conference

1. Track chairs will strive to constitute a group of scholars with a shared passion for the research topic but with diverse theoretical and methodological persuasions.

2. All participants will attend an introductory online meeting to learn about each other's interests and expertise. Online discussion forum will be created to facilitate sharing of ideas and to set a path forward in a democratic way. [Mid-January]

3. Track participants will develop interview questions and conduct preliminary interviews with individuals from subsistence communities. The track chairs will be able to help the data collection process by utilizing their prior experiences and relationships in subsistence communities to facilitate the interview process and also obtain relevant pictures/video from local contexts. All participants will independently read and interpret interview transcripts and pictures from local contexts. [Feb-March]

4. Track participants will identify practitioners to connect with to further shape emerging understanding. Participants will develop interview questions and conduct preliminary interviews with practitioners. All participants will independently read and interpret interview transcripts. [March-April]

5. All participants will attend an online agenda setting meeting to discuss emerging insights from data and identify potential focus-areas for deeper inquiry. [Mid-April]

6. Independent literature review on the focus-areas will be conducted to grasp the current state of knowledge and readings will be shared prior to conference.

Conference

Day 1

- *Morning*: Group discussion to evolve three to four high impact ideas, developing each idea in some detail.
- *Early-Afternoon*: Group and smaller team discussions to further develop high-impact ideas, including the identification of key research questions, data collection needs, etc.
- *Mid-Late Afternoon*: Group discussion to reflect on how the identified high-impact ideas fit into the broader research landscape.
- *Evening:* Presenting the ideas to external groups and acquiring feedback.

Day 2
- *Morning*: Sharing the chosen ideas over Skype with community members and inviting their feedback.
- *Early-Afternoon*: Sharing the chosen ideas over Skype with practitioners and inviting their feedback.
- *Mid-Afternoon-Evening*: Developing detailed timelines and task-breakdown for additional data collection, as well as writing a) an academic paper and b) dissemination materials (policy briefs, practitioner articles etc.). Arriving at a consensus on the basis for determining authorship order.

Post-Conference
1. Monthly online meeting to track and manage progress on deliverables.
2. Invite friendly feedback on manuscript.
3. Revise and submit academic paper to JBR and share dissemination materials with stakeholders.
4. Explore more ideas to build a collaborative program of research in this area.

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Tackling Modern Slavery: Collapsing the Consumption and Production Divide

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Statement of Problem

It is estimated that up to 60,000 people are currently enslaved in the US, and that at least 1,243,400 people are modern slaves across Europe[1]. This localised slavery is often invisible to those who live work and consume in the same communities. Many of these people are victims of human trafficking and are enslaved in industries such as domestic work, agriculture, restaurants/food service, and the sex trade, with women and girls representing the largest share of forced labour victims[2].

Focusing on the ethics of production, consumption and supply chains, recent anthropological and geographical schools of thought point to the tyranny of distance between sites of consumption and production in enabling social inequities and environmental degradation between privileged consumers in the global north and disadvantaged populations in the production sites of the global south (e.g. Kleine 2016; Lutchford 2016), calling for the distances between production and consumption to be bridged. Similarly, McDonagh, Dobscha and Prothero (2012) present an interdisciplinary TCR research agenda to study consumption and production together to promote environmental sustainability across the supply chain. We extend this approach to social sustainability. In this TCR track, we seek to bridge the divide between consumers and producers at localised sites of modern slavery – building local awareness for local and global consequence (Shaw, Chatzidakis and Carrington, 2016). In doing so, we seek to transform the lives of some of the most vulnerable people in our local and global communities – modern slaves.

Track Focus

In this track we draw on Kilbourne and Mittelstaedt (2012) to ask: what would the market look like if consumption were not separated from its production consequences? In doing so, we propose to *empirically* explore the *intersections between production and consumption* at an individual level in the context of *localised modern slavery*, such as enslaved workers in the UK and US. Specifically, we investigate: (1) how consumers/producers understand modern slavery within their own country and the consequences of their consumption/production choices on enslaved people; (2) localised consumer/producer success stories to understand

positive change factors; and (3) the impact of making the invisible enslavement practices visible on consumption/production of objects produced locally and globally.

To address this research agenda and enable industry engagement that is targeted to the right sectors, we propose a partnership with the Ethical Trade Initiative (ETI)[3]. We will draw on networks within ETI to source participants and the stories of local slave workers, and to connect with key industry stakeholders – e.g. apparel companies and trade unions – through ETI workshops and conferences.

Key Track Goals
1. Advancement of academic theory through the publication of a paper in the TCR Special Issue in the Journal of Business Ethics.
2. Industry/production linkage through a series of ETI facilitated workshops and seminars.

Track Participants and Activities
We seek to collaborate with TCR researchers internationally with an interest in social sustainability, human rights, social justice and/or consumption and production ethics. Interdisciplinary and all methodological approaches are most welcome.

Pre-conference activities:
Track participants will be required to prepare 1-2 cases of modern slavery in their community/country prior to the conference. A broad guide will be circulated to the track team to assist with this pre-work.

During the Seminar:
We will meet and work as a team in an intensive workshop format to de-brief on the pre-work, and to use this pre-work as a platform to develop specific research aims, questions and plans. These will be engaging sessions, coordinated by the track chairs and participated in by all.

Post-conference activities:
Towards the development of an empirical paper for the JBR Special Issue, track members will be engaging in novel and localised methodological approaches that will make the invisible – localised slaves – visible, such as bringing consumers and individual producers together over stories of objects of consumption and their production under local slave labour conditions. We will then work together to develop the paper. These activities will be coordinated by the track chairs.

[1] Global Slavery Index (http://www.globalslaveryindex.org/)
[2] International Labour Organisation (ILO). "ILO 2012 Global estimate of forced labour Executive summary."
[3] Note: The track co-chairs have an existing relationship with the ETI UK-based operation.

Transformative Market and Consumer Research Initiatives for the Refugee Humanitarian Crisis

Track Co-Chairs:
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Statement of Problem

Social conflict, particularly when systemically violent, is often associated with societal degradation and diminished consumer well-being. At the time of this writing, scores of countries and regions around the world are engaged in violent conflict in the forms of wars, gangsterism, or wanton and systemic thuggery. Every day, these activities have devastating consequences, including horrific human suffering, destruction of marketplaces, and even the complete failure of governing institutions. On 2015, at the TCR conference in Villanova, a group of scholars analyzed consumption and markets linked to social conflicts, and proposed four transition mechanisms—i.e., empowerment, communication, community building and regulation—through which consumers, marketers and policy makers can cooperate and contribute to peace-making (Barrios et al, in press).

For the 2017 TCR conference, we will continue discussing interactions among markets, marketing and consumers enmeshed in social conflict. Specifically, we further analyze the topic by focusing on one of the most nefarious consequences of violent social conflicts: forced displacement. Worldwide, tens of millions of people have been violently displaced by war or other forms of armed hostilities (UNHCR 2015). Among this group, more than 50 percent are under the age of 18; many of these children were unaccompanied or separated from their families (UNHCR 2015). In addition to the inherent, unimaginable suffering endured by vulnerable people who have been displaced, tremendous stresses are thrust upon governments and people in which the displaced take refuge or permanently settle. In short, virtually everyone and every system is affected and distressed, and thus we all have obligations to study this global refugee crisis and to propose transformative policies, practices and behaviors.

The purpose of this track is to discuss alternatives by which markets, marketing and consumer actions can help to assuage refugees' suffering or perhaps even to contribute via transformative solutions to the global forced-displacement and refugee crisis. We expect to build upon previous insights about constructive engagement (e.g., Shultz and Shapiro 2012), and displaced populations in other contexts such as natural disasters (e.g., Baker and Baker 2014) or poverty (e.g., Hill 1991). We are amenable to collaborate with other scholarly groups, and non-profit organizations with a similar focus on or ethos in this humanitarian crisis.

Tentative track structure

Pre-conference activities

Participants will be selected or invited considering track participants' diversity in terms of career stage, methodologies, theories used, analyzed contexts and commitment. Prior to the conference, electronic dialogue – e.g., via a LinkedIn group – will be held. Each selected participant will be asked to share materials – e.g., academic literature, NGO reports, TED talks, documentaries, etc., – to help expand our thinking about the subject ad to build a data-base and body of literature. The aim of this activity is to identify common interests and emerging ideas for discussion at the conference, and to posit some possible structures and specific foci for our research paper(s) intended for publication.

Conference activities

Track chairs will **summarize the results of the pre conference activities**. This will provide the starting point for dialogue. The goal during the conference will be to:

- Develop a conceptual framework that sketches transformative solutions on ways in which markets, marketing and consumer actions can help to assuage refugees' suffering;
- Identify publication opportunities, including topics and outlets;
- Establish the positioning for the *Journal of Business Research*, which will feature research-publications that emerge from TCR 2017.

Post-conference activities

Track chairs will set a paper elaboration schedule, including a monthly skype meeting and submission dates for sections of the paper. Participants will work in pairs for the elaboration of the paper's different sections; track chairs will merge all sections with a defined editorial positioning. All participants will be able to comment on and to make recommendations for each section; big issues or disagreements will be discussed during the Skype meetings.

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Transforming the Patient Experience

Track Co-Chairs:
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Track Description

Patient experience has been defined as "the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care" (The Beryl Institute 2016). Managing patients' and families' experiences during their health care journey is an increasingly important initiative for health care organizations (Barr 2016). The connections between improving patient experiences and managing community health have not yet been made. This track endeavors to fill this gap and to suggest ways for health care organizations to transform their patients, communities, and business practices.

Statement of the Problem and Its Importance

Better understanding, designing, and managing patient experiences is an important initiative for health care organizations and providers. With a shifting focus on value over volume, and increasing accountability for community health, organizations are increasingly interested in learning more about how to improve physical environments, nurse and physician communication, discharge planning, and other factors that affect patient compliance, participation, and engagement in health-related behavioral changes. Improving the patient experience is key to transforming the health and well-being of community members. Transforming the patient experience, therefore, holds the potential to become a health-related manifestation of increasing Relational Engagement to Escalate Societal Impact in health care.

As a result of shifting priorities, a focus on improving the experience of patients and families in health care is intensifying in many nations including the US, Australia, and the UK (Australian Commission on Safety and Quality in Health Care 2016; National Health Service (NHS) 2013; Rawson 2015). The patient experience movement has significant backing of organizations in the US, including The Beryl Institute (http://www.theberylinstitute.org/default.asp) and Cleveland Clinic's Association for Patient Experience (http://www.patient-experience.org/Home.aspx), which have spawned international conferences and patient experience-specific journals. While these efforts have bolstered the awareness and impact of patient experience efforts, the movement lacks a unifying framework, highlighting limited awareness of the consumer research and services literatures.

Goals of the Session

A significant unanswered question for health care researchers and organizations is how is a patient's experience (micro level) relates to community health improvements (meso, macro levels)? This track aims to bring together scholars and practitioners interested in developing a research project designed to capture the

complex social and other issues of participating in health care systems, evaluate patient experience efforts, and propose a model of patient- and family-centered care that leads from patient activation and engagement to community health and wellness.

Questions we may focus on include:

- How do patients and families experience their health care journey? What are the important drivers of patient engagement, compliance, and loyalty?
- What are the roles of health care organizations and providers (physicians, nurses, etc.) in creating transformative patient experiences in order to connect resources and networks to support health and well-being?
- How can health care organizations build upon individual patient encounters to develop community-wide strategies to enhance population health? Do patients and their caregivers see an association between health care encounters and future risk-taking and behavioral changes?
- What types of capabilities, activities, and roles do health care organizations need to develop in order to deliver superior patient experiences, activate patient behaviors, connect patients with communities of interest, and impact population health?
- Any other relevant and interesting questions related to the connection between patient experience and a broader construal of community health. We welcome your input and questions in this track.

Track Structure
Preconference: Constructing a Solid Foundation
At the conference, our team will develop a conceptual framework for understanding how patient experience improvement may impact community health, and identify important topics for empirical research. We invite each track participant to engage in preconference work so that our time together is productive. Plan on committing four days to preconference work including one day to read the literature, a few hours to choose an exploratory research task, and then up to two days to conduct research and to prepare a document with your findings.

- **Building a shared understanding of the patient experience and community health literature.** We will identify a set of 8-10 foundational papers dealing with patient experience and community health that each participant should read prior to the meeting. Each participant will be invited to suggest one or two key papers that all track members should read.
- **Gathering grounded insights into a conceptual model.** The selected team will collaboratively conduct exploratory research that will contribute to our conceptual framework. Together, we will organize the research effort prior to the conference. Participants will come to the conference with a prepared document that highlights their key findings.

During the Conference: Dynamic Co-creation of Knowledge
Conference Day 1
The goal of the first day is to outline a conceptual framework for our topic: Improving Patient Experience to Transform Community Health.

- **Initial Discussion:** What did we learn? Participants will circulate their findings to the group. Participants will then summarize documents to facilitate discussion and integration of findings from their pre-conference work to the group.
- **Integration and Synergy:** Participants will combine common themes uncovered during the pre-conference research. During the discussion, we will note interesting empirical questions that we may want to tackle.
- **Analysis and Synthesis:** Members will brainstorm different aspects of the research questions developed by the group, such as: What do we know now? What do we need to study? What aspects of the topic have been explored/ignored? Who are the stakeholders and what are the public-policy implications for these issues? Specifically, how do issues around patient experience and community health intersect?

Conference Day 2

The goal of the second day is to continue to refine the conceptual framework identified in the previous afternoon, and to formulate a specific set of research propositions related to the framework.

- **Recap the conceptual framework,** identifying any new insights that participants may have gained over night.
- **Identify and prioritize empirical research issues** motivated by the framework. Invite teams to form to address key issues. Begin to design research approaches and develop research work plans.

Post Conference: Delivering on the Promise

Post conference research and publication plans will be based on the interests of the participants and on what we learn together. We anticipate at least two publications written for a variety of audiences. The first will focus on a special issue in the *Journal of Business Research* entitled: "**Transformative Consumer Research: Increasing Impact through Relational Engagement**" that will be associated with the conference. The follow-up publication will be open to discussion by group members, but also should keep in mind that we wish to disseminate our findings to practitioners in the health care and public policy space.

Team members should be prepared to work efficiently with co-authors, meet agreed-upon deadlines, communicate effectively, and be active participants in cocreating new knowledge that will impact the theory and practice of patient experience management.

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Understanding the Role of the Culture Industries in Creating an Emancipatory Positive Critique

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Track Overview

How do cultures change? This question inspires the participatory action research guiding one of the most progressive tendencies in consumer research today, Transformative Consumer Research (TCR). Although this question fits well within the tradition of critical theory, the critical tradition historically focused on social structures and ideologies that prevented democratic social change. For example, writing in the 1940s, Herbert Marcuse (1964) is famous for his book *One-Dimensional Man*. This book is important because it represents a clear emphasis on the culture industries. Marcuse's interpretation of his experience in California was that popular culture in America created the conditions for people to find comfort and identity in consumption. Ultimately, a preoccupation with acquisition diverts attention away from the passivity and alienation associated with the social conditions of the time. As a result of alienation, dissatisfaction deepens, leading to more consumption, and so on. This lack of critical consciousness creates one-dimensionality, a unified code that becomes naturalized, compelling people to conform. Two other leaders of the Frankfurt School, Max Horkheimer and Theodor Adorno (1947) proposed that popular culture is akin to a factory producing standardized cultural goods that are used to manipulate the mass market. Later in the critical tradition, Habermas (1985) reframes this issue asking the question, how can the lifeworld be effectively preserved from the corroding effect of the system? Although Habermas (1985) conceptualizes the system as instrumental action, he notes that one consequence is individuated uniform acts of consumption.

The culture industries of the 1940s and 1950s, which helped to shape the agenda of critical theory were quite different from the culture industries today. Post World War II consumer culture reinforced conservative occupational and gender roles forming a hegemonic consumer ideology. However, the culture industries of today, including film, television, music, art, fashion, media, gaming, architecture, advertising, publishing, and design are very different, creating opportunities for creative engagement between individuals and social structure. Thus, this track seeks to turn critical theory on its head, articulating the potential for the culture industries to become an agent for emancipatory cultural change: can the culture industries creatively find ways of preserving or reclaiming the lifeworld from the corroding effect of the system?

Track Goal

This open track of the 2017 TCR Conference seeks to assemble researchers with diverse theoretical and methodological backgrounds. Preference will be given to those academics that express an interest in critical theory and the culture industries. The overall goals are twofold:

- **First,** group members will be asked to describe actual cases of how specific spheres in the culture industries have triggered positive social change. These cases can be described and expressed as the result of observation, interviews, ethnography, past research projects, literature, brief examples, or interpretation of popular media experiences. These cases will be shared with the group prior to the TCR conference. Each of the eight participants will be asked to develop three case studies.

- **Second,** during the TCR conference, the 24 case studies will be grouped and categorized according to criteria generated through dialogue. It is anticipated that each category will provide insight into a set of cultural consequences set in motion by the culture industries. These consequences may provide better understanding of cultural change strategies. This is important in that it will enable the TCR community to engage the culture industries in order to remedy concrete social problems. Participants will develop two articulations for each category: corresponding literature or foundational theoretical tradition, and corresponding ideas of cultural change strategies. Dialogue during the conference will produce an outline for a conceptual article positioned for an appropriate journal such as *Marketing Theory*.

Tentative Schedule: Pre-Conference Activities
Initial data gathering and literature review: September 2016 – January 2017

Participants will be asked to seek out three case studies of how the culture industries have participated in a positive critique. In critical theory, a positive critique is less diagnostic and more remedial, indicating positive social change according to some criteria or foundation. At this stage in the project, collecting a wide range of cases will be the most helpful since the purpose will be to gain insight into the interplay between the culture industries and social structure. For this phase of data gathering, participants will be asked to write three one page (single spaced) examples that have the potential to be further developed in the focused case study phase.

For example, in the late 1960s, a television producer named Joan Cooney wanted to use some dimension of popular culture to address the concrete problem of poverty and illiteracy. Since every home, regardless of social class, had a television set, she reasoned that an educational show that would give children from disadvantaged homes prolearning values might have the power to change dispositions and values long after the show had ended. The initial problem was how to make the show sticky enough to trick the children into learning. Working with psychologists specializing in child development and a number of creative artists, an American tradition was born: *Sesame Street* (Gladwell 2002, see Chapter Three).

Focused case study development: February 2017 – June 2017

Participants will be asked to explore the theoretical foundations of their three case studies. Theoretical foundations for this project may include links to literature, theories, or philosophical traditions. This is important since it may provide ideas as to

how the cases should be categorized. In addition, theoretical foundations point to a variety of ways the culture industries may impact social structure. For this phase of pre-conference activities, participants will be asked to write about the theoretical foundations for each of their three case studies. Again, we envision a page (single spaced) development. Thus, for each of the three case studies we will request a two-page write-up. The 24 complete cases will be shared with the group prior to the TCR conference.

Continuing with the example above, we can begin to link this cultural expression to theoretical traditions, helping us better understand the cultural change mechanism. For instance, since the idea began with an object that cuts across social class (i.e., the television set), class and habitus are important. In this case, habitus refers to the physical embodiment of cultural capital, deeply socialized habits and dispositions that arise from our life experiences. Here, *Sesame Street* became a new agent in the child's habitus thus changing the field. Since much of Pierre Bourdieu's practice theory observes the semi-independent role of educational and cultural resources in the expression of agency, this is an interesting explanation as to why *Sesame Street* worked—and it gives us insight into how other cultural expressions may engage a positive critique.

Tentative Schedule: Conference Activities

- **June 19, 2017 –** The first day of consensus building through dialogue will focus on a typology that categorizes the cultural case studies. This typology will be based on criteria or a foundation emerging from dialogue. The purpose of this typology is to help the researchers understand the dialectical interplay between the culture industries and social structure—in the context of positive critique.

- **June 20, 2017 –** The second day of consensus building through dialogue will focus on the outline for the conceptual article. This outline will be detailed enough so that when the group departs, we will have a clear plan for completing the article and moving it through the publication process. The article will focus on the role of the culture industries in critical theory, the potential for the culture industries to effect positive social change, an understanding of a range of social change strategies, and ideas as to how the TCR community can better engage the culture industries to remedy concrete social problems.

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Women and Health: Choices, Challenges, and Champions

Track Co-Chairs:
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Statement of the Problem and Its Importance:
"…Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Women's health involves their emotional, social and physical well-being and is determined by the social, political and economic context of their lives, as well as by biology. However, health and well-being elude the majority of women." (http://www.un.org/womenwatch/daw/daw/)

Despite facing many market and socio-political challenges, women are the health decision-makers for themselves and their families. In the US, women make over 80% of all family health decisions (Kaiser Family Foundation 2011). Yet a majority of women feel they lack the time, resources, and confidence to promote health. Furthermore, when a life transition or health crisis occurs, women experience significant shifts in their roles, identities, and networks. As TCR researchers, the aim of this track is to examine our current understanding of women's experiences related to health and identify gaps in knowledge and practice. The outcome will be to further research agendas to empower women for promoting health and agency.

Goals of the Proposed Track
This track seeks to combine diverse theoretical and contextual paradigms in an effort to further understand questions pertaining to the health issues of women, specifically in the domains such as self, identity, family, agency, and advocacy. The focus will specifically be on the challenges women encounter as they navigate their personal well-being, as well as that of their family, in both the health marketplace and society. Additionally, this track seeks to initiate dialogue about the champions that women become in terms of agents in the market, catalysts of change, and contributors to the health of societies (WHO 2009).

- **Choices:** Women act as primary decision-makers and health advocates for themselves and their families. They gather information, network with others, align these with personal value systems, and make choices about health services (e.g., immunizations, preventive care) and health promotion (e.g., nutrition, lifestyle) on behalf of their families. Research is needed to better understand the communities in which health knowledge is shared, comprehension of such information, its integration into one's life, and the nuances of making such complex choices.
- **Challenges:** Many times women are diagnosed with mental and/or physical health conditions or are faced with transitional life periods (e.g., motherhood, infertility, menopause, disability) that may adversely impact or transform their

individual identities, thus influencing behavior (Fischer et al. 2007; Mason & Pavia 2015; Pavia & Mason 2004; Pounders et al. 2015). Research is needed to better understand the intricacies and gradations of these identity shifts, and resultant changes in behavior. Furthermore, research is needed to understand how women navigate complex service environments while negotiating sensitive socio-cultural meanings about one's body, identity, agency, and future well-being.

- **Champions:** Women many times undergo modifications in their family roles and responsibilities when a loved one is diagnosed with a serious health condition. For example, a woman's identity may evolve from that of a loving daughter into that of a caregiver or action agent whose primary task is to facilitate the flow of information between the emotionally or physically compromised loved one and the healthcare system. Research is needed to develop greater insight into why and how these modifications occur and the resulting impact on a woman's identity, relationships, and behavior.

Track Schedule

At the conference, our team will develop a conceptual framework for understanding women's experiences in making health choices, facing health challenges, and acting as a health champion on behalf of loved ones. We will identify an agenda for empirical research. In order to be productive while together, we outline our schedule ask each participant to engage in about four days of preconference preparation (described below):

Preconference

Formation of our Track

- A diverse group of 5-7 researchers will be selected based on their research interest, contextual area, methodology, stage of career and geographical location.
- Track chairs will invite 1-3 scholars/practitioners in the area of healthcare, public health, non-profit organizations, and/or government agencies to participate.
- Participants will be connected through a group Facebook page. A personal introduction and research interest statement will be shared.

Preparation by Participants

- Participants will commit one day to reading 5-7 articles selected by the track chairs, as well as 1-2 articles chosen by each participant. This will allow our team to begin with a common literature foundation and serve as a catalyst for our conceptual discussions.
- Participants will commit two days to conduct exploratory research that can provide insights for our conceptual framework. The data collection can be done independently or in pairs. As a group, we will identify possible research areas and organize a collaborative research effort.
- Participants should commit one day to prepare a poster highlighting their exploratory work and findings.

Conference

Day 1

- **9:00-10:30** Research Poster Session

Participants will share their research posters and synopsis of key insights with the group. Discussion will center around integrating the groups' findings. Non-marketing participants will provide feedback and additional insights.

- **10:45-12:00**   Themes Identification and Literature Reflection

Participants will summarize common themes uncovered during the pre-conference research. We will reflect on what the literature contributes to our findings, how women's health experiences have been portrayed, where knowledge gaps exist, and what methodological approaches could be used to investigate and empower.

- **2:00 – 5:00**   Research Priorities and Conceptual Framing

Participants will outline research priorities and begin to develop a conceptual framing for the research agenda from a consumer research perspective. A conceptual poster will be developed for the evening reception.

Day 2

- **9:00-12:00**   Conceptual Revision and Next Steps

Building on the evening's feedback, participants will revise the research conceptualization and agenda. We will then outline a conceptual paper for submission to the Journal of Business Research special issue. Finally, we will break into groups for identifying potential empirical projects going forward.

Post-Conference

Participants will co-author and submit a conceptual paper to the TCR special issue of the Journal of Business Research. We also plan to submit a special session to the Association for Consumer Research Conference. Most importantly, we hope to form a supportive group of scholars with sustained interest in the topic who commit to develop and encourage empirical projects.

Behavioral Engineering: Changing Bad Habits and Health Norms

Track Co-Chairs:
Sinem Atakan
Ozyegin University

Catalina Velez

Huy Quoc Tran
University of South Eastern Norway

Problem Statement:
Bad habits and unhealthy behaviors are at the center of many areas that could benefit from transformative consumer research: addictions, unhealthy eating, risky behaviors, and many social interactions. Two common ways of addressing these problems have been fairly top-down: Promoting information campaigns or employing behavioral economics incentives. In contrast, this paper shows that many unhealthy behaviors are developed either by design or through habits. By specifically understanding how these occur enable us to develop or engineer bottom-up behavioral-engineered solutions that target the root of the problems.

Marketing and Policy Implications:
We will show how behavioral engineering can address both design problems and bad habits in a systematic way. We will conduct a study on whether people with unhealthy behavior habits have skewed behavior norms based on the frequency of their behavior (e.g., heavy drinks think most people drink more than they do; heavy people think they are lighter than average). We will look at health norms in a grocery store and shopping behavior. We will explore new behavioral engineering approaches to eating fruits and vegetables and reported eating behavior in homes. And we will study the development and cessation of habits to explore how changing personal norms changes behavior. We will explore how we can discover critical points of habit formation to prevent bad habits from being formed in the first place.

Emerging Issues in Food Policy and Consumer Decision Making based on Restaurant Menu Labeling

Track Co-Chairs:
Kelly Haws
Vanderbilt University

Peggy Liu
University of Pittsburgh

Statement of the Problem and its Importance

Having to make many choices about food consumption is a pervasive and continually recurring activity in the daily lives of consumers (Wansink and Sobal 2007). Mounting evidence suggests that restaurants play an increasingly central role in providing for consumers' daily dietary demands, and recent legislation included in the Affordable Care Act of 2010 provides new requirements for the provision of nutritional information on restaurant menus. The past several years have been characterized by increasing exposure to such information in a wide range of restaurants as well as a growing body of literature using a variety of research approaches aimed at understanding the impact of this information. After a series of delays, the full measures of the ACA's restaurant menu legislation are set to be fully implemented by May of 2017. As such, further understanding of how this information impacts restaurant ordering and consumption behaviors is critical for determining the effectiveness of this legislation and evaluating potential adaptations that might increase its impact.

Within the complex and changing landscape of understanding how menu labeling impacts both choice and consumption and the obvious linkages to consumer health and wellbeing, we particularly focus on two key realities that to date, have received scarce attention:

- While information provision has focused almost exclusively on calorie counts, other types of information may also be helpful in facilitating decision making. We plan to address various types of information, their relative importance, and any interactions among the information and other components of food choice and consumption.
- Restaurants have many options to consider in response to how to adjust given the new menu information disclosure requirements. For example, they may respond by adjusting recipes to provide healthier (or, possibly less healthy) options, adjust portion sizes, or change offerings related to different types of foods (e.g., appetizers, entrees, side items, desserts, beverages, and so on). We plan to examine the possibilities provided by each of these options and how they affect consumer decision making.

Building on these issues of great public policy and consumer welfare relevance, this track seeks to conduct research on how consumers respond to both current and pending legislation as well as other related actions on the part of firms. These efforts are aimed at identifying ways to nudge consumers towards healthier decisions.

Goals of the Session

This track's team is comprised of researchers who have all conducted research related to the provision of nutrition information and health claims in a variety of academic fields, including marketing, public policy, health economics, and medicine. Combining these perspectives will lead to new specific questions and research not previously conducted. A series of key questions focused on menu labeling will guide our efforts including: What nutritional information is the most impactful and for whom? How do consumers respond to changes in menu offerings including options viewed as healthier and varying portion sizes in the context of menu calorie labels? What prevents consumers from making healthier choices in spite of additional information? What information besides calories may impact decision making?

To achieve these research goals, the scholars in this track are working together to combine insights from prior research in various disciplines and identify the most meaningful and actionable gaps. Prior to the TCR conference, the research team plans to collect initial (primary) data. If possible, the team plans to conduct some preliminary analyses of data before the TCR conference; in addition, the conference session itself provides an opportunity to analyze data and develop plans for additional data collection. During the TCR session, the goal is also to further refine the research project, and develop an agenda for additional future research beyond the empirical piece we will work on pre-, during, and post-TCR. Accordingly, prior to the conference, each member of our team will focus on enriching different aspects of our conceptual framework, based on their specific area of expertise.

The intended outcome from the TCR session will be a detailed outline for our first manuscript from this project and the design of additional experimental studies.

Organization of Pre, During, and Post Conference Activities
Pre-Conference Organizing Plans
The team will be working together to lay the ground work for an empirical investigation. Here are planned tasks:

- *Literature review (December 2016-January 2017):* The team reviews existing literature on consumer food decision making in response to calorie and other health based labeling within consumer and marketing research (e.g., transformative consumer research) and outside of marketing (e.g., economics, public policy, medicine). The team will benefit tremendously from having a diverse set of scholars spanning multiple disciplines.
- *Identification of most pressing issues and development of conceptual framework (January –February 2017):* The team reviews existing literature on consumer food decision making in response to calorie and other health based labeling within consumer and marketing research (e.g., transformative consumer research) and outside of marketing (e.g., economics, public policy, medicine).
- *Study development (January–February 2017):* The team develops 1-2 experimental studies to test identified gaps in the current literature and test theoretical framework.
- *Submission of IRB application (February-April 2017):* Submission of initial materials (after initial approval, we will prepare for a potential revision of IRB-

related materials, as the specific research questions emerge; we will then submit modified materials to the IRB, to get approval of the revised materials).

- ***Data collection*** *(tentative schedule February–May 2017):* The team plans to launch an initial wave of data collection in the Spring of 2017, followed by a second wave in late summer of 2017 (i.e., after the TCR conference).

During the TCR Conference

- The team plans to have experiment/field experiment data from initial data collection to review and use to develop plans for the next wave of data collection, with the goal of setting up a field study to test specific restaurant menu labeling formats and/or interventions.
- In light of the results / insights generated from the data, we will also design Wave 2 of the data collection.
- The outcome we hope to achieve at the TCR conference is to finalize a detailed outline for the first manuscript resulting from this project.
- The other outcome we hope to achieve at the conference includes identification of additional important issues related to our investigation that will serve as a basis for other future research.

After the TCR Conference

- The team plans to have a working paper ready to submit to a top-tier marketing journal within 10 – 14 weeks.

References

1. Wansink, B., and J. Sobal. 2007. Mindless Eating: The 200 Daily Food Decisions We Overlook. Environment and Behavior 39 (1): 106–123.

Exploring New Ways How Financial Service Organizations Can Improve the Financial Well-Being of Vulnerable Consumers

Track Co-Chairs:
Martin Mende
Florida State University

Maura L. Scott
Florida State University

Statement of the Problem and its Importance

Financial services influence every consumer's life (Anderson et al. 2013), and they are inextricably linked to consumer well-being; on the one hand, they can help overcome major societal problems, such as poverty and financial hardship (e.g., savings and loans, financial counseling, financial education). Conversely, financial services also can "marginalize, judge, and stigmatize citizens and communities" (Anderson, Ostrom, and Bitner 2010) (e.g., loan defaults, payday loans, predatory lending). Typically, financial services have both positive and negative aspects – sometimes for different groups of people. In short, financial services can be a source for both consumer well-being and ill-being.

This track focuses on two realities related to financial services (Sherraden 2013):

- Many consumers, in light of increasing financial instability and income inequality, *lack the knowledge and the skills* that are needed to make optimal decisions in an ever-more complex financial environment.
- A growing percentage of society *lacks access to financial services* (products) that could provide a gateway toward improved financial well-being (e.g., objective financial stability, reduced financial stress).

Against this broader background, this track conducts research on how financial service organizations can better, more proactively, and more systematically address both aforementioned problems: (1) improve the financial knowledge of customers (e.g., through specific programs that are designed to improve consumer's financial literacy), and (2) increase access to financial products especially for vulnerable, under-served consumers (e.g., by offering service solutions that are designed to provide vulnerable consumers with viable alternatives to predatory lending and to develop their overall credit worthiness).

Goals of the Session

This track's team collaborates with a financial services institution. Our overarching goal is to examine the extent to which certain organizational services, products, and programs effectively influence consumers' financial decision making and financial well-being. Key questions include the following: What are the psycho-social barriers that hinder (vulnerable) consumers from obtaining financial services? How and why do the organization's services, products, and programs improve consumer decision making and well-being? Which circumstances might further leverage such a positive

effect? Vice versa, are there circumstances under which the programs have no effect (or even harm well-being)? What are the mid-term and long-term impacts of such outcomes on consumers, their families, and their communities? In this context, what are the determinants of consumer well-being, including aspects such as access to financial services, consumer capabilities, respect and dignity, and potentially unintended consequences of financial well-being programs.

To achieve these research goals, the scholars in this track are working with some senior managers of the collaborating organization. Working up to the session, the research team plans to collect initial (primary) data. Furthermore, the team is in the process of obtaining some archival data from the organizational database (to be matched with the primary data). If possible, the team plans to conduct some preliminary analyses of available data before the TCR conference; in addition, the conference session itself provides an opportunity to analyze some data.

During the TCR session, the goal is also to further refine the current project, and to create the building blocks of a broader stream of research using the available datasets. Accordingly, prior to the conference, each co-author will focus on enriching different aspects of our conceptual framework, based on their expertise.

The planned outcome from the TCR session will be a detailed outline for our first manuscript from this project and its corresponding dataset.

Organization of Pre, During, and Post Conference Activities
Pre-Conference Organizing Plans
The team will be working (increasingly) closely with senior managers in the collaborating organization. Here are planned tasks:

- ***Document review*** *(August-November 2016):* The team learns about the organization's various 'financial well-being efforts / programs' in greater detail (e.g., reviewing corresponding background documents, customer materials, etc.).
- ***Literature review*** *(July 2016-January 2017):* The team reviews existing literature on consumer and financial well-being research within marketing (e.g., transformative consumer research) and outside of marketing (e.g., finance, economics, public policy, social work).
- *Submission of IRB application (August-September 2016):* Submission of initial materials (after initial approval, we prepare for a potential revision of IRB-related materials, as the specific research questions emerge; we will then submit modified materials to the IRB, to get approval of the revised materials).
- ***Informal interviews*** *(October-November 2016):* Team members plan to conduct informal interviews with managers/executives of the partnering organization, as well as with frontline service employees, and with some customers/consumers. Specifically, we are planning to conduct informal interviews with some of the organization's employees, who are engaged in the various programs (e.g., loan officers). We also aim to (informally) interview some of the consumers for whom the focal programs are designed and/or consumers who have participated in these programs in the past. Our goal is to gain insights from these interviews that are helpful to identify more specific research questions, and to design materials/ procedures (e.g., surveys).

- ***Data collection*** *(tentative schedule January–May 2017):* The team plans to launch an initial wave of data collection in the Spring of 2017, followed by a second wave in the late summer of 2017 (i.e., after the TCR conference).

During the TCR Conference
- The team plans to have survey/field experiment data from Wave 1 and we envision reviewing the corresponding results in combination with the secondary data provided by the collaborating organization.
- In light of the results / insights generated from the primary and secondary data, we will also design Wave 2 of the data collection.
- The outcome we hope to achieve at the TCR conference is to finalize a detailed outline for the first manuscript resulting from this project.

After the TCR Conference
- The team plans to compose a submission-ready draft of a manuscript within 10 – 12 weeks.

Exploring their Stories: The Role and Impact of Narratives in the Stigmatization Process

Track Co-Chairs:
Ann M. Mirabito
Baylor University,

Natalie Ross Adkins
Drake University

Elizabeth Crosby
University of Wisconsin-LaCrosse

Jane Machin
Radford University

Justine Rapp
University of San Diego

Statement of the Problem

Stigmas, or discredited personal attributes, emanate from social perceptions of physical characteristics, aspects of character, and "tribal" associations (e.g., race, Goffman 1963). Cultural and social influences, including those present in the marketplace, contribute to the formation and resistance of stigmas (Mirabito et al. 2016).

While several types of coping strategies have been identified in previous research, a noticeable absence is the strategy of storytelling that not only gives insight into how a particular stigma is experienced but also provides a mechanism to thwart stigmatization attempts.

People have a choice about the explanations they draw on to describe their stigmatized attributes. Consider, for example, how narratives from biology, environmental factors, personal preferences, and divine intervention have been offered as explanations for why and how people identify as LGBTQ. The same is true for autism, obesity, mental health, and many of the other most damaging stigmas. For other stigmas, factors such as the permanence, visibility, time of onset, or perceived personal accountability may influence both the content and the process of the story being told. For example, "Bob got hit by a drunk driver and is now paralyzed" is surely experienced and perceived differently from "Bob was born paralyzed." Similarly, a narrative that ascribes gender orientation to the presence of particular hormones in the womb, for example, is likely to be felt and perceived differently than a story describing gender orientation as a "choice." How do people weave a story to explain a stigmatizing condition?

We believe storytelling offers a fresh perspective on ways to cope with stigma and ways to destigmatize. Much of the research on destigmatization draws on the

traditional dual-process models of persuasion with the emphasis on cognitive processing and heuristic processing (Chaiken and Maheswaran 1994). Storytelling offers a new path to persuasion. Stories simplify complex situations, making information easier to digest, promoting clarity, and promoting memory. As such, stories the stigmatized person tells herself might give her more confidence as she navigates the public stigma. Stories engage more parts of the brain and spur emotional responses. And because stories draw the listener in by stimulating new imagery and feelings (Green and Brock 2000), it is plausible that stories help stigmatizers draw new conclusions about stigmatizing attributes.

Primary Research Question
How do stigmatized people as well as their family and friends cloaked in a courtesy stigma construct the narratives surrounding their condition?

As we explore the phenomena, we expect to address related areas: To what extent is storytelling used as a coping strategy? What elements are critical in the narrative to successfully combat self-stigma and stigmatization assaults from others? How do narratives evolve over time? How does the narrative guide the stigmatized person's actions with regard to the stigma? How can the marketplace support effective storytelling?

How do stories affect onlookers and stigmatizers? How do stories compare with education and other strategies to reduce stigma? For example, are stories more resonant and more memorable? Or are they discredited as fictional?

We hypothesize the process and content of the narratives influence the stigmatized person's personal identity and her ability to effectively manage the stigmatization situation as well as the stigmatizers' evaluations of the stigmatized person. And we expect a similar effect for those grappling with courtesy stigmas.

Goal of the Track
This project will advance our understanding of how consumers and other stakeholders confront the challenge of managing threatened, spoiled identities and result in a tool that enhances stigmatized consumers' success in the marketplace and improves consumer well-being. Thus, our goal is two-fold:
1. To create a typology of explanations, or narratives, surrounding a stigma and link those explanations to the way people experience the stigma, and
2. To develop an intervention instrument to assist advocacy groups and stigmatized people in the use of narratives to help people become more resilient to stigma-based identity threats.

We will engage in primary data collection through a qualitative research approach. We will conduct semi-structured in-depth interviews with people possessing a stigmatized attribute directly or by association (e.g., courtesy stigma experienced by family members). We will also conduct textual analyses of narratives posted on discussion boards. We plan to partner with one or two advocacy groups with the intention of crafting, evaluating, and refining the usefulness of the intervention with the organizations and with the groups' members. The research team has established relationships with a number of compatible advocacy groups. Decisions on the target

populations, stigma domains, advocacy group partnerships, and interview process will be made in December after completing the literature review.

Our intention is to publish our findings in the *Journal of Consumer Research* or another top-tier journal in marketing or psychology. Additionally, to further the societal impact, we will work directly with various advocacy groups to disseminate the intervention instrument to their members and to their website visitors.

We welcome applications from colleagues who bring a fresh perspective to stigmas and storytelling.

Track Schedule
Preconference
August 2016
- Establish an online repository for author team to share articles, drafts, interview transcripts, and other information multiple team members will need to access. Status: Done.

September 2016 – November 2016
- Conduct literature reviews related to: storytelling, sense-making, meaning-making and factors influencing the way stigma is felt (controllability, visibility, permanence, time of onset, etc.), and the personal and contextual determinants of coping strategies.
- Engage in biweekly email correspondence with members of author team.

December 2016
- Hold a conference/Skype call with members of author team.
- Summarize and integrate findings from the literature.
- Develop a consensus on the scope of the project (a single domain such as health-related stigmas or multiple domains?); approximate number of interviews; interviewees' roles (targets, social others including friends/family members).
- Draft interview guide and prepare documentation for IRB requests.
- Recruit advocacy group(s) to engage as partners

January 2017
- Secure IRB approvals

February 2017-May 2017
- Each team member will conduct 5-10 in-depth interviews with stigma targets.
- Transcribe interviews and initiate initial analysis.
- Conduct textual analysis of narratives posted on discussion boards
- Continue to engage in biweekly email correspondence with members of author team.
- Stay in contact with identified advocacy groups

Conference
June 18-20, 2017 at Cornell University
- Each member of author team will bring to the conference a poster showing the initial analysis of interviews they conducted noting identified theme
- Synthesize findings to create a conceptual model of ways the stigmatized make meaning out of their stigma.
- Draft the intervention guide

Post conference
June 2017

- Complete interviews and analyses

July 2017-August 2017

- Draft manuscript and submit to appropriate outlet.
- Collaborate with advocacy groups(s) on refining, testing, and implementing the intervention tool

Reference

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2. **Goffman, Erving (1963),** *Stigma: Notes on the Management of Spoiled Identity*. New York, NY: Simon & Schuster.
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Healing Multiculturalism: Challenges, Tensions and Opportunities

Track Co-Chairs:
Professor Chris Pullig
Baylor University, USA

Dr Eva Kipnis
Coventry University, UK

Dr Catherine Demangeot
IESEG School of Management, France

Statement of Problem

The proclaimed crisis of multiculturalism besets many contemporary societies such as the USA, UK, France, reaching unprecedented levels. Researchers are highlighting the role of the marketplace in contributing to these tensions. Yet, the marketplace can also be an enabler of intercultural conviviality. Cultural meanings embodied in consumption objects (goods), experiences (services) and images (advertising) (re)produced by marketplace actors (brands and organisations) and (re)interpreted by consumers can spark, facilitate and legitimize harmful (prejudicial, discriminatory) as well as positive (inclusive) discourses extending far beyond 'market transaction' (Penaloza, 1994; Arnett, 2002). Research in this area is in its infancy. Considering the salience of the issue today, when the well-being of many consumers is threatened, it is critical for TCR scholars to better understand the different ways the marketplace can either inflame or heal the current so-called 'crisis of multiculturalism'. In particular, while the potential of market-conveyed meanings to de-stabilize individual and group cultural identities by generating/exacerbating harmful cultural associations and cognitions received attention (Broderick et al., 2011; Kipnis et al., 2013; Visconti et al., 2014; Schroeder and Borgerson, 2005), only a handful of studies address consumption's potential to bridge cultures and heal culture-informed social rifts (Elliott et al., 2014; Seo and Gao, 2015; Cross and Gilly, 2014).

Selected organisations and brands are attempting to combat discourses of culture-informed prejudice and are acting as ideological advocates for multicultural conviviality. Examples include MTV's Look Different campaign, General Mill's 'Grace' Ad, Ben&Jerry's #disagreewithlove campaign, the companies such as PayPal, and IBM protesting the LGBT legislation, and the social enterprises aiming to support products, projects and spaces that bridge cultures (e.g. http://www.freepeopleinternational.com/). As such, 'reconciliation brands' are a recently identified trend (http://trendwatching.com/trends/10-latin-trends-for-2015/). However, to the best of our knowledge these attempts are intuitive and lack the underpinning of science-informed models that take account of the nuances required to navigate multicultural societies' complexity.

Track Goals

The broad goal of the track is to unpack the healing potential of the marketplace in the crisis of multiculturalism. Continuing on from earlier work from TCR 2011, 2013

and 2015, we also seek to build a more engaged scholarship approach to influencing the healing role of the marketplace and defusing its threatening potential for conviviality in multicultural societies. More specifically, our team will pursue the following three key objectives focused on advancing knowledge and developing tools to enhance conviviality and reduce the damaging impact of stereotyping, prejudicial and other practices in multicultural marketplace interactions on societal well-being:

- To design a multi-country programme of empirical research examining whether, how and what experiences in consumptionscapes affect identity threat cognitions;
- To consolidate extant knowledge on practices of consumption that enable multicultural adaptiveness skills development and support bridging of cultural difference;
- To identify pathways for maximising the societal awareness and impact of our work through collaborative development of a programme of outputs and actions following relational engagement approach (Ozanne et al., in press).

The track brings together an international, multicultural and multidisciplinary team of researchers and practitioners. In the tradition of TCR community we also open to applications from junior researchers interested in participating in the track (see below on how to apply).

Track Structure
Preconference:
Consolidating conceptual foundations and gaining initial practical grounding
To meet the objectives of the track our team will focus on: 1) developing a conceptual model for understanding how marketers as individual researchers and practitioners, as well as brands and organisations they are engaged with, can enable and sustain multiculturalism as a lived experience in the marketplace; 2) designing and planning implementation of an empirical study/studies underpinned by the focal problem and expertise of track members; and 3) identifying pathways and agreeing actions for engaging stakeholders beyond academia we will pursue. Given the multidisciplinary nature of our track, preconference work will concentrate on bringing together and consolidating disciplinary and theoretical perspectives of the track members to form a shared conceptual understanding of the healing vs damaging potential influences of the marketplace interactions on multicultural conviviality and wellbeing. The schedule of preconference work has already been agreed by the confirmed track members. Newly joining track members will need to plan on committing to at least five days to preconference work that will include working on the following tasks:

Identifying key areas of focus: each track member will be invited to provide 1-2 research questions they would suggest are pertinent to address for addressing the research problem;

Building a shared understanding of core literature: each track member will be asked to identify key papers that all track members should read. Track chairs will consolidate these individual contributions into a list of preconference readings for all to complete.

Integrating practical evidence: each track member will be asked to collect and share case examples (individual observations/reflections and/or media coverage on market actors, environments and interactions) that showcase instances of marketplaces artefacts and interactions impacting or having potential to impact (positively and/or negatively) multicultural conviviality.

Initial model development: the track chairs will organise and facilitate two 'virtual' team brainstorms via video-conferencing, for collaborative development of an initial conceptual model that will form basis for our work at the conference. The chairs will prepare a draft poster presenting the initial model and gathered illustrative examples. The poster will be finalised during the conference day 1 and presented as part of evening track poster session.

During the conference:
Finalising conceptual development and planning actions
The goal of the work at the conference is to finalise development of the conceptual framework, collaboratively design the planned empirical study and agree strategies for maximising impact that will underpin outputs of our track. Building on the framework of Relationship Engagement for Impact by Ozanne and colleagues (in print), we anticipate to collaboratively produce at least two joint papers, as academic knowledge products.
The first (publication 1) will be a conceptual paper integrating the developed model and illustrative case examples to provide a science-informed model for brand and organisational ideological advocacy of multicultural conviviality and reconciliation through their marketing activities.

The second paper (publication 2) is planned to be developed from a joint empirical study, to be designed at the conference. Outputs relating to other strategies for impact beyond academia will be discussed and agreed during the conference.

Conference Day 1
morning session: reflect on and refine conceptual model; finalise poster; prepare for poster presentation.
Afternoon session: publication 1 planning and task assignment; commence empirical study design; brainstorm other strategies for impact beyond academia.

Conference Day 2:
finalise empirical study design; agree actions for impact beyond academia; task assignment and wrap-up.

Post-conference: Implementation of Planned Outputs and Actions
As outlined above, the schedule of post-conference work is planned across 12 months following the conference and includes development of at least two publications, implementation of an empirical study and a programme of non-academic outputs and actions to raise societal awareness and impact of what we learn.

We will prepare publication 1 for submission to the Journal of Business Research within the deadlines for the Special Issue on 'Transformative Consumer Research:

Increasing Impact through Relational Engagement'. We anticipate to implement the pilot and main empirical studies by end of February 2018 and to finalise data analysis by April 2018, with a target to prepare publication 2 for submission by September 2018. The target outlet for publication 2 will be decided collectively during the conference.

We anticipate the plan of actions for achieving impact beyond academia to emerge as a collective product of our work at the conference. One possible platform we may use is the Multicultural MICS (Markets, Interactions, Consumption, Society) Research Network (see @MICSNetwork) established by the track co-chairs.

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Mapping out a Transformative Consumer Research Agenda for Gender & Intersectionalities

Track Co-Chairs:
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Catherine Coleman
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Linda Tuncay Zayer
Loyola University Chicago

Problem Statement
More than a decade ago, Bristor and Fischer (1995, p. 526) noted that empirical research was needed to understand how gender intersected with other identity markers (e.g. gender *and* age, sexual orientation, class, body type, and/or physical ability) to result in "simultaneous oppressions." Calls from the UN and practitioners likewise highlight the need for research that can help direct and measure interventions aimed at addressing the material and symbolic inequalities of marginalized groups.

However, although some consumer behavior scholars have identified and critiqued the sources of oppression, much of the gender and intersectionality literature remains neutral, centered on Western consumers, and imperatively, does not seek transformation. Peñaloza (1996) recognized more than a decade ago that the market, market offerings, ads and segmentations of consumers contribute in profound ways to distorting the representation of groups and to holding in place simultaneous oppressions (such as by reinforcing a class, race, and sexual-oriented consumer norm). Yet this is a phenomenon that occurs across a plethora of institutions that touch consumer lives through various modes of representation and discourse (e.g. academia and androcentric theories, religion and religious texts). The field of study is diverse, and we contend that consumer behavior scholars situated across a range of institutional structures can add substantive insights to address this significant gap. We need to move beyond the descriptive towards transformation.

The Goals of the Track
Through this session, we want to develop and cultivate relationships and research to advance a transformative orientation related to intersectional, gender-based injustices. The goal will be to create a structure that can help researchers and practitioners to understand *and* work towards resolving simultaneous injustices. As part of this process, will focus on:
1. recognizing how consumers are affected by and navigate multiple and concurrent oppressions;
2. revealing and critically assessing the sociocultural and institutional structures and power imbalances that hold in place these oppressions; and

3. engaging with practitioners to understand how these forces and the complexities of multiple oppressions might be challenged and changed.

In working with a team of academics and practitioners, we will identify how six critical sociocultural and institutional forces—**politics, media, economic empowerment, academia/education, family and religion**—intersect with marketing, consumers, and consumption to contribute to simultaneous oppressions.

Track Structure

Pre-conference (Oct 2016 – June 2017):

In the pre-conference phase we will work on gathering and sharing information through Google docs. These documents will be used to help us prepare for the session and, importantly, to build towards ongoing and future research projects. These include:

- An annotated, transdisciplinary bibliography around major intersectionalities (gender & race; gender & poverty; gender & sexual orientation; gender & disabilities; gender & multiple intersectionalities)
- Group member's bios, specializations, and existing research findings and trends that link to intersectional oppressions so that we might reveal areas of focus and overlap for future research/publications
- A list of grant applications to which we can apply to fund future research

We will also hold a number of Skype sessions to address administrative issues, such as securing and engaging with practitioners that can represent the different areas where institutional change is critical – politics, media, economics empowerment initiatives, academia/education, family & religion. These administrative sessions are as follows:

- **Beginning of October 2016** – confirm practitioners to be invited
- **Jan 15th 2017** – obtain background info on confirmed practitioners (e.g. bios, applicable research, examples of what they use for measurements or evidence of progress in resolving injustices).
- **Mar 15th 2017** – send out info sheet/brochure to academics & practitioners to familiarize everyone with the research of other group members
- **June 1st 2017** – one-on-one team member engagement with a practitioner to solicit practitioner's thoughts, envisioned contributions/benefits/gains. Feedback findings to the group through email.

Conference (June 18-20, 2017):

June 18th (mid afternoon/night)

The night before the conference begins, we will hold an informal dinner session. The conversation will be used to map out different research projects with a view to start brainstorming what can we do in the next two years

June 19th (morning)

The first session will be with practitioners, focused on learning what their current approaches, challenges, successes, etc. are to tackling simultaneous oppressions, recognizing unintended consequences, and mapping out whether sufficient commonalities exist that could allow for a baseline approach to researching or addressing intersectional injustices.

June 19th (afternoon)

The second session will explore potential research gaps that could be addressed, reflecting on where the academic literature is and what would fit with what practitioners need

June 20th (morning)

The final session will be with academics and practitioners interested in publications. This session will be a brainstorming session for potential articles & identification of lead authors, including the article for the special issue of *Journal of Business Research*.

Post-Conference (June 2017-June 2019):

Post-conference follow-up with practitioners (June 2017)

As part of the synthesis of our session notes, we will send practitioners an overview of the proposed research, articles, and possible 'think pieces' to gain their feedback and to identify collaborative opportunities

Continued publications & research

Leveraging the TCR experience, we anticipate building a pipeline of future work, including publications (academic articles and 'think pieces'), grant applications and research. Appropriate Google docs and Skype meetings will facilitate this process. The goal will be to construct a proactive approach to applying for grants that fit with joint-research agendas and timelines.

Overcoming Barriers to Transformation and Maximising Impact

Track Co-Chairs:
Susan Dunnett
University of Edinburgh Business School

Kathy Hamilton
University of Strathclyde, Glasgow

Maria Piacentini
Lancaster University Management School

Problem Statement

As the TCR agenda grows, business/management researchers are entering non-traditional contexts for data collection and seeking societal impact from their work. However, initiating and maintaining dialogue with gate-keeping third and public sector organisations presents challenges. In short, policy makers and those in the third sector do not traditionally look to business schools for this type of research. This track follows the track chairs' ESRC funded seminar series on Consumer Vulnerability which provided a space to *critically* engage with the notion of consumer vulnerability via interchange between researchers, practitioners and policy makers. During our seminar series we found that *the language and practices of business and markets* are not always welcome in social service provision and the public sector more widely. This is a crucial consideration for future research and illustrates the need for greater understanding of the practices and processes that allow marketing academics and third/public sector organisations to collaborate more effectively. We therefore propose to critically engage with notions of impact and transformation. In essence we want to explore *barriers to transformation and possible solutions*: barriers can be perception of business school research, difficulty in accessing contexts, identifying pathways to impact, data collection in sensitive contexts, researcher safety, social distance and our own biases.

Activities and Timeline – track goals

Below we outline our plans for pre-conference activities which will involve interviews with third/public sector employees and marketing/business academics who have experience of engaging with the third sector. In order to maximise the impact of the project Katherine Trebeck, Global Research and Policy Advisor in Oxfam's Research Team, will offer advice at each stage. If funding is available Katherine will also join us at the TCR conference.

Sensitising to the issues: track members have research experience in a range of contexts including poverty, health, disaster, disability and risky consumer behaviour amongst young people. Sharing our experiences of barriers to transformation will identify common issues to take forward in the project.	Mid Sept – end Nov 2016

Data collection: Agree and recruit sample drawing on track member links with local and national third sector organisations. Agree interview guide: interviews will adopt a semi-structured format to allow continuity and exploration of common themes.	Dec 2016
Each track member will conduct: 1. 2-3 interviews with third/public sector personnel from organisations dealing with social issues such as poverty; health; exclusion; age. 2. 2-3 interviews with marketing/business academics who have conducted research with third sector organisations. The aim here is to explore "both sides of the problem" in order to ensure the usefulness of the research to both audiences.	Jan 2017-April 2017
Interviews will be transcribed and shared amongst track members to allow time for thorough reading prior to the conference	May – mid June 2017
TCR conference: Conference as analysis and writing retreat. Analysis and interpretation of themes arising and identification of publication strategy.	18-20th June 2017

Post conference activities

At minimum we intend to publish one journal article which is a scene setter for the discussion of barriers to TCR research, proposing potential solutions to barriers to transformation. In addition we will compile a short report for circulation to participant organisations and carefully selected business schools and third sector organisations. By exposing research directors and marketing academics to the findings we hope to change practice and policy to, ultimately, allow more high quality collaborations with the third sector and TCR research generally

Poverty Alleviation through Transformative Relationships: Escalating the Long-term Impact of Short-term Interventions

Track Co-Chairs:
Mark Mulder
Pacific Lutheran University

Todd Weaver
Point University

Statement of Problem and Importance:

Companies, organizations and consumers around the world are involved in numerous projects aimed at alleviating poverty. Projects may be organized around education, water, sanitation, housing, food/agriculture, or health, to name just a few. Often, these projects take the form of short-term engagements by volunteers within long-term engagements between NGOs and communities. An open question is how these poverty alleviation efforts are viewed from the perspective of the community and whether short-term engagements have a long-term impact on consumers, NGOs, and communities. Therefore an opportunity exists to explore what a community sees as successful or challenging and to identify key relationships that escalate the long-term impact of these interventions.

According to the capabilities approach (Sen, 1985; Nussbaum, 2000), poverty can be conceptualized in terms of the inability to engage in basic human capacities, such as life, bodily health, affiliation, and ownership of property (Nussbaum, 2000). Just as there are many forms of impoverishment, there can be many avenues for poverty alleviation. A variety of NGOs attempt to address poverty by providing or facilitating these basic capabilities through short-term initiatives like well-drilling, construction, and medical clinics. Likewise, many academics are motivated to partner with NGOs in these initiatives and to make them the basis for service-learning experiences for their students. However, relatively little research has explored the long-term impact of these initiatives on needy communities, volunteers, and NGOs.

Theory may offer a relevant framework from which to study and explore these experiences and how to boost the efficacy of this important poverty alleviation work. One lens that has been used to frame and structure these efforts is transformative learning theory (Mezirow, 1991), which has been used in research to show evidence of transformative change in volunteer participants (Mulder, Rapp, Hamby and Weaver 2015). Opportunities exist for research to build upon this work and the emerging foundation of transformative services research (c.f. 2011 TCR track; Rosenbaum et al., 2011, Anderson et al., 2013).

In addition, the relational engagement approach (Ozanne et al., in press) suggests that the formation of strong relationships among stakeholders is a means of enhancing the societal impact of academic initiatives. Researchers from a variety of fields have pointed out the importance of social relationships to personal and organizational effectiveness (Borgatti et al., 2009). The structure and density of

social networks have proven to be important factors, as has the strength of social ties (Granovetter, 1973; Scott, 2012). Short-term poverty alleviation initiatives involve the creation of many new social ties, both within stakeholder groups and across stakeholder groups, and these emergent networks may be a key determinant in the transformational impact such initiatives have on the participants.

Track Goal:

This track seeks to better understand short-term poverty alleviation efforts and identify ways in which they can be improved in terms of their impact on impoverished communities, NGOs, and volunteer participants. Heeding the call for transformative consumer research (Mick, 2006), we seek to better understand how relationships can escalate the impact of these efforts and create lasting transformation in impoverished communities as well as in those individuals committed to helping them.

This track will seek to assemble researchers with diverse backgrounds, interests and experiences in this area; with the goal of participatory research with impoverished communities. The overall goals are twofold:

- First, using qualitative and action research methods, the team will build relationships with communities (leadership and community members) to better understand the impacts of foundational community projects, such as water, food or sanitation, and the important relationships that are formed in the course of these projects. Depending on the research timeline, the group may elect to share results in a special issue related to TCR 2017.

- Using insight from this research, the goal is to develop a mix of qualitative and quantitative research (e.g. social network analysis) that will help build even more effective models and inspire action in the area of poverty alleviation. This research could take several years and could involve grant applications to help fund the work. The goal of this research would be to produce insights that could guide academics, NGOs, and community members involved in short-term poverty alleviation efforts and ultimately escalate the impact of these efforts on all involved.

Tentative Track Schedule
Preconference
Initial data gathering and literature review: September 2016 – January 2017
Several track participants have participated in short-term poverty alleviation efforts in the past and have established relationships in developing countries. Track will begin conducting qualitative interviews with NGO staff and residents of communities that have hosted short-term poverty alleviation efforts in the past. In addition, a large poverty-alleviation NGO, World Vision, has expressed interest in sharing data on short-term and long-term effects of poverty alleviation efforts with the team in this stage. Track participants will also select and review the relevant research on poverty alleviation, relational engagement, transformative learning, network theory, and other relevant theoretical lenses that inform the analysis of qualitative texts.

Focused data gathering: **March 2017 – June 2017**
In order to test and further develop emerging insights from initial data gathering and literature review, additional interviews will be conducted with community members,

volunteers, and NGO staff. Several track participants will be leading or participating in scheduled short-term poverty alleviation efforts during this time period. In addition, tentative arrangements have been made with a community development organization, Manna Project International, to visit a community in Nicaragua where short-term interventions will take place but have not yet occurred.

The track chairs, and potentially other track participants, will travel there the week of June 12th (2017) to interview community leaders about their hopes and expectations regarding potential future poverty alleviation efforts. This will be the starting point of our longer-term study of relationships and their impact on poverty alleviation.

Conference
Shared learning: At the TCR Conference, each track participant will then summarize and share insights and themes from their own interviews. The goal of the shared learning at the conference will be to reach consensus on a theoretical framework that helps explain 1) the role of relationships in the lived experience of participants in short-term poverty alleviation efforts, and 2) the importance of relationships to the long-term efficacy and impact of these efforts. This framework can then be further developed and tested with long-term engagement and data collection.

June 19 – Morning Session: During the morning session the track team will report on the results of their analysis of qualitative interviews. In addition to sharing written and oral narratives, participants will create tables, network maps, and other data displays for viewing by other participants.

June 19 – Afternoon Session: After lunch the team will compare the results of the individual analyses to glean common themes among the various data collection sites. This may involve grouping and re-naming codes and generating new data displays. Emerging insights will be captured in a poster for the evening session.

June 20 – Morning Session and working lunch: At this session the team will attempt to reach consensus and capture the insights of the previous day in a coherent theoretical framework to guide future data collection and engagement with poverty alleviation participants. Ideally, this framework could be the basis of a submission to the TCR special issue, and if participants agree, initial plans will be made in this session to move a submission forward (e.g. author roles, deadlines, etc.).

Post Conference:
Continued Research and Publication
This is a multi-year research project, and one that will include the potential for multiple visits to the partner community. There are two potential publication opportunities for the track:
1. A potential contribution to the TCR special issue of *the Journal of Business Research*
2. One or more future publications sharing the insights from the multi-year project (journal(s) TBD).

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Staying on the Virtuous Path: Helping Consumers Do What They Should

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Problem Statement

Across many areas of repetitive consumption, seemingly sincere consumers articulate intentions and make commitments to consume in ways that are responsible and beneficial to themselves and others, only to lose momentum, falter, and sometimes abandon the virtuous path. "Why can't I do this?" is a question they often ask, at least initially. In many cases they later spend time and effort justifying or rationalizing abandoning the virtuous path.

Track Goals

This track's members seek to 1) better understand what causes consumers to abandon virtuous paths, and 2) to identify simple, actionable, and teachable interventions that strengthen consumer resolve or disrupt their ability to rationalize abandonment. We focus on healthcare and sustainable consumption as two areas in which straying from virtuous paths can have serious consequences. For example, a diabetic mother who commits to healthy eating and regular blood sugar monitoring but later binges on cookies is someone for whom digression can be costly, even deadly. Likewise, substance abusers who commit to being in low-temptation social environments and later go out with fellow abusers are exchanging noble goals for potentially irreparable damage. Similarly, an urban slum father who pledges part of daily earnings to building a latrine, and later drinks and gambles those earnings away, dooms his family to continuing open defecation and life in unspeakable squalor.

Pre-Conference, Conference, and Post-Conference Activities

Our approach is theoretically ecumenical in that we study dispositions, context factors, and an array of cognitive/emotional processes that affect consumer persistence when virtuous consumption must be on-going to be beneficial. In addition, it is multi-method (surveys, experiments, ethnography, participatory action) and adventurous in scope. Data come from the U.S. and Colombia, and cross social strata (subsistence to affluence). In pre-conference activities, we are assembling a body of theoretically-grounded knowledge that casts light on why consumers abandon beneficial consumption practices. Concurrently, we are identifying and testing personally and societally administered interventions that curtail abandonment. During the conference, the team will catalog findings and

prioritize publication priorities, leaving with outlines for multiple publications. Post conference activities will involve manuscript development and submissions.

Date	Task
September 15 2016	TCR notice of acceptance or rejection
September 23 2016	Kick off Skype call
September/October 2016	Literature review and research designs
November 2016 – March 2017	Research designs and data collections across contexts
January/March 2017	Data analyses
April 2017	Improvements in research designs (for some studies)
May/June 2017	Data collections as needed
June 18-20 2017	TCR Conference to layout manuscript outlines and responsibilities
July 2017 – June 2018	Preparation of manuscripts

Understanding Physician and Consumer Responses to Vaccination Policy

Track Co-Chairs:
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Problem Statement:
Vaccinations are an extremely effective tool in the prevention of multiple diseases, so much so that diseases such as measles, mumps, whooping cough, and chicken pox had been effectively wiped out in the United States. However, these diseases and others are resurging due to skepticism toward the benefits and concerns regarding the risks of vaccinating (time.com, 2014). Indeed, 26 states are not meeting the U.S. government target of vaccinating 95 percent of American children (cnn.com, 2015).

Marketing and Policy Implications:
While vaccination is typically associated with childhood, adults also receive vaccinations for adult-associated illnesses as well as to boost the effectiveness of previously administered vaccinations. The choice to vaccinate is made with input from the medical professionals who administer them. A myriad of demographic, structural, social, and behavioral factors impact people's likelihood of accepting or refusing vaccinations for their children, themselves, or when considering medical professionals, their patients. A recent review by Thomson, Ronginson, and Vallée-Tourangeau (2016) identifies five primary drivers of vaccination behaviors; extant research has considered vaccine *access*, *affordability*, *awareness*, and *acceptance*, and has also explored the impact of *activation*, whereby consumers are nudged or otherwise incentivized to vaccinate. However, it is difficult to persuade people to vaccinate, particularly when their hesitancy is driven by firmly entrenched beliefs about the importance, risks, and ethics of vaccination (Dubé, et al. 2013). In this work, we seek to explore the relationship between physician and consumer responses to vaccination policy and, in doing so, to evaluate the legal, economic (insurance), and socio-cultural factors that affect responses to policy.

For physicians/providers who treat children, legal concerns, state/federal guidelines, and malpractice insurance regulations impact tolerance for treating patients whose parents have declined to vaccinate or who seek an alternative vaccination schedule. Increasingly, physicians are dismissing patients from practices for refusing to vaccinate children (O'Leary et al. 2015). In this track, we ask how the law (state/federal guidelines), health insurance regulations and reimbursement procedures, and malpractice insurance shape physician behavior related to treating

patients who are vaccinated, treating patients who are not vaccinated, and dismissing patients who refuse vaccination.

We also seek to explore the impact of physician policy on consumer decisions to vaccinate. Indeed, numerous factors impact the decision to vaccinate. These factors can relate to individual differences in perceived morality, religion, political beliefs, education, and socio-economic status, just to name a few (Dubé, et al. 2013). We therefore will explore how each of these individual difference factors shape behaviors.

Additionally, we build on this work by exploring how the interactions between doctors and patients can impact vaccination behaviors; for instance, how the doctor presents vaccination options, the level of trust between the doctor and the patient, and default effects (i.e., whether a practice assumes patients want to vaccinate unless explicitly indicating otherwise). Additionally, policies to dismiss patients who do not vaccinate, and whether this information is known by patients, are also likely drivers of vaccine-related decisions.

While the aforementioned examples relate primarily to early childhood immunizations, teenagers and adults also receive immunizations. For instance, the CDC recommends that preteen girls and boys receive the HPV vaccine (CDC 2015). Additionally, adults are recommended to receive Tdap (tetanus, diphtheria, and pertussis) boosters every 10 years, a seasonal flu vaccine annually, and a shingles vaccine after the age of 65 (CDC 2016). The type of vaccine and the behaviors that lead to the disease may also impact related behaviors. For instance, diseases like whooping cough are typically acquired passively through casual contact, whereas a disease such as HPV results from engaging in risky activities (e.g., unprotected sex).

In sum, our proposed track seeks to address the relationship between physician and consumer responses to vaccination policy, and how factors such as information format, service provider policy, and qualities of the disease itself interact with policy to drive vaccine adoption or refusal decisions.

Tentative Timeline:
Preconference:
- Session participants will identify topics most relevant to their research interests and backgrounds, undertake a literature review, and report to the team current practices (or lack thereof) in the legal, economic, and socio-cultural space. We will combine reviewed topics to outline a conceptual model before the conference.
- We will identify concrete topics for empirical research grounded in the relationships identified above. Specifically, the team will discuss a study aimed at measuring physician attitudes and practices. A draft survey will be distributed winter 2017, with data collection efforts taking place in late winter/early spring 2017. Survey data will be distributed before the conference and we will review topics of interest in person. The physician data will be used to discuss a survey measuring consumer decision-making at the conference.
- We plan to apply for grants to undertake the survey discussed in point 2. Specifically, CUNY has two grants that can be submitted in the fall, one with vulnerable populations and second is through the University for tenure-track Faculty. We plan to submit to both grants, and the team will help draft the grant

proposals. If both grants are obtained, funds up to 10,500 USD can be allocated towards research.

- Track chairs will invite selected academics who study vaccination law and who are nurse practitioners to further develop knowledge.

Conference Day 1:

Morning (9am-Noon): Discuss literature reviews undertaken before conference to begin outlining conceptual model of factors impacting physician and consumer decision making.

Afternoon (2-5pm): Discuss Physician Survey Data. Conduct additional analyses of data based on discussion.

Conference Day 2:

Morning (9am-Noon): After synthesizing knowledge from Day 1, participants will discuss possible designs for surveys designed to understand consumer decision making. We have two goals before participants disperse: to have outlined a conceptual model (to be submitted as a competitive paper to the TCR special issue) and to have the beginnings of an empirical paper outlined as well.

After conference:

We plan to apply to the TCR grants in the next funding cycle (Summer 2017). The team will also explore other funding opportunities such as the New York State Board of Health.

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Women as Commodities: An Examination of Violence Against Women

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The Problem & Its Importance

This track seeks to address the serious societal issue of violence against women. The United Nations defines violence against women as any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion, or arbitrary deprivation of liberty (United Nations 2007). One of the world's most widespread human rights violations, violence against women is a global pandemic (United Nations 2011). From crimes such as rape, trafficking, and domestic violence to harmful practices such as child and forced marriage, "honor" killings, genital mutilation and dowry-related violence, violence against women affects women of all ages, races, cultures and social backgrounds occurring in public and private spheres during times of peace and conflict. Consider these statistics:

- An estimated 4.5 million people are victims of forced sexual exploitation in human trafficking. 98% are women and girls (International Labour Organization 2012).
- In the U.S. nearly 1 in 5 women have reported experiencing rape at some time in their life (Black et al. 2014).
- The practice of early marriage is common worldwide, with more than 60 million girls around the globe married before the age of 18.
- In the U.S. 81% of girls aged 12 to 16 experience some form of sexual harassment in public schools (AAUW 1993).
- An estimated 5,000 women are victims of "Honor killings" as they are suspected of adultery, premarital sex or victims of rape (United Nations News Centre 2010).

The cost of violence against women is immeasurable with women losing their lives through homicide, suicide, AIDS and maternal causes (Garcia-Moreno and Watts 2011). It is also an important cause of multiple mental, physical, sexual and reproductive health problems (Plichta 2001). Economic costs that go towards treatment and services to victims and costs of prosecution of perpetrators are immense with an estimated $5.8 billion in direct and indirect expenses due to intimate partner violence in the U.S. alone in 1995 (Max et al. 2004).

Consumer behavior and marketing as a field has done little to examine this issue (for exceptions see Capella, Hill, Rapp and Kees 2010; Keller, Wilkinson and Otjen 2010). We contend that violence against women, particularly sexualized forms of violence, can be conceptualized using marketing exchange theory by construing women and

their sexuality as commodities. Commodities in the business world are basic goods that are interchangeable with other commodities of the same type. While quality may vary, there is little differentiation between a commodity coming from one producer and the same commodity coming from another. Lay leaders acknowledge that worldwide treatment of women and girls as commodities is a serious societal issue (Ford 2014).

The idea of using economic theory to explain gender sexual disparities is not new. Baumeister and Vohs (2004) used social exchange theory to propose a theory of sexual economics (SET) which proposes that sex is a female resource where sex is something that women provide and men desire. In SET, female sexuality is endowed with value unlike male sexuality. Sexual activity by women has exchange value and therefore female virginity, chastity, and other similar indicators matter more to the formation and continuation of a relationship thus accounting for the sexual double standard that exists. Authors contend that women have a vested interest in protecting their sexual value so as to increase the "price" they can command. They make an analogy regarding a local sexual marketplace where "men and women act as individual agents seeking to find an advantageous deal (p. 343)." Herein lies the major issue we have with SET's application of economic theory, it assumes that men and women have equal agency in the sexual marketplace. However, the above statistics clearly demonstrate that women by in large worldwide do not have control over their lives much less their bodies and sexual access.

Existing theories have some overlap with the idea of women as commodities. For example, a substantial body of literature examines the objectification of women. Objectification theory contends that when objectified, women are treated as bodies that exist for the use and pleasure of others. However, objectification theory takes as a given that women exist in a culture objectified or potentially objectified and primarily examines the consequences of sexual objectification in women's lives (Frederickson and Roberts 1997). Sexual objectification definitively affects women and men but we propose that this is only one aspect of the process brought about by thinking of women as commodities.

We propose that a more all-encompassing representation of the dynamics that occur for women requires understanding why objectification takes place and suggest that women have historically been and still are considered the property of men and as such, are often treated as commodities. Commoditization theory contends that a human being can be transformed into a commodity when they become a unit under the control of another (Kopytoff 1986). The commoditized person is used to achieve the commoditizers' objectives and is stripped of free will, self-determination and self-hood (Hirschman and Hill 2000). The commoditized person's body, skills, abilities, labor and even reproductive capacity are no longer under his/her own control, but rather are controlled by the commoditizer (Hirschman and Hill 2000). Examining the (de)commoditization of women meshes well with feminist theories which generally attribute violence against women to expressions of patriarchal power. However, while we agree patriarchy and gender roles play a major part in why violence against women occurs and is accepted, feminist theories' focus on patriarchal culture and structural gender roles makes finding solutions to violence

against women, short of changing entire societal dynamics and norms, difficult and even impossible to contemplate.

Research will be developed around the idea that women have traditionally been and still are considered commodities, not people. When women are seen as commodities they are dehumanized by men and women alike (Puvia and Vaes 2015). Others' depersonalization of women make it easier to rationalize their abuse both by perpetrators and bystanders. Whether through intimate partner violence, forced marriages or outright human trafficking, most of the women in the world are disposed of and controlled by others (Hartsock 2004). Some forms of violence against women, such as prostitution and human sex trafficking, clearly treat women as commodities as women are sexual services that are bought and sold, with prostitutes often tricked and coerced or sold to pimps and sex traffickers. Women and girls forced into marriage similarly are bought and sold commanding a bride price or dowry. Women who are raped, particularly in the case of gang rape, are seen as something to be used, traded then discarded.

We believe that the concept of "women as commodities" also carries over to less obvious forms of violence against women. For example, women themselves often see themselves through the eyes of others as the ideals of thinness and "hotness" pervade how they think of and act towards themselves sometimes to devastating consequences such as eating disorders and suicide (Brausch and Gutierrez 2009; Hartsock 2004). In the case of sexual harassment, women are subjected to sexual innuendo, cat calls and inappropriate touching because men who sexually harass believe they have the right to comment on and have access to women's bodies. Portrayals of women as sexualized objects in media, advertisements and pornography also contribute to thinking of women as commodities.

A "Women as Commodities" framework allows us to focus our attention squarely on the mindset of men. Society often teaches "Don't get raped" rather than "Don't rape (Bates 2012)" blaming women for their victimization. Take for example this quote by a Darfuri woman, "After the man raped me, my family would not eat with me. They treated me like a dog and I had to eat alone (Hirschfeld 2009)." Victims of sexualized violence are victimized again by the stigma and shame forced on them by a culture that places blame by ignoring those who have brutally attacked them. This message has been reinforced most recently by the CDC in an infographic they released as a part of a social marketing campaign targeting fetal alcohol syndrome. "Though the CDC doesn't mention rape or sexual assault anywhere in its campaign…[it is based on] the assumption that women should avoid drinking so they don't become the subject of unwanted sexual attention…one of the many victim-blaming pieces of advice that women regularly hear about how they should avoid being raped (Zielinski 2013)." Thus, much focus in eliminating violence is on women; however, while empowering and educating women is necessary, acts of violence against women are primarily committed by men. Thus our framework focuses more on understanding men, their mindsets and cultural practices that reproduce and reinforce the perpetuation of violence against women with the ultimate goal of change.

Session Goals
Thus, the Violence Against Women track's goals are two-fold:

1) Utilize marketing exchange theory and thought to create a unique frame of reference for understanding the entrenched and difficult issues of violence against women; and

2) Understand how marketing and its entities may contribute to as well as attenuate the perpetuation of violence against women.

Our track focus will seek to develop and conduct research that answer the following research questions:

- How can the economic understanding of commodities in the marketplace further the recognition of women and the violence they primarily experience and of men and their role in the cultural practices allowing for its continued perpetuation?
- What dynamics perpetuate women as commodities?
- What processes are utilized that allow for women to become commodities?
- In what ways does the marketplace commoditize women and can it become part of the solution?

We propose to use time before TCR to develop a research-driven action plan that will result in development of a theoretical framework regarding the commoditization of women. Then utilizing the framework, the team will meet at TCR to generate a manuscript and other research projects and plans to carry through with additional empirical research.

Pre-Conference Plans

- Review relevant literature prior to the TCR conference by the research team: The literature review will include both theoretical and empirical arenas.
  - Theoretical arenas: feminist theory, commoditization theory, objectification theory, sexual economics theory.
  - Empirical arenas: Sexual assault/rape, prostitution, gender inequality, intimate partner violence, forced marriage, and sexual harassment.
    - Time frame: present to January 31
    - Responsible parties – each member of the team will address a topic and summarize and share a literature review with the team.
  - Development of women as commodities theoretical framework.
    - Time frame: January 31 – March 30th
    - Responsible parties: Ron Hill and Marie Yeh will develop the initial framework by the midpoint of the time frame which will then be distributed for review and refinement to the rest of the team.
  - Development of research ideas: Team members will develop potential research project ideas
  - Begin data collection from secondary and primary data sources as appropriate for research projects

Conference Plans:

- During the conference, research will be elaborated upon for manuscript development. Secondary data sources will be analyzed and reviewed and an action plan for further development (e.g., additional data collection) will be delineated.
- A manuscript codifying the framework for the TCR special issue will be outlined with sections assigned to research team members.
- Additional research ideas will be brainstormed to develop a broad reaching research agenda to be pursued by track members and other interested parties post conference.

Post-Conference Plans:

- Submission of a manuscript to the TCR special issue regarding the developed framework and insights from data collection and analysis.
- Presentation of the work at conferences such as the Marketing and Public Policy conference, Association for Consumer Research conference and the Macromarketing conference
- Pursuit of 2-4 additional research projects comprised of varying members of the research team leading to additional manuscripts and conference presentations
- Identify and pursue potential grant funding for emerging research projects

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