



**TRANSFORMATIVE**  
CONSUMER RESEARCH

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## **2019 CONFERENCE**

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**FLORIDA STATE UNIVERSITY •  
TALLAHASSEE, FL, USA • MAY 19-21, 2019**



# 2019 PROCEEDINGS

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*MARTIN MENDE, FSU*  
*MAURA L. SCOTT, FSU*

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## Track 1

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# A Design Thinking Approach for Innovative Food Experiences and Well-being

Track Co-chairs:

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**Michela Addis**

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## Overview of Track Theme

This research builds on the extant literature on Food Well-Being FWB (Block et al. 2011) and the outcomes of our previous TCR 2015 track on the adoption of Alternative Food Consumption (AFC) to achieve FWB food justice and sustainability (Batat et al., 2017; Batat, 2016) as well as TCR 2017 track on the introduction of the Experiential Pleasure of Food for well-being. Our phase I conceptual research conducted during TCR 2017 paper for JBR suggests that food well-being can be achieved by designing innovative food experiences. At TCR 2017, we found ourselves interrogating how Design Thinking can help institutions, public policy, and food services and industry to achieve food well-being by designing healthy, pleasurable, and innovative food experiences including meals, space, delivery, services, etc. A Design Thinking approach can provide important insights to understand and address a wide range of TCR issues comprising relationship to food, self-control, and designing future healthy eating experiences — but, until recently there have been few attempts to develop and implement a Food Design Thinking for food innovation and well-being focusing on the whole food experience.

Design Thinking, a term first introduced by Buchanan in 1992 in design studies uses the designer's methods to match people's needs with what is technically feasible and commercially viable (Brown, 2008). It has been defined as "a human-centered innovation process that emphasizes observation, collaboration, fast learning, visualization of ideas, rapid prototyping, and concurrent business analysis" (Lockwood, 2010). During the last 10-15 years, Design Thinking has evolved from a way of thinking among engineers when designing technical products to become a very popular innovation technique among scholars focusing on innovation management (Olsen, 2015). In food innovation, research reveals that Design Thinking is gradually making its way into the food value chain too. Consultancy firms and non-profit organizations offer Design Thinking help to individual firms, branch organizations, and public food and health organizations (e.g., [lfooddesign.org](http://lfooddesign.org)). However, while Design Thinking has attracted business scholars focusing on innovation management (e.g., Liedtka, 2014; Norman and Verganti, 2014; Seidel and Fixson, 2013), the same is not the case within the food marketing and transformative consumer research. This track contribute to TCR food research by discussing how Design Thinking can help to design innovative food experiences which are healthy, satisfying, and pleasurable.

The integration of a Food Design Thinking approach has the potential to foster cost-effective, impactful food educational programs, and food innovation that are actually implemented and utilized. Rather than providing an alternative to science as a way to creating knowledge, Food Design Thinking provides a complementary approach to transform food-marketing research.

This track will define Food Design Thinking and what is its contribution to FWB. It also describes how Design Thinking differs from the traditional way of thinking within food services and industry and discusses the likely outcome of Design Thinking to achieving food innovation for consumer well-being. Furthermore, in this track, we aim to discuss and exemplify how Design Thinking can contribute to innovation in the food services and industry to achieve well-being based on three main aspects that capture the core of this new food approach: consumer empathy, visualization and rapid prototyping, and collaboration. Accordingly, an integrated team of Design Thinking scholars, designers, 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. The conference track will serve as a workshop to allow conceptualizing Design Thinking Approach for innovative food experiences and well-being, synthesizing, and writing up emergent outcomes in order to submit a paper to the TCR conference official journal.

### **Project Actions and Tentative Structure of the Track Session**

#### **1. Preconference**

- a. Selected applicant should provide: Background related to this area (what triggers interest in this domain), theoretical approach they adopt for their research, methodological approach they use in their research, research and scientific publications produced to-date on this topic.
- b. All team members will conduct literature review related to his expertise.
- c. Participants will gather, process, and analyze data from international quantitative and qualitative study exploring food design thinking, innovation and well-being.
- d. Track chair will then develop a Facebook (FB) discussion group to facilitate the sharing of information.

#### **2. Conference day 1**

- a. Morning session: a roundtable session and brainstorm  
Participants will contribute to the roundtable to work on the issues that have been raised prior to the conference.
- b. Afternoon session: Preparation of the poster and synthesis of key points and potential contribution of the improve FWB by applying food design thinking.

#### **3. Conference day 2**

- a. Morning session: TCR conference outcomes  
Continue the work that has been initiated the day before, with a focus on the TCR conference outcomes with at least two collaborative articles: one in to be submitted to the official TCR-journal conference special issue and Journal of design studies. The structure and the content of each research project will be defined. In addition, the tasks attributed to each sub-team will be defined and discussion of future possibilities for funding and grant proposal submission.
- b. Afternoon session: Present the outcomes of the track and main research projects and TCRcircle.

- 4. Post conference:** work in small teams on the research projects such as book proposal and special issue and continue collaboration by furthering our cross cultural empirical

research to other cultural contexts context based on the topics developed in the conceptual TCR articles.

### Track Chairs Bio and Pictures

**Wided Batat** is an Associate Professor of Marketing at the University of Lyon 2 (France). Her work focuses on consumer education, well-being, food culture, and sustainability. Dr. Batat's research has been published in academic journals such as *Journal of Business Research*, *Marketing Theory*, *Journal of Marketing Management*, *Journal of Macromarketing*, *International Journal for Consumer Studies*, *Advances in Consumer Research*, *Journal of Research for Consumers*, etc. Wided participated to past TCR conferences 2011-2013-2015-2017 and chaired the 2015/2017 TCR track conferences on alternative food systems and the experiential pleasure of food.

**Michela Addis** is Full Professor of Management at Università di Roma Tre, Italy and adjunct senior faculty member of the SDA Bocconi School of Management, Marketing Department. Her areas of expertise include experiential marketing, customer engagement, and hedonic consumption. Author of two books on experiential marketing and articles in top-tier journals such as *Journal of Consumer Research*, *Journal of Cultural Economics*, and *Psychology & Marketing*. She has been a visiting scholar at the Helsinki School of Economics (2000) and at the Columbia Business School (2000; 2004; 2005).

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## A Rhizomatic Mapping of TCR Spaces and Action Sites

Track Co-chairs:

**Martina Hutton**

University of Winchester, UK

**Joel Hietanan**

University of Helsinki

### **Statement of TCR Issue:**

As the TCR movement grows, the problems and solutions of well-being we engage with, become more complex, whilst the consumers we work with become increasingly varied. As researchers embrace the relational engagement approach to help maximise the societal impact of their studies through collaboration with an array of participants, communities and stakeholders (Davis and Ozanne 2018; Ozanne et al, 2017), they must remain adaptable, working across disciplinary boundaries on projects within and outside of the TCR community. Therefore, the link between the form and content of knowledge and relationships that form around that knowledge, demand a flexibility and fluidity to appreciate the “intertwined and not-so-visible rhizomes, linkages, influences, and flows” (Dholakia, 2012; 221) representative of social issues.

### **Track Goal:**

The aim of this track is to apply rhizomatic thinking derived from the work of Deleuze and Guattari (1987), to create new possibilities for knowing and action across TCR projects. Rather than focusing on one specific TCR issue, alternatively this track adopts a “How it Works” approach, providing scholars with the opportunity to experiment with and apply rhizomatic analysis to identify spaces and sites of action within their own work and the work of other track participants. We hope to bring together a range of researchers and data from different areas to find connections between writing, artworks, video, interview transcripts, photographs, textual artefacts and other data forms to acknowledge and celebrate the complexities of sites of action.

By encouraging a rhizomatic view of transformative consumer research we hope to develop useful conceptual language that characterises its treatment of consumer well-being issues as problem-centred and network-embedded. As rhizomatic thinking is built on several principles, we will apply these in our pre-conference preparations and during our time together at the conference. These are i) connection and heterogeneity (connecting the idea, tools and skills of all participants involved – stakeholders, researchers, etc) ii) multiplicity (moments of interaction between stakeholders, participants) iii) assigning rupture (in constant movement or transformation) and iv) cartography (new knowledge that creates or maps new possibilities for transformation).

### **Pre-Conference Activities will consist of:**

- Call for participation of 4-6 academic researchers and/or stakeholders with demonstrated interest and/or data related to this theme will be selected to participate.
- Knowledge building – rhizomatic principles and literature shared with track



participants for review and discussion.

- Participants will identify possible sites of action/learning spaces from their work as a basis for mapping/analysis.

#### **Post-Conference:**

- We are interested in the application of rhizomatic thought to TCR and as such plan to co-author a conceptual paper outlining the specific contribution that Deleuzian and Guattarian theories can make to the epistemology and design of transformative consumer research.
- There is also potential to co-author an empirical paper utilizing the outcomes of our collective mapping activities to identify new insights and connections from the data that were previously less visible to evidence the contribution of rhizomatic thinking to TCR, and to contribute new ways of conceptualizing social relationships, thus building on the relational engagement approach.

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## **For the Love of Animals: Understanding the Impacts of the Human-Animal Companion Relationship on Caregiving, Consumption and Advocacy**

Track Co-chairs:

**Nancy Wunderlich**

Paderborn University, Germany

**Jill Mosteller**

The University of Tampa, USA

**Michael Beverland**

University of Sussex, UK

Engagement with companion animals has become an integral part in the lives of many consumers, manifesting in consumption behaviors and contributing to a growing number of consumers striving for ethical consumption or actively engaging in projects to improve animal welfare and rights. Our mission is to extend knowledge about these consumption trends and to develop an understanding on how the love of animals can transform into human action that benefits people, animals, and the environment we inhabit.

### **Track Chair Biographies**

**Nancy V. Wunderlich** ([nancy.wuenderlich@upb.de](mailto:nancy.wuenderlich@upb.de)) is Professor and Chair of Service Management at Paderborn University, Germany. Her research focuses on the dynamics of service relationships, in particular the adoption of technology-mediated services and the impact of social support in transformative service. Nancy has explored triadic relationships between providers, customers and animal companions in animal care and veterinary services with a special focus on the interdependencies between the service relationships and the impact on the well-being of all actors involved. Her work has appeared in journals including MIS Quarterly, Journal of Service Research, Journal of Retailing and Journal of Business Research.

**Jill R. Mosteller** ([jmosteller@ut.edu](mailto:jmosteller@ut.edu)) is Associate Professor of Marketing at The University of Tampa in Florida, USA. Her research focuses on consumer engagement and well-being, examining online and companion animal contexts. Jill's research focuses on person-environment interactions and identifying factors that support or thwart desired outcomes. Her work has appeared in a variety of journals including Journal of Service Research, Journal of Interactive Marketing, Journal of Business Research and Journal of Consumer Affairs. She has presented at international and national animal welfare conferences across various disciplines, as well as facilitated market research efforts for various animal welfare agencies.

**Michael Beverland** ([m.beverland@sussex.ac.uk](mailto:m.beverland@sussex.ac.uk)) is Professor of Marketing at the University of Sussex, UK. Michael has written on animal-companions and the tensions involved in managing the respective needs of human and non-human animal. He has explored consumer's use of zoomorphic identities to project their authentic self. Most recently his work has explored the role of diet and sustainability, identifying the challenges involved in reducing the consumption of animal proteins. Michael's work has been published in (among others) Journal of Advertising, Journal of Business Research, Journal of Consumer Research, Journal of

Macromarketing, and the Journal of the Academy of Marketing Science.

**The problem:** Over the past few decades, consumers' engagement with companion animals such as cats, dogs, rabbits, fish, birds, horses, and others has changed from less of possession to more as friends and family members, becoming an integral part in the lives of many consumers (Hirschman 1994; Holbrook 1997). This shift in perception and related roles such as consumer, caregiver, rescuer, and volunteer manifests in many consumption behaviors ranging from providing specialized healthcare treatment, training and agility classes, and other resources to support the well-being of the animal companion (Mosteller 2008). While studies show that caregivers' health and well-being are positively affected by animal companions, consumers may also suffer due to the death or severe sickness of the animals (Stephens & Hill 1996). Concurrently, ethical and moral considerations for animal welfare have become more prominent in our societies, contributing to a growing number of consumers striving for ethical consumption or actively engaging in projects to improve animal welfare and rights. However, animal cruelty is still common, not only in the production of food and animal-based goods and entertainment, but in the treatment of animal companions (Kavanagh et al. 2013). Research has only begun to explore how consumers experience their relationships with animal companions despite their pervasiveness across many societies. Our mission is to extend knowledge and understanding about these consumption trends with a focus on consumer, animal, and community well-being. What are key factors that may influence desired and undesired outcomes as it relates to a range of questions including consumers' relationships with animal companions, consumption decisions such as the purchase of goods and services for animal companions (Rötzeimer-Keuper et al. 2018), sustainable eating (Beverland 2014) as well as consumers becoming animal advocates. Potential findings may align with the One Health initiative, a collaborative interdisciplinary effort that focuses on human, animal, and planet well-being (King et al 2008).

**Track goal:** This track aims to assemble researchers with an interest in exploring consumers' relationships with animal companions and to inspire a balanced discussion against the background of animal ethics. With our research we aim to explore both the lived experience of human-animal companion relationships as well as macro forces such as societal trends and dialogues around animals in our societies. This track's goal is to develop an understanding on how the love of animals can transform into human action that benefits people, animals, and the environment we inhabit.

### **Pre-Conference Activities**

**Group building:** Researchers with demonstrated interest or prior work in the track domain are invited to participate. To enable a multi-disciplinary view, we encourage researchers in other disciplines outside of consumer research (i.e. veterinary medicine, ethology, psychology, sociology, and zoology) to participate. We seek diversity in stage of career, perspectives, methodologies, frameworks and theories used by participants, as well as diverse geographic representation. In addition, we invite practitioners working with people and/or animals to inform the research agenda of key issues that may benefit from research attention (Davis & Ozanne 2018). Representatives from animal related organizations are encouraged to apply and participate in our roundtable discussion. The track will be comprised of approximately eight to ten collaborators.

**Shared learning:** We ask participants to prepare a sub-topic in advance to the conference.

Participants are free to choose their subtopic in consultation with the track chairs, e.g. service animals, animal consumption, animal rights, animal anthropomorphism, “pet influencers”, “dark-side” issues, animals in zoos and wildlife parks, benefits of the human-animal companion bond, consumer care-taking routines, services and innovations for animal companions. The objective is to identify in the multidisciplinary literature a set of 6-8 foundational papers dealing with the sub-topic. Participants will analyze the literature on the sub-topic and then come to the conference with a prepared mini presentation that highlights the key findings from the identified literature. Each participant will be invited to suggest one or two key papers, articles, or related work (e.g. videos) that all should read or view. Track co-chairs will develop a Facebook (FB) discussion group to facilitate the sharing of information, citations, articles, and generation of ideas. Content and participant information will be posted on the FB group so that participants can become acquainted prior to the conference.

### **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. Each participant will present some of his/her own research findings related to the sub-topic. This will also serve to introduce session participants to one another.

**Day 1 – Afternoon Session:** After lunch we will have in-depth discussions and develop a conceptual framework on how consumers experience their relationships with animal companions against the background of consumption trends and societal debates. We will include non-academics/beneficiaries in a roundtable discussion in person or via Skype.

**Day 2 – Morning Session:** During day two, we will discuss the feedback we received from other TCR tracks. Using these insights, we will refine our conceptual framework and develop a short presentation for closing.

**Day 2 – Afternoon Session:** We will develop our action plan, teams and timeline for writing a conceptual paper and further activities.

### **Post-Conference Activities**

**Competitive Paper Submission:** Based on the conceptual framework we developed at the conference, we will collectively write a competitive paper submission targeted at the TCR special issue in *Journal of Public Policy & Marketing*. The track co-chairs will monitor and manage the process of preparing the manuscript. This paper should be conceptual in nature and reflect on the current status of research that relates to consumers and their relationships to animal companions and point out areas for future research. We will draw from multiple research traditions such as cognitive psychology, consumer culture theory, services research, healthcare, innovation, and animal behavior. The paper will set forth a research agenda to advance and disseminate knowledge about the impacts of the human-animal companion relationship on consumers.

**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. We encourage a joint data collection in preparation for the 2021 TCR conference. We will also seek to develop calls for special issues in academic journals inside and outside of the consumer research discipline (e.g. Human Animal Interaction Bulletin) and disseminate

knowledge to animal advocates through non-profit organizations and outlets such as *Faunalytics* and *The Conversation*.

## Political Polarization: Challenges, Opportunity, and Hope

Track Co-chairs:

**T.J. Weber**

California Polytechnic State University

**Chris Hydock**

Georgetown University

**Dave Sprott**

University of Wyoming

**Janine Beekman**

Ipsos Public Affairs

### ***The Problem:***

Since 1994, American political values have shifted from a unimodal distribution to a bimodal distribution, driving political attitudes toward ideological extremes and away from the center. Consequently, societal issues, both directly (e.g. abortion, immigration, LGBT rights) and indirectly (e.g. vaccines, environmental conservation, energy sourcing) related to politics have seen political divisiveness driving difficulty in mobilizing support to solve issues. Of greatest concern is the tendency of individuals both liberal and conservative to reject scientific or objective viewpoints in favor of opinions conforming to their ideology.

One might be tempted to blame ignorance or naivety for this vexing problem. However, research suggests scientific literacy or formal education does not ameliorate motivated reasoning. For instance, Kahan and colleagues (2012) find that scientific literacy drives *lower* belief in global warming for individuals who were conservative, suggesting that partisans with greater knowledge develop more elaborate counter-arguments making them even harder to persuade.

Further, when individuals become more invested in their ideology and lack trust in the government and/or media, they are even more likely to endorse conspiracy theories, such as those increasingly promoted through “fake news”.

Because marketing is the most effective way to communicate information, political polarization represents an opportunity for marketers to help society. However, research in marketing addressing the outcomes of polarization is virtually nonexistent.

### ***Track Goal:***

This 2019 TCR Conference track will unite researchers and those responsible for communicating scientific viewpoints to the public to assess where polarization is affecting society and then try to discover new strategies to overcome it.

Specifically, this track will look to better understand: 1) the types of information that can drive miscommunication in a polarized environment, 2) the types of contexts that attract questionable information, and, 3) prospective marketing cures to these messaging problems.

### **Our Team:**

**T.J. Weber, Ph.D.**

T.J. Weber is an Assistant Professor of Marketing at the Orfalea College of Business, California Polytechnic State University, San Luis Obispo. T.J.'s research focuses on how marketing can be used to improve consumer decision-making. In 2015, his research on online comments and vaccination beliefs was published in the *Journal of Advertising*, leading to media coverage in the *New York Times*, *Washington Post*, and *LA. Times*. His in-process research examines how political values affects consumption. T.J. received his B.S. from Northern Michigan University in marketing, M.B.A. from Marquette University, and Ph.D. from the Carson College of Business at Washington State University.

**Chris Hydock, Ph.D.**

Chris Hydock is an Assistant Professor of Research in Georgetown University's McDonough School of Business. In his research, Professor Hydock seeks to impact both theory and practice while promoting consumer interests. He focuses on contextual factors that influence consumption decisions; this includes one stream of work that examines managerial questions by using and improving on existing theories of consumer behavior and a second stream that examines the burgeoning phenomena of brand involvement in divisive political issues. Professor Hydock received his Phd in Cognitive Neuroscience from George Washington University, and his BA in Psychology from the University of Colorado.

**Dave Sprott, Ph.D.**

David E. Sprott is Dean and Professor at the College of Business at the University of Wyoming. Dr. Sprott served on faculty at Washington State University for over 2 decades and is also on faculty at the University of St Gallen in Switzerland. He received his bachelors and MBA from Kent State University and a Ph.D. in marketing from the University of South Carolina. Professor Sprott's research interests include: retailing, branding, influence strategies and marketing public policy. His research has been published in journals such as *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Marketing Research*.

**Janine Beekman, Ph.D.**

Janine Beekman is an Associate Research Scientist at Ipsos Public Affairs. Her work investigates the impacts of social stressors and norms on factors related to health, safety, wellness, and decision-making. She has a keen interest in applying experimental methods to predict socio-political attitudes and behavior. Dr. Beekman leads behavioral science research projects for private and government clients such as the DHA, FDA, and Ad Council, as well as social and opinion research for public release for Reuters, NPR, USA Today, and others. She teaches University courses in Psychology, and received her PhD in Social Psychology from The George Washington University.

## The Rise of The Machine II: Macro Consumer Behavioral Issues in the 4th Industrial Revolution

Track Co-chairs:

**Abhijit Roy**

University of Scranton

**Marat Bakpayev**

University of Minnesota Duluth

**Jean-Paul de Cros Peronard**

Aarhus University

**Helen L. Bruce**

Lancaster University

This track focuses on the rise of the machines and the 4th Industrial Revolution (IR4.0 Technologies) with a focus on the transformational aspects it may have on consumer and societal well-being. With the advent of the IR4.0, we see the rise of several phenomena such as Artificial Intelligence (AI), Machine Learning (ML), Intelligent Agents, Internet of things (IoT), Blockchain, 3D printing, and Robotics, amongst others. According to experts, innovations and technologies continue to change our world. Cyber-physical systems, autonomous vehicles, genetic engineering are just a few examples. We propose to discuss at least the following IR4.0 Technologies - Internet of Things (IoT), Artificial Intelligence (AI), and Robotics - if not more. The overarching goal of the track could be to address how the IR4.0 Technologies influence macro- consumer behavior, specifically identifying relevant public policy considerations, and ethics to ensure consumer well-being.

The session could explore how such dramatic changes are going to change both macro consumer behavior. Specifically, we will explore the following research questions:

- There are several challenges that our world is facing within this century – such as global warming, biodiversity, and so on. Will the rise of the machines be shaping up to be less about machines and more about empowering people?
- How can IR4.0 Technologies support sustainable consumer behavior? Especially when it comes to consumer disposal logistics.
- How IR4.0 Technologies that provide workers with information and resources in real-time, improve productivity via more efficient work practice?
- Will Blockchain technologies improve transparency, trust, and disintermediation in marketing systems? How will end consumers be affected by this new technology?
- Will AI and ML necessitate consumers to have shorter workweeks and enjoy more leisure time and if so, how will they choose to spend this time?
- Will robots exceed the capacities of the human mind and can they even mimic consciousness type properties in humans?
- What is the trajectory associated with consumers'/society's integration of IR4.0 Technologies into their activities?
- To what extent might IR4.0 Technologies meet previously unarticulated consumer/societal needs within the relevant context?
- How might IR4.0 Technologies support consumers in overcoming perceived barriers to sustainable behaviors?
- Can the integration of IR4.0 Technologies into consumer practices generate long-



term/permanent enhancements in societal well-being?

**Abhijit Roy** (roya2@scranton.edu) is Professor of Marketing at the *Kania School of Management, University of Scranton*. He is the co-author of *Taking Sides: Clashing Views on Controversial Issues in Marketing*, (2001, McGraw-Hill) and has published over thirty articles in peer reviewed journals such as *Journal of International Business Studies*, *Journal of Public Policy and Marketing*, *Journal of International Marketing*, *Journal of Business Research*, *International Business Review*, *International Business Review*, *Industrial Marketing Management*, *Business Horizons*, amongst others. His main research interests are in the areas of marketing and society, global and social marketing and the impact of new innovations on consumer behavior.

**Marat Bakpayev** (mbakpaye@umn.edu) is an Assistant Professor of Marketing in the Labovitz School of Business and Economics at the University of Minnesota Duluth. Broadly, his research interests are in marketing and consumer behavior. Specifically, his primary interests are in person-object relationship (focusing on robots and Artificial Intelligence); secondary in well-being and sense of control. His publications include articles appearing in the *Journal of the Association for Consumer Research*, *Journal of Retailing and Consumer Services*, *International Journal of Drug Policy* and the *Journal of Prevention & Intervention in the Community*.

**Jean-Paul de Cros Peronard** is an associate professor at Aarhus University, BTECH and has over 20 years of experience in research and teaching in technology and business development. Peronard's research and teaching interests include marketing, technology and innovation, often in a cross cultural or service context. As an interdisciplinary explorer, Peronard bridge different research traditions such as empiricism and interpretive research in the effort to push scientific boundaries and to allow for more comprehensive understanding of social reality.

**Helen L. Bruce** (h.bruce@lancaster.ac.uk) is an Assistant Professor of Marketing at Lancaster University Management School in the UK. Her research is primarily consumer-focused, with particular interests in consumer groups such as families or communities, and their shared perceptions of value, motivations and identities. Recent projects have an additional focus on the creation of societal impact through the mitigation of systemic challenges. Helen has previously published in the *Journal of Services Marketing* and the *International Journal of New Product Development and Innovation Management*. Prior to her academic career, Helen previously worked for almost 10 years within the UK financial services industry, holding a variety of marketing and key account management roles.

# Who Owns my Embodiment? How Embodiment Ownership Affects Well-being, Resource Accumulation and Marginalisation

Track co-chairs

**Dr Andrew Lindridge**

Newcastle University

**Dr Anoop Bhogal-Nair**

De Montfort University

## 1. Promotional paragraph

The body embodies differing cultural, economic, political, and social interventions, manifesting through art, consumption, and medicine. Complimenting this has been an ongoing dispute over who owns one's body and the related embodiment. Consumption literature has focussed on tattooing, plastic surgery and other consumer lifestyle self-enhancements, yet ignores those aspects of embodiment transcending into the margins of society: disabilities, transgender, diseased bodies, aging bodies, the incarcerated and obesity. This track explores our understanding of who owns embodiment and how others, supported by the market, also embody values on our bodies, marginalising individuals as outliers to the market ideal.

## 2. Standardised Biographies

**Dr Andrew Lindridge**

Reader in Marketing

Andrew's research interests focus on the marginalized consumer, i.e. consumers who feel unable or unwilling to identify with the consumer market, or who the market intentionally excludes owing to cultural, economic, political, religious, or social reasons. His research has received numerous awards and has appeared in a variety of refereed journals, including: *The European Journal of Marketing*, *Journal of Business Research*, and *The Annals of Tourism*. Andrew is currently the Editor for *Qualitative Market Research: An International Journal*, and an Associate Editor for *The Journal of Marketing Management*.

Email: Andrew.lindridge@newcastle.ac.uk

**Dr Anoop Bhogal-Nair**

Senior Lecturer in Marketing & Consumption

Anoop's research interests focus upon understanding how consumers negotiate and consume both their sense of physical being and their self-identity within the spaces they occupy. Her interests remain rooted in: (a) understanding how young Indian women negotiate the contours of modernity and tradition in contemporary Indian society, and (b) how ethnic minority consumers negotiate hyphenated identities in Britain. Anoop's research has appeared in *Advances in Consumer Research* and has been presented at a variety of conferences, including: *The Association for Consumer Research (ACR)*, *Transformative Consumer Research (TCR)* and *Consumer Culture Theory (CCT)*.

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### 3. Revised Track Description

Since ancient times, the body has embodied differing aspects of cultural, economic, political and social interventions, manifesting through varying lenses including art, consumption, and medicine (Foucault, 1971). Complimenting these lenses, has been an ongoing and increasing argument over who owns one's body and the related embodiment. An apt example is the MeToo movement, where a woman's ownership of her body is contested through who owns the right to embody it through their own values. Yet, transnational capitalism demands flexible embodiment to allow for flexible accumulation of resources as and when a situation requires, with embodiment often negotiated through market forces. We pose two questions: first, who owns an individual's embodiment when the individual is marginalised by society by physical difference, and second, what happens to those consumers' well-being whose embodiment doesn't comply with society and the markets' ideals of embodiment, thereby denying them flexible accumulation of resources?

Whilst, consumption literature has focussed on tattooing, plastic surgery, skin colour or other consumer lifestyle self-enhancements (Askegaard et al, 2002; Farber, 2006; Jha, 2016; Mowen et al, 2009; Patterson & Schroeder, 2010) research is notably absent on those aspects of embodiment transcending into the margins of wider society, such as: disabilities, transgender including cross- dressing, diseased bodies, aging bodies, deformities, the incarcerated, and obesity. Considering the relevancy of these topics with the questions posed, this proposal represents a critically important theme for TCR researchers.

#### Track Goal

This track explores and deepens our understanding of embodiment and how others supported by the market also embody values of ownership over our bodies, potentially marginalising those individuals who do not fit the market ideal. The track team will explore four key objectives: (i) how embodiment marginalises consumers, (ii) who is using embodiment to marginalize, (iii) how embodiment non- compliance affects resource accumulation and well-being, and (iv) the implications for society.

#### Tentative Track Structure

##### *Pre-conference: Foundation Building*

The selected participants will represent a variety of backgrounds, bringing to the group a plethora of experiences and approaches to understanding marginalisation and well-being. We will invite each track participant to engage in pre-conference work so that the time spent at the conference will be fruitful and productive. We envisage that each group member will play an active participatory role prior to, during and post conference. One component of the pre-conference activities will be to review relevant literature pertaining to embodiment and well-being, marginalisation and market forces. Broader themes, with the use of case examples, will also be covered, for example, the 'Me Too' movement and 'Dark is Beautiful' campaign.

**A) Shared understanding:** building a shared understanding of the marginalised embodiment

experiences and the market mechanisms that perpetuate this, is a key aspect of this track's conceptual and theoretical development. Participants will be asked to identify or select from a list of embodiment issues two relevant key papers, in addition identifying a relevant case from lay sources (e.g. Me Too, disability and the fashion industry). These materials will be circulated to participants via a group e-mail list created by the co-chairs.

- B) Contexts:** Track participants e-mail list will be used to facilitate the sharing of ideas and documents. Co-chairs will encourage all participants to share a range of materials – TED talk videos, documentaries, news reports, opinion pieces etc. We consider these range of materials as important stimuli for engaging in critical discussions. Furthermore, understanding the broader context from which these cases emerge is equally important in helping to develop a conceptual framework.
- C) Gathering Insight:** Prior to the conference, each track member will be expected to develop their previously identified embodiment issues and agree to undertake some empirical research. This could be in the form of interviews with people indicative of their chosen embodiment theme, online/ netnographic research or archival research. (Participants are expected to obtain ethical approval from their university prior to gathering this research). We are welcoming to a range of methodological approaches - tried and tested and those more novel. This approach is aimed to maximise the track opportunities to develop a paper submission to the conference's special issue of the *Journal of Public Policy and Marketing*.

#### *Conference activities*

Track chairs will summarise the results of the pre-conference activities and aim to provide a draft journal paper outline by the end of the conference.

The conference goals are to:

- establish the positioning and draft for a paper submission to the conference special issue in *The Journal of Public Policy and Marketing*, and
- to develop a conceptual and theoretical framework for the journal paper submission.

#### *Post-conference activities*

- **Competitive Paper Submission:** We will collectively write a competitive paper submission to document our conceptual framework during and following the conference. All team members will be expected to contribute to the pre-conference data collection, conference drafting of the journal paper during the conference, and any further follow up data collection and paper writing up. This will be synthesised and edited by the track co-chairs prior to the submission of the manuscript.
- **Continuous Engagement:** Our hope is that we continue the dialogue beginning at TCR and think about alternative ways in which our discussions/findings can be disseminated. This could be through the development of related project or funding opportunities.

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## Transformation Through Policy: Signage and Communities

Track Co-chairs:

**Aparna Sundar**

University of Oregon

**Charles R. Taylor**

Villanova University

In this track, we seek to investigate ways in which relational engagement and effective signage regulations balances the goals of stakeholders while incorporating the best available research evidence on the topic. Different models of social transformation are identified and contrasted with the current model that proposes social change.

### **Bio (picture, affiliation and email address)**

**Aparna Sundar (Assistant Professor)**

Affiliation: University of Oregon; Email: [asundar@uoregon.edu](mailto:asundar@uoregon.edu)

Aparna Sundar's research interest are in the area of design issues in Marketing. She has extensive industry experience in market research and design. Aparna was a consultant at IPSOS where she conducted consumer research and in-store intercepts to understand shopper behavior and brand perceptions. Her research focused on in-store design, graphics, and the effects of color on branding. She worked with clients such as P&G, Target, Wal-Mart, Hershey's, Kellogg, Pepsico and Unfi. As a designer, Aparna worked in retail, translating concepts to design for clients such as Dick's Sporting Goods, J C Penny, Macy's, AT&T, Starbucks, Seattle's Best Coffee and Michaels.

**Charles R. Taylor (John A. Murphy Professor of Marketing)**

Affiliation: Villanova University; Email: [charles.r.taylor@villanova.edu](mailto:charles.r.taylor@villanova.edu)

Charles R. "Ray" Taylor's research interests are in the area of marketing and society issues, including advertising regulation. He is the current Editor in Chief of International Journal of Advertising. Professor Taylor is a Past-President of the American Academy of Advertising and has been the recipient to the Ivan Preston Award for Outstanding Lifetime Contribution to Advertising Research as well as the Flemming Hansen Award for Outstanding Lifetime Contribution from the European Advertising Academy. Taylor is frequently quoted in the media and has served as an expert witness in numerous court cases. Professor Taylor has published more than 100 books, journals, and conference papers in leading outlets.

### **Revised track description (pre/during and post activities including policy issues)**

*Continuous Community Partner Engagement: Our goal is to develop a model that can be used by communities as a guide to responsible signage regulations.*

**Pre-conference Activities Knowledge building:** Working under an established timeline, track team members will participate in online discussions of major issue areas, including: 1) size of signage; 2) regulations on font/format/color and logos/trademarks; and 3) illumination and outline competing perspectives. We anticipate participation from academics with consumer behavior, land planning, urban development, and law

backgrounds. This will be helpful in balancing perspectives and identifying areas of controversy. The team will then recommend potential methods for addressing points of controversy. In addition, we will gather and discuss research from other relevant perspectives including: the government, community attitudes and perceptions regarding large and small businesses, and community collaboration on a broader scale.

**Relational Engagement Research:** Track participants will work to systematically to investigate a systematic process for proposing research-based solutions to arriving at sound decisions for policy- making as pertains to on-premise signage.

### ***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 implications of signage and develop a preliminary map of the conceptual framework. The track chairs will lead a discussion in which the pros and cons of different solutions are clearly spelled out, in an effort to work toward later consensus on key issues.

**Afternoon Session:** After lunch we will map out a framework that organizations can use to identify, investigate, and develop approaches and solutions that reflect both the concerns of business and society. 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 signage.

### ***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 conference publication.

**Post-conference Activities Competitive Paper Submission:** Led by the co-chairs with sections assigned to participants as appropriate, we will develop a conceptual academic paper based on the output of our discussion. We will also outline a research agenda and areas in which empirical research can lead to future advances.

## Teens as Changemakers: Empowering Social Entrepreneurs

Track Co-chairs:

**Melissa G. Bublitz**

University of Wisconsin Oshkosh

**Lan Nguyen Chaplin**

University of Illinois-Chicago

**Laura Peracchio**

University of Wisconsin - Milwaukee

This track of the 2019 TCR Conference will examine how, when, and why teens are motivated to lead social change efforts on a wide array of important issues of global concern. We adopt a relational engagement approach (Ozanne et al., 2016) to work directly with teens serving as changemakers and social entrepreneurs. Collectively we will examine the path to engaged activism with an eye toward formulating a framework that not only helps us understand the motivations and enabling factors that fuel the success of these emergent social entrepreneurs but may also help activate and engage more teens in social change efforts.

### Bio of Track Chairs:

**Melissa G. Bublitz** ([bublitzm@uwosh.edu](mailto:bublitzm@uwosh.edu)) is an Associate Professor of Marketing and Affiliated Faculty of the Sustainability Institute for Regional Transformation at University of Wisconsin Oshkosh. Her research leverages marketing science to empower consumers and organizations to make choices that advance the wellbeing of individuals and communities in the areas of food, finances, sustainability, and health. Melissa's research has been published in the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Public Policy & Marketing*, and the *Journal of Business Research*.

**Lan Nguyen Chaplin** ([nguyenl@uic.edu](mailto:nguyenl@uic.edu)) is an Associate Professor of Marketing at the University of Illinois-Chicago. She conducts research in the areas of children's consumer behavior and branding. She publishes in journals including, *Child Development*, *Journal of Consumer Research*, *Psychological Science*, *Journal of Consumer Psychology*, and *The Journal of Public Policy & Marketing*. Her research has been covered by media outlets such as TIME, Forbes, The New York Times, Fortune, Scientific American, Smithsonian Magazine, New York Magazine, Popular Science, Psychology Today, and Glamour.

**Laura Peracchio** ([Lperacch@uwm.edu](mailto:Lperacch@uwm.edu)) is the Judith and Gale Klappa Professor of Marketing at University of Wisconsin - Milwaukee. Laura's research focuses on food and nutrition, visual persuasion, narrative processing, and language and culture. Laura has served as Editor of *Journal of Consumer Research*, Associate Editor of *Journal of Consumer Psychology* and the *Journal of Consumer Research*, and President of the Society for Consumer Psychology.

### Track Description:

*What I would say that you should know about students across the country is that we are resilient. We are not going to give up, and we will not stop until we have common-sense gun laws. (Quirnbach 2018)*



*Tatiana Washington, 17, Organizer of 50 Miles More Student at Milwaukee's Rufus King High School*

On April 20, 1999, the country watched in horror as armed officers rushed stunned students out of Columbine High School where 13 people died and 26 were injured in a school shooting. It wasn't the first school shooting in the United States, and as we are brutally aware, it wasn't the last. A generation of children has grown up in a post-Columbine environment, and it is notable that we, their parents, teachers, and politicians, the adults of this nation have not been able to provide them with a safe school environment. Almost 20 years later, following the school shooting in Parkland, Texas, one teen called adults out stating: "*Clearly people have failed us in the government, and we must make the change now because we're the only ones who are going to,*" launching a movement of teen activism aimed at reducing gun violence in this country (Calfas 2018). These teens are part of a growing number of young changemakers and social entrepreneurs working in a wide array of sectors to take an active role in shaping their own future and changing our world.

**Track Overview:** What does it mean to be a teenager in the 21<sup>st</sup> century? Many categorize teens as self-centered with a limited world view and a focus on short-term goals that guide their behavior and actions. When we examine teens as consumers we focus on their propensity to spend their money and time on friends, fashion, music, sports, video games, entertainment, social media, and food (Prah 2011). However, there is increasing attention in the mainstream media on teens that not only care greatly about the world in which they live, but also have an amazing capacity to convert that empathy into coordinated action in an effort to change our world.

In this session, we adopt a relational engagement approach (Ozanne et al., 2016) to work directly with teens serving as changemakers and social entrepreneurs. Our investigation will not only examine the motivation and enabling factors but also the dimensionality of how teens organize, how they build support and gain credibility, as well as how they develop and mature as leaders. We include these teens in our research process from the project's inception, during the TCR conference, and throughout the writing process to disseminate these ideas to a wider audience. Including these motivated teens in our research process helps us to avoid applying *our* lens of developing and executing entrepreneurial ideas to their unique experiences. By systematically investigating how teens design and execute their entrepreneurial endeavors, we hope to identify points of similarity and difference relative to the current models of social entrepreneurship. Further, we hope to develop a conceptual framework of the emergent youth social entrepreneur movement that can activate and engage more teens in social change efforts.

Our goal is to develop a research paper that includes an integrative conceptual framework for teen changemaking and social entrepreneurship based on our relational engagement research efforts and a review of the extant literature.

## References:

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**Track Goal:** This track of the 2019 TCR Conference will examine how, when, and why teens are motivated to lead social change efforts on a wide array of important issues of global concern. Further, we examine the path to engaged activism with an eye toward formulating a framework that not only helps us understand the motivations and enabling factors that fuel the success of these emergent social entrepreneurs but may also help activate and engage more teens in social change efforts.

**Selection of Participants:** Approximately 4 academic researchers with a demonstrated interest or prior work in the areas of social entrepreneurship, community activism and/or psychosocial development of teens along with 2-3 community action partners directly involved in empowering teens as social entrepreneurs in local efforts as well as national and global initiatives will be selected to participate. We plan to assemble academic participants in various career stages as well as diverse research and methodological perspectives. Similarly, we hope to gather social entrepreneurs who represent diverse issues and structural organizations.

#### ***Tentative Schedule: Pre-conference Activities***

**Knowledge building:** Working under an established timeline, track team members will participate in online discussions and each recommend social change organizations/websites, news stories, and academic research that will provide a broad-based understanding of teens as changemakers. In addition, we will gather and discuss research from other relevant perspectives including: community engagement and activism, government as a partner and road-block, community/policymaker attitudes towards teens as leaders, organizing for change, psychological development of teens, and measuring social impact.

**Participatory Action Research:** Track participants will work to systematically investigate teens as social entrepreneurs. 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 teen changemakers unique with an eye toward understanding their deeper motivations, organizing successes as well as their plans and expectations for the future.

**Shared learning:** Each track participant will then summarize and share what they learned from the teen changemakers interviewed and programs investigated. Through online discussion and document sharing, the track team members will begin to layout an actionable framework for understanding and empowering teens as social entrepreneurs. Further, we will also examine patterns that reveal opportunities to teach other teens how to lead social change efforts on an issue they believe will help to create a better world for all of us as global citizens.

### ***Tentative Schedule: 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: review of secondary and primary research data, and discussion of larger questions about social entrepreneurship in general. We will focus more on how teens in this role may be different from the current models of social entrepreneurship to develop a preliminary map of our conceptual framework.

**Day 1 – Afternoon Session:** After lunch we will map out a framework individuals and organizations can use to inspire, activate, empower, and develop teens as changemakers. We will develop a poster along with a brief presentation to explain the research used to develop the framework along with larger questions about how to empower more young social entrepreneurs to lead change efforts.

**Day 1 – 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 a plan of action for writing a competitive journal submission and discuss alternatives to disseminate action oriented information and our framework directly to community partners working to empower teens as changemakers.

## Consumer Wisdom

Track Co-chairs:

**Michael G. Luchs**

William & Mary

**David G. Mick**

University of Virginia

### BACKGROUND AND PURPOSE

The overall purpose of this proposed track is to develop a network of researchers who will identify and pursue new research collaborations addressing the topic of “consumer wisdom.” Although consumer wisdom has not been a research topic at previous TCR conferences, it does naturally follow from a variety of prior conference topics including sustainability, life satisfaction, materialism, and mindfulness. Research on wisdom in psychology and elsewhere has blossomed over the last two decades (e.g., see the growing list of publications listed by the University of Chicago’s Center for Practical Wisdom). Meanwhile, research on consumer wisdom in particular has been scant (for an exception see Mick, Spiller, and Baglioni 2012). However, Luchs and Mick (forthcoming, *Journal of Consumer Psychology*) recently provided an empirically derived theoretical framework of consumer wisdom which may serve as a catalyst for new research. We believe that this topic has great research potential, similar in ways to consumer research that has addressed a variety of “dark side” issues (materialism, addiction, obesity, etc.) yet instead focused on explicitly promoting behaviors that simultaneously promote the welfare of the individual consumer, of society, and of the environment. Further, we believe that consumer wisdom research may serve as an important counterweight to research that presumes consumers cannot escape their typically automatic and foolish biases.

### OBJECTIVES

We have three complementary objectives that will collectively serve to catalyze research on consumer wisdom:

1. Introduce consumer wisdom as a research domain to a select group of emerging and established scholars
2. Identify a short list of high potential research projects that address consumer wisdom; draft specific research plans for each of these identified projects (projects could build new consumer wisdom theory, address antecedents or consequences of consumer wisdom, test consumer wisdom interventions/inductions, or address methodological concerns such as scale development)
3. Identify co-author teams for the highest potential projects

### CONFERENCE TRACK APPROACH

Our approach will be modeled loosely on the Design Thinking methodology, which encourages the development of a large “solution space” (explore many project concepts), which are improved and filtered based on cycles of feedback-informed iteration. In outline form, our major steps will include:

1. *Pre-conference*: participants complete a program of background reading, and then individually brainstorm a set of potential research projects (3-6 project concepts, each described in 200 words or less)
2. *2019 TCR Conference*: participants pitch individual ideas to the group for feedback; a subset of projects will be prioritized, and self-selected co-author teams will develop research plans; these will be presented to the group, and iterated based on feedback

3. *Post conference:* newly formed teams will prioritize collaboration on these new projects, targeting top tier research outlets

#### **APPLICANT PROFILE**

We will welcome both emerging and established scholars who have a demonstrated ability to publish in top tier consumer research and/or marketing journals. Further, we seek a diversity of applicants with respect to methodological training and experience (surveys, interviews, experiments, projective techniques, etc.). Given that wisdom is a relatively new topic within consumer research, no prior specific wisdom knowledge is expected.

However, it will be helpful if participants have conducted research that relates in some way to consumer wisdom (e.g., see Table 3 of Luchs and Mick (2018) which illustrates a few of the very many ways that prior consumer research relates to wisdom).

## Refugee Crisis and the Role of Transformative Services

Track Co-chairs:

**Raymond P. Fisk**

Texas State University, USA

**Sertan Kabadayi**

Fordham University, USA

**Silke Boenigk**

Universität Hamburg, Germany

### 1) Promotional paragraph for the 2019 TCR website

#### How to Design and Deliver Services to Reduce Suffering of Refugees?

The purpose of this track is to build a Transformative Service Research (TSR) network across countries to cover the broad range of relevant topics related to reducing suffering and improving the well-being of refugees. Another goal is to foster academic-practitioner relationships and to create ideas for future research projects. We are particularly interested in a discussion on relieving suffering as an overlooked transformative service research outcome, as well as on community action research, service design and transdisciplinary research related to the refugee crisis. Researchers with a migration/refugee background are particularly welcome to apply.

### 2) Standardized biographies

**Raymond P. Fisk** (B.S., M.B.A., and Ph.D. from Arizona State University) is Professor and Chair of the Department of Marketing at Texas State University. His research focuses on service history, service design, and transformative service research. He has published numerous journal articles and six books including *Serving Customers: Global Services Marketing Perspectives*. He founded the AMA Services Marketing Special Interest Group (SERVSIG) in 1993 and has served in many SERVSIG leadership roles. The AMA made him the Inaugural Recipient of the SIG Leadership Award in 2016. He received the Career Contributions to the Services Discipline Award from SERVSIG in 2005.

**Sertan Kabadayi** is Professor of Marketing, and the Chair of the Marketing Area at Gabelli School of Business at Fordham University in New York City. His recent research interests focus on the Transformative Service Research (TSR) field, with topics including service value creation for refugees, financial well-being and inclusiveness. His work has been published in academic journals including *Journal of Marketing*, *Journal of Business Research*, *Journal of Service Management*, *Journal of Services Marketing*, among others. He currently serves as the Treasurer on the Board of the AMA SERVSIG. He holds a Ph.D. in Marketing from Baruch College, CUNY.

**Silke Boenigk** (Ph.D from the University of Basel, Switzerland, in service management) is a Professor of Nonprofit Management at Universität Hamburg, Germany. Her research focus on donor relationship management, money, time and blood giving, nonprofit branding, and transformative service research in the context of the European refugee crisis. Since 2015, she is the refugee representative of Universität Hamburg and responsible for a large refugee study orientation program called #uhhhilft. Her research has been published in both leading service and nonprofit management journals including *Journal of Service Research*, *Nonprofit*

Management & Leadership, Nonprofit and Voluntary Sector Quarterly, among others.

### 3) **Revised track description**

#### **Refugee Crisis and the Role of Transformative Services**

Worldwide, more than 68.5 million people are forcibly displaced. According to the United Nations (2018), 25.4 million of them are refugees who were fleeing from war, violence, or persecution. With this track, we continue the discussion started at the 2017 TCR conference and deepened by service researchers about the role of transformative service research (TSR) in dealing with the complexity of the refugee crisis (Farmaki and Christou 2018; Finsterwalder 2017; Nasr and Fisk 2018). Nasr and Fisk (2018) recently highlighted “a lack of service research regarding the global refugee crisis” (p. 2) and that many TSR concepts such as ‘relieving suffering’ are still under researched.

In advance of the 2019 TCR conference, we will deepen the discussion on the role of transformative services to solve the complex societal challenges of the refugee crisis. We aim to build a transformative service research network across countries to cover the broad range of relevant refugee topics. At the conference, our goal is to foster academic-practitioner relationships and to create ideas for future research projects. We will use the exchange to develop, define, and categorize important areas of research and develop a roadmap for further steps.

With this background in mind, we are particularly interested in relieving suffering as an overlooked transformative service research outcome, as well as on community action research, service design, and transdisciplinary research related to the refugee crisis. Consequently, this track invites academics of all disciplines to share knowledge on the refugee crisis and to discuss new theories and perspectives. Researchers with a migration/refugee background are particularly welcome to apply.

This track seeks to bring together the multiple views of researchers and practitioners from different countries and areas. We moreover expect that track participants will bring a country specific or region specific view to the refugee crisis discussion. This will allow us to mirror the broad service landscape for refugees, ranging from rescue services and primary care in transit countries to long-term services such as the provision of education, training, or housing (Nasr and Fisk 2018) and to conduct practice relational and engaged research (Burton, Nasr, Gruber, and Bruce 2017; Ozanne and Anderson 2010).

#### **Tentative track structure**

##### **Pre-conference activities**

The track chairs have organized a first meeting on **November 13, 2018** (in Austin, Texas), to begin reviewing the participant applicants and to discuss opportunities for conducting explorative research before the TCR conference. Once the track participants have been selected, Track chairs will establish means of exchange via email and social media and develop a schedule for communication. A key goal of these preconference activities is to share insights, viewpoints, and recent refugee-related project material within the team (e.g. academic literature, working papers, reports, documentaries, and data sources).

##### **Conference activities**

**Day 1- Morning Session (conceptual):** The three track chairs will summarize the discussion and results of the pre-conference activities. In the first session, track members will present their state-of-the-art knowledge on the service needs of refugees to the group. The whole track team will review, discuss and organize inputs, identify aspects of interest and develop a conceptual framework on refugees' service needs. Building on this, we will identify topics of interest and emerging research questions. Goal of this session is to develop the first draft of a research framework as an anchor point for further discussions. The session should clearly point out research gaps and research questions and map out suitable research approaches.

**Day 1- Afternoon Session (explorative-empirical):** In the afternoon session, the explorative empirical findings on the cases (collected before the conference) will be presented and discussed. Based on considerations from the previous session, findings on future empirical studies or other aspects of data sources and data collection will be discussed and interpreted.

**Day 2:** The second day is under the light of planning further actions and developing a timeline for the next steps for research with the final goal of publishing an article. The decisions and results of the planning will be summarized in a brief presentation for closing. Track chairs will present a time line for post-conference activities.

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## Exploring E-TCR

Track Co-chairs:

**Ekant Veer**

University of Canterbury, New Zealand

**Maja Golf-Papez**

University of Canterbury, New Zealand

**Joachim Scholz**

California Polytechnic State University

### ***Short Abstract***

This track seeks to understand the application and efficacy of digital technologies in a Transformative Consumer Research context. Specifically, we seek to investigate the role that online technologies and new media are currently used to promote consumer wellbeing as well as the issues and ethicality of carrying out Transformative Consumer Research online. The track chairs ideally seek to attract participants with a background in both digital research methodologies and TCR from both a marketing and non-marketing background. Participants should identify any specific areas of expertise (e.g. health, environmentalism, equity issues etc) when contacting the track chairs.

### ***Promoting Consumer Wellbeing Online***

The use of digital technologies to promote consumer or societal wellbeing is not novel. Public Health advocates have utilised social media, online resources and discussion forums; various governments have drawn on digital media as a means of communicating a variety of PSAs, and charitable organisations have been shown to favour digital technologies to connect with their support networks in an effort to drive behavioural change (e.g. Bradford, Grier, and Henderson 2017). In addition, many digital technologies are used in disaster settings before, during and after catastrophic events (Bird, Ling, and Haynes 2012; Houston et al. 2015; Veer, Ozanne, and Hall 2016). In academia the use of digital technologies to engage in TCR is shown in a number of cases, including the use of online communities to promote wellbeing (Moisis and Beruchashvili 2010), understand anti-social behaviour online (Golf-Papez and Veer 2017) or increase impact of academic work (Ozanne et al. 2016). However, despite its use there is little formative or summative research that helps understand the efficacy of digital technologies in achieving TCR goals. Secondly, there is little assistance for Transformative Consumer Researchers looking to collect and analyse data online. Although much research has been carried out on digital-ethnographies (Murthy 2008), netnographic methodologies (Kozinets 1999, 2002, 2015), and the use of online research panels (Huff and Tingley 2015; Smith et al. 2016) we are left with little understanding of the ethicality and specific nuances associated with online research in a TCR context.

### ***Specific Track Goals and Contributions***

The track will focus on achieving three key research aims. **Firstly**, to collate as many examples of TCR style research in marketing and other fields that draw on digital technologies to enable behavioural change. This will be completed *in advance* of attendance and it is an expectation that all participants will play a role in collating this data. **Secondly**, the group will seek to understand the efficacy and any best practice models from the collated material. **Finally**, the track's participants will assess the ways in which TCR can be carried out in digital realms and some key examples of excellent online TCR. Specifically, how can emerging technologies, such as Augmented Reality, Virtual Reality and integrated technological

systems be utilised in TCR? This third aim will also seek to understand the ethicality of carrying out TCR online and ways in which to engage with ethics panels/IRB/funders to promote research in an ethical manner. The outcome from these three aims will be create a single all-encompassing piece of work or two, more focused manuscripts. The track will present findings on the assessment of the impact and efficacy of digital tools in enabling substantive behavioural change to benefit consumer wellbeing.

Secondly, it will offer methodological contributions to carry out TCR online and assessing the impact of online interventions. This secondary contribution will specifically seek to understand the nuances of online research in a TCR context where ethicality and consumer vulnerability need to be at the forefront of the research, which is not as pertinent in other online research projects.

### ***Track Timeline and Expectation of Contribution***

**Prior to the conference** all track members will be asked to engage in a digital group where discussions, works in progress and timelines can be managed (e.g. Google group or Slack group). Each member will introduce themselves and their areas of expertise. Each member will be assigned an area, based on their expertise, and asked to provide examples of digital technologies used to address the issue they are assigned (e.g. how are digital technologies being used to combat public health issues; how are digital technologies being used to tackle environmental issues etc). A key reading list will be provided to the online group. Track members will also be asked to recommend key papers from the literature that they feel the group will benefit from. A total of at least 8-10 days should be set aside to complete this pre-conference preparation.

Based on the online discussions and evidence of progress decisions will be made regarding any data collection that may be required prior to the conference. Participants should be ready to collect data, if needed.

**During the conference** the focus will be on building from the online discussions and begin the framing of the track outcomes and contributions including, but not restricted to, a conceptual paper to be submitted by the end of 2019 to an appropriate marketing journal. During the conference all participants will be asked to engage in constructive dialogue, conceptualisation of the contributions being made by the track and determining a timeline for writing up a paper submission. Decisions will be made regarding the need for further data collection and appropriate allocation of task specific sub-groups will be determined. The conference time will be invaluable for fine-tuning the prior discussions and will be purposefully flexible to adapt to the progress of the group. Writing leaders will also be determined to ensure that timelines are met and the final written product is crafted in an effective manner.

**Post conference** the task specific sub-groups will continue to interact digitally and (if possible) in person to complete their assigned tasks. Writing leaders will guide the task specific sub-groups and keep in constant contact with the whole group to ensure progress is made. Participants who regularly fail to meet deadlines without prior warning will be asked to leave the group and may not be credited in any future publications that emerge from this track. Based on the success of the group decisions will be made regarding whether additional papers will be written for audiences beyond academia and the marketing discipline. It is hoped that group members will continue to work together on projects as needed.

### ***Chair Biographies***

**Ekant Veer** (ekant.veer@canterbury.ac.nz) is an Associate Professor of Marketing at the University of Canterbury Business School, New Zealand. His primary areas of interest include the use of marketing technologies & advertising to encourage social change and the role that consumption patterns play in developing consumer identity. His work has been published in a number of international journals, including *Journal of Public Policy and Marketing*, *European Journal of Marketing*, *Journal of Consumer Behaviour*, and *Journal of Marketing Management*. Ekant has been involved in projects to improve healthy living in conjunction with the WHO and various NGOs and Government bodies.

**Maja Golf-Papez** (maja.golf@gmail.com) is a doctoral student in Marketing at the University of Canterbury, New Zealand. Her research interests lie in exploring the consumption of technology; specifically, Maja's thesis research seeks to understand online trolling as a form of consumer misbehaviour. Maja's work has been published in *Journal of Marketing Management* and *Advances in Consumer Research* and has been presented at several international conferences. Prior to her doctoral studies, Maja worked as the Chief Marketing Officer for a charity dedicated to alleviating child poverty in Slovenia.

**Joachim Scholz** (jscholz@calpoly.edu) is an assistant professor of marketing at Cal Poly, SLO. His research explores digital technologies in a variety of consumer and marketing contexts: He explores how companies can build their brands through fanning the flames of social media firestorms and examines how augmented reality can lead to stronger consumer- brand relationships, more confident consumers, better food choices, and novel forms of consumer emancipation. During TCR 2017, Joachim participated in a track that explored how popular culture, often conveyed via online and digital media, provides new possibilities for social change.

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## The Rise of The Machine: A Critical Perspective on Life and Work in the Robot Age

Track Co-chairs:

**Werner Kunz**

University of Massachusetts, Boston

**Arne De Keyser**

EDHEC Business School

### Promotional Paragraph

The rise of social robots cannot be stopped. However, we can try to understand their implications better to prevent potential harm to users and the society at large. In this track, we seek to identify what possible implications (positive and negative) social robots have on society in general (*macro-view*). Second, we aim to identify how robotics developers can optimize design procedures to foster a positive interaction between social robots and their end-users (*micro-view*). This dialog should help to identify relevant public policy considerations, as well as inform current debates on ethics concerning social robots to ensure user well-being.

### Track Leaders

**Werner H. Kunz** (werner.kunz@umb.edu) is Associate Professor of Marketing and director of the digital media lab at the University of Massachusetts Boston, an interdisciplinary global network of researcher and practitioners to answer the challenges in the new Digital Media era. His research interests are in digital & social media, innovation, and service research. His work has been published, amongst others, in the *International Journal of Research in Marketing*, *Journal of Retailing*, *British Journal of Management*, *Journal of Medical Internet Research*, *Journal of Business Research*, *Journal of Service Management*, and *Computational Statistics* and was awarded multiple times.

**Arne De Keyser** (arne.dekeyser@edhec.edu) is assistant Professor of Marketing at EDHEC Business School. Prior to joining EDHEC, he was member of the Center for Service Intelligence (Ghent University – Belgium) and a visiting researcher at Boston College (USA). His research focuses on customer experience, service failure/recovery and frontline technology infusion. Amongst others, his research has been published in the *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Service Management* and *Journal of Service Theory and Practice* and was awarded with multiple recognitions, including the SERVSIG Best Dissertation Award.

**The problem:** Mankind is at the fringe of an artificially intelligent (AI) age (Huang and Rust 2018). Technology has started to transform virtually every aspect of our private and work lives. Especially exciting are the opportunities offered by so-called social robots. These interact with people in their daily routines at home, school, and workplace, and are there to assist in various ways (e.g. personal assistant like Google Assistant). They are expected to impact a variety of service settings, most importantly education, healthcare, elderly care, hospitality and retail (KPMG 2016). Yet, despite all big promises and crazy scenarios in popular press, robotics

science is still a relatively young discipline and many robots are still at a prototype phase. Nonetheless, the field is advancing at a rapid pace, surging the need to identify a set of guiding principles for the development and design of social robotics to ensure a positive impact on society.

The new opportunities based on robotics' advancement do not only embark advantages for users and society in general. Many ethical and societal questions surrounding robot-delivered service at the individual, market and environmental level arise. For instance, Google recently introduced a smart assistant that can make phone-reservations for its end-users, without being identified by the human counterpart as a robot – a scenario that scared-off many people. We believe similar to the trend of social media, where many people initially focused primarily on its positive aspects, a more critical view of robots will arise quickly.

**Track Goal:** The rise of social robots cannot be stopped. However, we can try to understand their implications better to prevent potential harm to users and the society at large. This track brings together researchers and practitioners from different countries, industries, and specialties to exchange ideas and concepts about our life and work with robots and develop a more comprehensive understanding what living with robots means for our society. First, we seek to identify what possible implications (positive and negative) social robotics have on society in general (macro-view) – e.g., to what extent is societal well-being enhanced by social robots? Second, we aim to identify how robotics developers can optimize design procedures to foster a positive interaction between social robots and their end-users (micro-view) – with a particular emphasis on how robot appearance (e.g., human-like vs artificial), behavior (e.g., movement) and interactional skills (e.g., speech type, use of humor) impact user perceptions of well-being. This dialog should help to identify relevant public policy considerations, as well as inform current debates on ethics concerning social robots to ensure user well-being.

Our aim is to bring academics from different disciplines (e.g., service management, robotics, psychology, sociology) together to work on a holistic understanding of the impact of robots that are based on a broader theoretical basis than any single discipline can deliver. Moreover, we seek to start an exchange between academia and practice to inform each other's work with the most current knowledge. Finally, as we aim to bring together on an international network of contributors, we may capture differing cultural perspectives on robotics.

### **Pre-conference Activities**

**Theoretical Knowledgebase:** Every academic of our interdisciplinary team needs to identify a set of key articles about robotics in their field that all track members should read. Track chairs will consolidate these individual contributions into a list of preconference readings for all to complete.

Additionally, every member will be invited to provide 1-2 research questions regarding the central topic to identify key areas of collaborative work. Moreover, a select group of contributors can start on the development of a literature synthesis of current robotics literature (e.g., International Journal of Social Robotics; Computers in Human Behavior; Journal of Robot-Human Interaction; Human-Robot Interaction; etc.) to have an in-depth view on the current state of the field, the future possibilities and to understand the robot-user relationship in detail.

**Practical Knowledgebase:** Every track member should collect robots case examples that exemplify the impact on private and work life of consumers. These examples should constitute a case study database that later informs the conceptual model and further academic research. Additionally, every track member should identify industry experts for robots in their country or region to facilitate 1-2 in-depth interviews based on a semi-structured interview guideline elaborate by the track. These interviews inform the conceptual research and give a guideline for potential empirical research studies.

**Collaboration Basis:** To prepare the conference adequately, regular virtual meetings are needed and will be planned based on established timelines. To facilitate the collaboration other formats of shared platforms will be used. Especially shared boards on Pinterest, shared notebook on Evernote, project planning tools like Trello will be incorporated.

### **Tentative Conference Schedule**

The goal of the conference is to develop a shared understanding of the impact of robots on their users (micro- view) and society at largely (macro-view), which should ultimately result in an integrative framework that serves at the basis for a conceptual paper. Additionally, a research agenda should be developed, that track members can use to set up empirical research projects. We hope that the collaboration between practitioners and academics, the numerous interviews in the pre-conference phase, and the case study collection supports this endeavor significantly.

**Day 1 – Morning Session:** Identify and find consensus about the key concepts and literature basis for a potential framework as well as the most exciting research questions. Similar to a case study class, the discussion should be possible right away if all track members have prepared their part of the pre-conference activities. The preparation of a robotics literature synthesis should also help to advance this discussion quickly.

**Day 1 – Afternoon Session:** Develop a preliminary map of the conceptual framework and a slide deck/poster for presentation at large. This presentation should be accompanied by characteristic robot cases based on the developed case study database.

**Day 1 – Evening Session:** Poster session, integrative learning across the different TCR tracks (we assume such a session is again planned).

**Day 2 – Morning Session:** Integrating feedback into the conceptual model. Working on an outline for a conceptual paper as a summary of the 9-month track work and the TCR conference and develop a short presentation for closing. Discussing empirical research opportunities and the build-up of a constant worldwide academic-practitioner network to support the work in this field.

### **Post-conference Activities**

**Competitive Paper Submission:** We strive to write at least two papers based on the track work. A first conceptual paper to be submitted for consideration to the special issue at the Journal of Public Policy and Marketing, and a second empirical paper that tries to collect data in the area of the most promising research direction identified by the track members.

Robot case study database: Building up a website that serves as case study resources that highlights the impact of robots on our life and the society at large – which could be beneficial for other researchers in the field as well.

Building community: Building spin-off teams based on track members and new interested academics and practitioners to spark a network effect and grow the community in this work and research field. The teams will execute additional research projects within the research agenda by the TCR track. The community can be helpful in the future to find collaboration partners in academia and practice.

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# **Confronting Confluences of Uncertainties and Unfamiliarities About Subsistence Marketplaces Through Symbiotic Academic-Social Enterprise: Climate Change and Sustainability Education**

Track Chair:

**Madhu Viswanathan**

University of Illinois

Subsistence marketplaces face a confluence of uncertainties in coming decades, inherently filled with day-to-day uncertainty, overlaid with uncertainty due to environmental issues including climate change, and uncertainty from technological progress and access. This track will use the approach of symbiotic academic-social enterprise wherein research and practice on the ground will go hand-in-hand to realize transformative impact while enriching the research. The somewhat specific goal within the broader framing of the track will be on creating sustainability education for consumers and entrepreneurs in light of climate change. We will use insights from primary research at the intersection of consumption, entrepreneurship, and sustainability in subsistence marketplaces, and secondary research on climate change to create education that can help people cope with uncertainties.

Subsistence marketplaces have been described in terms of uncertainties in different realms of life and even in mundane activities and the lack of a margin of error. Despite progress on poverty alleviation in recent decades, individuals and communities face a fickle reality as environmental issues including climate change can rapidly undo gains and expose vulnerabilities. Domains of subsistence such as water and food, and forced large-scale migrations are some of the unique challenges related to climate change. Subsistence communities are most vulnerable at many levels, such as financial, physical goods, and livelihood. Natural disasters present short-term uncertainties, by the effects of climate change. Another arena of uncertainties for individual living in subsistence marketplaces is in technological progress as well as access, as those who face the greatest challenges, have the least access to technological solutions.

With the confluence of uncertainties is a confluence of unfamiliarities in the developed world (e.g., manager, researcher, educator or student) about subsistence marketplaces. The lack of lived experience and presumptions about subsistence contexts are some of the factors leading to such unfamiliarities. Developed contexts in infrastructure, and access to informational resources, whereas subsistence marketplaces are distinctly different. Moreover, climate change is likely to play out in very different ways in different geographies.

## **Track Goal**

This track of the 2019 TCR Conference will assemble researchers, educators, and practitioners who would work to bridge research and practice to address a specific uncertainty that looms large in subsistence marketplaces, use research to overcome familiarity, translate insights to practice on the ground, and in turn continue the virtuous loop to enriched research and so forth. Climate change will play out in different ways in

different geographies. Research at the intersection of consumers, consumptions and specific domains of subsistence such as food, water, and livelihoods can lead to sustainability educational programs that are customized to specific geographies. In turn, such practice can inform and enrich research. The track will push toward this cycle of research and practice in confronting a specific challenge in subsistence marketplaces. Our approach will be a symbiotic academic-social enterprise, blurring research and practice for purposes of enhancing both. Thus, this approach is at one end of the continuum of research and practice in realizing the promise of TCR.

### **Pre-conference Activities**

**Team formation:** Our approach requires a diverse set of participants across disciplines and sectors. With a core of consumer researchers, the team will be formed to bring in a variety of perspectives and experiences.

**Problem generation and specification:** Working virtually, the team will generate a variety of problems that fit under the uncertainties described above at varying degrees of specificity. The team will also work to narrow down the set of problems to a manageable set. As this can be an endless process, the rough parameters are as follows – uncertainty in consumption and entrepreneurship in subsistence marketplaces, uncertainty due to climate change, and relevant sustainability education as the practice of potential impact. Within this somewhat narrower specification, there is much to be specified in terms of particular courses of research and practice. Also unique to our approach, a number of insights will be translated to some piloting in practice in one more geographies, also the site of our preliminary research. To do so, we will work with field teams of the Subsistence Marketplaces Initiative and the Marketplace Literacy Project in India, Tanzania, Uganda, Honduras, Mexico, Argentina, and the US, conducting virtual interviews and trying out pilot efforts.

**Shared learning and planning:** Track participants will share learning from research and piloting, narrow down the problem further, and work toward a plan for the actual conference.

### **Tentative Conference Schedule**

**Day 1 – Morning Session:** During the morning session the track team will digest insights from preconference research and piloting and plan out the rest of the sessions.

**Day 1 – Afternoon Session:** A poster will be developed to summarize learning as well as translate it to additional research and plans for translation to practice. A specific set of questions for feedback and improvement of research and practice will be prepared.

**Day 1 – Evening Session:** Poster session, learning from TCR tracks and focused questions prepared to receive feedback.

**Day 2 – Morning Session:** Feedback and learning from other TCR tracks will be used to finalize research and practice plans and prepare a short presentation for closing. In addition, we will develop our plan for writing a competitive submission for the special issue entitled:

“Confronting Confluences of Uncertainties and Unfamiliarities About Subsistence Marketplaces Through Symbiotic Academic-Social Enterprise: Climate Change and Sustainability Education,” and for moving to the next stage of piloting and limited rollout of sustainability education in one geography.

**Post-conference Activities**

- Competitive Paper Submission
- Rollout of sustainability education in one geography
- Assessment and feedback to create future research-practice loops

## Track 2

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# #MeToo Movement and Beyond: Transforming Contemporary Gender and Intersectional Politics and Policies

Track Co-chairs:

**Minita Sanghvi**

Skidmore College

**Nacima Ourahmoune**

Kedge BS (France)

### Track Participants:

Jan Brace-Govan, Monash University

Rob Harrison, Western Michigan University

Wendy Hein, Birkbeck, University of London

The #MeToo movement, its origins, spread, and global impact, has led to a proliferation of perspectives and opportunities for gender theory, analyses and transformative practice. Building on a theoretical base of intersectionality, the stories shared a thread of power and abuse among victims regardless of gender, race, age, ability, sexual orientation or gender identity, economic vulnerability, and immigrant status, among others. This track, in applying a transformative lens to contemporary gender and intersectionality politics and policies, will focus on:

1. Recognizing various factors that are at play across the globe that led to the evolution of the #MeToo movement
2. Critically assessing the sociocultural and institutional structures, and power imbalances that hold in place these oppressions with an emphasis on gender relations, intersectionality and toxic masculinity.
3. Engaging with transnational researchers and practitioners to understand how these forces and the complexities of the movement might lead to transformative action.

Based on the study of gendered power relations and imbalances we aim to move beyond a focus on victims and perpetrators, or toxic masculinity, by studying this transnational movement as a case in point, and considering its transformational potential for consumers and marketers alike. In this track, we thus seek to build on this and other movements, extend upon and leverage the work of previous TCR gender tracks in 2015 and 2017, and move our transformative research towards a critical praxis.

### Track Leaders

**Minita Sanghvi** (PhD, University of North Carolina Greensboro with a Graduate Certificate in Feminist Studies at Duke University) is an assistant professor in the Management and Business Department at Skidmore College. Her research focuses on gender, intersectionality and power hierarchies in marketing, political marketing and consumer behavior. She has presented her work at various conferences such as *Association for Consumer Research* and published in *Journal of Marketing Management* and *Market Research Methodologies: Multi-Method and Qualitative Approaches*. Her book, *Gender and Political Marketing in the United*

*States and the Presidential Election: An Analysis of Why She Lost* was just published by Palgrave-Macmillian.

**Nacima Ourahmoune** (PhD from ESSEC BS, Paris, France) is Associate Professor of Marketing at Kedge BS (France). Nacima has 10 year of experience as an international consultant in strategy and in marketing. Her research examines gender, ethnicity and class issues from a sociocultural perspective in established as well as in various emerging markets. Her research appeared in journals like *Marketing Theory*, *Journal of MacroMarketing*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Consumption, Markets and Culture*, *Journal of Consumer Behaviour* among others. Nacima is member of the governance of *Ownyourcash.fr*. a private organization that aims to empower female entrepreneurs in France through access to economic and social capital.

## **An Intersectionality Perspective of Climate Change, Global Value Chains and Vulnerable Consumers**

Track Co-chairs:

**Laurel Steinfield**

Bentley University

**Srinivas Venugopal**

University of Vermont

### **Track Participants:**

Samuelson Appau, RMIT University, Australia.

Andres Barrios, Universidad de Los Andes, Colombia

Charlene Dadzie, University of South Alabama

Roland Gau, University of Texas at El Paso

Ron Hill, American University

Diane Holt, Essex Business School

Nguyen Thi Tuyet Mai, National Economics University, Vietnam.

Clifford J. Shultz, II, Loyola University Chicago

This track explores the dynamic complexities of the interactions among climate change, global value chains, consumption and the well-being of vulnerable groups, and the power asymmetries that underlie these interactions.

Through monthly group-dialogues combined with ongoing fieldwork in, for example, Kenya, Vietnam, Colombia, Lebanon, the US and the EU, and through employing the critical praxis and complexity analysis encouraged by an intersectionality perspective (Grzanka 2014; Walby 2007) and sustainable optimization of adaptive systems (e.g., Hill and Martin 2014; Shultz et al. 2012), we seek to develop an understanding of various elements of complex and distressed system(s), including:

- i. the power asymmetries in global value chains related to climate change;
- ii. the heterogeneity and homogeneity of community members' experiences, identities, and corresponding positions of privilege and oppression;
- iii. the livelihoods and agentic actions of those vulnerable to the effects of climate change; and
- iv. the policies, practices and potential for optimizing market-based solutions to alter the course of or to ameliorate climate change and consumer vulnerability in micro, meso and macro-systems, locally and globally, and where/when they interact.

The outputs stemming from this track are envisioned to include joint-publications, project collaborations and grant submissions that explore, conceptually and empirically, these various aspects related to climate change. Having a diverse group of scholars and practitioners that study and engage with issues related to climate change at multiple levels (e.g. macro and micro) and across geographies is envisioned to expand our understandings of the complexities related to climate change and market-based solutions to climate change.

References available on request

### Co-Chairs

**Laurel Steinfield**, Assistant Professor of Marketing, Bentley University

Laurel Steinfield (DPhil, University of Oxford) is an Assistant Professor of Marketing at Bentley University. Her research focuses on social stratifications, including gender, racial, and global North-South hierarchies. As a sociologist, transformative consumer researcher and marketing professor, she studies how social stratifications interact with marketplace dynamics and how resulting injustices may be transformed. She has published in numerous journals including *Consumption, Markets & Culture*, the *Journal of Public Policy and Marketing*, as well as in various edited books.

**Srinivas Venugopal**, Assistant Professor, Grossman School of Business, University of Vermont

Srini's research examines the intertwined nature of consumption and entrepreneurship in subsistence marketplaces where more than a billion poverty-stricken entrepreneurs run micro-enterprises to meet basic consumption needs. His research has been published in reputed academic journals such as *Journal of Public Policy and Marketing*, *Marketing Theory*, *Journal of Macromarketing* and *Organization and Environment*. Prior to pursuing an academic career, Srini was leading a technology-based social venture in Tamil Nadu, India. His venture was focused on delivering education services to low income consumers in rural regions of Tamil Nadu.

## Building and Testing a Theory of Territoriality through Tactical Urbanism

Track Co-chairs:

**Martin P. Fritze**

University of Cologne, Germany

**Julie L. Ozanne**

University of Melbourne

**Brennan Davis**

California Polytechnic State University

### Track Participants:

Carol Kaufman-Scarborough, Rutgers University, United States

Kris Kolluri, President & Chief Executive Office at Cooper's Ferry Partnership

Joann Peck, University of Wisconsin, United States

By 2050, two-thirds of the world will be urban dwellers (United Nations 2014). Increasingly, policymakers, business practitioners, and citizens are questioning who has rights to live in the city where affordability is a growing problem (Mitchell 2003). Against this backdrop, grassroots resistance is growing, as evidenced by the rise in guerilla urbanism, DIY urbanism, and open-source urbanism (Finn 2014; Wortham-Galvin 2013). We use the term tactical urbanism to describe these temporary small-scale interventions that aim to re-envision, re-design, and reclaim city spaces to be more people-centered. Tactical urbanism uses "short-term, low-cost, and scalable" interventions toward long-term social change (Lydon and Garcia 2015). However, these interventions and how they work (or do not work) are not well theorized from a consumer perspective; specifically, how do these tactics affect the psychological and communal feelings of ownership of these places?

This session brings together five theorists to better understand place making. Joann Peck and Martin Paul Fritze use psychological theories of ownership and experiments to understand how people consume space (Kirk, Peck, and Swain 2018). Brennan Davis employs quantitative theories and methods to understand spatial relationships (Davis and Grier 2015; Grier and Davis 2013). Carol Kaufman-Scarborough has long worked with a spatial sensibility by examining the role of bodega's in local neighborhoods and retail challenges faced by consumers with disabilities (Kaufman and Hernandez 1992; Kaufman-Scarborough 1999). Julie Ozanne draws on critical geography theories of space and employs ethnographic methods (Saatcioglu and Ozanne 2013a, 2013b).

We seek to understand how these urban tactics affect the psychological and community ownership of the neighborhoods where they are employed. How is psychological ownership by consumers' of their neighborhood affected by the interventions of tactical urbanists—when does psychological ownership rise and decline? How do tactical urbanists affect larger community feelings of collective ownership?

### Co-Chairs Bio:

**Martin P. Fritze** is Assistant Professor of Trade Fair Management and Marketing at the University of Cologne. His research interests are in the areas of psychological ownership, services marketing, and transformative consumer research. He received his Ph.D. in Marketing



from the University of Rostock in 2017 with a dissertation on the Sharing Economy and dematerialization of consumption. He was a visiting researcher at Imperial College London (2015), National University of Singapore (2017), and at the University of Cambridge (2017) and served as a research fellow at the Institute for Ecological Economy Research (IÖW) in corporate management and sustainable consumption.

**Julie L. Ozanne** is Professor of Marketing at the University of Melbourne. She is a transformative consumer researcher who specializes in alternative methodologies, such as interpretive, critical, participatory, and community action research methods. She also examines the problems of the poor and the low literate, as well as new forms of sustainable exchange based on sharing. She is an associate editor at the *Journal of Consumer Research*, she chaired of the TCR advisory committee (2013-15), co-edited the book–*Transformative Consumer Research for Personal and Collective Well-Being* (2012), and co-chaired the TCR conference in 2009, 2015, and 2017.

**Brennan Davis** is Associate Professor of Marketing at the Orfalea College of Business at Cal Poly in San Luis Obispo. Brennan investigates theory about place, social psychology, and unhealthy consumption. He was recognized with the 2016 Emerging Scholar Award. He has publications in the *Journal of Public Policy & Marketing* where his paper won the 2017 and 2014 Kinnear/JPP&M Awards from the American Marketing Association, and in the *American Journal of Public Health* where he won the best paper award in 2009 from the Robert Wood Johnson Foundation. He serves on the TCR advisory committee.

## Dignity and Dependency in the Acquisition and Consumption of Social Program Resources

Track Co-Chairs:

**Stacey Menzel Baker**

Creighton University

**Courtney Nations**

University of North Florida

**Track Participants:**

Aronté Marie Bennett, Villanova University

Meredith Rhoads Thomas, Florida State University

Federal welfare programs have existed since the inception of the United States. These programs require recipients to demonstrate financial need relative to the federal poverty level (Government Benefits 2018). Locally based social programs follow a similar approach to federal welfare programs; individuals must demonstrate need based upon a standardized set of criteria for inclusion and for access to resources (Trattner 2007).

Eligibility guidelines for social programs, federal and local, revolve around acceptable norms for what constitutes “too little” in terms of material and economic wellbeing. Within this context, wellbeing refers to adequacy or security in material circumstances that make one feel human, as well as a consumption-based understanding of positive functioning (Burroughs and Rindfleisch 2002; Sen 1999; U.S. Census Bureau 2005).

Existing research has so narrowly focused on the “who” and “what” of which people deserve resources and what level of resources they have the right to receive, that the “how” has been neglected (Baker et al. 2015). Efforts are spent on the tangible elements, i.e. the functional aspects of goods received, with little thought given to the intangible elements, i.e. the symbolic aspects of goods received and the social interactions associated with the acquisition process. In this vein, our work seeks to illuminate the human experience of acquiring and consuming resources obtained through social programs. We specifically investigate perceptions of dignity and dependency as experienced through interactions with social programs.

Our research questions focus on (1) the nature of exchange in the acquisition of social-program resources, (2) perceptions and valences of human dignity in the acquisition and consumption of social program resources, (3) the relationship between dignity and dependency in the acquisition and consumption of social program resources, and (4) the social and other contextual influences on perceptions of dignity and dependency.

### References

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## **Institutionalising Intercultural Engagement in Multicultural Marketplaces: Developing TCR- led Interventions with the New Generation**

Track Co-chairs:

**Eva Kipnis**

University of Sheffield, UK

**Catherine Demangeot**

IESEG School of Management, Paris

**Chris Pullig**

Baylor University

### **Track Participants:**

Jerome Williams, Rutgers University, USA

Charles Chi Cui, University of Manchester, UK

Samantha Cross, Iowa State University, USA

Cristina Galalae, Coventry University, UK

Svetlana Kataeva, Coventry University, UK

Shauna Kearney, Coventry University, UK

Tana Licsandru, Newcastle University London

Carlo Mari, University of Molise, Italy

Samantha Swanepoel, CMO, Barloworld Equipment, South Africa.

Lizette Vorster, Coventry University, UK

### **FULL TRACK TITLE:**

**Institutionalising intercultural engagement in multicultural marketplaces: Developing advances in TCR-led marketing research, practice and education interventions with the new generation**

How to build multicultural societies that sustain intercultural harmony, conviviality and strive to ensure the wellbeing of their multiple, diverse cultural groups is one of the key challenges worldwide today. We are witnessing a reinvigoration of discourses and actions discriminating, diminishing, or even violating (as in instances of the UK's Windrush generation, Myanmar's Rohingya and Syria's refugees, or the clashes in Charlottesville) the wellbeing of people based on their racial/ethnic, (dis)ability, religion, gender, sexual orientation, nationality/migration status.

This state of affairs points to the continued need for TCR-led research, practice and education interventions enabling marketing science and practice to lead the building of a more cohesive, convivial and enriching marketplace for all consumers and to contribute to fostering wellbeing in multicultural societies. Our culturally and geographically diverse track brings together established and new researchers conducting TCR research in multicultural marketplaces, alongside practitioners, with the overall aim of developing a TCR-led primer for future marketing researchers, educators and practitioners answering the three 'How to...' questions in the following areas:

- How to... research multicultural marketplaces for transformative outcomes – conceptual advancements, theoretical instruments, approaches, methods;
- How to... design and implement effective marketing practice interventions for

multicultural marketplace wellbeing – multiple, intersectional perspectives, unintended pitfalls, achieving balance;

- How to...prepare and develop marketers through embedding critical engagement with multiple cultural perspectives and developing competences and skills for effective wellbeing-enhancing marketing practices into education and training curricula.

## Intricacies of Waste: Examining Consumer Responses to Planned Obsolescence

Track Co-chairs:

**Dr. Nicole Bieak Kreidler**

La Roche College, Pittsburgh, Pennsylvania

**Dr. Naz Onel**

Stockton University, New Jersey, USA

**Dr. Estela Díaz**

Comillas Pontifical University, Spain

**Dr. Pia Furchheim**

ZHAW, Switzerland

As the world population continues to grow, so does consumption. By 2050 the global population is expected to grow by 2.2 billion (OECD, 2015). An increase in population and consumption leads to an exponential growth in waste accumulation that has severe environmental, social, and economic consequences. If attention is not directed towards the minimization of the use of natural resources and continual production of waste, the current culture of consumption will severely compromise future generations' ability to live a full and prosperous life.

Consumers have an important role to play in the desired shift (Cooper, 2004). This track aims at identifying ways to move consumers towards becoming more informed and sustainable decision makers. More specifically, our efforts seek to study how consumers perceive and respond to planned obsolescence (PO) from a cross-cultural perspective.

The strategy of PO appeared first in the late 1920s in the United States (Slade, 2009). Ever since, the strategy of planning and designing products with limited lifetime became a crucial part of economic growth worldwide. In spite of its relevance, PO has limited coverage in the context of TCR literature.

Following Cooper's categorization of PO (technological, psychological and economic), and building on public policy, consumer, and environmental welfare relevance, our goal, in a broad sense, is to examine:

- The role of product lifecycles in shaping consumer expectations
- The role of functional, emotional, and aesthetic durability
- Societal, economic, and environmental aspects of PO
- The role of culture in understanding PO

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## Lived Experiences of Poverty-Related Interventions

Track Chair:

**Shikha Upadhyaya**

California State University, Los Angeles

### Research Team

Rika H. Houston, California State University, Los Angeles

Christopher P. Blocker, Colorado State University

Nicholas J. Pendarvis, California State University, Los Angeles

David K. Crockett (Advisor), University of South Carolina

Marjorie Sims (Non-Academic Stakeholder), Managing Director, Ascend at the Aspen Institute

### Track Description

Poverty-related government policies and programs aim to maximize access to resources and minimize the rate of poverty. In the United States, some of these programs are Social Security, Medicaid, SNAP, school meals program, and Section 8 housing vouchers. Identified as safety-net programs these programs aim to enhance an individual's ability to meet their basic day-to-day needs (food, shelter, clothing, etc.) while helping them to pursue opportunities for socioeconomic mobility. According to Sherman et al. (2013), these programs "lift millions of Americans out of poverty, help "make work pay" by supplementing low wages, and enable millions of Americans to receive health care who otherwise could not afford it." However, past research also highlights the negative long-term implications of these programs, such as obesity (Baum 2011), lack of access (Pardee and Gotham 2005), and stigmatization (Kreider et al. 2012).

Research highlighting the positives and negatives of these programs not only share a story of increased/decreased access, but they also provide insights on segments of the population that have different backgrounds, needs, and expectations. According to a survey conducted by USDA (2016), food insecurity is more prevalent than the national average (4.9 percent) for some groups, such as Households with children headed by a single woman (10.5 percent), Black, non-Hispanic households (9.7 percent), and Hispanic households (5.8 percent) (Coleman-Jensen, et. al 2017. While these individuals live in similar poverty-related material circumstances, they have fundamental differences in how they live their lives, their belief system, values, consumption style. These differences underpin their access to and experiences of the safety-net programs.

Consumer researchers have raised concerns over the unintended consequences of "one-size-fits-all" approach in addressing various social concerns. Corus et al. (2016) adopt an intersectional lens to shed light on how voices of specific groups are silenced because they are invisible in various policies. The overlapping complexities of race/ethnicity, gender, age, disability, sexual orientation, housing insecurity, and poverty/income inequality, to name just a few, cannot be separated in the examination of an individual's lived experiences of policies and programs. In this research project, we aim to investigate the lived experiences of diverse individuals enrolled in safety-net programs with the goal to provide critical theoretical insights on socioeconomic mobility and policy insights on possible ways to elevate the transformative potentials of these safety-net programs.

**Member Bios:**

**Shikha Upadhyaya**

Shikha Upadhyaya received her Ph.D. from the University of Wyoming and is an Assistant Professor of Marketing at California State University, Los Angeles College of Business & Economics. Her research focuses on the identity- projects and multidimensional experiences of socio-economically disadvantaged consumers and provides insights on consumption-related discrimination and disadvantage faced by these consumers with implications in the areas of public policy and transformative consumer research. She has published articles in the *Consumption Markets & Culture*, *Journal of Macromarketing*, *Journal of Public Policy & Marketing*, and has contributed a chapter to *Product Development and Management Association Essentials 3* (forthcoming).

**H. Rika Houston**

Rika Houston received her Ph.D. from the University of California, Irvine and is a Professor of Marketing in the College of Business and Economics at California State University, Los Angeles (Cal State L.A.). At Cal State LA, she teaches consumer behavior, sustainability marketing, qualitative market research, international marketing, and community-based social marketing. She also serves as the Faculty Coordinator of Community Engagement Programs for the Center for Engagement, Service, and the Public Good. Her research focuses on gender identity in consumer culture, sustainability, social marketing, and marketing education. She has served as a strong proponent of social justice and sustainability in low-income communities through her teaching and research, as well as her extensive work as a social justice activist in Los Angeles and the State of California.

**Christopher P. Blocker**

Christopher P. Blocker received his Ph.D. at the University of Tennessee and is an Associate Professor in the College of Business at Colorado State University. His research focuses on understanding value creation within marketplace relationships. In addition to business and consumer relationships, Chris' research explores value creation in contexts of global and domestic poverty, subsistence marketplaces, and social enterprise. He has published articles in the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Public Policy & Marketing*, among others, and has served on the advisory board for Transformative Consumer Research.

**Nicholas J. Pendarvis**

Nicholas Pendarvis is an assistant professor of marketing in the College of Business and Economics California State University, Los Angeles (CSULA). He received his Ph.D. in Marketing from the Moore School of Business at the University of South Carolina. He has also received an International MBA from the University of South Carolina as well as a B.S. in Marketing from South Carolina State University. His current research agenda includes several projects exploring social change processes within the marketplace, the negotiation and cultural production of meaning in the context of consumption communities, collective framing processes, social media, social networks and the evolution consumer movements. His work has recently appeared in the *Journal of Consumer Research* and he has contributed chapters to *Consumer Culture Theory* and *The Handbook of Research on Gender and Marketing* (forthcoming).

**David K. Crockett**

David K. Crockett's primary research interest is in sociological aspects of consumer behavior,



particularly the consequences of social inequality. His research investigates the creation, manifestation, and resolution of class, gender and racial inequality in the marketplace and addresses consumer, managerial and public policy initiatives designed to alleviate inequality. Emerging areas of interest in his research include health-related policy and social enterprise.

***Marjorie Sims***

Marjorie has more than 20 years of experience in advancing the status of women and families at local, state, national, and international levels. She formerly served as program officer at the W.K. Kellogg Foundation with a specific focus on family economic security programs and managed a \$65M grant portfolio. Prior to joining the Kellogg Foundation, Sims held the positions of chief operating officer, interim president, and vice president of programs and operations at the Washington Area Women's Foundation. During her tenure in Washington, Sims helped launch Stepping Stones, a \$5 million, multi-year, regional initiative to increase the income and assets of women-headed families. Stepping Stones received national recognition as a model public-private partnership. In addition, Sims served as the executive director of the California Women's Law Center and as a policy analyst with the International Center for Research on Women. She is a co-founder of Women's Policy, Inc., an organization that emerged from the Congressional Caucus for Women's Issues to provide unbiased analyses and educational briefings about federal legislation affecting women and families. Sims has additional expertise in expanding women's philanthropy and managing leadership transitions.

# **New Digital Consumption Patterns in the Home: Exploring the Innovation and Influence of Youth on Family Technology Use through Reverse Socialization**

Track Co-chairs:

**Zhiyong Yang**

University of North Carolina Greensboro

**Marlys Mason,**

Oklahoma State University

## **Track Participants:**

Meichen Dong, University of Texas at Arlington

Jingguo Wang, University of Texas at Arlington

H. Raghav Rao, University of Texas at San Antonio

## **Track Description**

Consumer socialization, as one of the most important activities in the basic social group—family, has obtained significant attention, since it emphasizes how children learn the skills, knowledge, and attitudes as a consumer from their parents and become a consumer themselves (Basu and Sondhi, 2014; Quintal, Phau, Sims, & Cheah, 2016). With the development of information technologies and the Internet, the consumption environment has rapidly changed. Adolescents and young adults have more advantages in utilization of digital devices and exploration in the digital world (Shim, Serido, & Barber 2011; Thaichon, 2017), and that children may exert certain influences in family decision making (Laroche, Yang, Kim, & Richard, 2007; Palan & Wilkes, 1997).

However, it is still unclear, theoretically and empirically, regarding the role of children's digital advantages in influencing the parents' and family's consumption decisions and technological behaviors in such a rapidly evolved digital environment. In particular, how do digital advantages of children reverse family learning patterns and socialize parents' consumption behaviors in the uprising digital world? What influence does the reverse-socialization have on parents or on the entire family, and subsequently affect children's empowerment and influence in family decision making? Further, how are traditional antecedents of socialization outcomes, such as parental styles and family communication, altered when youth are driving the learning and usage by the family? What are the theoretical reasons underlying such changes?

The track brings together a multidisciplinary, multicultural team of researchers from marketing and information system areas. The broad goal of this track is to develop a conceptual framework of reverse socialization in new digital consumption patterns, including family communication, parents' digital consumption behaviors, online information security and privacy, and online deception detection and avoidance, along with theoretical underpinnings.

## ***Track Co-Chair Biographies***

**Dr. Zhiyong Yang** is Professor of Marketing and Department Head of the Department of Marketing, Entrepreneurship, Sustainable Tourism and Hospitality at the University of North Carolina Greensboro. His research focuses on consumer decision-making. His work has appeared in over 30 journals, including the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Experimental Social Psychology*, and *Journal of Management Information Systems*. His research has been funded by Statistics Canada, FQRSC Canada, and NSF China. He is a guest editor of *Industrial Marketing Management*, and serves on the editorial review boards of the *Journal of Business Research*, and *Journal of Macromarketing*.

**Dr. Marlys Mason** is the Associate Dean of Undergraduate Programs, and Spears Chair and Associate Professor of Marketing at Oklahoma State University. Her research has been published in *Journal of Consumer Research*, *Journal of Public Policy & Marketing*, *Journal of Consumer Affairs*, *Journal of Marketing Management*, *Journal of Business Research*, and more. Her areas of interest include consumer health and well-being, resiliency, risk behavior, technology usage, and public policy. She is currently an associate editor of the *Journal of Public Policy & Marketing*, and serves on the editorial review boards of *Journal of Consumer Affairs* and *International Journal of Advertising*.

## Operationalizing Critical Race Theory in a Marketplace Context

Track Co-chairs:

**Sonya A. Grier**

American University

**Geraldine Henderson**

Loyola University Chicago

**Sonja Martin Poole**

University of San Francisco

### Track Participants

Francesca Sobande, Edge Hill University

Kevin Thomas, Marquette University

Lez Trujillo Torres, The University of Illinois at Chicago

Jess Vega-Centeno, UT-Austin

Melinda Weekes-Laidlow, President, Weekes In Advance Enterprises

Lynn Addington, American University

Akon Ekpo, Rutgers University

The *Operationalizing Critical Race Theory in a Marketplace Context* track aims to transform the way race is treated in marketplace research. Despite attempts to marginalize race in much of the public discourse and the scientific debunking of race as a legitimate biological concept, race still matters. Discussions of race in the marketplace, however, are often subsumed into broader discussions of ethnicity or multiculturalism, limiting our knowledge of the particular role of race. Furthermore, while contemporary discourses on race and racism in other fields of study draw on Critical Race Theory (CRT) — a movement that recognizes that racism is engrained in the fabric and system of our global society — limited research on race in the marketplace has seen analogous engagement.

Building on research approaches delineated at the inaugural 2017 Race in the Marketplace (RIM) Forum, we aim with this track to build a more critical scholarship approach to RIM research by demonstrating the theoretical relevance and validity of analyzing media reports and other narratives on a social media platform as an approach to operationalizing the concepts of CRT. We aim build on the momentum developed at the RIM Forum, and especially on the active RIM Facebook group that contains over 100 reports (narratives) of issues, challenges, experiences and outcomes related to the role of race in different types of markets, and for different groups. Our goal involves bringing together RIM scholars who represent different approaches to explore these data and theorize the role of race in specific markets, across different types of markets and different racialized groups.

## Powerful Possibilities: Differentiating Consumer Power to Understand Vaccination and Opioid Epidemic Responses

Track Co-chairs:

**Dr. Richard Vann**

Penn State Behrend

**Dr. Rhiannon MacDonnell Mesler**

University of Lethbridge, Canada

### Track Participants (alphabetical):

M. Paula Fitzgerald, West Virginia University

Meng-Hua Hsieh, Kent State University

R. Bret Leary, University of Nevada

Matthew Meng, Utah State University

William Montford, Jacksonville University

**Track Description:** Power changes the way people behave. Confident, optimistic, and ready for action, empowered consumers should be ready to tackle major health and social issues. Yet, consumers experience power in different ways. Power takes many different forms (coercive, reward, legitimate, referent, expert, informational), and varies in how interpersonal control is exerted (e.g., power to compel vs. power to influence).

When faced with a societal challenge like the opioid epidemic, one consumer might feel empowered to compel doctors to prescribe them less opioid or dictate a policy requiring closer monitoring of unused prescriptions. Another consumer might feel empowered to share information about addiction prevention and treatment options to influence their family, friends, and coworkers. These consumers, experiencing different forms of power, would likely diverge in the content (i.e., strategies selected) and effectiveness of their prosocial advocacy and behavior. When consumers experience different forms of power (or powerlessness), how does this alter how their responses to prosocial health appeals (vaccinations) or an ongoing health crisis (opioid epidemic)?

Theoretically, this track seeks to differentiate forms of consumer power, and investigate how these differences change the psychological experience of empowerment. Transformatively, this track seeks to offer insight into the relationship between power and consumer responses to timely public health challenges requiring prosocial action (i.e., increasing vaccine adherence, decreasing opioid overconsumption and in turn addiction). By connecting these themes together, our track should offer improved insights into consumer empowerment while offering actionable advice to social marketers and policy makers on the use of differentiated power appeals for encouraging prosocial health behavior.

### Track Leaders

**Dr. Richard Vann** is an assistant professor of marketing at Penn State Behrend. A graduate of the University of Wyoming, he investigates the influence of motivation, cognition, and emotion on consumer goal pursuits, focusing on health, sustainability, and ethics-related goals. He co-chaired the 2017 TCR track, "Staying on the Virtuous Path: Helping Consumers Do What They Should." With work featured in the *Journal of Consumer Research*, *Psychology & Marketing*, *Journal of Business Research*, *Journal of Consumer Affairs*, and *Journal of*

*Macromarketing*, he now serves on the Editorial Review Board for *Psychology & Marketing*.

**Dr. Rhiannon MacDonnell Mesler** (PhD, Calgary; Postdoc, Alberta) is an assistant professor at the Dhillon School of Business at the University of Lethbridge (Calgary Campus) in Canada. Her research on prosocial consumer behaviors like recycling, charitable giving, and ethical consumption and [reducing] food waste has been featured in *Journal of Consumer Research*, *Journal of Marketing* and *Journal of Marketing Research*. She is currently examining the role of help recipient appearance on consumer charitable giving and micro-lending, with an interest in how attributes of the consumer mindset (e.g., scarcity, power, conservatism) affects consumer behavior.

## Preventing Youth's Online Violent Radicalization

Track Members:

**Dr. Grégoire Yany**

HEC Montréal

**Dr. Radanielina Hita Marie Louise**

HEC Montréal

**Chirine Chamsine**

Université of Montréal

**Dr. Grobert Julien**

University of Toulouse, France

**Dr. Sénécal, Sylvain**

HEC Montréal

**Purpose of the Track:** The proposed panel focuses on the prevention of violent radicalization by promoting the use of critical thinking toward online violent content. The effectiveness of a literacy-based curriculum will be tested on samples of young individuals from France and Montreal, Canada.

**Context:** Given the immersion of young people into digital media content and the increasing efforts of parents and educators to use media literacy to counter these messages, research is needed to understand the effectiveness of these efforts in strengthening youth's decision-making process. We will also look into how media literacy may contribute to positive behavioral outcomes (less aggression).

**Methods / Approaches / Expertise:** The current project adopts a mixed-method approach which is in line with a multi-disciplinary team. The research program adopts a three-step approach. The first step aims to identify the communication strategy used by radical groups online. Once we understand their communication and marketing strategy, we will conduct a longitudinal survey to understand how consumers' reactions to violent messages online may shape their attitudes and behaviors (step 2). In step 3 of the research, we will develop and test the effectiveness of two preventive measures on decision making: media literacy training for youth and a training of parental mediation for adults. We will present the results of steps 1 and 2 during the panel discussions.

**Public policy implications:** We hope that our findings will help better understand the extent to which media literacy enhance the success of prevention efforts, which are delivered to local communities by NGOs. In addition, our research should provide key insights—about the social media strategy leading to radicalization, the role of parental mediation and the importance of critical thinking—to help politicians and policy makers, when they make decisions related to youth, immigration, education and international conflicts.

### II) Track members' 1-paragraph biographies:

**Team Members:** The current research brings together an international multi-disciplinary team with different backgrounds. The collaboration between academics from different disciplines (such as marketing, communication, and education) will give us more insights about the phenomenon of radicalization and greater access to different resources.

**Grégoire Yany** (HEC Montréal, Marketing). Dr. Grégoire is the Holder of the Omers DeSerres' Chair at HEC Montréal. His areas of expertise include digital marketing and social media—more specifically the effects of these marketing actions on consumer responses. He is also an established researcher with a proven track record on the notions of conflict, resolution, revenge and forgiveness. Over the years, his research has been published in top marketing outlets, including *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology* and *Sloan Management Review*, to name a few.

**Radanielina Hita Marie Louise** (HEC-Montréal). Dr. Radanielina Hita is an expert in social marketing and media literacy trainings. Her research focuses on the use of critical thinking to prevent risky behaviors. She has published her work in quality journals including *Health Communication*, *Journal of Health Communication* and *Journal of Business Ethics*. Her recent project examines how skepticism toward pro- alcohol digital marketing efforts may changes norms and practices about drinking among young Americans and Quebecers. Dr. Radanielina Hita is a member of the board of the Ethics Council of the Alcoholic Beverage Industry in Québec.

**Chirine Chasmine** (Université of Montréal). Dr. CHAMSINE, holds a Ph.D. in Linguistics - Translation Studies from Université de Caen, France. She is an Associate Researcher at Laboratoire LIS, Université de Lorraine, France. Coordinator of the Arabic Language Program at Université de Montréal, Canada, she also works as lecturer at Université de Montréal and Université du Québec à Montréal in Canada and teaches courses mainly related to Arabic Language and culture, as well as translation. Previously, she worked at McGill University, Canada and Université de Grenoble, France. In her researches, she focuses on the correlation between languages, representations, emotions and cultures.

**Grobert Julien** (Université Toulouse 1 Capitole). Dr. Grobert is a faculty member in marketing at the University of Toulouse, France. Dr. Grobert is an expert in qualitative research and will be in charge of the netnographic research and the qualitative interviews in France.

**Sénécal, Sylvain** (HEC Montréal). Dr. Sénécal's research focuses on online consumer behavior and neuroscience. Most specifically, he investigates how certain characteristics of websites may influence individuals in their decisions, and how these decisions can be predicted using objective measurements from tools such as electroencephalography, eye-tracking, facial expression, and clickstream data. Dr. Sénécal's expertise will provide more insights into the decision-making process, and more specifically the reasons why youth are attracted by radicalized content on social media. Dr. Sénécal is widely published in the field of marketing and neuroscience.



## Savings Automation: Benefits and Pitfalls

Track Co-chairs:

**Casey E. Newmeyer**

Case Western Reserve University

**Nancy Wong**

University of Wisconsin-Madison

**Genevieve O'Connor**

Fordham University

Preliminary analysis using the CFPB National Financial Well-Being Survey suggests that automaticity, or a personal savings habit, offers greater protection than pure automation of savings. Yet, practice has emphasized a broad array of automated savings devices such as “round up” automatic transfers. The belief underlying automation efforts is that building savings is the most important factor in reducing financial hardship and improving financial well-being. While these automation tools are intended to help, our preliminary evidence shows that having an automated savings account does not reduce your financial vulnerability to the same extent as having a savings habit. Though enrollment in automated programs may improve savings account balances; this may only be true for individuals with a preference for commitment. It may be that automation is helping to implement an existing savings habit. Automaticity is the acquisition of a consistent internal response to stimuli after a period of repeated conscious choice. Possibly, automated savings programs do not help build a savings habit if it eliminates the need for a repeated conscious choice.

Through this research, we hope to explore the differences between savings automation and savings automaticity and uncover at an individual level when savings automation may actually do more harm than good. The overarching objective of the track is to uncover the positive and negative outcomes of automating the savings process. We expect this research to have several outcomes. First, we hope to show that automaticity, or forming a savings habit, is more beneficial to financial well-being than automation. Second, we will explore, using experimentation, the theoretical explanation for this effect. Third, we hope to provide specific policy and firm guidelines to help improve savings automation as an effective tool to improve financial well-being.

### Track Leaders

**Casey E. Newmeyer**

Casey is an assistant professor of marketing in the Weatherhead School of Management, Case Western Reserve University. Her research outlines how such brand attitudes impact a firm’s products and services. A second stream of research focuses on transformative consumer research. Prior to academia, Newmeyer worked in marketing roles for companies such as FedEx, XM Satellite Radio, and Northrop Grumman. Newmeyer received her PhD from the Katz Graduate School of Business, University of Pittsburgh, and her MBA from the Crummer Graduate School of Business, Rollins College. Her publications have appeared in the *Journal of Marketing Theory and Practice* and *Journal of Academy of Marketing Science*.

**Nancy Wong**

Nancy Wong holds the Kohl's Chair in Retail Innovations and is Professor of Consumer Science, University of Wisconsin-Madison. She holds an affiliated appointment at the Marketing Department, School of Business. She received her Ph.D. in Business Administration from the University of Michigan. Her research has focused on the influence of culture in consumption decisions, affective responses, and consumption values such as materialism. She also conducts research on consumer decisions in healthcare, personal finance and sustainable consumption. Her research has been published in *Journal of Consumer Research*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Psychological Methods*, *Cognition and Emotion*.

### **Genevieve O'Connor**

Genevieve O'Connor is an assistant professor of marketing at the Gabelli School of Business, Fordham University. She earned her Ph.D. from Rutgers University. Professor O'Connor's publications have appeared in top tier journals including *Journal of Public Policy & Management* and *Journal of Consumer Affairs*. Dr. O'Connor is a services marketing strategist who specializes in consumer well-being with a focus on healthcare and financial well-being. Drawing on more than a decade of industry experience with Fortune 500 companies, including 3M, U.S. Surgical and Boston Scientific, Dr. O'Connor conducts research and provides expert consultation for healthcare organizations.

## Service Equity and Consumer Well-being

Track Co-chairs:

**Laurel Anderson**

Arizona State University

**Linda Alkire (née Nasr)**

Texas State University

### Track Participants:

Chatura Ranaweera, Wilfrid Laurier University, Canada

Raechel Johns, University of Canberra, Australia.

Sidney T. Anderson, Texas State University, USA

Services are at the heart of human interactions. As humans, we live and work in families, cities, nations, corporations, nonprofit organizations and governments, all of which are service ecosystems. Consequently, the service encounters, relationships and interactions that we experience within these ecosystems are fundamental to the quality and meaning of each life and to our well-being as societal members and consumers. Unfortunately, inequity can be an aspect of our embedded existence in these service ecosystems. For example, limited or unjust access to services based on biases such as race, age, gender, sexual orientation and socioeconomic status are not uncommon in today's services.

The purpose of this track's research is to introduce the concept of "service equity" and examine how it relates to consumer well-being. We start our integrated investigation by reviewing multidisciplinary literature on equity. We take a social justice approach and define service equity as "the assurance of the conditions for optimal well-being for all people." We look particularly at the resource exchange process whereby various actors exchange their resources in order to create value for themselves. There is a constant effort by the key stakeholders to achieve fairness and equilibrium in this exchange. The success or failure of such efforts impacts actors' well-being. In order to ensure that we capture the conditions for well-being aspect, we adopt a service ecosystem perspective.

With these and other initial thoughts, we aim to further develop the concept of "service equity" by conducting empirical research in order to build a theoretical model aimed at identifying the dynamics and processes of service equity to include the micro, meso and macro level of service ecosystems along with the situational and environmental factors at play. Ultimately, we hope to position service equity as a cornerstone of research and practice for consumer well-being and human development.

## The Healthcare Sector: It's Not Like Other Services

Track co-chairs:

**Stacey Finkelstein**

Associate Professor of Marketing at the College of Business at Stony Brook University

**Beth Vallen**

Associate Professor of Marketing at the Villanova University School of Business

### Track Participants:

Wendy Boland (American University)

Marie Yeh (Loyola University)

Kristen Feemster (Center for Disease Control)

David Rosenthal (Columbia University)

Lusine Poghosyan (Columbia University)

Nan Liu (Boston College)

Healthcare costs in the United States represent a significant proportion of consumer as well as aggregate spending (i.e., GDP). Yet, there is relatively little research that in marketing considers decision making and inferences about service in actual healthcare contexts. We propose that aspects of the decision-making process and subsequent choices in the healthcare sector make it fundamentally different than other consumer services, rendering our existing frameworks inadequate to address healthcare decisions.

Our group—which consists of behavioral researchers from marketing and social psychology as well as behavioral operations management and patient-facing and research-based physicians—will explore the process of choosing physicians, the relationship that unfolds once a provider is chosen, and other unique contexts surrounding this process. Patients are now actively encouraged to choose their healthcare provider as demand-driven healthcare is expected to create competition between providers. We plan to explore key areas where our existing frameworks in marketing are underspecified—including assumptions of transparency in relation to attributes relevant to the decision (e.g., pricing, wait times, etc.), the nature of emotions in the decision making process (e.g., worry, confusion, or even feeling stigmatized from having certain conditions), and the role of demographics (e.g., gender, race, ethnicity) in the choice process.

The goal of our session is to discuss and outline these and other factors to capture where traditional models fail to accommodate the complexity of decision making in this context, and to outline directions for future research based on potential solutions aimed to help consumers to navigate the complexity in healthcare decision making.

## The Intersectional Antecedents of a Scarcity Mindset: What Prompts Feelings of “Not Having Enough”?

Track Co-chairs:

**L. Lin Ong, Ph.D.**

California State Polytechnic University, Pomona

**Caroline Roux, Ph.D.**

Concordia University

**SunAh Kim, Ph.D.**

Concordia University

**Marta Caserotti**

University of Padova, Italy

A *scarcity mindset*, defined as “a subjective sense of having more needs than resources” (Mullainathan and Shafir 2013, p. 86), has been shown to have various negative impacts on consumer decision-making (e.g., narrowed attention) and behavior (e.g., aggression, materialism, selfishness; see Canon, Goldsmith, and Roux 2019 for a review). Because this mindset can be prompted by both objective (i.e., an actual lack of resources) and subjective (i.e., triggered through environmental cues) occurrences of resource scarcity, individuals throughout the income spectrum can experience a scarcity mindset.

Although researchers have identified multiple consequences of a scarcity mindset, its antecedents, beyond a straightforward lack of resources, have barely been explored (Goldsmith, Roux, and Ma 2018). Given that individuals from any social class or income level can feel as if they “do not have enough,” the main goal of the proposed research is to explore if there are identifiable patterns of individual differences that are more likely to be found in those that regularly experience thoughts of having less. We will thus use an inter-categorical intersectionality framework (Corus et al. 2016; Gopaldas 2013, McCall 2005; Venugopal et al. 2018), to quantitatively identify patterns of intersectional disadvantage (advantage) that may prompt (suppress) a scarcity mindset.

This track builds on previous TCR work to develop research that benefits consumer welfare and quality of life. By better understanding the antecedents of a scarcity mindset, researchers can better address and assist consumers with developing regulation techniques to reduce their perceptions of “not having enough.” Ultimately, we hope this work will give consumers access to enabling mechanisms that will help them manage their scarcity mindset, in order to reduce sub-optimal decisions that may occur under conditions of scarcity.

## Understanding the Multiple Ways of Improving Individual's Financial Well-being

### Track Co-chairs:

**Jens Hogreve**

Catholic University of Eichstaett-Ingolstadt, Germany

**Elisabeth (Lisa) Brügger**

Maastricht University School of Business and Economics (SBE)

### Track Participants:

Dee Warmath, University of Georgia

Sertan Kabadayi, Fordham University

Ute Braun, Catholic University Eichstaett-Ingolstadt

### Track description

Financial well-being is a strong determinant of overall well-being (e.g. Netemeyer et al. 2017) and relevant for consumers at virtually all life stages. For instance, student loan debt is at an all-time high, impacting the financial situations of recent graduates (Citizens Financial Group, 2016). Research also shows that many citizens around the world do little to plan for retirement, which may result in retirement income gaps with significant welfare implications. Financial advisors, educators, and policy makers are keen in identifying and implementing ways to nurture positive financial habits and behaviors to improve financial well-being not only in the short, but also in the long-run.

The goal of this track is to shed light on the contextual factors that affect financial well-being and to generate insights on interventions that help to improve an individual's financial well-being. By focusing on specific life events, the track will examine financial decisions related to the short-to-medium term (i.e. positive and negative financial behaviors exhibited by millennial consumers) and financial decisions for the long term (i.e. retirement planning). To do so, the research team will, in the first Phase, rely on secondary survey data to gather deeper knowledge about the determinants of financial well-being (including aspects such as consumer capabilities, access to financial services, attitudes towards money and the role of lifestyle) and their moderators. Our data stems from three sources: The Consumer Financial Protection Bureau, the Program for the International Assessment of Adult Competencies (PIAAC), and a company-sponsored survey. These initial analyses will provide the basis for the second Phase, in which we will develop and assess interventions that policy makers or companies might use to increase the quality of an individual's financial decision making.

### Track Co-Chair Biographies

**Jens Hogreve** is Professor of Service Management at Catholic University of Eichstaett-Ingolstadt, Germany. His research focuses on service issues such as service recovery management, service transformation, transformative consumer research, and the consequences of the digitalization for service employees as well as customers. His research has been published in leading scholarly journals including the Journal of Marketing, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Service Research, or Journal of Retailing. He is on the Editorial Review Boards for the Journal

of Business Research, Journal of Service Research, and the Journal of Service Management.

**Elisabeth (Lisa) Brügger** is Professor for Financial Services at Maastricht University School of Business and Economics (SBE) and Netspar research fellow. Her research focuses on services marketing, financial well-being, and pension communications. Prof. Dr. Brügger combines her passion for teaching with research and publications, including articles in leading journals such as the Journal of Marketing or Journal of Service Research. She has received several awards, including the Emerging Scholar Award from the American Marketing Association and NWO and Netspar Grants for research on pension communication and improving retirement readiness.

### Track 3

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## Poverty Alleviation through Transformative Relationships

Track Co-chairs:

**Kristin A. Scott**

Minnesota State University

**Leslie E. Koppenhafer**

Boise State University

### Track Participants:

Todd Weaver, Point University

Mark R. Mulder, Pacific Lutheran University

Lindsay Kathryn Jewett, Best Buddies International

For TCR 2019, we intend to continue work on poverty alleviation efforts from TCR 2017. For TCR 2017, two divergent data sets were collected: 10 case studies of non-profit organizations and a 5-day visit with an impoverished community in Nicaragua. Based on discussions with the community regarding ideal approaches for poverty interventions, a \$2,000 grant was secured to fulfill the change most desired by the community: enhancements to the local school facility. The project will be implemented by a local nonprofit group, and the community is unaware that the money was secured by our team of researchers. We plan on returning to the same community visited in 2017 for a focused data gathering collect on the intervention process and associated outcomes. Our research questions for the current research will likely be: (1) How did the community experience the NPO intervention? (2) What type of relationship and level of engagement was experienced by the community and NPO?; and (3) What are the expectations and outcomes of this relationship?

Separately, we intend to investigate poverty alleviation efforts from the donor and participant stakeholder perspectives. Two research questions will be investigated: How do donors choose to invest in poverty alleviation charities? And how do participants in short-term poverty alleviation efforts view their experience? The stakeholder data collection, combined with the return visit to the same community and prior case study data, will provide a holistic overview of an alleviation effort from the perspective of each entity in the Transformative Charity Experience (TCE) triad model.



## **Stepping in Stigmatized Shoes: Developing Empathy through Design Thinking**

Track Co-chairs:

**Natalie Ross Adkins, Ph.D.**

Drake University

**Jane Machin, Ph.D.**

Radford University

### **Track Participants:**

Elizabeth Crosby, University of Wisconsin / La Crosse

Ann Mirabito, Baylor University

Justine Rapp Farrell, University of San Diego

Increasingly, experts agree the ability to identify with the feelings and perspectives of another person, that is, to be empathetic, constitutes the cornerstone of successful problem solving (Kolko 2015; Krznaric 2014; Leonard and Rayport 1997). Cultivating empathy has proven critical in fields such as medicine and social work, where empathic responses are associated with fewer malpractice claims and better patient outcomes (e.g., Gerdes, Segal, Jackson and Mullins 2011). Additionally, a growing number of businesses have begun supplementing diversity and ethics training with empathy training. However, current empathy training largely puts participants in the role of observer. While intervention techniques, including experiential activities where participants literally walk in someone else's shoes, show promise, scaling such efforts can be cost-prohibitive and limited in reach.

The research team of Jane Machin, Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell, and Ann Mirabito proposes the development of a flexible and scalable simulation app to help consumers, service providers, and public policy stakeholders gain increased understanding of being targets of stigma in the marketplace. By figuratively walking in the shoes of others via an app, more stakeholders can be exposed to the experiences of stigmatized groups, establish empathy, and consequently, transform marketplace practices and public policy.

Following the process of Design Thinking (Kolko 2015; Battarbee, Suri and Howard 2014), the team will be utilizing a participatory action research approach to gather information and generate ideas with community partners, stigmatized consumers, and service providers in the months preceding TCR 2019. Following the discover and define phases of design thinking, work at the conference will focus on ideation and prototyping laying the groundwork for app development and testing during Summer 2019.