TRANSFORMATIVE
CONSUMER RESEARCH

2023 CONFERENCE

ROYAL HOLLOWAY •
UNIVERSITY OF LONDON •
EGHAM • JUNE 18-20, 2023

2023 PROCEEDINGS

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TRACK 1 1
1.1 THE DARK SIDE OF BRAND ACTIVISM: CONFLICT, HATE AND DEMOCRACY 1
1.2 MODERN SLAVERY AND MARKETS 4
1.3 THERAPEUTIC NETWORKS: THEORIZING A NEW LENS FOR TRANSFORMATIVE CONSUMER RESEARCH 6
1.4 EXPANDING OUR UNDERSTANDING OF INCLUSION AND (ITS PESKY SHADOW) EXCLUSION: HOW INCLUSION AND EXCLUSION IMPACT AND ARE IMPACTED BY CONSUMERS, MARKETPLACES, AND MARKETS 9
1.5 AIGREEN: ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE LIVING 15
1.6 THE RISK AND THE PROMISE OF HUMAN CURIOSITY FOR CONSUMER WELL-BEING: DEVELOPING THE RESEARCH AGENDA TO PROTECT AND EMPOWER CONSUMERS 18
1.7 UNDERSTANDING THE TRANSFORMATIVE NATURE OF HERITAGE CONSUMPTION 20
1.8 EDUCATIONAL ACTIVISM AND DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVES FOR A BETTER WORLD 22
1.9 CONSUMER EMPOWERMENT AND EXTERNAL INFLUENCE: IMPLICATIONS FOR TRANSFORMATIVE CONSUMER RESEARCH AND SOCIAL MARKETING 24
1.10 THE AMBIGUOUS ROLE OF TECHNOLOGY IN OLDER CONSUMERS' WELLBEING AND HEALTHY AGING 28
1.11 TRANSFORMING COMMUNITIES THROUGH PROMOTING INCLUSIVE ART CONSUMPTION 30
1.12 TRANSFORMATIVE CULTURAL EXPERIENCES: DIGITAL TRANSFORMATION FOR INDIVIDUAL AND SOCIETAL WELL-BEING 33
1.13 THE RISE OF BRAND ACTIVISM: A CRITICAL PERSPECTIVE ON THE POWER OF BRANDS 38
1.14 APPLYING A SERVICE DESIGN PERSPECTIVE TO ADDRESS SOCIAL DETERMINANTS OF HEALTH 43
1.15 TERRY PRATCHETT'S BOOT THEORY: EXPLORING THE ROLE OF DISPOSABLE PRODUCTS IN REINFORCING THE CYCLE OF POVERTY 45
1.16 APPLIED NEUROSCIENCE FOR CONSUMER WELLBEING: A RANDOMIZED CONTROLLED TRIAL 47

TRACK 2 50
2.1 SUPPLY CHAIN MANAGEMENT AT THE CONSUMER INTERFACE: WELLBEING OPPORTUNITIES & CHALLENGES IN THE LAST-MILE 50
2.2 WISDOM INTERVENTIONS FOR SOCIAL MEDIA WELL-BEING 52
2.3 EQUITY BY DESIGN: ENVISIONING AN INCLUSIVE AND ADAPTIVE CUSTOMER JOURNEY 55
2.4 EXPLORING PSYCHOGRAPHIC DRIVERS OF ONE'S PERCEIVED ETHICALITY OF VACCINE MANDATES 58
2.5 LEVERAGING MARKETING AND PUBLIC POLICY TO FIGHT MISINFORMATION 62
2.6 THE EMANCIPATORY POTENTIAL OF RETAILSCAPES: A STRATEGIC FRAMEWORK FOR ALLYSHIP WITH STIGMATIZED CONSUMERS 64
2.7 TRANSFORMATIVE ADVERTISING RESEARCH: ADDRESSING SOCIAL INEQUALITIES IN THE ADVERTISING ECOSYSTEM 66
2.8 DIGITAL EXCHANGE COMPROMISES: CONSUMERS, ORGANIZATIONS & THE IRON TRIANGLE 70
2.9 THE EFFECTS OF DARK DESIGN ON CHILDREN'S DIGITAL WELL-BEING 72
2.10 GROWING DIVERSITY AND INCLUSION-ENGAGED MARKETING (DIEM) RESEARCH, PRACTICE AND EDUCATION FOR CONSUMER WELL-BEING IN MULTICULTURAL MARKETPLACES 74
2.11 CITIZEN-CONSUMERS AS ANTI-POVERTY AGENTS 85
2.12 THE NEW WORLD OF PHILANTHROPY: HOW CHANGING FINANCIAL BEHAVIOR, PUBLIC POLICIES, AND COVID-19 AFFECT NONPROFIT FUNDRAISING AND MARKETING 88
2.13 CONSUMERS WITH DISABILITY: TOWARD A RENEWAL OF THEORETICAL AND METHODOLOGICAL APPROACHES 91
2.14 FROM ACCOUNTABILITY TO COMMITMENT: THE ROLE OF VIRTUAL OTHERS IN MOTIVATING WOMEN TO ADOPT AND ATTAIN HEALTH GOALS 93
2.15 HARNESSING THE POWER OF STRATEGIC PHILANTHROPY TO CREATE SOCIAL IMPACT 98
2.16 FROM SURVIVING TO THRIVING: CONCEPTUALIZING & MEASURING CONSUMER MENTAL WELL-BEING 100
2.17 MAKING TACIT KNOWLEDGE VISIBLE: MORE EQUITABLE AND REGENERATIVE ECOSYSTEMS OF WORK FOR CREATIVE STAKEHOLDERS 102
2.18 ADDRESSING EMERGING HEALTH ISSUES IN SUBSISTENCE MARKETPLACES: THE CHALLENGE OF RISING OBESITY 104
2.19 SOCIAL INNOVATIONS FOR BOTTOM-UP TRANSFORMATIVE OUTCOMES IN SUBSISTENCE COMMUNITIES 107

TRACK 3 110
3.1 IMPLEMENTING TRANSFORMATIVE SERVICE INITIATIVES ACROSS THE TRANSFORMATIVE REFUGEE SERVICE EXPERIENCE FRAMEWORK 110
3.2 FOSTERING "FOMO TO JOMO": APPLYING THE SOCIAL MEDIA MINDFULNESS PRACTICE (SMMP) TO CULTIVATE THE JOY OF MISSING OUT (JOMO) FOR AT-RISK YOUTH COMMUNITIES 112

PHOTO GALLERY 114

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Track 1*

1.1 The Dark Side of Brand Activism: Conflict, Hate and Democracy

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Track Description:

Nearly two-thirds of consumers expect brands to have a social purpose and align their behaviours accordingly (Accenture, 2018; Edelman 2018). As a result, brand activism has had a considerable impact on the world of branding, with more and more marketers repositioning their brands as “moral actors promoting social, legal, business, economic, political and environmental reform” (Sibai, Mimoun and Boukis 2021, 1). Marketing theory and practice have largely hailed brand activism as the long-awaited awakening of brands to their moral and socio-political responsibilities heralding a new branding frontier (Sarkar and Kotler 2018).

Yet, brand activism is, by and large, a conflict-laden practice, with activist brands taking a stand on controversial, political, sensitive, and moral issues, fuelling existing controversies and creating new ones (Sibai, Mimoun and Boukis, 2020; Vredenburg et al. 2020), frequently based on pre-existing consumer beliefs, identities, values or political positions (see for example Bhagwat et al. 2020; Garg and Saluja 2022). Holt (2006) alerts us to such a possibility, framing iconic brands as ideological parasites. As a result, brand activism is replete with behaviours promoting division, radicalization, and hate between citizen-consumers, potentially endangering democracy.

Consider, for example, Duke Cannon (https://dukecannon.com/) a men’s personal care brand ‘for hard-working American men’, or the White Rhino athletic club fashion brand, which supports through its products and communications, “total rejection of the decaying modern society and the absolute assertion of masculinity, identity and brotherhood”, or the media brand Breitbart which discredits established scientific knowledge and promotes arguably ‘fake-news’ and conspiracy theories. Lush, likewise, notorious for its consistent woke activism, promoted, through its simplistic spycop campaign, unnecessary distrust of the police. Meanwhile, seemingly harmless activism-flavoured campaigns like Gillette’s attempt to engage with toxic masculinity triggered highly polarized debates rather than constructive dialogue and

* Please note that contents are based on original ideations and participant lists, concepts covered and/or participants may have changed between submission and conference conclusion.

deliberation.

Together, these examples indicate that brand activism is more than a marketing gimmick, a strategic fad, or a benign if opportunistic attempt to maximize profit. Brand activism can promote "cultures of humiliation" and "shame" (Brown 2018) and foster conflict-based divided, polarized, and/or radicalised markets and societies (Ulver 2021).

In its exploration of the dark side of brand activism, this track could therefore investigate questions such as (1) when and how do activist brands promote hate or dialogue and mutual understanding when taking a stance and fuelling controversies? (2) how do regressive and woke brands shape dynamics of distrust, division, and hate? (3) how do small/niche, national, and global activist brands promote polarisation and radicalization among citizen-consumers?

Answering such questions is essential if we want to ensure activist brands can deliver on their commitment to consumers to build a better society. As the road to hell is paved with good intentions and conflicts easily escalate, marketers, consumers and policymakers need to develop a better understanding of when and why today's conflict-focused brand activism becomes anti-social and dangerous. Like most questions revolving around conflict, violence, and value-creation, these are difficult questions to answer, requiring a broad cross-disciplinary body of knowledge and access to specific data.

The goals of this track are:

- Debating the dark side of brand activism across marketing theory and practice
- Bringing together participants with different expertise to collectively work toward publishing a research article.
- Working towards developing a short white paper to disseminate to practitioners in the branding profession. This white paper will be developed based on academic research.
- Developing open-access informative videos which could be used in university curriculums. This may take the form of a presentation of infographics or a series of short videos (3-5 minutes). This content is likely to spin off from the industry white paper.

In terms of participation, we aim to create a heterogeneous track team composed of academics and practitioners. Hence this track is open to both academic applicants and external stakeholders. Furthermore, we would welcome the participation of one doctoral candidate or junior researcher working on a TCR-related area.

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1.2 Modern Slavery and Markets

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Statement of Problem

Modern slavery is a wide-spread, global problem (Kara 2009, 2012). The International Labor Organization (ILO) along with the Walk Free Foundation (2018) estimates that about 40.3 million people are in modern slavery (ILO 2017). Indeed, there are more slaves in the contemporary world than was ever the case in the last 500 years (Bales et al., 2009). Modern slavery is not limited to the Global South. It is estimated that about 400,000 people are currently enslaved in the US, and that at least 1 million people are modern slaves across Europe (www.globalslaveryindex.org). Modern slavery is often invisible to those who live work and consume in the same communities. Many of these people are victims of human trafficking and are enslaved in industries, such as, domestic work, agriculture, restaurants/food service, and the sex trade, with women and girls representing the largest share of forced labour victims[1].

Track Focus

In this track we draw on Kilbourne and Mittelstaedt (2012) to ask: what would the market look like if consumption were not separated from its production consequences? In doing so, we propose to *empirically* explore the *intersections between production and consumption* at an individual consumer level in the context of *localised modern slavery*, such as, enslaved workers in the UK and US. Specifically, we investigate: (1) how consumers/producers understand modern slavery within their own country and the consequences of their consumption/production choices on enslaved people; (2) what is role of markets in furthering modern slavery; (3) localised consumer/producer success stories to understand positive change factors; and (3) the impact of making the invisible enslavement practices visible on consumption/production of objects produced locally and globally.

Key Track Goals

[1] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/726283/modern-slavery-womens-economic-empowerment.pdf

1. Advancement of academic theory on modern slavery from a consumer perspective.
2. Influence practice through workshops and seminars for government officials, NGOs, and businesses.

Track Participants and Activities

We seek to collaborate with TCR researchers internationally with an interest in modern slavery, human rights, social justice and/or consumption and production ethics. Interdisciplinary and all methodological approaches are most welcome. We also welcome junior scholars, both in the final stages of their PhD and 3 years post-PhD.

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

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

Post-conference activities: Towards the development of an empirical paper for a suitable outlet, track members will be engaging in novel and localised methodological approaches that will make the invisible – localised slaves – visible, such as bringing consumers and individual producers together over stories of objects of consumption and their production under local slave labour conditions. We will then work together to develop a paper and an edited book. These activities will be coordinated by the track chairs. In addition, papers and other contributions from this TCR Track will be posted on the following website for broad dissemination (and will include links to the TCR website and other relevant TCR resources): www.consumingmodernslavery.com.

1.3 Therapeutic Networks: Theorizing a New Lens for Transformative Consumer Research

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The purpose of this track is to develop the transformative potential of a therapeutic network theory. Prior research has revealed how therapeutic communities (Moisio and Beruchashvili 2010, Tian et al. 2014) and therapeutic servicescapes (Higgins and Hamilton 2019) can positively impact consumer well-being. Other research has acknowledged how therapeutic experiences manifest in a range of consumption contexts, from art (Bettany 2022), to dog-walking, (Carr et al. 2021), to the natural health marketplace (Thompson 2008). Our track seeks to build on this work by exploring how spaces, places, experiences, and practices converge to comprise a therapeutic network. This is a particularly timely topic for the post-COVID context, where loneliness is increasing around the world (see Dahlberg 2021) and people are turning to the growing wellness marketplace seeking salves for life's ills (Hess 2020). Even in conventional medicine, "social prescribing" of dance classes, creative writing, walking groups and other activities regarded as therapeutic, is an increasing response to the challenges of widespread poor mental health (Wiseman 2022).

Our track activities will explore whether a therapeutic network lens is helpful to understanding consumer well-being and access to well-being. We are interested in the potential of therapeutic networks to dissolve boundaries by bringing together consumers and service providers, formal and informal stakeholders, self-care and community care. We are equally interested in how boundaries or tensions may manifest in a therapeutic network, exploring who and what is included/excluded in therapeutic networks and how they may be governed. In developing the transformative potential of therapeutic networks, we hope our framing will be useful to organisations developing therapeutic interactions and to individuals seeking to improve their own health and well-being. The track chairs have collaborated on a number of TCR projects and publications; we lead the Academy of Marketing Special Interest Group *Consumer Research with Impact for Society (CRIS),* and have significant experience in creating social impact. We invite participants with expertise or interest in aspects of health, well-being and therapeutic consumption who are keen to both develop theory and use theory to create meaningful transformations for consumers and social impact organisations.

Track Plans

Pre-conference preparations will focus on setting a foundation for theory-building and collaborative working, and will include:

1) Setting up a shared folder bringing together key resources from TCR (and related disciplines) to develop understanding of relevant theory and concepts.
2) Developing an *ethics of care approach* to our collaboration by drawing on the learnings of recent *CRIS Collective* work. This will include a guided pre-conference activity where each participant will map and reflect on their own therapeutic network.
3) Using our networks to identify practitioner mentors from the health, advocacy and social support sectors who would act as a sounding board to ensure the work has transformational potential.

The conference sessions will begin with lightning presentations from each participant to share reflections on their own therapeutic network map and understandings of the conceptual domain. Our discussions will then focus on defining the therapeutic network lens and mapping out its features and boundaries. We will then identify contexts where such a lens could create social impact with a view to conducting case studies after the conference.

Following the conference, we will apply our theorization to a range of case studies to explore its social impact in different TCR contexts. Our goal is to create social impact in and for our case study organisations and to develop a collaborative publication that would bring the therapeutic network lens to the TCR community.

We welcome all interested scholars and practitioners to this track. For queries related to the track please email Susan Dunnett at Susan.Dunnett@ed.ac.uk

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1.4 Expanding Our Understanding of Inclusion and (its pesky shadow) Exclusion: How Inclusion and Exclusion Impact and are Impacted By Consumers, Marketplaces, and Markets

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Human resources, advertisers, educators, and legislators are extolling the virtues of an inclusive work/organization/brand/curriculum/law environment. Inclusion and inclusivity are used interchangeably to refer to the "practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized, such as those having physical or mental disabilities or belonging to other minority groups (OED 2015)." Inclusion cannot exist without the concept of exclusion: "the restriction of a particular person, group, or area," or "the practice of not admitting other things (OED 2015)." Inclusion plays a particularly important role in marketing and consumer behavior. A recent special issue on marketplace exclusion in *Consumption Markets and Culture* highlights one of those important vectors. In addition to the presence of marketplace practices that are intentionally or unintentionally exclusive, consumers feel either included or excluded depending on social status or ableism (Adkins and Ozanne 2005). Finally, market systems *writ large* may also foster conditions of inclusion and exclusion. For example, at a recent marketing conference, the food was delivered "buffet style" which is impossible to navigate if someone is unable to walk without assistance. The conference industry seems to be stuck in the past when it comes to many forms of inclusion. Inclusion/Exclusion (hereafter, IE) is researched in many disciplines including sociology, global studies, education, psychology, urban studies, and architecture. Marketing has been slow to turn its attention to issues of IE. Indeed, the editors of a special issue on marketplace exclusion stated that "this concept has had very little attention to date within the field of marketing and consumer research (Saren, Parsons, and Goulding 2017, 476)." They include seven excellent articles that begin to fill this gap. For example, Miller and Stovall's paper on the "right to consume" adroitly states inclusion and exclusion are inextricably linked:

> the contradictions between consumer society and uneven development play out across society, such that even the poor are compelled to participate in non-necessary consumerist performances or else face the threat of being humiliated as "failed

> consumers" (56). Bauman goes so far as to claim that consumer culture offers a new kind of inclusion and even sovereignty, whereas failure to perform and gain "consumerist competence" (64) results in a kind of exclusion that signifies much more than low status (Miller and Stovall 2019, 571).

Saatcioglu and Ozanne (2013, 32) state that "marketplace inclusion involves access to and fair treatment within the market" and that consumers must "fight against exclusion." They apply critical spatial theory to show how physical, virtual, and lived spaces can serve to perpetuate exclusion but can also be used to emancipate spaces. Both articles focus primarily on "physical" IE within marketplaces (malls, restaurants, certain city and suburban spaces) yet call on marketing scholars to broaden the conceptual landscape. For example, Corus and Ozanne (2012) propose a deliberative democratic theory as a conceptual and guiding framework for inclusive stakeholder engagement and discuss four distinct deliberative methods for increasing participation in corporate and government policymaking in subsistence markets.
Of course, there is an explosion of work on inclusion related to diversity and equity (hereafter, DEI), particularly in business schools (Harvard Business Publishing Education 2022). Recently, Arsel, Crockett, and Scott (2022) curated relevant articles from *Journal of Consumer Research* that informed our understanding of DEI as it relates to consumers. They defined inclusion as "creating a culture that fosters belonging and incorporation of diverse groups and is usually operationalized as opposition to exclusion or marginalization (3)." In sum, these articles, initiatives, and special issues come to the same conclusion: IE is important, timely, and underserved within marketing.

Previous TCR tracks focused on adjacent topics such as 1) consumer acculturation to local market cultures (Jafari and Visconti 2013); 2) financial vulnerability (O'Connor, Newmeyer, and Wong 2017; Mende and Scott 2017); 3) displacement of refugees (Fisk, Kabadayi, and Boenigk 2019); 4) crises of multiculturalism (Pullig, Kipnis, and Demangeot 2017); 5) intersectionality and gender-based injustices (Steinfield, Coleman, and Tuncay-Zayer 2017); 6) impoverished consumers (Blocker and Hill 2021); and 7) hard to reach populations (Steinfield and Holt 2021). In 2017, a track was dedicated to IE of public space and place (Kay and Costilhos 2017). Other concepts related to IE are: stigma, ableism, acculturation, discrimination, engagement, coping strategies, self-esteem, and legitimation.

Methodological diversity figures prominently in IE. Marketing scholars study "social exclusion" using surveys and experimental design (Wan, Xu, and Ding 2014; Sinha and Lu 2019). Qualitative methodology is also employed (Adkins and Ozanne 2005; Ahlberg 2019; Kearney, Brittain and Kipnis 2019). Several articles provide important conceptual discussions (Miller and Stovall 2019; Saatcioglu and Ozanne 2013) and some employ empirical modeling (Dennis et al. 2017).

We encourage any relevant stakeholder to join us. Our vision for this track is that it will be interdisciplinary and inclusive of all perspectives. We also propose to bring together the various threads that exist in the unconnected corners of the marketing discipline. This connective tissue will give academics interested in IE the guidance to proceed with new research by providing a strong picture of how it has previously been defined, measured, and applied. Our output will be a manuscript that is not merely conceptual but also provides scholars a roadmap in the vein of other TCR articles (Prothero et al. 2011). We will then set forth a framework and agenda for future research.

Table 1: Brainstorming IE as it relates to consumers, marketplaces, and markets

	Consumers	Marketplaces (where transactions occur)	Markets (the market as a whole)
Inclusion	Viable segments Well-resourced Well-connected Able Experienced	Global Multinational Unrestricted Unregulated Culturally monolithic	Legitimate Well-connected to power Well resourced Accepted products and services
Exclusion	Disabled (Kearney, Brittain, and Kipnis 2019) Ex-felons Geographically isolated (Wang and Tian 2014) Low income Illiterate (Adkins and Ozanne 2005) Not "normative", "unconventional" (Gurrieri, Previte, and Brace-Govan 2013)	Highly regulated Small Local Poorly resourced Culturally different (Weinberger 2015)	Illegitimate Illegal Private Small Low access to power (Arnould and Press 2019; Corus and Ozanne 2012) Fringe interests (Gurrieri and Cherrier 2013) Stigmatized (Sandıkcı and Ger 2009)

Pre-Conference Activities
Knowledge Sharing: The track chairs have already amassed an extensive database of articles from marketing and other disciplines. They will create a Microsoft Teams site to be used as a clearinghouse for these and all other materials. Once the track participants have been chosen, they will have immediate access to this curation.

Knowledge Expansion: Participants will contribute to the extant collection by way of academic and non-academic articles, podcasts, popular press articles, relevant websites and any other relevant sources of information. Participants will also share any Instagram, Twitter, Snapchat, TikTok, or Facebook groups or individuals who are focused on the issues of IE so that all participants can begin to monitor these feeds.

Team Building: The track chairs will schedule regular bi-weekly meetings with participants in order to foster connections among team members prior to the conference. These bi-weekly meetings will be voluntary and will be scheduled at various times and days in order to accommodate as many scholars as possible. These meetings will be facilitated by one of the track chairs and may include discussions of issues, writing support, initial outlining of relevant topics, or merely a space to casually connect with other participants.

Exemplars of IE: Participants will be encouraged to share personal examples of IE with the group. This sharing can take the form of introspection, either written or recorded audio or video. Participants will also curate examples from popular culture (tv, movies, docuseries, etc.), or artistic representations (paintings, plays, dance, sculpture). All examples will be uploaded to a folder on Microsoft Teams.

Timeline

dates	activities

September 2022	Track Chairs create Microsoft Team site Track Chairs create folder and communication structure on Teams Track Chairs add all relevant materials to Teams
January 2023	Participants are chosen Participants will be added to Microsoft Teams Participants begin to add relevant materials to Teams site Biweekly meetings will be scheduled
February 2023	Preliminary overviews of key articles from various disciplines will be initiated by participants
April 2023	Overviews will be shared among participants for community comment
May 2023	Plan in-person activities
June 2023	TCR London

Tentative In-Person Activities

Day 1, AM: Introspections will be shared in person to build trust and rapport. Individuals or small groups will then present the key articles they reviewed from relevant disciplines prior to the conference to bring everyone up to speed on how IE is dealt with in other areas.
Day 1, PM: Participants will begin to synthesize the interdisciplinary concepts into a meta-model of IE. Participants will then begin to flesh out how IE specifically impacts and is impacted by consumers, marketplaces, and markets. This discussion will include connecting to previous literature in our field. These discussions will enable us to create a poster for the afternoon poster session.
Day 2, AM: Participants will split into two groups and work on the broad outline for two papers: 1) a conceptual overview, and 2) an empirical paper.
Day 2, PM: Finish up any activities pertinent to the in-person phase of the project; create an action plan, timeline, and work schedule that will successfully move these projects through to completion.

Track Point of Contact
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References
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1.5 aiGreen: Artificial Intelligence for Sustainable Living

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Statement of Research Focus

Since the rise in popularity of artificial intelligence (AI), considerable research has investigated the applicability of this evolutionary technology in different industries, such as retail, shopping, fashion, social media, security, surveillance, healthcare, banking, education, and entertainment. Since machines can "learn from experience, adjust to new inputs, and perform human-like tasks" (Duan *et al*., 2019, p. 63), one of the most promising possibilities of AI is to give directions to reduce ever-increasing detrimental impacts on the planet and live more sustainably.

This session explores AI —defined as algorithms that mimic the human mind's cognitive functions to make decisions without supervision (Kirwan & Fu, 2020), for sustainable living in the context of energy consumption by incorporating environmental psychology and sociology perspectives with an approach that brings together a rich mix of perspectives drawn from different disciplines, theories, and contexts, as understanding the psychological and sociological underpinnings of human response is necessary for effective long-term AI based solutions. Dialogue at the intersection of knowledge structures will revolve around current approaches and future research directions, leading to policy implications.

AI technologies have three benefits. First, AI enables important but repetitive and time-consuming tasks to be automated, which leads humans to focus on higher-value work. Secondly, AI allows to get more detailed insights from unstructured data that are otherwise buried (e.g., videos, photos, written reports, documents, social media posts, e-mails). Lastly, AI can incorporate vast number of computers and resources and lead us to develop machine learning and find solutions to the most complex problems (Nishant *et al*., 2020). Although research in application of machine learning (ML) models to environmental and economic fields is growing, studies in social inquiry, such as climate change, energy usage, and smart cities, are fertile areas for AI focus. Consequently, AI capabilities could be leveraged to find ways to mitigate many of the environmental problems experienced. AI based systems and solutions can have a direct impact on reduced energy costs, CO2 emissions, and energy wastage, while increasing optimal mix, regeneration, and smarter product choices. Thus, we propose that AI can support the individual practices and help reduce the natural resource and energy demands of human activities. To successfully achieve this, rigorous investigation of AI solutions in the environmental sustainability context combined with human emotions, cognitions, and behavioral responses through efficient, secure, and equitable implementations is needed.

Goal of Proposed Track

This track explores AI-based solutions for sustainable living in the context of energy consumption by incorporating technological, psychological, and sociological considerations with an approach that brings together a rich mix of perspectives drawn from different disciplines, theories, and contexts. Hence, our goal is to provide a comprehensive understanding of AI-based solutions and develop a conceptual framework within the context of energy consumption. Specifically, the aim is to understand whether this branch of computer science and human-computer interaction can influence consumption patterns to achieve sustainable energy usage of consumers.

It is also important to recognize the rising ethical controversies and challenges associated with substantial and growing scope of AI systems, consumer data feeding, and the level of (emotional) intelligence (Hermann, 2021; Vlačić *et al.,* 2021). This track aims to create impact by bringing insights from a broad network of interdisciplinary researchers, focused on nonprofits, governments, technology, and businesses in both developed and emerging markets, to identify, prototype, and scale solutions that engender positive consumption experiences. Therefore, our investigation of AI solutions in the energy consumption context will address all aspects of human-automation interactions including cognitive, emotional, ethical, and behavioral responses through efficient, secure, and equitable implementations.

We will explore the relevant concepts within the theoretical and problem-based contexts the participants of our session bring to the table. We expect to attract participants who are interested in sustainable consumption, AI, big data, data protection and ethics, and digital equity. Prior to the conference we invite both junior and senior researchers with an interest or expertise in these areas to join us in this research. We aim to allocate at least one place to a junior scholar. We also welcome scholars from a variety of disciplines. To encourage textured, impactful discussion, submissions of any methodology will be considered equally. The track is open to relevant external stakeholders.

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

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1.6 The Risk and the Promise of Human Curiosity for Consumer Well-Being: Developing the Research Agenda to Protect and Empower Consumers

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The concept of curiosity has been discussed and debated in the psychology literature even before the seminal article by George Lowenstein published in 1994. He defined curiosity as "a form of cognitively induced deprivation that arises from the perception of a gap in knowledge or understanding." Bringing this discussion into the realm of consumer behavior and well-being, we see curiosity driving a wide variety of product as well as health and well-being decisions. For example, in a recent *Journal of Marketing* article on customer journeys, Siebert et. al. (2020) identify a spark of curiosity as a source of motivation for consumers to enter what the authors term "sticky customer journeys" - those typically associated with recreational services and products. However, insights on the various types of curiosity and the role(s) curiosity may play in consumption are rather limited (Hsee and Ruan 2020). For instance, on the bright side, "curiosity gap" has the potential to become a powerful motivational force, nudging consumers to make smarter and healthier lifestyle choices (Polman, Ruttan, and Peck 2016). At the same time, curiosity may also lead consumers down the wrong paths, such as responding to "clickbait" titles, making decisions that may result in painful and unpleasant outcomes, or engaging in risky behavior (e.g., Hsee and Ruan 2016). Thus, curiosity can be both a blessing and a curse to consumer well-being. As piquing one's curiosity is becoming progressively easier, enabled by technology, it is both timely and urgent that we develop a conceptual framework to help researchers better understand the many roles curiosity can play in consumption and in particular, delineate a research agenda for future empirical work to help protect and enhance consumer well-being.

This track aims to assemble academics and practitioners with an interest in exploring the risk and the promise of human curiosity for consumer well-being from a variety of theoretical, policy, and industry perspectives. We plan to pursue two key objectives: (1) Develop a framework for understanding the role(s) *human curiosity* plays in consumption behaviors, including the relevant psychological mechanisms (internal to consumer) and marketing tactics (external to consumer) that have the potential to support and/or have a detrimental short- and long-term impact on consumer well-being and (2) Begin devising empirical studies to shed light on the research questions stemming from (1) that hold the most potential for informing marketers, public policy makers, and educating consumers. To that end, we hope that beyond the conceptual paper, the track participants will continue their empirical work in following the proposed agenda.

Conference Track Approach

Pre-Conference Activities: Review relevant literature in psychology and marketing, the popular press, and books that shed light on human curiosity.

Conference Activities: Work on developing and fleshing out the framework and the research agenda with the goal of writing up a rigorous conceptual paper targeting *JCP* or *JPPM*.

Post-Conference Activities: The group will continue developing the manuscript and consider additional opportunities to extend the proposed research agenda and empirically test some of its propositions.

Given the multifaceted nature of human curiosity and the diversity of perspectives on its role(s) in human experience, this track seeks to attract academics and practitioners with a variety of backgrounds to allow for a more holistic integrative approach to understanding the impact of human curiosity on consumer well-being in the marketplace. Relatedly, we encourage applications from individuals at all stages of their career, including PhD students, with a kin interest in exploring human curiosity within and beyond the boundaries of their own discipline.

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1.7 Understanding the Transformative Nature of Heritage Consumption

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Overview of Track:

Heritage has been defined as "a version of the past received through objects and display, representations and engagements, spectacular locations and events, memories and commemorations, and the preparation of places for cultural purposes and consumption (Waterton and Watson 2015, 1). Until recently, consuming (and managing the consumption of) heritage experiences and sites has been the purview of scholars within anthropology, tourism, architecture, and urban planning, with some studies touching on the meaning of transformative heritage experiences (e.g., Efrat and Casimiro 2022; Galway 2016; Veldpaus et al. 2021).

Consumer researchers also recognize the salience of exploring such issues as how brands with deep and specific heritages shape consumption (Schouten and McAlexander 1995, Otnes and Maclaran 2015); how consumer emotions are orchestrated in heritage sites (Higgins and Hamilton 2019), and how consumers interpret the past by consuming heritage-laden brands (Brunk, Giesler, and Hartman 2018). However, the field lacks a comprehensive conceptual overview of how consuming heritage can be transformative for its stakeholders, in positive and negative, short- and long-term, and other ways. Given the pervasiveness and popularity of heritage consumption, and that many experiences leverage key intersectional dimensions (e.g., race, ethnicity, gender, generational issues), this session proposes to draw together scholars interested in consuming heritage broadly construed, as captured by the definition above.

The goals for the session are 1) to develop a conceptual journal article that reviews the current state of heritage consumption in the literature and proposes a research agenda to deepen knowledge of the transformative impact of heritage for both academics and practitioners, and 2) to develop a network of scholars interested in this area, who can collaborate and disseminate their research at conferences and in future publications. We are pleased to report that Tom O'Leary, Public Engagement Director of Historic Royal Palaces, will be a participating practitioner in this track. We are happy to open participation to other relevant external stakeholders, and we will reserve at least one space for a junior scholar (completing the doctorate and having worked in academia for a maximum of three years). Prior to the session, participants will work to agree upon a working definition of heritage consumption, and refine and prioritize the following research questions to facilitate the goals of this session:

1. What broad topics should be included within the scholarly terrain of “heritage consumption” (e.g., from the micro, meso, macro, and marketplace levels?)
2. At present, what are the main contributions of scholars within consumer behavior and related disciplines (e.g., anthropology, tourism management) with respect to the transformative nature of heritage consumption?
3. What are the potential transformative benefits of heritage consumption for stakeholders – consumers, managers of these sites, the communities where they are located, broader institutions (from tourism bureaus to, say, UNESCO)?
4. What potential negative consequences of heritage consumption are salient to these stakeholders?
5. What issues must these stakeholders consider in determining the balance between positive and negative consequences?
6. Given the many contexts that intersect with heritage (from individual touristic sites to resources such as oceans) face global, economic, and geopolitical challenges, what central questions should research explore, with respect to supporting and promoting sustainable heritage consumption?

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1.8 Educational Activism and Diversity, Equity, and Inclusion (DEI) Initiatives for a Better World

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Track Description

The aim of this track is to explore the concept of activism and DEI efforts in higher educational institutions (HEIs). Specifically, this track will focus on the impact and outcomes of these efforts on students, faculty, employees, stakeholders, and the larger community to make the world a better place and increase the well-being of its stakeholders. Further, HEIs will be in a better position to optimize their effectiveness while engaging in activism and DEI efforts.

Background and Purpose

In today's socio-political environment, the nature of interactions between consumers and brands has continuously changed. Consumers expect companies to have values that can establish a connection with them. Hence, in the modern marketplace, brands are becoming more purpose- and value-driven. Indeed, brands have already started integrating activism on socio-political issues (e.g., social injustice, racial inequality, LGBTQI equality, immigration issues, or the climate change crisis). In addition, brands are implementing diversity, equity, and inclusion (DEI) initiatives in their advertising campaigns, social media messages, packaging, statement, or employee recruitment to raise awareness of various societal issues and to foster the DEI principles. Brand activism and DEI marketing practices are not restricted to commercial products and services. Other organizations, including healthcare and higher educational institutions (HEIs), are also adopting social stances and ramping up their DEI efforts to create inclusiveness and make a significant societal impact. Specifically, HEIs started establishing DEI centers and taking a stand on socio-political issues to create a learning environment that respects cultural diversity and embraces an inclusive learning/working environment for all stakeholders. Consequently, this may bring a better and more welcoming educational environment and build authentic relationships with its stakeholders.

The marketing research community has recently started exploring brand activism and DEI initiatives in retail and service branding (Arsel, Crockett, and Scott 2022). Yet, the effects of brand activism and DEI initiatives remain a largely unexplored research area in the HEI branding context. Moreover, HEIs, as marketplace actors, play a crucial role in enhancing the brand identity among its stakeholders (Joseph, Mullen, and Spake 2012) and fostering societal change in the local settings (Goddard and Vallance 2013; Petersen and Kruss 2021). Thus, we aim to fill this research gap by exploring how activism and DEI efforts in HEI settings impact its stakeholders (e.g., students, faculty and staff, and the larger community). Specifically, we plan to understand when and how taking a stand on a socio-political issue and related DEI initiatives helps or hurts the marketing of HEIs and their identity (e.g., retention and graduation rates, educational/work experience, brand loyalty, fundraising efforts, and perception of change agent).

This track will examine the following main research questions:

1. What best ways to disseminate the knowledge of activism and DEI efforts in HEIs to engender positive societal change?
2. How can HEIs strategically use activism and DEI strategies to create a more inclusive, diverse, equitable, and welcoming environment for all?
3. Are these socially responsible and conscious actions enhance the value of universities?
    a. How do students, faculty, and employees feel about these actions?
    b. Do university stakeholders feel prouder, empowered, motivated, engaged, successful, and welcoming?
    c. Does it help or hurt the marketing of HEIs? (e.g., retention and graduation rates, educational/work experience, brand loyalty, fundraising efforts, and perception of change agent)
4. Do activism and DEI efforts increase students, faculty and staff, and the communities' mental health and well-being?
5. How does the misalignment between stakeholders and HEIs values change the efficacy of these activist efforts?

Tentative Conference Schedule

Pre-conference Activities*

We aim to choose each track participant from different backgrounds to bring a more diverse approach to a team, including advance doctoral students and junior faculties. Every track member is expected to actively engage in pre-conference activities to make the TCR conference more effective. Specifically, pre-conference activities will include the followings:

- Team members will complete all relevant background reading on activism, DEI, and educational branding.
- Team members will aim to meet at regular intervals a couple of times (via zoom) to brainstorm the research questions, develop a theoretical framework, and draft an outline of a paper. **After discussing with track members, we will decide which activities above are feasible to tackle preconference and shift items to the conference or post-conference phases as needed.*

Conference Activities*

- During the conference, the track team will work on finalizing the research framework (either empirical or conceptual) and the research methodology for addressing the research questions.
- We will prepare a short presentation to receive feedback from other track participants to refine our research questions, conceptual framework, and methodology.

Post-conference Activities*

- We will continue working on the research paper to submit to the special issue of the appropriate journal connected with TCR 2023.
- We also aim to build partnerships, engage with communities, and generate scholarly discussions on this important topic of "Educational Activism and DEI Initiatives for a Better World."

1.9 Consumer Empowerment and External Influence: Implications for Transformative Consumer Research and Social Marketing

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Overview of track theme

The term empowerment is ubiquitous in social marketing; often interventions aim to empower people to change to improve their lives and contribute to societal good. Yet, there is a dearth of research on how empowerment is conceptualised in social marketing interventions (Kamin et al., 2022). Understanding empowerment experiences can help policymakers to address structural barriers and disadvantage. Does framing social problems as structural reduce the role for consumer agency and empowerment? And what about groups with reduced agency, e.g. vulnerable people and people with intellectual disabilities (Makris and Kapetanaki, 2022); can they be expected to regain their agency through personal choice (Giesler and Veresiu, 2014)? If the consumer does not have a degree of freedom of choice and free will, then can interventions only be effectively applied to the external conditions and social factors that govern individual behaviour?

Traditional perspectives in marketing have focused on consumers as decision makers (Bachouche and Sabri, 2019) or as resistant in the marketplace (Arnould, 2007). Service perspectives conceptualise consumers as active co-creators of value, focusing on empowerment in the context of service relationships (Vargo and Lusch, 2004), and empirical work has examined empowerment in relation to consumer goals, service experience and wellbeing (Harrison and Waite, 2015). The TCR focus on wellbeing has brought consumer empowerment to the fore (Varman et al., 2021).

The conceptual discussion about consumer empowerment and external control is of great importance to many of the areas to which TCR is applied (Davis et al., 2016). For example, regarding obesity, the consensus view on agency has changed radically over the past two decades: public health professionals formerly thought of obesity as an individual problem solvable by influencing and empowering individuals to change behaviour. Today, however, obesity is seen as a disease over which the individual often has limited control (De Lorenzo et al., 2019). By contrast, public health professionals often recommend self-care strategies empowering individuals to manage disparate conditions such as chronic pain and work-related stress (Wei et al., 2020; Devan et al., 2018). Interestingly, chronic pain management seems currently to be undergoing the same paradigm shift as obesity in terms of its re-defined as a disease (Clauw et al., 2019). Given this shift, it is important to investigate the implications of the reframing of agency and empowerment for marketing, behaviour and social change.

The track goals

The aim of this track is to discuss a foundational question underpinning transformative consumer research (TCR) (Davis et al., 2016) and social marketing (Luca et al., 2019): To what extent are consumers empowered to make informed decisions that have the potential to transform their lives for the better? At one level, this is philosophical and concerns the degree to which consumers are autonomous, self-determined agents making free choices based on a critical evaluation of self-interest (Anker, 2020; Wertenbroch et al., 2020). However, this is also a highly pragmatic question about the nature, development and application of TCR and associated pro-social disciplines such as social marketing (Anker et al., 2022). If consumers are empowered agents with capacity for free choice and self-determination, then TCR and social marketing interventions can aim to achieve social impact by working to foster individual motivation, beliefs and assumptions. On the contrary, if we understand consumer activity to be shaped predominantly by external social influences and structures, culturally normative patterns of thinking and doing (Spotswood et al 2020), or internally governed by genetic dispositions (Zheng and Alba, 2021), then does it make much sense to organise social change activities by influencing the individual to change their patterns of consumption?

The aim of this project is not to argue for or against any given position in the philosophical debate on free will and autonomy, but to bring together researchers and other stakeholders interested in social marketing interventions for behaviour and social change to stimulate dialogue over the scope and limitations of individual consumer choice, empowerment and responsibility across the spectrum of social, environmental and health issues within the context of TCR. We will draw on multiple disciplines to explore new conceptualisations for interventions that support consumer and societal well-being and provide recommendations for practitioners and policymakers. We will invite one practitioner to take part in our track. We are keen to support early career scholars, so at least one place on the track will be allocated to someone near PhD completion or within three years post PhD. As this work also seeks to advance conceptualisations of empowerment in the context of social marketing and TCR, one conceptual article will be written for a special TCR issue or in another high impact journal.

Tentative track structure

Pre-conference activities

The track co-chairs will organise a meeting to agree on the reviews of the participant applications and to discuss the plan for research before the TCR conference. Once the track participants have been selected, track co-chairs will email them with an outline of the proposed activities, suggested times for a first meeting and a timeline. Each participant will be invited to suggest one or two key papers that all should read. The aim of pre-conference activities is to connect with the participants, share insights and key resources for the project (e.g. academic articles, reports, data sources etc).

Conference activities

Day 1- Morning Session: The track co-chairs will provide a summary of the discussion and results of the pre-conference activities. In the first session, track members will present their ideas regarding empowerment in the context of social marketing interventions. The session should identify research gaps, research questions and approaches.

Day 1- Afternoon Session: The afternoon session will continue the discussion to draft an outline for a conceptual paper and identify opportunities for a second empirical paper.

Day 2: The second day will focus on planning the research, developing a timeline for post-conference activities and allocating tasks. This will also involve discussions of and setting a foundation for further empirical research.

Day 3 (optional): Track participants will be given the option to stay for an additional half a day and continue working on the paper. Track co-chairs will stay for the other half a day to finalise the planning post-conference.

Post-conference activities

The track co-chairs will guide work and support the team to write and submit a conceptual article. Authorship will be decided by the team at the conference. Track co-chairs will ensure that the article reflects the views and objectives of the team. Opportunities for empirical research will be explored and track participants will be encouraged to explore other ideas and future collaborations together.

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Dr Nadina Luca (nadina.luca@york.ac.uk) and **Professor Thomas Anker** (tanker002@dundee.ac.uk) will act as track points of contact.

1.10 The Ambiguous Role of Technology in Older Consumers' Wellbeing and Healthy Aging

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Carolyn Wilson-Nash, University of Stirling
Catharina von Koskull, University of Vaasa
Chihling Liu, Lancaster University Management School

Track Description

GOALS

The overall purpose of this track is to better understand ways to enhance the well-being of the large and growing population of older consumers (65+) through the use of technology. We plan to achieve this purpose through the following research goals:

- Outline the different perspectives on what constitutes "aging well", "healthy aging", and synonymous constructs.
- Review current and emerging theoretical perspectives, methodological approaches, and larger programs that seek to address these ideals, with a special emphasis on the role of technology.
- Identify critical issues, opportunities, and challenges that the use of technology in the service of these ideals present.
- Outline a future-research agenda that explores opportunities and addresses challenges toward helping the growing population of older consumers leverage technological solutions to achieve these ideals.

BACKGROUND

The population of older consumers is rapidly increasing in countries across the globe (Guido et al 2018). About 13% of the global population is 60 years and older in 2015, and this proportion is expected to almost double by 2050 (United Nations, 2015). Physical and mental limitations that often accompany aging present challenges to these consumers' well-being (Barnhart and Penaloza 2013) that many families and governments find difficult to successfully address. Market actors have proposed new technologies as a solution to older consumers' increasing need for assistance (Bedaf et al 2015; Caic et al 2015). Technology has been marketed for its endless potential to help address issues associated with affordances for aging in place, living independently, and longer–all modern markers of Western notions of aging well–by ensuring that older consumers, for example, take their medications on time and haven't fallen or otherwise become immoble. Propelled by an increasing number of older adults in the population, the establishment of a institutional global focus on healthy aging, such as The UN program The Decade of Healthy Ageing 2020–2030 (www.who.int/initiatives/decade-of-healthy-ageing), technological developments that promise to sustain or assist healthy aging (Baker et al. 2018), and an increasing attention in the public discourse in relation to the role of older adults in society (Nunan and Di Domenico, 2019), the market for healthy aging has suddenly become one of the most promising markets (Guido et al 2018), attracting both the interest of business and governments.

However, the role of technology in healthy aging is ambivalent, offering both benefits and hindrances (Figueiredo et al, 2021, Neves and Mead 2021, Neves, Waycott, and Maddox, 2021). Despite the market's embracing technology as a hero poised to address the challenges of aging, research demonstrates technology can be both a friend and a foe (Yap et al. 2021), an element that changes the agency of consumers, the affordances of consumer assemblages, and the nature of relationships in ways that are both desirable and undesirable (Schneider-Kamp and Askegaard 2022). Increased use of technology also raises questions about the nature of the value that the service or product provides. For example, competent, reliable, accurate services provided by a robot would likely lack the social aspect of service provision (Price and Arnould 1999) that many older consumers and their family members value (Barnhart and Penaloza 2013; Barnhart, Huff, and Cotte 2014).

Consumer research has addressed the issue of consumption and aging through diverse approaches such as family life cycle, decision making, stigma, vulnerability, identity, and consumer interdependence and ensembles. Research has also started exploring the impact of new technologies aimed at facilitating healthy aging, including the ways technologies both enable and constrain consumer agency (Franco, 2020; Gilly, Celsi and Schau 2012; Schneider-Kamp and Askegaard, 2022), thus demonstrating the growing complexity that technological interventions create for those striving to age well and healthily. However, there is still much to be understood in this fast-emerging field.

We want to take a step back and think about varying perspectives on what constitutes "aging well", healthy aging" (Cardona 2008), and "successful aging" (Martinson and Berridge, 2015), and the explicit and tacit goals of these differing perspectives. Questions of which age-related meanings are valued and how these meanings inform pragmatic approaches to addressing the challenges of aging deserve more attention. For example, what are the multiple understandings of "healthy aging", "aging well", and "good quality of life" in old age? How do the different approaches to these ideals impact consumer researchers' understandings of critical issues to be addressed, methodological approaches to use, research practices, and proposed solutions? After articulating these perspectives and goals, we will then move on to explore challenges and opportunities presented by new technologies that are currently, or could be, used in service of these goals.

We encourage applications from both senior and junior scholars (at least one place on track membership will be allocated to a junior scholar).

The track is also open to relevant external stakeholders.

1.11 Transforming Communities through promoting Inclusive Art Consumption

Track Co-chairs:
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Art is not a mirror held up to reality, but a hammer with which to shape it.
— Berthold Brecht

Track Goal and Description

This track will explore how the arts can provide effective means to promote positive (and not predatory) inclusive community consumption and community well-being (Arsel *et al*., 2022). Community well-being is defined as the combination of social, economic, environmental, cultural, and political conditions that are deemed essential for individuals and communities to help them flourish and fulfil their potential (Wiseman and Brasher, 2008). A growing body of literature demonstrates that belonging to a community can have a positive effect on physical and mental health (Palis *et al.*, 2020), emotional well-being and pro-sociality (Krekel *et al.*, 2021). Moreover, community engagement as underlying practice can foster a sense of belonging and social connectedness which provides meaning and purpose.

Of great importance for community engagement is the inclusion of groups that are disadvantaged and/or marginalized by social institutions and norms. Inclusivity can be defined as the process of creating a culture that fosters belongingness and incorporates diverse groups (Arsel *et al*., 2022). Inclusivity allows marginalized voices to be heard and become more visible (Pratt, 2019). Inclusive community engagement thus supports sidelined groups who, either due to sexual orientation, gender, geography, ethnicity, and/or religion, are more likely to experience poorer health, social inequalities, and social outcomes (Healy and McKee, 2004).

Participation in the arts and culture can also increase well-being by strengthening individuals' self-confidence, self-esteem, and sense of self-worth, as well as by reducing depression, anxiety, stress, and loneliness levels (Fancourt and Finn, 2019). Furthermore, there is evidence that collective arts and cultural activities promote community well-being, cohesion, and development (Roy *et al.* (2018). In other words, art consumption practices have the potential to provide inclusive community engagement and well-being. Thus, community consumption is about finding ways allowing diverse communities (as in the case of migrants/diasporas) to come together as a whole. The value of community consumption often goes beyond purely commercial measures and is manifested in experiences through the arts and music and/or cultural exchanges, among others, that have therapeutic, emotive, and ludic qualities (Holbrook and

Hirschman, 1982), and are more often marked by their low carbon intensity, and their potential to support well-being (Druckman and Gatersleben, 2019). Aimed at tackling the unequal access to products and services and the active fostering of community-well-being, inclusive consumption thus stands in stark contrast to attempts by rogue marketeers and businesses of "art washing[2]". Instead, inclusive consumption focuses on practices that allow inclusivity in the marketplace by fostering ways that provide value during consumption activities including acquisition, use, or disposition. We believe that the arts can provide a vehicle and create opportunities for inclusive consumption that will eventually lead to community consumption.

Track Objectives

- To identify organizations that have used the arts to transform a community and promote community well-being;
- To provide opportunities for capacity building that allows to conduct research which has practical implications and translates into real world approaches;
- To build a theoretical model using one or more cases to create theoretical constructs, propositions and/or midrange theory from case-based, empirical evidence (Eisenhardt, 1989);
- To develop a research paper that will be submitted to an appropriate journal connected with TCR 2023.

Participant profile

We seek contributors from across the world with an interest in research that supports community well-being particularly through utilizing any form of arts. All disciplinary, theoretical, and methodological perspectives are welcomed; however, preference will be given to those who will engage in a process of relational engagement that brings them into the field doing real interventions, allowing to document in-depth insights providing cross-fertilization across other TCR areas. We especially encourage applications that follow research strategies aiming to build theory through case studies and other methods to allow for the unearthing of diverse insights of inclusive community consumption approaches and projects. The track will be comprised of approximately eight to ten contributors including the two co-chairs. Early career scholars as well as those in the final stages of their PhD are encouraged to apply. Lastly, we welcome applications from external stakeholders that are interested to be involved in the research track.

To assist with preconference team recruitment and selection efforts, applicants should provide the following:

1. Short statement as to what triggers the interest in this field;
2. Art category and desired organization they wish to study/include. This should include a brief overview of existing connections they have to the organization (if any) and/or how they plan to approach them if no pre-existing connections are in place;
3. Overview of theoretical and methodological approaches that will be utilized in the proposed research;
4. A list of selected publications relevant to the field of study including a brief explanation of how each publication supports this project; and
5. Future research interests

Track Structure

[2] For a definition see: https://www.ft.com/content/479cb6b2-a0af-11e8-85da-eeb7a9ce36e4

Pre-conference activities

- Identify Carriers of Impact and Literature review: Jan23 – Mar23
- Initial data gathering: Apr23-Jun23

Conference activities

- Conference Day one: 19th June – Morning Session 9am – 12pm
  Brief introductions. Framework of inclusive community art consumption.
- Conference Day one: 19th June – Afternoon Session 2pm – 5pm
  Summary and key themes from morning session.
- Conference Day two: 20th June – Morning Session 9am – 12pm
  Publication outline.

Post-conference activities

- Co-chairs will guide the team to finalize and submit the article.
- Meeting for dissemination plans

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1.12 Transformative Cultural Experiences: Digital Transformation for Individual and Societal Well-Being

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OVERVIEW OF TRACK THEME

Our focus and its rationale

Digital transformation is expected to drive our next future worldwide. Previous TCR conferences have already highlighted the impacts of technological evolution. Our track focuses on this issue in the arts and cultural industry). Our research focuses on transformative cultural experiences that leverage emerging technologies to engage individuals and generate higher levels of individual and societal well-being. We address the following question: How does digital transformation shape transformative cultural experiences for the individual and societal well-being?

The emerging technologies affect any industry in any country, with likely disruptive but largely unknown effects (Puntoni et al. 2021). One of the most affected industries is the arts and culture, where the need to manage the coexistence of physical and digital processes is a priority (ICOM 2020). A profound rethinking of business models in the arts and cultural industry has been recently recognized as a top priority (KEA & PPMI 2019; Massi, Vecco, and Yin 2021; Unesco 2022), especially after the disruptive impact of the global pandemic, which caused frightful loss worldwide. Although difficult, the digital transformation of arts and culture is a critical issue for any society and its urban rebirth. This is essential for a new future perspective with huge implications for any society.

The TCR perspective could greatly help creativity address the complexity of global challenges effectively, reshape societies, and manage new challenges sustainably. Applying experimental technologies is a challenging task for digitally immature organizations (Fitzgerald et al. 2014) such as the arts and cultural ones that have also basic managerial competencies (Addis and Rurale 2020).

Starting points

By digital transformation, we mean the process of adopting emerging technology to revise the value creation and value delivery processes of any organization. Emerging technology includes a wide range of technologies, such as Artificial Intelligence, Machine Learning, Deep Learning, Virtual Reality, Augmented Reality, 3D printing, and Web technologies. They all promise big benefits in the cultural industry (Brogni et al. 1999; Sinclair et al. 2003; Wojciechowski et al. 2004). If well managed, emerging technologies have a tremendous impact on inclusivity and diversity (Srinivasan and Uchino 2021), enrich cultural projects by affecting visual, sonic,

performing, spatial, transmedia, audiovisual, and narrative arts (West and Burbano 2020), contribute to solving key issues that museums face ordinarily such as space limits, monetary constraints, and the handling of fragile artifacts, generate effective cultural policies and increase economic returns in the industry.
Cultural experience is a subjective concept made by several elements that are cognitive, affective, physical, sensory, and social, resulting from a consumer journey. By designing transformative cultural experiences audience engagement increases, as well as attractiveness, and brand equity, while modernizing cultural offers and policies and generating higher levels of individual and societal well-being.

Well-being is a complex, multidimensional construct, representing the ultimate goal for any engaging customer experience, and general frameworks adopted in any industry, including the arts (Thomson and Chatterjee 2014). It is defined as the "good mental states, including all of the various evaluations, positive and negative, that people make of their lives and the affective reactions of people to their experiences" (OECD 2013, p. 10). Although the conceptual and operational boundaries of well-being have remained somewhat obscure (Schmutte and Ryff 1997), well-being has been recently revised (Stiglitz, Sen, and Fitoussi 2009). It is now regarded as encompassing three main aspects (Dolan and White 2007): Satisfaction with Life (Kahneman, Diener, and Schwarz 1999), Affect (Diener 1984), and Eudaimonia (Deci and Ryan 2006).

Track's goals
Our track's goal is to promote a renewed dialogue between technology and the arts, the two key drivers of any future society (Alacovska, Booth, Fieseler 2020). More specifically, the team members participating in this track are expected to develop an innovative and integrative conceptual framework helpful for arts and cultural organizations and policymakers in their decision-making processes when designing and managing their cultural offers and policies. Thanks to a multidisciplinary perspective (including but not limited to emerging and digital technologies, design, marketing, cultural experiences, well-being, and innovative ecosystems) we aim at preparing a conceptual paper, which will present the framework, as well as a range of initiatives and proposals for cultural organizations and policymakers.
Our publication goal is a marketing top journal. Track co-chairs will make a list of proposals.

Participant candidates' profiles
In accord with the inclusive spirit of TCR, we invite applications from scholars in several fields if interested in a publication in a marketing journal. Fields include but are not limited to design, consumer research, marketing, engineering, cultural policies, sociology, and well-being.
The final team will be created ensuring the heterogeneity of backgrounds and competencies.
Special consideration will be given to junior scholar candidates (final stage of Ph.D. programs or junior faculty in the first three years post Ph.D.): if possible, at least one place will be allocated to a junior scholar.

TENTATIVE TRACK ROADMAP:
Preconference Activities
1. Call for participation. Track chairs will prepare a call for participation of academic researchers and/or stakeholders with demonstrated interest or prior work in this area. Applicants will be asked to send a statement of their research interest and vision on the track topic as well as their expected specific contribution to the run. They should provide evidence for their expertise, theoretical paradigms and methodological lenses they are familiar with, and research output published or in progress.

2. Participants selection. Track chairs will select 4-6 participants to create a diversified team according to competencies, experiences, methodologies, paradigms, arts, TCR issues, and career stages. The ideal number of team members is 6-8, including track chairs.
3. Literature review. Each selected participant will run a literature review in their area of expertise, concerning three topics: (1) emerging technologies and digital transformation; (2) cultural experiences; (3) well-being. Each participant will generate a brief note highlighting the key results (2 pages maximum) that will be shared among the team members.
4. The track chair will prepare and share the list of questions to run the explorative qualitative analysis.
5. Explorative analyses. Each selected participant will interview 3-4 key informed people (experts, art critics, cultural managers, consumers, and so forth) to explore this issue further. Upon specific request, other methods are also possible to leverage specific opportunities or data collections available to each team member. In any case, a brief note will be produced and shared with the team.
6. The team might meet up virtually to discuss and advance the project.
7. Track chairs will prepare a merging document, based on the preliminary literature and explorative analyses, as a draft for discussion at the conference.
8. Each track participant will prepare a brief note with his/her research idea to be discussed during the conference.

During the conference

1st-day schedule:

1. Morning Session: Track chairs will present the resulting documents, and each track participant will present his/her document with the research ideas. The team will engage in brainstorming, and a poster will be organized to gather ideas.
2. Afternoon Session: Brainstorming will continue. The team will advance the poster with the key ideas discussed to define transformative cultural experiences.

2nd-day schedule:

1. Morning Session: Continue the work of day 1, with a focus on the TCR contribution. The structure of the paper will be defined. Enabling conditions, key obstacles, and methodological issues will be further discussed to identify the roadmap for the future of the project with a particular focus on managerial implications.
2. Afternoon session: The final roadmap will be refined according to timetables and other potential opportunities for funding, grants, and publications. The structure and the content of the paper will be revised, and specific tasks will be attributed to each team member. Timelines and milestones will also be identified for the next future.

Post-conference

1. Virtual meeting. Occasionally the team member will advance the project collaboratively in virtual sessions predictably limited to a single hour in length.
2. Task. Each team member will work on the research project separately according to the task assigned.
3. Merging. The track chairs will merge the single parts and will share the final results, assigning new roles for future refining.
4. Next step. Future book proposals and special issues will be eventually explored and discussed to continue the collaboration.

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1.13 The Rise of Brand Activism: A Critical Perspective on the Power of Brands

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Track Description:

Brand activism occurs when brands communicate or act on their views on issues as widespread as political candidates, immigration, racial equity and #BlackLivesMatter, LQBTQIA+ rights, voting, abortion, gun laws and vaccines (Vredenburg et al., 2020). Such activism arises in response to stakeholders seeking corporate support for socio-political causes, but goes beyond support for widely agreed-upon topics such as breast cancer research or heart disease charities (Moorman, 2020). Whereas corporate social responsibility (CSR) activities are generally viewed as beneficial by society (i.e., donations to charitable organizations; Wettstein & Baur, 2016), brand activism involves adopting a non-neutral stance on potentially divisive social issues that the public disagrees on what's morally right or appropriate. This renders corporate socio-political activism and brand activism messaging as inherently controversial (Moorman, 2020; Vredenburg et al., 2020, Bhagwat et al., 2020).

Activist brands show a willingness to alienate one audience as they court another segment more receptive to their activist stance. That is, as Bhagwat et al. (2020, p. 3) note, a brand "risks backlash from stakeholders with opposing views." Notably, the process creates a churn of polarizing content on social media and the news media. Opposing consumers boycott and spread negative word of mouth while supporting consumers react by amplifying the brand message, increasing loyalty, and spreading positive word of mouth (Mukherjee & Althuizen, 2020; Ulver, 2021). Stakeholder demand for brands to take a stand on controversial socio-political topics is becoming a point of parity for many global brands and even local brands (Hoppner & Vadappepatt, 2019; Vredenburg et al., 2020).

The risk of negative consumer outcomes due to brand activism warrant concern and investigation. Seeking relevance, brands clarify their own socio-political values to win user attention, which is the new digital currency in this crowded marketplace (Bhagwat et al., 2020; Kapitan et al., 2020; Vredenburg et al., 2020;). Data-led brands make decisions that are relevant to certain audiences, while alienating others and spurring deeper partisan divides (Bhagwat et al., 2020; Vredenburg et al., 2020. This polarization leads to issues that could or should be viewed as bipartisan (e.g., eliminating school shootings) to become divisive when perceived "out-groups" are pushing an agenda counter to an in-group (e.g., gun control). Consumers can become caught in social media networked loops that are built to monetize conflict and create filter bubbles (Ulver, 2021; Lazer, 2015; Zuboff, 2019). This can result in choicelessness and conformity, as Hoang et al. (2021) note that consumers can experience incompletion, saturation, and alienation in digital settings. Fraser and co-authors (2022) further find detrimental effects on both physical and mental health. "The more distant an individual feels politically from the average voter in their state, the worse health outcomes he or she reports" (Fraser et al. 2022; pg 1). This tension highlights the need for further theoretical insight and empirical validation for what role marketers, marketing, and monetization play in brand activism's effects on consumers. Further, the role of companies in our political and legal systems is being renegotiated. It is unclear what role companies should play in shaping broader legislation (such as immigration, women's reproductive rights, and environmental protections). How much are companies responsible for the actions of their governments or ensuring their public stances are responsible (e.g., brands such as McDonalds exiting from Russia due to war in Ukraine)? Literature is also lagging on internal organizational effects from brand activism. Employee wellbeing is at risk as firms and B2B brands embrace activism that is divisive (Reitz, Higgins & Day-Duro 2021). Finally, scholars are just beginning to grapple with questions around regulation and policy with regards to brand activism and "woke washing" or adopting inauthentic activism that is not supported by values or practice (Vredenburg et al., 2020). Does activism need to be regulated, and what could it look like and how it could work? Politicians across the globe are beginning to explore this issue and are proposing legislature to limit corporations ability to act in this space (Jivani 2022; Vanderford 2022).

Brand activism isn't limited to consumer-facing brands as B2B firms are also acting out their purpose and values on partisan issues (Kapitan et al., 2020; Sarkar & Kotler, 2020). This activism is implemented by the firm in relation to its business partners within the supply chain (e.g., distributors, retailers, clients, buyers, etc.) and takes the form of actions such as firing channel partners or terminating licensing contracts (Kapitan et al., 2020).

Formally, this track invites submissions that wish to explore many related angles, including and beyond those described here. This track's co-chairs seek scholarly ideas for theoretical contributions, research questions, methodology and practical outcomes that can help steer these evolving practices in the best direction for social impact. We will hold place for junior scholars and rising PhD students (as well as experienced mid-career and senior academics).

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Pre-conference	Planned activities
September 2022-November 2022	We invite scholars and practitioners with demonstrated interest and/or prior work in the track domain to participate.

	Importantly, *we seek a mix of PhD students, early career, mid-career and well established and titled academics* to help us tackle the challenges of brand activism, alongside its potential power. We seek approximately 8-10 collaborators in total. The goal is to build a group that sees specific issues, problems, solutions, interventions, and issues of broader macro-level and social marketing to build on the nascent field of brand activism.
December 2022- June 2023	1. We would ask each participant to focus on a subtopic around brand activism, in consultation with track chairs. 2. Each participant would then conduct a literature review of around 8-10 papers that explore the development of the topical area and its application to, challenge of, or contribution to the area of brand activism. 3. The goal is for each participant to present key findings from the literature, along with any thinking and reflection on this topical area during the conference. Participants would be encouraged to draw figures or show a framework of how their particular topical area links together. 4. The co-chairs will also organize a WhatsApp group to facilitate sharing of content on brand activism, from mainstream news to deep reads, videos, and tweets.
During TCR conference June 18-20, 2023	Planned activities
<u>Day 1 (morning)</u>	✓ Aimed at giving **each participant time to discuss the particular topic** they have researched, along with sharing any relevant findings and future research ideas. ✓ This is a **roundtable discussion**, versus a formal presentation. ✓ Participants will be encouraged to **bring along handouts** with summaries and/or visuals to help serve as shared dialog. In this session, we seek to unpack the pieces of the puzzle and lay them all out on the shared tabletop together.
<u>Day 1 (afternoon)</u>	✓ Different workgroups will be asked to begin to create new puzzles together from the assembled information. ✓ We will present back ideas to the larger group about the current framework of the topics chosen ✓ These groups would also propose any areas of new or emerging research that warrant further exploration.
<u>Day 2 (morning)</u>	✓ The goal is to agree upon and refine the big picture puzzle we have created – as a conceptual framework ✓ We will then feed back into the larger TCR gathering at day's end.

Day 2 (afternoon)	✓ We will develop our shared action plan for post-conference, organizing teams and writing deadlines for (1) the big-picture puzzle **conceptual paper** as well ✓ We will also run a shared future-research session to help facilitate groups to develop (2) **targeted empirical work** driven by mutual interests in a particular topical thrust, along with overlapping and complementary empirical abilities.
Post-conference	
	The goal is to build two sets of knowledge from this conference. 1. First, we seek **to develop a rigorous conceptual paper** that will outline avenues to inform and guide future empirical and theory-building work. This will involve all members of the track. 2. But we also seek to **connect subgroups of scholars who will investigate some of these issues empirically** and carry on work beyond the TCR group. This will be determined by strengths and interests among attendees during the conference.
July-December 2023	Work to set timeline to create draft conceptual paper manuscript
March 2024	Submit finalized paper to journal

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1.14 Applying a Service Design Perspective to Address Social Determinants of Health

Track Co-chairs:
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Track Participants:
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Emily Tanner, West Virginia University
Lynn Abou Jaoudé, University of Lille
Janet Davey, Victoria University of Wellington
Rebekah Russell-Bennett, Queensland University of Technology
Chris Blocker, Colorado State University

Track Description:

In this track, we see health and vulnerability to be socially constructed, and evaluate how a service design perspective can be used to mitigate "upstream" factors that affect people's health and well-being, termed Social Determinants of Health (SDOH). SDOH are defined as "conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks" (Healthy People 2030). Specific examples of SDOH include food and housing insecurity, racism, discrimination, and violence, polluted environmental conditions, and language and literacy skills, among others. SDOH foment conditions that create and exacerbate vulnerability and are beyond the control of any one individual. Therefore, substantial changes need to be made to the (built) environment, service ecosystems, and public policy to design services that mitigate SDOH and their effects on people experiencing vulnerability. Service design as a method can engage relevant actors at different levels in designing and supporting transformative changes for improved SDOH.

This track's goal is to develop a high-impact academic publication. The purpose of the track is to develop a model of how service design can address social determinants of health (SDOH). This track is open to relevant external stakeholders as well as junior scholars and PhD students.

This track's plan includes adhering to a timeline designed to move ideas to manuscripts to publication. Immediately after the finalization of the track members on January 15, 2023, the track co-chairs will communicate the following activities and dates to the track members:

1. Introductory Zoom meeting by end of January 2023.
2. Track members post 2-3 relevant articles to a shared folder on DropBox for others to read and digest. Each track member will develop and share a personal statement of interest and expertise to share with other track members by end of February 2023.
3. Continuous Zoom meetings every two weeks from March 2023 to the start of the conference.
4. Development of a draft conceptual model and assignment of various topics for literature reviews by the end of March 2023.
5. Development of an outline structure for the manuscript by the end of April 2023.
6. Track members report their learnings to the team by the end of May 2023.

7. TCR track meeting in London June 2023!
8. Ongoing drafts and re-development of conceptual manuscript, submission to appropriate journal by December 2023.
9. Respond to reviews, submit to additional journals as necessary, ongoing past December 2023.

Publication plans include considering submission to the following journals:

- Potential special issue associated with the 2023 TCR Conference
- *Journal of Public Policy & Marketing*
- *Journal of Business Research*
- *Journal of Service Research*

<u>Track Point of Contact</u>
If you are interested in obtaining additional information, please contact Andrew Gallan at agallan@fau.edu.

1.15 Terry Pratchett's Boot Theory: Exploring the Role of Disposable Products in Reinforcing the Cycle of Poverty

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Track Participants:
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Stephen Juma, Southern Arkansas University
Kristin Scott, Minnesota State University, Mankato
Robert Arias, Loyola University Chicago

Track Description:

> "Take boots for example. He earned thirty-eight dollars a month plus allowances. A really good pair of leather boots cost fifty dollars. But an *affordable* pair of boots, which were sort of OK for a season or two and then leaked like hell when the cardboard gave out, cost about 10 dollars. Those were the kind of boots Vimes always bought, and wore until the soles were so thin that he could tell where he was in Ankh-Morpork on a foggy night by the feel of the cobbles. But the thing was that *good* boots lasted for years and years. A man who could afford fifty dollars had a pair of boots that'd still be keeping his feet dry in ten years' time, while a poor man who could only afford cheap boots would have spent 100$ on boots in the same time *and would still have wet feet*. This was the Captain Samuel Vimes 'Boot' theory of socio-economic unfairness."
>
> – *Terry Pratchett, Men at Arms.*

High quality, long-lasting goods—such as the above pair of *good boots*—often require a high investment upfront but can help save money over the long term by minimizing repeated waste. People who live in poverty are often unable to access these quality goods because of lack of resources (Blocker et al., 2013), while suffering additional strains and stigma in the market place (Hutton, 2015; Olsen et al., 2020; Pearson et al., 2018; Randles, 2021). Higher quality goods or even minimal niceties are seen as less permissible for people with lower incomes, even though boundaries between luxuries and necessities are porous (Pew Report). People living in poverty are hence not granted full access to the consumption spectrum, but are seen as having only basic needs (Hagerty and Baratz, 2020). A corollary is that investing into long-lasting solutions and goods to help ease their burden might be seen as a less judicious choice, regardless of the positive consequences. Such as implied in Terry Pratchett's boot theory: policies should encourage poverty alleviation by minimizing constant repurchasing of broken or disposable products. **We are asking: Are our policies (and our policy makers) forcing short-term behaviors, including buying disposable as opposed to long-lasting quality goods, and if so, why? Alternatively, is there a better model out there for reimagining public policy with a focus on sustainable, long-term buying behaviors, such as reframing quality products, breaking down initial investments to make them more socially acceptable?**

Track Objectives: (1) Assemble a team of researchers and practitioners who will work on the topic of poverty and quality goods. (2) Explore the interconnections between investment in quality, long-term goods and poverty. (3) Develop a framework through which to examine how perceptions of consumption choices of people living in poverty might affect long-term outcomes and explore related interventions leading towards longer-term policy investments.

Selection of Participants: Our ideal track would involve 3 or 4 additional academic researchers, including at least 1 doctoral student, and 1 or 2 community action partners (or people involved in public policy). We hope to put together a diverse team with a range of methodological expertise, a deep interest in this area, and a variety of perspectives and backgrounds.

Track Organization: (1) **Preconference**: Track team members will read key papers and conduct a literature review. Participants will be asked to develop potential avenues of research. (2) **Conference Day 1**: Team will engage in small group discussions about proposed avenues of research to advance and present their ideas to the full team for feedback. Key ideas and findings from the literature review and other preconference activities will be organized and outlined; a framework for the paper submission will be developed. (3) **Conference Days 2-3**: Team will discuss and refine the framework. We will continue to work on the paper submission and related future projects, and develop a plan to continue our work post-conference. **Post-conference**: Team will meet regularly to discuss progress on drafts and advancement on paper submission.

1.16 Applied Neuroscience for Consumer Wellbeing: A Randomized Controlled Trial

Track Co-chairs:
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Camilla (Eunyoung) Song, City University of Hong Kong
Annemarie Rossi, Be Mindful
Felix Jan Nitsch, INSEAD Business School
Angeline Scheinbaum, Clemson University

Track Description:

"Perhaps the most difficult thing that a human being is called upon to face is long, concentrated thinking"
Hugo Gernsback, 1925

In recent years, we have witnessed a surge in consumer interest in mental health. Thousands of research articles, popular press pieces, self-help books, and apps have proffered insights for improving mental health. A simple Google search for the term yields over 1 billion results and over 3 million research articles. One of the most common remedies for improving mental health entails some form of mindfulness. We have learned a great deal about the benefits of mindfulness, from its ability to reduce stress (Grossman, Niemann, Schmidt, and Walach 2004), improve focus and cognitive functioning (Brown, Ryan, and Creswell 2007), and generally increase wellbeing (Brown and Ryan 2003). While the benefits of mindfulness are well known, consumers often struggle to maintain mindful habits (Israel 2016), describing the practices as elusive and vague (Liberman 2018). Hence, mindfulness may be beneficial, but its practices are not necessarily approachable for everyday consumers.

Most prior research on mindfulness investigated the concept as a psychological construct or clinical intervention, often training people to use meditation techniques to invoke mindfulness. Such work has linked mindfulness to improved attention-related behavioral responses (Jha, Krompinger, and Baime 2007; Kabat-Zinn 2015), decreased mind wandering (Mrazek, Franklin, Phillips, Baird, and Schooler 2013), and improved blood pressure and survival rates of the elderly (Alexander, Langer, Newman, Chandler, and Davies 1989). Mindfulness is associated with higher pleasant affect, vitality, life-satisfaction, and self-esteem, among other things (Brown and Ryan 2003). The benefits of mindfulness are also observed in its ability to enhance moment-to-moment sensory experiences, and its ability to reduce habitual or automatic reactions (Csikszentmihalyi and Csikszentmihalyi 1990; Brown and Ryan 2003; Deci and Ryan 1985; Kabat-Zinn 2015). Neuroscientists have also studied the effects of mindfulness on the brain (Tang, Holzel, and Posner 2015) with studies indicating that mindfulness helps increase brain activity responsible for reducing stress (Creswell et al. 2016) and regulate brain activity associated with emotional response (Teren et al. 2015). The cognitive and neuroscientific findings on mindfulness suggest it can improve mental health if consumers find effective means through which to practice it. How can we make these benefits of mindfulness more tractable for consumers' mental health?

To improve their mental health, consumers must learn how to identify their emotional reactions, what practices to use in these moments, and why and how these practices help. Our goal is to provide consumers with a deeper understanding of mindfulness and its practices by integrating applied neuroscience. Through our partnership with Founder and Executive Director of BeMindful (https://www.bemindful.us.org/), AnneMarie Rossi, we plan to test the efficacy of the applied neuroscience approach to mindfulness with a 6-week program that fuses the core benefits of mindfulness with the neuroscience behind why and how these benefits occur. We will apply a mixed methods evaluation research approach (Bazely 2016) to assessing program effectiveness.

We invite scholars at all levels, including PhD students and junior faculty, and with varying expertise to join our track.

Goals:

- Develop a program to instill healthy mental health habits that are bite-sized, approachable, and actionable for consumers
- Provide consumers with a deeper understanding of why and how mindfulness works to improve mental health by integrating applied neuroscience and mindfulness
- Provide consumers with a toolkit of practices to benefit mental health

Pre-Conference:

- Selected applicants 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 related topics.
- Literature review of relevant mindfulness, neuroscience, and consumer mental health research
- Zoom meeting to discuss literature and experiment plan, determine measures to assess efficacy such as, focused attention tests; response time; startle response (behavioral measures)
- We will test the 6-week program (https://www.bemindful.us.org/online-class.html) against a control condition and against a Mindfulness Based Stress Reduction course
    - PALOUSE Free 8-week Program (https://palousemindfulness.com/)
- Have virtual weekly check-ins with a moderator to further encourage participation and engagement. The moderator could be a trained RA.
- To assess longitudinal efficacy, we will measure the same behavioral responses immediately after the 6-week program and over time.
- All team members read through findings

<u>Conference Day 1:</u>

- Morning: Roundtable discussion of key findings
    - Identify key literature bases

  - Outline marketing and public policy implications
- Afternoon: Finalize morning discussion into a poster of key findings

Conference Day 2:
- Morning: Discuss TCR conference outcomes
  - Devise structure for academic article to be submitted to TCR-journal conference special issue
  - Discuss generative future research and potential subsequent projects
- Afternoon: Present outcomes

Post-Conference:
- Follow-up meetings as needed
- Team members write sections
- Co-chairs synthesize sections
- Submission to an academic journal

Track 2*

2.1 Supply Chain Management at the Consumer Interface: Wellbeing Opportunities & Challenges in the Last-Mile

Track Co-chairs:
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Track Participants:
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Vincent Castillo, The Ohio State University

Overview of Track Theme: Over the past several year, both the Covid-19 pandemic and social unrest relating to diversity and inclusion have highlighted not only the fragility of supply chains, but also their importance in delivering needed goods and services to consumers[3]. This is particularly demonstrated in the last-mile, which connects producers/retailers directly to the consumer through online ordering and delivery[4] With the growth of online retailing in recent years, and especially during the pandemic, the last mile is receiving increased attention by businesses given the costs as well as the potential impact on customer satisfaction through the last-mile. Success in the last-mile can result in increased sales, market share and customer satisfaction, as measured by on-time delivery and delivery quality among other metrics. The last-mile provides clear benefits to consumers as well, in terms of fast delivery, convenience, and even avoiding congested shopping environments (particularly important for vulnerable members of the community).

The firm/consumer interface is receiving increased attention within the supply chain management (SCM) field of late[5], yet most of the research continues to address issues of firm-centric performance related to efficiencies, cost-to-serve, and or firm-oriented measures of consumer experiences, such as on-time deliveries. Yet the pandemic and social issues in the U.S. highlight several overlooked aspects of the last-mile that address wellbeing outcomes of SCM activities. The aim of this track is to begin shifting the SCM dialog towards two specific aspects of the last-mile and its potential for wellbeing impact. First, we propose a conceptual article addressing the broader societal issues around access and inclusion – of both consumers and those who facilitate the last mile (drivers). The rapid shift to consumer online shopping during the pandemic highlighted the privilege of those able to stay home and order groceries using their credit card. But not all consumers have access to credit or the internet, nor do all consumers live in neighborhoods to which firms are willing to deliver. Rather than solely becoming a mechanism

* Please note that contents are based on original ideations and participant lists, concepts covered and/or participants may have changed between submission and conference conclusion.

[3] Mollenkopf, D.A., Ozanne, L.K. & Stolze, H.J. 2021. A Transformative Supply Chain Response to COVID-19, *Journal of Service Management*, 32(2), 190-202. Esper, T.L. 2020. Supply Chain Management Amid the Coronavirus Pandemic, *Journal of Public Policy & Marketing*, 40(1), 101-102.
[4] Esper, T.L., Jensen, T.D., Turnipseed, F.L. & Burton, S. 2003. The Last Mile: An Examination of Effects of Online Retail Delivery Strategies on Consumers, *Journal of Business Logistics*, 24(2), 177-203.
[5] Esper, T.L. & Peinkofer, S.T. 2017. Consumer-Based Supply Chain Management Performance Research: A Structured Literature Review, *Transportation Journal*, 56(4), 395-428. Esper, T.L.; Castillo, V.E.; Ren,K.; Sodero, A.; Wan, X.; Croxton, K.L.; Knemeyer, A.M.; DeNunzio, S.; Zinn, W.; & Goldsby, T.J. 2020. Everything Old is New Again: The Age of Consumer-Centric Supply Chain Management, *Journal of Business Logistics*, 41(4), 286-293.

to create further social divide, how can firms develop last-mile services to consumers that represent a more vulnerable segment of society? Additionally, as firms have ramped up their efforts to deliver products through the last-mile, attention has been drawn to worker conditions in distribution centers and drivers making deliveries. Yet research has not yet begun addressing worker wellbeing in this arena, with calls in the transformative services literature for more research in this area[6]. Second, we propose a deep-dive investigation into worker wellbeing with a specific focus on delivery drivers who facilitate the last-mile. This will start with a netnographic approach[7] using an online forum such as Reddit to better understand drivers' perceptions and experiences that can be used to shape business practices to enhanced driver wellbeing. Subsequently, a phenomenological study across global contexts (given the international access of the research team) is being considered to supplement the initial netnography findings, so as to provide a richer understanding of the worker experience. Note that this secondary phase to the deep-dive project will not happen before the 2023 conference, but is currently being envisioned as part of a longer-term effort.

This proposal brings together consumer and supply chain researchers – from senior to early career – with expertise in qualitative and quantitative methods. Additionally, this proposal is presented as a developmental approach for the supply chain team members who are instrumental in developing dialog within the SCM discipline on transformative supply chain research, through a special issue call for papers in a leading SCM journal[8]. Participation in the TCR dialogical conference will help them develop a similar approach within their own discipline, while also developing cross-disciplinary connecctions.

Organization: The group will focus on developing two journal articles during the duration of the project.

Pre conference: Commencing in July 2022, the cochairs will establish a Dropbox folder to share key readings in the areas of the SCM-consumer interface, last-mile research and press articles relating to driver wellbeing, as well as social equity issues for consumers struggling to avail themselves of last-mile services. A series of monthly online meetings via Zoom to discuss readings, paper planning and manuscript drafts will take place to develop one paper targeted at the journal call for papers emerging from the conference and a second paper to a top-tier journal such as *Journal of Supply Chain Management* or *Journal of Business Ethics*. Initial data collection and analysis of the data for the empirical paper will take place between December 2022 and May 2023.

Conference: During the conference, track members will work in two groups of three to develop each paper in day 1. At the end of day 1, each group will present their ideas. In day two, each group will work on the second paper and present their ideas. On the third day, all members will agree to the final abstract and outline for each paper, as well as a writing plan to journal submission.

Post conference: Write up of two articles and submission to the identified journals respectively by December 2023 (assumed date for the Call for Papers emanating from the TCR conference) and June 2024 respectively. Monthly meeting will also be conducted via Zoom.

[6] Anderson, L.; Ostrom, A.; Corus, C.; Fisk, R.P.; Gallan, A.S.; Giraldo, M.; Mende, M.; Mulder, M.; Rayburn, S.W.; Rosenbaum, M.S.; Shirahada, K.; & Williams, J.D. 2013. Transformative Service Research: An Agenda for the Future, *Journal of Business Research*, 66(8), 1203-1210.

[7] Castillo, V.E., Mollenkopf, D.A., Bell, J.E., & Esper, T.L. 2022. Designing Technology for On-Demand Delivery: The effect of Customer Tipping on Crowdsourced Driver Behavior and Last Mile Performance, *Journal of Operations Management*, doi: 10.1002/joom.1187.

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2.2 Wisdom Interventions for Social Media Well-Being

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Background

Social media has profoundly shaped the ways in which people communicate with each other, with organizations, and with society. Given this power, it also has substantial effects on individual, interpersonal, and societal well-being. As part of the 2021 TCR conference, Schneider et al. (2022) argued that social media has paradoxical effects on consumer well-being and highlighted three of these paradoxes. First, while social media can enhance consumer knowledge by opening avenues for peer-to-peer information exchange, it can also fuel the creation and spread of misinformation. Second, while social media can foster community, it can also lead to feelings of isolation through polarization and by the replacement of in-person contacts with virtual ones. Finally, social media can strengthen democracy by enabling broad civic engagement, but it can also threaten democracy by providing a platform for extremism, hate speech, and discriminatory agendas.

Given such paradoxes, consumers are likely to experience unmistakeable difficulty in making social media choices, managing their experiences, and achieving desired outcomes on social media that are consistently aligned with their needs, values, and the good of society in order to enhance and sustain well-being. Schneider et al. (2022) proposed wisdom as a concept and strategy by which consumers may successfully navigate social media paradoxes. For TCR 2023, we aim to extend this work by creating and empirically testing wisdom interventions in order to increase the likelihood that consumers engage with social media in ways that promote individual, interpersonal, and societal well-being.

Track Theme

Our primary goal for TCR 2023 is to create and empirically test wisdom interventions that will be simple, actionable, and easy to use by consumers, managers, and public policy-makers for the pro-active and uplifting use of social media. Further, we have undertaken initial discussions with non-academics to explore collaborative opportunities for developing and implementing impactful social media interventions based on our empirical findings.

Schneider et al. (2022) note that wisdom is closely linked to well-being and is "the morally-grounded application of metacognition to reasoning and problem solving" (Grossmann et al. 2020, p. 103). In alignment with this perspective, we envision two types of social media wisdom interventions: reflection-based interventions and education-based interventions. Reflection-based interventions will encourage consumers to introspect about their social media use and their well-being, and thereby facilitate self-awareness and ultimately wisdom. For instance, one intervention could ask consumers to journal for five minutes after logging off social media to explore their experience online and how it influenced their well-being. Such reflection and metacognitive perspectives are key components of a wise orientation and may encourage more wellness-facilitating uses of social media. Education-based interventions will expose consumers to the latest knowledge on what constitutes the wise use of social media. For example, one intervention could focus on teaching consumers how to judge expertise and trustworthiness of others online based on wisdom principles like emotional homeostasis and prudent reasoning. Such perspectives may increase the ability to evaluate the truth value of social media content, increase willingness to listen to diverse perspectives, or decrease the likelihood of spreading misinformation. We aim to develop and test several such interventions in order to identify those that could successfully promote individual, interpersonal, and societal well-being.

Team and Organization

Pre-Conference Activities (Already in progress)

In order to take an interdisciplinary and multi-method approach to exploring a problem space as rich and complex as social media, we have assembled a diverse team of researchers at various career stages who have theoretical and methodological expertise in a range of areas; members are experts in well-being, wisdom, affect, self-regulation, social media, and sustainability and use experimental, qualitative, and quantitative methodologies. Such diversity will allow us to examine a broad set of interventions and well-being outcomes in an effort to discover novel and actionable strategies that will enhance well-being. Our team is also very familiar with the TCR process, with six of the seven members having served as track chairs, lead authors on manuscripts in TCR special issues, and/or participants at past TCR conferences.

The team will begin to lay the foundation for our empirical work by expanding upon the social media paradox propositions detailed in Schneider et al. (2022) and by situating them in particularly impactful sociocultural contexts. We will design practical, wisdom-focused interventions and gather primary data through surveys and experiments to test the most promising interventions. We will also consult with industry partners for additional perspective in shaping actionable interventions, along with possible avenues for secondary data analysis.

Date	Activity
Jul – Aug 2022	Outline research questions, explore intervention opportunities, and seek out industry professionals as collaborators (in progress)
Aug 31, 2022	TCR notice of acceptance or rejection
Sep – Oct 2022	Literature review and research designs
Nov 2022 – Mar 2023	Research designs and data collection/analysis
Apr 2023	Improvements in research designs (for some studies)
May – Jun 2023	Data collections/analysis as needed

Conference Activities
The team will compile the findings and prioritize the most promising candidates for publication. We will utilize the conference time for an intensive writing workshop and will depart the conference with clear outlines for multiple publications and with roles and responsibilities assigned.

Post-Conference Activities
The team will continue with data collection, analysis, and writing for the key projects identified during the conference with the goal of finalizing multiple manuscripts for submission.

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2.3 Equity by Design: Envisioning an Inclusive and Adaptive Customer Journey

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We have to recognize that disablement is not merely the physical state of a small minority of people. It is the normal condition of humanity.
– Allan T. Sutherland (in Disabled we stand)

The disabled community is the largest minority group on the planet—and also the only minority group you can join at any time. You can be in a car accident and all of the sudden be in the same boat we're in.
– Josh Blue (comedian with cerebral palsy)

People are disabled by design, rather than their particular capabilities. However just as design can disable, it also can enable.
– Roger Coleman (in Inclusive Design: design for the whole population)

Consumers deserve to feel that market offerings from products to spaces to platforms are designed with them in mind, yet glaring examples of marketplace exclusion in the customer journey abound. Walkers must be retrofitted with tennis balls to prevent slipping, movie theaters do not accommodate wheelchairs, restaurants do not offer large print or Braille menus, and a host of products and services, such as entertainment, clothing, and beauty products are designed in such a way that people with disabilities are simply unable to use them (Baker 2006; Baker et al. 2007). In short, the marketplace is not designed for the 1 in 4 adults (26%) in the United States (CDC 2019) and 15% of the global population (World Health Organization 2021) who live with a disability. Disability can be permanent, temporary, or situational, making this consumer group that experiences constraints and challenges across the customer journey a large and ever-growing minority group, as noted above by Josh Blue, and a point particularly relevant given lingering effects of long COVID-19 which continue to be uncovered. Further, disability intersects with other important dimensions of identity, such as gender, race, age, and more. Developing a constraint-free marketplace inclusive of consumers with disabilities extends far beyond addressing small problems for a few people (Baker et al. 2002).

Inclusive design implies a design process that considers the needs and capabilities of a diverse range of users to facilitate the best possible match between a user and design object (Patrick and Hollenbeck 2021). From a product development point of view, inclusive design co-opts excluded users into the design process to create solutions that empower underserved consumers such as individuals with disabilities to improve the consumption experience for all. This track aims to expand the inclusive design concept to go beyond product development to ensure inclusion throughout the customer journey.

We seek to conceptualize the customer journey through the lens of inclusive design to extend prior perspectives on the path to purchase (Grewal, Levy and Kumar 2009; Hamilton and Price 2019; Lemon and Verhoef 2016; Hamilton et al. 2021) by explicitly integrating the important role of enablers (on-ramp facilitators) and disablers (off-ramp constraints) that come into play for consumers with disabilities. Specifically, we will focus on the disabled consumer's customer journey to develop a framework for applying an inclusive design lens to marketing concepts key to this journey. Some specific issues we aim to address are:

- Understand how the stages of the customer journey marginalize disabled consumers. Specifically, we aim to:
    - Understand and empathize with the experience of disabled consumers who have long endured wide-ranging experiences of stigma in their customer journeys (e.g., Harmeling et al. 2021), with the goal of encouraging marketplace solutions to enhance the quality of the consumer experience.
    - Work on a consumer journey overview able to identify different points of exclusion, where marginalized consumers are pushed out or prevented to opt in from the journey.
- Draw on the existing frameworks (e.g., DARE or Levels of Design; Patrick and Hollenbeck 2021) to understand exclusion from the disabled consumer perspective. To showcase how design exclusion and/or mismatch results in specific emotional responses that create offramps.
- Understand what design solutions minimize these exclusion points. In what way(s) can foundational marketing concepts and paradigms be updated and revised to consider the broad diversity of consumers' needs? How can inclusion-related constructs such as agency, dignity, empowerment, design affordances and design forgiveness help design more inclusive customer journeys?
- Study how disabled consumers' intersectional identities (Crenshaw 2017) modulate experiences of the customer journey. e.g., if a consumer becomes newly permanently, temporarily or situationally disabled, how might their journey differ as a function of their racial or gender identity? (Bennett et al. 2016)
- Understand how this broadened framework of inclusive customer journey expands marketers' opportunity for impact.
- Analyze ways through which can we inform public policy regarding the need for inclusive customer journeys that go beyond mere accessibility.

<u>Outcomes:</u> We envision these outputs will (a) establish Inclusive Customer Experience as a viable domain of research within consumer behavior and stimulate further research, (b) develop practical insights, robust methodologies, and helpful recommendations for approaching industry practice in an inclusive manner, and (c) establish our scholar group as a network that supports emerging scholars interested in inclusive customer experience and serve as a resource to other academics and industry.

Our Action Plan for TCR 2023:

1. BEFORE TCR:

a. Build on existing customer journey frameworks to develop a broad framework that captures the disabled consumer customer journey experience.
b. In keeping with the “nothing about us without us” philosophy, we will work with consumers with physical disabilities to develop a model of inclusive design.
c. Develop a paper outline.
d. Connect with related TCR track participants (e.g., mental health) to share insights and experience
e. Informally discuss framework with academic researcher and other stakeholders

2. DURING TCR:
    a. Further develop our framework
    b. Expand paper outline to paper preliminary draft
    c. Brainstorm empirical research ideas and develop specific hypotheses that build on our proposed framework
3. AFTER TCR:
    a. Write and submit paper
    b. Commit to empirical research applying framework

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2.4 Exploring Psychographic Drivers of one's Perceived Ethicality of Vaccine Mandates

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This track 2 explores psychographic drivers of one's perceived ethicality of vaccine mandates and how such perceptions are related to one's attitude toward vaccination. Both the behavioral component (e.g., get vaccinated, intent to convince others, get their own child vaccinated) and the cognitive component (belief in efficacy and safety of vaccine) of attitudes are explored. Additional moderators such as political orientation and cultural orientation (e.g., power distance, social value orientation and social desirability) are also included.

Preliminary analysis using survey data (N= 425) suggests there is a strong relationship between political orientation with perceived ethicality of mandates and attitude toward vaccination. Further, the effect of political orientation on perceived ethicality of mandates was found to vary by one's cultural orientation. The results suggest that for liberals, the higher one's power distance belief (i.e., accepting that a superordinate can have power over you), the lower the perceived ethicality of mandates. The effect for conservatives was opposite; the higher one's power distance belief, the greater the perceived ethicality of mandates. One key takeaway is that interventions that utilize or prompt power distance beliefs may affect liberals and conservatives differently. Based on our preliminary findings we seek to design an experiment that tests possible interventions.

Track Goals

The overarching objective of the track is to uncover drivers of one's perceived ethicality of vaccination and relationship with one's attitude toward vaccination. The results have implications for crafting public policy and communication strategies surrounding vaccination campaigns.

We expect this research to have several outcomes. First, we hope to identify drivers of perceived ethicality of vaccine mandates. Second, we will explore, using experimentation, interventions to improve one's perceived ethicality of mandates. Third, we hope to provide specific policy and firm guidelines to positively influence one's attitudes toward vaccination and ultimately improve social welfare. These three outcomes will be the foundation for a peer-reviewed publication in a top marketing journal.

Track Structure

We will continue to develop our theoretical framework and run additional studies that test our hypotheses as well as expand the scope of our project such that it has the potential to generalize our current findings to other contexts that have policy relevance.

Preconference

In our current study, we have measured power distance belief and political orientation, and have examined their interaction effect on Covid vaccine attitude. We found that high and low power distance beliefs have differing effects on attitude toward vaccination and vaccine mandates for political Liberals and Conservative. Although informative, these results will have higher practical value if they hold when the independent variable of interest is manipulated (rather than measured).

Tasks

We will be using a multi-prong approach to prepare for the conference. First, we will review relevant literature on vaccine hesitancy (Kahan et al., 2010; Lee et al., 2022) with respect to moral foundations (Chgan, 2021; Heine and Wolters 2021), conspiracy beliefs (Pivetti et al. 2021; Allington et al., 2021), trust (Peterson et al., 2019) and political ideology (Day et al., 2014; Featherstone, Bell and Ruiz 2019). Additionally we will be finalizing our analysis of our initial study that explores the relationship between ethicality of vaccine mandates and intent to vaccinate with political orientation and how these relationships vary by power distance belief, social value orientation, and social desirability.

In the next step, we plan to conduct additional studies where we 1) manipulate power distance belief by using manipulations that have been employed in the extant literature (e.g., Zhang, Winterich, Mittal 2010), 2) consider the source credibility (e.g., government, scientist, social media, news agencies) and its effect on vaccine hesitancy, 3) test communication messages efficacy and 4) consider other dependent variables where individuals are hesitant to taking action (e.g., climate change)

Timeline

October 2022 – May 2023

During the conference

Tasks

We will seek feedback on our research during the conference and explore ways that our results can have the highest impact for policymakers and practitioners. Specifically, we hope to receive feedback on two important areas:

1) How we can develop and design communications that rely on our findings to improve vaccination attitude among unvaccinated people.
2) If and how we can apply our findings to other pressing issues (such as climate change) that face various challenges due to the increasing political divide in American society (Iyengar et al. 2019).

Conference Day 1 – morning session: Discussion with panel of industry experts.

Conference Day 1 – afternoon session: publication structure and content discussion, review of empirical results; summarize policy and practice implications from morning discussion.

Conference Day 2: Agree on structure of first draft. Assign tasks to each group member. Create an anticipated timeline of project completion.

Timeline
June 18th – 23rd, 2023

Post-conference

Tasks

After the conference, we will complete the manuscript for an anticipated special issue related to TCR 2023
Timeline
July – December 2023

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2.5 Leveraging Marketing and Public Policy to Fight Misinformation

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Track Description

Though the sources of misinformation (or "fake news") may be varied, social sharing of it works to hasten its reach and spread, and in turn its impact. To this end, social media platforms like Facebook and Twitter continue to explore strategies to mitigate the spread of fake news. Research at the intersection of marketing and public policy has examined disclosures and warnings in a variety of contexts as one way to promote consumer and societal well-being (e.g., unhealthy food, Thompson, MacInnis, and Park 2005; tobacco, Andrews et al. 2014). Accordingly, there is a rich literature that might inform policy and consumer welfare related to interventions in this space.

Our track focuses on better understanding the ways in which marketing interventions may help reduce the spread of misinformation. We consider how marketing tools/approaches can impact consumer response to misinformation, as well as how contextual and consumer factors may interact with such marketing interventions to drive consumer responses. The influence of other consumer, firm, and policy interventions on these outcomes is also considered.

To further our knowledge, the members of the track have started to systematically review the literature spanning multiple disciplines to develop a comprehensive model on misinformation. Based on our review of the multidisciplinary literature, the team will conduct multiple experiments to understand which interventions are effective, and why.

Pre-Conference Organizing Plans:

- *Literature Review (June – November 2022):* Continue systematic review of the literature spanning across multiple disciplines. Develop a preliminary model with dimensions and characteristics of interventions. The goals are to (1) develop a comprehensive conceptual framework on curbing misinformation and (2) develop a list of testable propositions (to be tested in subsequent experiments).

- *IRB Application (August – September 2022):* Submit materials and revise as needed as new research questions emerge.

- *Data collection (tentative schedule January – June 2023):* Develop a plan for testing the effectiveness of interventions (generated from the literature review) and conduct multiple studies to examine the mechanisms.

During and after the TCR Conference:

- Review the data and results from the studies
- In light of the results and insights generated from the data, we will design follow up studies to develop a prescriptive framework as an antidote to the spread of misinformation.
- Finalize a detailed outline for a manuscript and develop a plan for additional data collection. The team plans to have a submission-ready draft of a manuscript within 12-16 weeks after the conference.

2.6 The Emancipatory Potential of Retailscapes: A Strategic Framework for Allyship with Stigmatized Consumers

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Retailers are increasingly inspired to align with various social movements. A rainbow flag, a Black Lives Matter sign, and a #Metoo banner might all be prominently displayed in a retail storefront to evoke solidarity. A dizzying array of demands exist for greater inclusivity—from improving physical access for people with mobility challenges and offering rooms for lactating parents, to creating gender neutral bathrooms and improving acoustics for baby boomers with hearing loss. But retailers have little guidance on how to manage and choose among these various and sometimes competing demands.

Retailing has long been implicated in the perpetuation of inequities (Crockett et al. 2003; D'Rozario and Williams 2005; Pittman 2020). Retail allyship, however, is an undertheorized domain with potential for inclusion and empowerment (Nappier Cherup and Maciel 2022). Allyship is "a strategic mechanism used by individuals to become collaborators, accomplices, and coconspirators who fight injustice and promote equity" for social advocacy (Melaku et al. 2020, 136). Many opportunities exist for retail allyship such as strategically aligning the physical store, layout, product assortment, and sales training to invite consumers who are stigmatized by gender (Argo and Dahl 2018), sexual identity, (Kates 2002), age (Barnhart and Penaloza 2013), race (Bone, Christensen, and Williams 2014; Crockett 2017), class (Crockett and Wallendorf 2004; Saatcioglu and Ozanne 2013a), and disability (Baker, Stephens, and Hill 2001), to name but a few. Moreover, opportunities and challenges exist for allying with consumers who experience stigma based on more than one characteristic or identity (Corus and Saatcioglu 2015; Gopaldas 2013). Although frameworks exist for managing customer experience in the retailing (Grewal et al. 2009), we do not fully understand how to manage the experience of stigmatized consumers, including those with multiple, overlapping marginalized identities.

For example, gay bars and clubs offer a retail space for some consumers to explore their gender identity safely (Kates 2002). But recent research suggests that performance venues not only allow the exploration of gender identity but can even foster confidence and empowerment beyond the retail setting (Venkatraman 2021). Moreover, consumers are not passive but may organize to demand recognition in retail settings (Nappier Cherup 2020). This suggests that retailers face not only opportunities but challenges in managing these efforts at inclusions. Strategic retailing decisions to decide what groups to ally with and how best to do so are costly, involve complex tradeoffs, and may alienate some consumers while forging stronger loyalty with others. Moreover, this appeal can be relatively superficial forms of virtue signaling, or it can involve a deep commitment that runs through all strategic decisions—either of which may elicit differing consumer reactions, from joy to suspicion (Vrendenburg et al. 2020).

The goal of the session is to draw on relevant theories, such as stigma theory (Goffman 1959, 1963), queer liberation (Goh 2018, Whittemore 2022), critical race theory (Poole et al. 2021), gender and feminist theory (Butler 1990, 1993; Maclaran 2015), and critical spatial theory (Maciel and Wallendorf 2021; Saatcioglu and Ozanne 2013b) to create a strategic framework to guide retailers in their allyship with stigmatized consumers. Through a qualitative exploration of existing allyship practices—successful and unsuccessful—we aim to provide retailers and academics with a framework that examines the tensions and tradeoffs embedded into designing and implementing retail allyship, highlighting potential strategies for future retail design.

2.7 Transformative Advertising Research: Addressing Social Inequalities in the Advertising Ecosystem

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This track proposal centers on advancing the Transformative Advertising Research (TAR) agenda conceptualized by Gurrieri, Zayer and Coleman (in press) through the illustration of three cases focused on gender, colorism and sexual health. TAR offers a framework focused on well-being outcomes for individuals, institutions, and society within the field of advertising. It brings together change agents, the work they do, and institutions to illuminate problems and offer solutions within the advertising and media ecosystems. The first case explores the use of AI virtual influencers in advertising and social media from a gender perspective. The second case examines colorism, a form of racial discrimination where lighter skin tones are privileged, in advertisements. The third case explores the complex activities related to sexual health advertising and how it can be a driver of transformative change. (Please see Appendix 1 for greater detail).

Pre-Conference Organizing Plans

The team consists of a combination of more senior scholars who have been involved in prior TCR tracks, as well as those new to the TCR community, including a newly minted Ph.D. as well as a second year doctoral student. The team assembled for this track will both work on their individual cases in smaller groups/partners on initial data collection and analysis, as well as meet with the larger group to discuss progress and ensure cohesion of the research.

Proposed Timeline:
September-December 2022: Meet in smaller groups on conceptualization of cases
December 2022: Larger group meeting for check in and paper outline
January-March 2023: Meet in smaller groups to create draft outlines for case writeup
March 2023: Larger group meeting to go over outlines and possible target journal
April-June 2023: Meet in smaller groups to write more robust outlines
June 2023: Come prepared to discuss cohesion of sections and contributions of paper
September 2023: Submit paper to journal

Post-Conference Write-up and Timeline

The team will develop a framing and structure for the manuscript at the conference based on debriefs of the three cases, as well as select a target journal for output. The team will also consider non-academic outlets for storytelling, such as the *Conversation*, or blogs which could increase visibility and impact of the work. Following the conference, the goal is to have a manuscript for submission by September 2023.

Appendix 1: Three Illustrative Cases

Gender Representations in Advertising and Media

Despite the advent of more gender progressive logics (Middleton & Turnbull, 2021) and gender equality initiatives (e.g. Unstereotype Alliance, #SeeHer, 3% movement) to address longstanding gender inequalities in the advertising industry (e.g. Eisend, 2019; Grau & Zotos, 2016; Gurrieri et al., 2016; Ward, 2016), gendered inequalities persist in both advertising practice (Zayer & Coleman, 2015) and the structure and culture of the industry (Gregory, 2009; Mallia & Windels, 2018). We examine the case of virtual influencers as one under-examined possibility of disruption to this problem. The ethics of virtual influencers has become a topic of recent attention among scholars and developers, with Meta having convened an ethics panel to develop ethical guidelines (Leaver and Berryman 2022).To ensure that gender representations are a part of these conversations and to advance the use of the TAR in examining complex marketing issues, we consider the capacities of AI generated influencers to challenge and/or reproduce gendered inequalities across the advertising system and promote well-being outcomes in turn.

Colorism in Advertising

Images embedded in market messaging reflect societal norms and values, often inclusive of racial discrimination. Colorism, a form of racial discrimination where lighter skin tones are privileged, is found in advertisements. Colorism is a global phenomenon. For example, Indian matrimonial advertisements in newspapers emphasize women's 'fair skin' to attract potential grooms (Mishra, 2015); Japanese men who seek arranged marriage prefer women with lighter skin (Yamashita, 2014); and Turkish and American customers receive differential service in marketplaces based on their complexion (Deniz, 2020). Market messaging now reflects a diversity that increasingly mirrors society (Arsel et al., 2022). Even as diversity is a common aspiration, such diversity may not yield the intended benefits through advertising. Prior research finds that Blacks and whites do not respond to representation in market messaging in the same manner (Meyers, 2011; Whittler & Spira, 2002; Williams et al., 1995), and that there is better responsiveness by Black consumers to Black representation in advertisements (Green, 1999). Yet such research ignores the impact of colorism—a macro phenomenon—on consumers or the brands that employ colorism. Thus, it is necessary, as Gurrieri and her colleagues (in press) note, to illustrate the ways in which cultural discourses perpetuate colorism through market messaging.

Sexual Health Advertising

There is a rich and complex history of advertising sexual health to LGBTQ+ communities, involving an equally complex web of institutional actors at the micro/meso and macro levels (Bettany, et al, 2022). More broadly, much advertising to LGBTQ+ has focused on white, affluent, educated, middle-class gay males (Cheah et al, 2020; Kates, 2002) the so-called "dream market" (Sender 2002; Nölke, 2018; Coombes & Singh, 2022). Furthermore, advertising research has focused primarily on heterosexual and non-heterosexual audience responses at the micro level (Eisend & Hermann, 2019) including topics such as the effects on heterosexual consumers of gay specific cues, the use of so-called gay window dressing techniques (Tsai, 2012) and the impact on LGBTQ+ audiences (Oakenfull & Greenlee, 2005). Advertising of sexual health services to this community have traditionally followed the dominant LGBTQ+ advertising models thus described, representing targets of sexual health advertising messages within these industry norms (Lee, 2007; Rowe & Bettany, 2014). In the contemporary sexual health advertising vista, due largely to macro and meso level drivers, there has been an increasing shift in outcomes desired from sexual health advertising away from the stereotypical representations, towards targeting of populations deemed to be most at risk (MARPS). MARPS are subsets and complex intersections of the broader population encompassing but not confined to the LGBTQ+ community. Despite the use of MARPS to focus sexual health provision, those identified to be at risk are often harder to reach, and the most vulnerable to the negative stigma effects of being explicitly targeted via sexual health advertising (Keene et al, 2021). Only by approaching this tricky representational problem via models encompassing all levels of activity (Gurrieri, Zayer & Coleman, in press) and understanding the complex activities within and between micro, macro and meso levels, can responsible sexual health advertising be crafted as a driver of transformative change.

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2.8 Digital Exchange Compromises: Consumers, Organizations & the Iron Triangle

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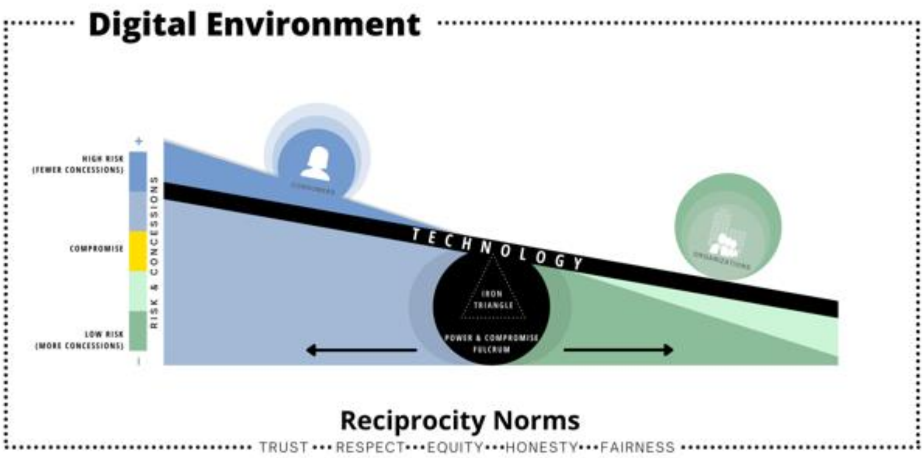
For TCR 2021 our Track 1.3 explored how societal well-being is challenged by the complexity and intangibility of the compromises inherent in digital exchanges (i.e. personal and aggregated risks). The result of this exploration in Track 1 was a conceptual paper published in the *Journal of Consumer Affairs* TCR special issue. We seek to extend this research and follow through with directions we suggested and the key stakeholders in digital exchange compromises in that paper. Specifically, we want to empirically explore factors that drive the current tensions that exist between consumers and organizations in digital exchanges. We propose to do this by determining how and why interest groups, lawmakers, and bureaucracy (also known as the *iron triangle*) seek to mediate these exchanges through policy and regulation. We utilize the digital exchange compromise framework (see Figure 1) as a lens for qualitative (in-depth interviews) and quantitative (survey) methodology to help guide survey and interview protocol development.

The TCR dialogical conference is fitting for this research topic and process. We believe that the more stakeholders engage in difficult conversations around these topics, creative solutions have the space to grow. A clear understanding of the compromises involved in technology-mediated marketplace exchanges means that informed choices are possible, creating a shared vision. Our research adds to this conversation and helps clarify this vision. Research objectives will address how consumers and organizations negotiate and make decisions regarding internal (with the self or stakeholders within an organization) and external (with other organizations, suppliers, competitors, etc.) compromises in the digital environment, as well as how these compromises affect consumer, organizational, and societal well-being. In addition, we will carefully consider the legislative protections required to maintain balance in the face of tensions surrounding information exchange (i.e. how legislative protections work, their un/intended consequences) across individuals, firms, interest groups, and society. Our initial plan is to focus on health-related compromises, but that may shift.

Figure 1.



Conference (pre/post) Organizing Plans & Timeline

Time Frame	Task
Project A: Survey of Digital Compromise Stakeholders	
October/November 2022	IRB & Survey Question Development
November 2022 - January 2023	Pilot survey
February 2023 - May 2023	Refine and distribute final survey
June 2023 - TCR Conference	Analyze data
July 2023 - October 2023	Draft empirical paper
November 2023	Manuscript submission (mixed methods, one submission)
Project B: In-depth Interviews of Digital Compromise Stakeholders	
October/November 2022	IRB & In-depth Interview Development
November 2022 - January 2023	Conduct in-depth interviews
February 2023 - May 2023	Analyze data
June 2023 - TCR Conference	Discussion of results and implications
July 2023 - October 2023	Draft empirical paper
November 2023	Manuscript submission (mixed methods, one submission)

2.9 The Effects of Dark Design on Children's Digital Well-Being

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Track Description:

The internet was originally designed by adults, for adults. As our online interactions have grown, this meant lower prioritization of the online safety and well-being of children. Yet the time that children spend with digital devices and with digitally-mediated activities- including apps and other online technology, substantially affects their mental, social, and physical well-being. Of specific interest in the proposed track is the effect on children's psychological well-being in a context where the user experience (UX) is intentionally deceptive: dark design. Dark design (also known as deceptive design; Colin et al., 2018 and dark patterns; Mathur et al., 2019) online is a concept introduced by UX practitioners in 2010 and includes "a user interface carefully crafted to trick users into doing things they might not otherwise do" (Brignull, 2022; page 1). With the increase in time spent online for social, educational, and professional activities, an improved understanding of the impacts of dark design correlate directly with increasing consumer well-being.

Examples of dark design with children online include forced ad viewing, unintentional in-app purchasing, and disclosures of personal identifiable information (PII). Most dark design is constructed with monetization as the primary goal, even in spaces without ecommerce design (e.g., free-to-play apps representing >95% of all mobile apps; Fitton et al. 2021). However, more recent dark design strategies are oriented around the collection of user information, including PII (e.g., app messages designed to counter Apple iOS privacy control settings).

Visual perception distortions of information shown to children online are coupled with increased online usage and exposure. Today, minors over the age of 8 spend an average of nearly 45 hours per week online (CPE, 2022) and most children aged 5 and under do not meet screen time guidelines suggested by the American Academy of Pediatrics, the World Health Organization, and other global pediatric societies (McArthur et al. 2022). Additionally, parents' supervisory role has been challenged with the introduction of mobile devices [e.g., smartphone (2000s) and tablets (2010)] that are more difficult to monitor. The pandemic has also fostered an evolved digital world that results in greater internet dependency (Ong et al., 2022) and many parents-having grown up without the internet, may struggle to keep up with technologies their children use (Livingstone et al., 2018).

Children's risks of harm online (specifically) and with technology (more generally) concern (A) content, (B) contact, (C) conduct, and (D) commerce (El Asam and Katz, 2018). Content includes risks related to text or image-based messages while contact risks results from online interactions. Conduct is user-related and refers to a child's behavior online while commerce risks result from commercial-related interactions. All categories of risk can be associated with dark design and illustrate unfavorable outcomes for the well-being of children and their families. As a result, the proposed track focuses on first identifying parents' awareness of a child's dark design exposure that results in sharented or child-provided information. We will also investigate the efficacy of marketplace [e.g., Google Play's 'Monetization and Ads' policy (Google Play, 2022)], regulatory [e.g., UK's Age-Appropriate Design Code (ICO 2022)] and legislative controls. Next, we will work with child advocacy groups (e.g., 5Rights) to construct and experimentally test interventions designed to help children's digital literacy, in the presence of dark design online and in-app tactics.
Our TCR track seeks to investigate dark design's influence:
(1) across mediums (e.g., apps, video games, social media platforms, websites)
(2) across age groups for children
(3) on parents' choice to share content about one's child online (sharenting), decision-making, and behaviors

Additionally, prior research on dark design is focused mostly on adult users in the context of human-computer interaction and not as a consumption problem that affects minors. Regulators are also interested in the effects of dark design for vulnerable consumer groups, including children and teens (FTC 2021). Research that leads to design, implementation and evaluation of effective interventions for dark design is urgently requested by the FTC and other government regulators around the world (p. 3). Additionally, the UNICEF Office of Research has suggested that while cross-sectional research on the (general) effects of digital technology on children has been helpful in initial theoretical development, evidence is more urgently needed to determine the singular and cumulative effects of digital tech across time (Kardefelt-Winther 2017). Such data collection will be useful in the promotion of public policy that is age- and context-specific (p. 25).

2.10 Growing Diversity and Inclusion-Engaged Marketing (DIEM) Research, Practice and Education for Consumer Well-Being in Multicultural Marketplaces

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Since the 2011 TCR conference in Waco, Texas, our 'Multicultural marketplaces' group of scholars has focused on advancing substantive issues pertaining to consumer well-being in today's multicultural marketplaces. Our group defines multicultural marketplace well-being as "a positive emotional, mental, physical and social state of being, experienced by culturally diverse market actors which results from meaningful, proactive engagements with one another" (Demangeot et al. 2019, p. 341). Our prior work (e.g., Kipnis et al. 2020; Demangeot et al. 2019) identifies diversity and inclusion engaged marketing (DIEM) as one of the key multicultural marketplace well-being levers, which is currently lacking in scope and reach. Further, we identify that advancement of DIEM faces several barriers. A recent project, enabled by our Track 2 work at the 2019 TCR conference in Tallahassee, Florida, established that marketing academia, education, and practice face similar hurdles in advancing DIEM within the marketing institution, while also identifying avenues for further development (Kipnis et al. 2021). To advance work on these avenues, our group now meets virtually every month; members of the team lead different projects, with the contribution of the entire group.

TCR conferences have been instrumental in enabling the work of this group to flourish and grow. TCR has enabled a rich collaboration of researchers with experience studying culturally diverse consumers and their well-being in multicultural marketplaces spread across geographies. During the last two conferences, TCR has also provided a platform to engage with new and early career researchers, a 'new generation' of scholars who continue to address a variety of multicultural marketplace well-being dimensions and broaden the scope and impact of the group's prior work.

Our track's proposal for TCR 2023 aims to continue our long-term program of work towards the vision of growing diversity and inclusion engaged marketing (DIEM) Research, Practice and Education for consumer well-being in multicultural marketplaces. The main goals for our track are as follows:

- To hold an annual general in person meeting of our group and keep steering our direction and foci

- To have a ‘writing retreat’ enabling significant advances on two of our ongoing research papers (Projects 1 and 3 in the Work outline on pages 6-7)
- To analyze data from our project on DIEM education (Project 2)
- To collaboratively establish the broad aims and data collection plan for the development of a DIEM audit tool (Project 4)
- To plan an engagement session with practitioners, which we will schedule in London immediately after the conference, to solicit their views on our education project findings and their inputs on our DIEM audit tool project
- To continue, in the process described above, to grow the generation of DIEM-focused scholars, providing concerted mentoring input to ‘new generation’ colleagues and support their growth.

The group’s ongoing program of work is shown at the bottom part of the table in Appendix 1. Appendix 2 presents a timeline of our pre-conference organizing plans.

Appendix 1: Our evolving group's program of work and pre-conference plans

Our group's long-term vision is to grow DIEM research, practice, and education for consumer well-being in multicultural marketplaces; our four long-term objectives are:

1) To develop research projects and outputs to further our understanding of how multicultural marketplaces and their actors impact consumer well-being
2) Through engagement with practitioners, to identify the main research needs and to develop tools enabling DIEM Practice
3) To identify the main needs at curricular and content design levels, to enhance the Education of future diversity and inclusion engaged marketers
4) To continue nurturing the development of new generations of scholars seeking to enhance multicultural marketplace well-being

	PAST WORK		
Date (Venue)	**Track name and type**	**Main Objectives**	**Main outputs**
TCR 2011 (Baylor)	Multicultural marketplaces (Track 1)	• Advance conceptual understanding of how consumer behavior is affected by cultural transformations facilitated by the convergence of multiple cultures in modern marketplaces.	Four publications: Broderick et al. (2011) – Journal of Research for Consumers Broderick et al. (2011) – Social Business Kipnis et al. (2013) – Journal of Business Research Demangeot et al. (2013) – Journal of Public Policy & Marketing
TCR 2013 (Lille)	Immigration, Culture and Ethnicity (Track 1)	• Address conceptual, methodological, and empirical issues in the field of acculturation research and multicultural markets at large	Two publications: Visconti et al. (2014) – Journal of Marketing Management Demangeot et al. (2015) – Marketing Theory
TCR 2015 (Villanova)	Stigma (Track 1)	• Explored social stigma at the intersection of marketplace and consumption experiences, developed a model to explain the role of marketing in attenuating stigma	One publication: Mirabito et al. (2016) – Journal of Public Policy & Marketing
TCR 2017 (Cornell)	Healing Multiculturalism: Challenges, Tensions and Opportunities (Track 2)	• Design a multi-country program of empirical research examining whether, how and what experiences in consumptionscapes affect identity threat cognitions;	One publication: Demangeot et al. (2019) – Journal of Business Research One working paper

		• Consolidate extant knowledge on practices of consumption that enable multicultural adaptiveness skills development and support bridging of cultural difference; • Identify pathways for maximizing the societal awareness and impact of our work through collaborative development of a program of outputs and actions following a relational engagement approach (Ozanne et al., 2017).	
TCR 2019 (Tallahassee)	Institutionalizing intercultural engagement in multicultural marketplaces: Developing advances in TCR-led marketing research, practice and education interventions with the new generation (Track 2)	• Develop an output (or series of outputs) addressing the 'How to…' in the following three areas: - How to… research multicultural marketplaces for transformative outcomes; - How to… design and implement effective marketing practice interventions for multicultural marketplace wellbeing; - 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. • Support the development and integration of a new generation of scholars within the TCR research community. • Through a series of knowledge co-creation workshops, embed key stakeholder perspectives as integral contributors in primer development and/or maximize pathways enhancing the primers' impact across the stakeholder networks.	One publication: Kipnis et al (2021) – Journal of Public Policy and Marketing One paper under preparation (data collection completed, analysis in progress) Target: Journal of Marketing

TCR pop up June 2020 (originally planned to take place in Paris, partly transferred online, partly postponed due to Covid-19 pandemic)	Advancing the Multicultural Inclusion, Diversity and Engagement Agenda for Multicultural Marketplace Well-being in Marketing Academia, Higher Education and Practice This conference was organized by the group, as we felt this was required to further progress of the project in the program of work.	• In co-creation with educators via workshop: - develop education and training materials by (1) planning the development of a public repository of teaching and practice resources and (2) identifying the steps and resources needed for the development of an app enabling the simulation of such phenomena as discrimination, perceived social exclusion, etc. - conceptually develop an audit of multiculturally-sensitive marketing, and associated measure(s), which could serve as managerial tools for practitioners. • Provide an ongoing support mechanism to the development of the track's early career researchers, by providing them with a 'doctoral consortium space' • Facilitate the production of papers that are currently being prepared by members of our group	Collective development of the positioning of a systematic literature review of the international marketing literature to inform diversity, equity and inclusion in the marketplace Target: Journal of Marketing Establishing the DIEM Network An initial set of curriculum elements and experiential learning objects for our planned public repository An initial set of possible formats and key constructs for our 'DIEM Audit' framework and tool
TCR 2021 (originally planned to take place in Virginia, held online)	Growing diversity and inclusion-engaged marketing (DIEM) Research, Practice and Education for consumer well-being in multicultural marketplaces (Track 2)	• Develop research projects and outputs in order to further our understanding of how multicultural marketplaces and their actors impact consumer wellbeing • Through engagement with practitioners, identify the main research needs and develop tools enabling diversity and inclusion-engaged marketing (DIEM) Practice • Identify the main needs at curricular and content design levels, to enhance the Education of future diversity and inclusion-engaged marketers • Nurture the development of a new generation of scholars	One paper in review process, contextualizing racism and discrimination in the multicultural marketplace Completion of systematic literature review analysis Target: Journal of Marketing One paper under preparation (data collection completed, analysis in progress) Target: Academy of Management, Learning, and Education Journal

			Obtained two grants (Association of Consumer Research, Economic and Social Research Council) to support the development of the DIEM website Completion of the baseline version of the DIEM website. The website has now been developed and will be officially launched in 2022.
	ONGOING WORK		
Date (venue)	**Track name and type**	**Main Objectives**	**Intended outputs**
TCR-AMA 2022 (August) Impact Festival	Leveraging diversity for innovative outcomes (submission accepted for presentation)	• To showcase the collaborative approach of our track in leveraging diversity from a multitude of perspectives and highlight the broad impact of our research, within and outside academia. • To discuss the process and challenges of leveraging a large global and diverse research team efficiently, effectively and impactfully.	Attending the TCR-AMA Impact Festival will enable us to share and to discuss our team's learnings on leveraging diversity for innovative and pragmatic outcomes with a broad academic audience. As a result, we hope to learn from our colleagues' feedback and experiences and further expand the impact of our work.
Proposed program for TCR 2023, Royal Holloway, University of London	Growing diversity and inclusion-engaged marketing (DIEM) Research, Practice and Education for consumer well-being in multicultural marketplaces (Track 2)	• Via a 'writing retreat', make significant advances on our ongoing projects (systematic literature review, embedding DIEM in the marketing curriculum contextualization of racism and discrimination in the marketplace), depending on review process availabilities and priorities • Collaboratively establish the broad aims and data collection plan for the development of our DIEM audit tool • Continue to provide focused mentoring input to 'new generation' colleagues and support their growth	Three publications on: - Systematic literature review of international marketing literature to inform diversity, equity and inclusion in the marketplace; target: Journal of Marketing - Contextualization of racism and discrimination in the marketplace - Embedding DIEM in the marketing curriculum

		• Prepare an engagement/co-creation session with practitioners (scheduled immediately after the conference) • Hold a face-to-face 'annual general meeting' of our group, to keep steering our direction and foci during day of conference registration (18 June) • Analyze data from project on DIEM education	An outline of the data collection plan for the development of a DIEM audit tool Extension of the DIEM network as a result of the engagement session with marketing practitioners

Appendix 2: Work Outline and Outputs Plan for the track at TCR2023

Explanatory notes:

1) *We realize our vision is ambitious, but would like to emphasize that TCR 2023 is part of an ongoing journey that members of our group have embarked on since 2011, which is also being facilitated by monthly group meetings, regular engagement in sub-tracks, online workshops, etc.*

2) The group is planning to add three additional days (one day prior to the conference, i.e., the day normally earmarked for the arrival of delegates; and two days post-conference), to maximize the efficiency of our time together. Based on prior conferences, we hope it would be possible for us to use the hosting university's premises for part of this work. Specifically, we are looking at Sunday, June 18th from 9.00 to 16.00 and Wednesday, June 21st from 9.00 -15.00; for both days we would require a room to accommodate 10 people. Should this not be possible at the conference venue, we are willing to self-organize to work at alternative venues.

3) Some of the outputs of our on-going projects will be under review when the conference takes place. We will adapt the tasks we undertake at the conference to the priorities of each project.

4) Our proposed arrangement assumes that it would be possible for the track to have access to two rooms on Day 1, so that it can carry out work in parallel in two sub-groups. Should this not be possible, track co-chairs will adapt the plan of work.

Task	**Action from**	**Timeline/*Location***
Pre-conference		
Our group holds monthly virtual meetings to monitor progress on different on-going projects. Subgroups also meet regularly to work on tasks related to these projects. The group meeting planned for May 2023 will be dedicated to preparations for the conference.	All group members	Monthly, ongoing *Online*
Conference		
Annual general in person meeting of our group, to discuss our direction and foci Discuss Project 1 - Systematic Literature Review: the task that we will focus on will be determined depending on the project status (we estimate that a paper associated with this project will be under review at the time of the conference)	All group members contribute	Day 1 (Sunday, June 18) – morning *Conference venue*
Project 2 - DIEM Education Session 1: working on data analysis in two subgroups	Track chairs and project lead facilitate All group members contribute	Day 1 (Sunday, June 18) – afternoon *Conference venue*
Project 2 - DIEM Education Session 2: planning data interpretation and next steps	Track chairs and project lead facilitate All group members contribute	Day 2 (Monday, June 19) – morning *Conference venue*

Project 3 - Contextualization of racism and discrimination in the marketplace: re-positioning and plans for publication	Track chairs and project lead facilitate All group members contribute	Day 2 (Monday, June 19) – afternoon *Conference venue*
Project 4 - DIEM Audit Tool: discuss the broad aims and plan data collection	Track chairs and project lead facilitate All group members contribute	Day 3 (Tuesday, June 20) – morning *Conference venue*
Prepare the engagement/co-creation session with practitioners that will be organized immediately after the conference	All group members contribute	Extra Day 1 (Wednesday, June 21) *London academic venue or conference venue (our group is working on securing location)*
Engagement/co-creation session with practitioners organized in London at the University of Westminster or at Queen Mary University of London (the exact location will be decided before the conference)	All group members contribute Invited practitioners to take part and contribute	Extra day 2 (Thursday, June 22) – morning *London academic venue (our group is working on securing location)*
Debriefing after the engagement/co-creation session	All group members contribute	Extra day 2 (Thursday, June 22) – afternoon *London academic venue (our group is working on securing location)*
Wrap up and departures	All group members	Thursday, June 22 evening or Friday, June 23 *London academic venue (our group is working on securing location)*
Post-conference		
Continue to work on Project 1 - Systematic Literature Review	Track chairs and project lead facilitate All group members contribute	On-going, depending on status in the review process
Finalize and submit for publication an output associated with Project 2 - DIEM Education	Track chairs and project lead facilitate	As per the plan developed at the conference

	All group members contribute	
Finalize and submit for publication an output associated with Project 3 - Contextualization of racism and discrimination in the marketplace	Track chairs and project lead facilitate All group members contribute	As per the plan developed at the conference
Finalize the DIEM audit framework/tool - Project 4	All group members contribute	As per the plan developed at the conference

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2.11 Citizen-Consumers as Anti-Poverty Agents

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Track Description:

According to economic indicators, populations living in extreme poverty account for approximately 10% of the world population (World Bank 2018). For the purposes of most anti-poverty programs, poverty is defined in terms of individuals or households earning less than a specified income threshold for survival (United Nations 2022). For example, in the United States, the federal poverty level (FPL) is set at a point representing the annual gross income an average household requires to afford the basic consumption necessary for survival (Hauver, Goodman and Grainer 1981). According to recent data, roughly 13% of US households (approximately 16 million) are living at or below the FPL of $25,100 (United Way 2020).

However, using economic indicators to determine levels of poverty is problematic in that these indicators may underestimate the costs of affording basic needs for much of the population. For example, recognizing that the FPL does not reflect those whose income falls short of a living wage, the United Way defines consumers whose income is above the FPL but who do not earn a living wage as Asset Limited, Income Constrained, Employed (ALICE) (Bureau of Labor Statistics 2018). This group, commonly referred to as “the working poor,” make up approximately 35 million US households (29%) (United Way 2020). Combined, these groups who live in precarious circumstances make up approximately 42% of the US population.

Definitions of poverty that are purely income-based, without considering the myriad of causes and contexts involved are treating symptoms of poverty rather than addressing sources of the disease. As an alternative to economic indicators, theories of poverty afford alternative perspectives by considering poverty’s root causes, and also how they might be addressed at the local community level (Bradshaw 2007). For example, theories that focus on the individual level view poverty stemming from individual choices, disabilities, or incompetence. To address these issues at the community level, solutions involve narrow programmatic approaches akin to the spiritual-therapeutic model (Moisio and Beruchashvili, 2010), in which individuals are the sole source of the issue and must rely on programs to save them from their own deficiencies. Alternatively, theories that focus on cultural causes of poverty focus on advantages and disadvantages linked with subcultural values that run contrary to normative values of success in the broader community. To address these issues at the community level, solutions draw on forms of governmentality (Veresiu 2020), by asserting a dominant normative approach of acculturation on an impoverished group to alleviate their impoverished conditions. The challenge with these and other dominant theories of poverty is that they, "…do not fully explore the relation between individuals and their community in the process of placing people in poverty, keeping them there, and potentially getting them out," (Bradshaw 2007, 22).

In this project, we will explore an anti-poverty program that addresses cumulative and cyclical poverty through integrated individual and community level interventions (Bradshaw 2007). The program is run by a Community Action Agency in a small city in the southeastern United States, but is implemented by local community organizations internationally. The two-part program, Getting Ahead in a Just Getting' By World and Staying Ahead addresses individual-level issues through a class that teaches individual participants how to identify and create opportunities for personal growth and advancement, as well as to assess and address community-level influences based upon education, race, gender, as well as social and family structures. Upon completion of the class, participants begin a longer-term mentorship program through active engagement as citizen-consumers (Coskuner-Balli 2020) in the community, interacting with many other stakeholders, including the program mentors, employers, local organization members, community groups, etc. We hope to understand how Staying Ahead participants become agents of change in their local communities, and how the community experiences change as a result.

In this research, we focus on following the Staying Ahead participants as they apply the concepts and skills from Getting Ahead in developing connections with other community stakeholders. We are motivated by an interest in how Getting Ahead graduates move from changing themselves to changing their environments and contribute to breaking generational cycles of poverty. We have built a TCR team to study this approach to poverty eradication. Our TCR team has a deep interest in community and social change, and significant experience in studying the ways in which vulnerable and marginalized individuals and groups can pursue positive social transformation. We will conduct in-depth interviews with participants, program mentors, employers, local organization members, community groups, and other key stakeholders in the program to assess individual and community level factors. Our goal is to understand the process through which 1) Staying Ahead participants become entrepreneurial agents of change in their local communities, and 2) how the resultant changes impact the community and how community members experience this change. This project will result in theoretical and practical insights into how individuals and groups address community level poverty (e.g. contributing to knowledge of institutional entrepreneurship and social movements), as well as how social programs can address issues of consumer well-being through bottom-up, community-level initiatives.

Project Timeline

Timeframe	Actions
July 2022	Internal Review Board Approval Process
August 2022-May 2023	Depth Interviews with Staying Ahead Participants
September-December 2023	Participant Observation in Getting Ahead Program
January-May 2023	Depth Interviews with Facilitators, Mentors, Community Partners, Senior Leaders Social Service Organizations, Local and State Government
January-May 2023	Collect Electronic Diary Data from Staying Ahead Participants
January-May 2023	Acquire Archival Data on Getting/Staying Ahead programs from multiple jurisdictions

January, March, May 2023	Research Team Meetings
June 2023	Attend TCR Dialogical Conference
June, July, August 2023	Write manuscript
September 2023	Submit manuscript to academic journal

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2.12 The New World of Philanthropy: How Changing Financial Behavior, Public Policies, and COVID-19 Affect Nonprofit Fundraising and Marketing

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Track Description:

The goals of our Track 1 efforts were to develop the framework that identified how changing financial behavior, public policies, and the global pandemic are affecting the nonprofit sector's fundraising efforts, and to identify at least three research projects. We were successful in conceptual development of the framework, which was published in the *Journal of Consumer Affairs* TCR special issue, as well as creating three research projects based on the framework. Those are:

1. **Donor Behavior in the New World of Fundraising –** While most research studies have considered donation intention as a measure of actual behavior, there have been few attempts to integrate the disparate findings into a cohesive framework to understand the factors affecting charity giving and present a comparative analysis of the developed and developing world. The purpose of this research is to create and test a comprehensive structural model of factors affecting individual donor behavior using a two-wave experiment design to measure the intention-behavior gap between developed and developing countries. A first study will capture intention data with all correlate variables, while a second study will collect only behavioral data. Comparisons will be made between giving in the United States and India, representing both developed and developing world, respectively.

2. **The Effects of Environmental Factors and Public Policy on Fundraising** – This project examines the broad effects of public policy on fundraising. Specifically, how does the national environment (i.e., Global North vs. South), the type of government (Democratic, Socialist, Republic, Monarchy, etc.) and legal constraints impact the source (Government, Companies, Donors), destination (i.e., the recipients and nonprofit organizations) and benefits received (monetary vs. non-monetary). The moderating role of government

(whether serving as an enabler, donor, or controller) and the type of environmental shock (economic, social or natural) and magnitude (surprise, severity and duration) are also considered. A framework will be developed around the governmental role (enabler, donor, control) and types and magnitude of environmental shock as moderator. The research will also include the special case of COVID and examine policy actions implemented. Proposals for policy actions will be recommended.

3. **Fundraising during the Pandemic: Building Capacity and Resilience –** The goal of this project is to understand how nonprofit organizations build capacity and resilience, both organizational and personal resilience, through the pandemic-mandated shutdowns and beyond. Researchers will conduct structured interviews with nonprofit leaders to understand different strategies and offer a roadmap for nonprofit organizations based on participants' success at implementing changes. Specifically, we will look at NPOs in multiple sectors to increase generalizability and offer guidance to more organizations. Comparisons will be made between organizations with healthcare-related missions and those that operate outside of the sector attempting to manage the pandemic. Other comparisons may be made between different types of nonprofit organizations based on government designations. Interviews will be coded using a grounded approach and intercoder reliability will be used to establish internal validity.

Tentative Timeline

Pre-Conference Activities

- Assignments will be made for elements of the papers
- Data collection instruments – surveys, structured interviews, etc. – will be developed. All necessary IRB approvals will be acquired. Data will be collected.

During-Conference Activities

- Members will synthesize the data collected during pre-conference activities.
- Timelines will be created for completing paper submissions to identified journals.

Post-Conference Activities

- The team will write, revise, and edit the papers before submitting to selected journals.

Timeline detail - Donor Behavior in the New World of Fundraising Theme

While most research studies have included donation intention as a measure of actual action, there have been few attempts to integrate divergent findings into a coherent framework and compare the developed and developing worlds. This study aims to develop and evaluate a complete structural model of the determinants influencing individual donor behaviour using a two-wave experiment design to measure the intention-behaviour gap. The first research will collect intention data with all correlating variables, while the second study will solely collect behavioral data. Comparisons will be made between charitable giving in the United States and India, representing developed and developing worlds.

Project Time Line

Research Stages	Oct' 22	Nov' 22	Dec' 22	Jan' 23	Feb' 23	Mar' 23	Apr' 23	May' 23	June' 23	July' 23	Aug' 23	Sep' 23	Oct' 23
1. Literature Review *(focus on three sets of literature - Intention-behavior gap explanation, Intention-Behavior studies in the context of charity-giving and Experimental Studies in charity-giving. We shall explore the literature of the last 20 years to build our understanding and identify the research gaps*													
2. Research Framework and Hypotheses Formulation													
3. Design of Experiment													
4. Design of Instrument													
5. IRB Approvals													
6. Data Collection													
7. Data Analysis													
8. Discussion at TCR 2023													
9. Manuscript Preparation													
10. Manuscript Submission													

2.13 Consumers with Disability: Toward a Renewal of Theoretical and Methodological Approaches

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Overview of Track Theme

Disability affects more than 15% of the world's population (WHO 2011) with over one billion people currently living with some form of disability (WHO 2022). Almost everyone will experience disability, whether temporarily or more permanent, within their lifetime (WHO 2022). Despite groundbreaking policies (e.g., Americans with Disabilities Act, UK Disability Discrimination Act) consumers with disability continue to experience barriers and disparities (UK Equality and Human Rights Commission 2017; WHO 2022).

Given the scale and impact of disability, a wide variety of multidisciplinary work has arisen that is collectively grouped in the field of "disability studies" (Winance 2016). From these critical and eclectic publications, strong theoretical contributions have emerged that enable researchers and practitioners to define disability, identify its components, delimit its contours, and apprehend the ideological components that underlie the experience that results from it. Marketing research has gradually taken up the subject of disability in consumer society, particularly since the mid-1990s. However, much of the literature remains focused on how the marketing environment can be improved and made more accessible (e.g. Kaufman-Scarborough and Baker 2005) or the contribution of existing legislative frameworks to the experience of consumers with disability. In such context, existing work often draws on the social model of disability, which views disability primarily as the result of maladjustments in society and existing infrastructures (Oliver 1996).

The emphasis on the social model of disability, while insightful is also limited. The model's prevalent use is likely explained by the managerial aim of marketing and modifying existing environments. This is surely seen as a lever for action to improve people's daily lives. In this TCR track we hope to move beyond the social model of disability and extend the reflection carried out by the past researchers.

Track Goals

Our TCR track specifically aims to:

1) Synthesize existing marketing literature dedicated to consumers with disabilities, identify theoretical gaps and managerial opportunities, and formulate a research agenda based on the findings. A critique and extension of the social model with specific emphasis on cultural and ideological aspects (e.g., ableism/crip perspectives, normalcy) as well as on its translation into organizations' marketing practices seem promising research avenues for the field.

2) Extend the methodological toolbox for addressing disability in marketing and consumer research. The difficulties encountered by researchers in the preparation of empirical work (e.g., sampling), in the data collection process (e.g., managing respondents' pain, facilitating interaction), and in the data analysis (e.g., working on data produced by people with limited verbal skills) have received little attention. A deep reflection on new protocols and methodological devices (e.g., auto-ethnography, participative approaches, projective techniques, yet undeveloped methods) seem fundamental for future research.

3) Highlight and question the valorization of the results produced and their dissemination, not only to organizations but also to public policies, non-profit institutions, etc. (e.g. valorization of the findings in the associative environment and NGOs, connections between the research produced and university teaching, implementations of doctoral seminars, birth and growth of a structured research network dedicated to research on consumers with disability).

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2.14 From Accountability to Commitment: The Role of Virtual Others in Motivating Women to Adopt and Attain Health Goals

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Overview of Track Theme: Statement of the Problem, its Importance, and Preliminary Theoretical Model

Seven of the ten most common chronic diseases among U.S. adults are favorably influenced by regular physical activity; yet nearly 80 percent of adults are not meeting the key guidelines for both aerobic and muscle-strengthening activity, while only about half meet the key guidelines for aerobic physical activity (CDC 2022). Numerous studies demonstrate that women are more physically inactive than men. For example, according to WHO's 2018 Physical Activity report, 32% of women did not meet global recommendations of at least 150 minutes of moderate-intensity, or 75 minutes vigorous-intensity physical activity per week compared to 23% of men. In high-income countries, 35% of women and 26% of men were insufficiently physically active (in low-income countries 24% of women and 12% of men). The gender gap in physical activity begins at adolescence and does not seem to have improved with recent generations (Thapa et al. 2022). This lack of physical activity is linked to approximately $117 billion in annual health care costs and about 10 percent of premature mortality (CDC 2022).

Increased physical activity is an example of a goal that women might pursue to improve their health capital (Grossman 2000). With goal pursuit, social support plays an important role but this role can be complicated. On the one hand, social support provides instrumental and emotional resources (e.g., relationship support and satisfaction [Hoffman, Finkel & Fitzsimos 2015]) that promote successful goal focus. On the other hand, receiving support can be counterproductive (e.g., the tendency of instrumental support from parents to increase test anxiety in their children [Song et al. 2015]). The relationship between social support and goal pursuit has mostly been studied within existing relationships, and typically with offline interactions (Strand, Eng & Gammon 2020). Research has demonstrated that goal setting, pursuit, and achievement are deeply embedded within these relationships (Feeney & Collins 2015; McMillan & Milyavskaya 2022).

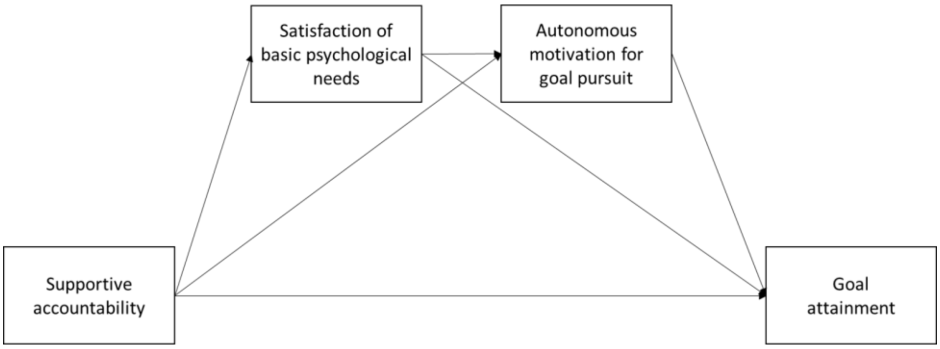
Accelerated by the pandemic, there has been an increasing number of online support communities covering a wide range of topics or goals (e.g., fitness, nutrition, mental health, physical health, parenting, career development). In some instances, these online support communities are emerging from established offline communities (e.g., Weight Watchers, Planet

Fitness, Tech Ladies). In other instances, the online support community has no offline presence (e.g., Commit30, Noom). While there is abundant research on such online support groups or virtual others, most of the work on goal pursuit focuses on the role of social information and comparison inherent in these platforms (Huang 2018). The common theme underlying this body of research is on "simply being aware that one's own individual goal was also being separately pursued by similar others results in more goal-congruent behavior" (Shteynberg & Galinsky 2011, p. 1291). With the millions of consumers turning to online support communities and the expanded topic coverage of the set of online support communities available, it is increasingly important to understand how these communities impact consumer goal pursuit and attainment. Yet knowledge is limited.

The goal of our track is to explore the barriers women face to increased physical activity and the potential for online communities to help women overcome those barriers. Studies suggest that these barriers may include insufficient prioritization, lack of knowledge or familiarity, anticipated lack of enjoyment, self-consciousness about body size, shape, and physical activity ability, and urinary incontinence (Moreno & Johnston 2014). In the presence of low motivation for exercising, the woman might believe that educational, career, and family obligations leave little time and energy for physical activity. Previous lack of physical activity and/or current health conditions might leave the woman feeling they lack the fitness or skill to start a new activity. Some women begin exercise routines because they seek to meet perceived external standard of beauty or feel that others expect them to exercise, only to abandon the activity (Teixiera et al. 2012).

Following from Self-Determination Theory (SDT), we argue that these communities are successful when they satisfy the individual's basic psychological needs (i.e., competence, autonomy, and relatedness) and facilitate a shift from controlled to autonomous motivation (Ryan and Deci 2000). Accordingly, "[t]he need for competence is fulfilled by the experience that one can effectively bring about desired effects and outcomes, the need for autonomy involves perceiving that one's activities are endorsed by or congruent with the self, and the need for relatedness pertains to feeling that one is close and connected to significant others" (Reis et al. 2000, p. 420) *Controlled motivation* exists when the behavior is driven by forces external to the individual. *Autonomous motivation* exists when the behavior becomes part of the individual's sense of self (Warmath, Winterstein and Myrden 2021). In our view, the satisfaction of basic psychological needs and the shift to autonomous motivation represent interim outcomes of online support communities that are produced by supportive accountability (Chhabria et al. 2020). Supportive accountability sustains choices and behaviors required for goal attainment (Boven, Schillemans, & Hart 2008) until they are internalized by the individual through the shift to autonomous motivation (Huang et al. 2015). Through these interim outcomes, online supportive accountability mechanisms can be influential in consumers' goal setting and follow-through. In this regard, the online support community operates as a behavioral intervention technology to assist consumers in pursuit of desired goals. Figure 1 contains our conceptual model.

Figure 1. Conceptual model



A preliminary study was conducted with ZETA, the brand name for the fitness influencer, Zeynep Tamyuksel (Instagram page: https://www.instagram.com/zeyneptamyuksel/?hl=en). Surveys were completed by 293 female participants from this community. The study piloted measures of supportive accountability (Chhabria et al. 2020) and Basic Psychological Needs in Exercise Scale (Vlachopoulos & Michailidou 2006). We found that the sense of supportive accountability these women experienced in this online community was related to satisfaction of their relatedness ($B = .370$, $p < .001$), competence ($B = .115$, $p = .002$), and autonomy ($B = .134$, $p < .001$) goals. In the main study that will be conducted prior to TCR, we are expanding these preliminary findings to examine the full model. We are partnering with Jenny Newcomer who is the founder of Commit30, an organization that promotes goal setting and pursuit through an online community of more than 15,000 active participants and interactive goal-focused planners addressing many areas of life including fitness and health.

Track Goals

The goals of this track are to complete the analysis and interpretation of our main study data and to prepare the manuscript for submission.

Organization of Pre, During, and Post Conference Activities

<u>Preconference:</u>

Literature review: The team will complete their review of existing literature on women's health and fitness, self determination theory, physical activity commitment, social accountability, and related topics.

Data collection and analysis: We will implement our main study to include an online survey to support analysis of the conceptual model as well as social listening and web scraping to gather passive conversations related to membership in online communities. We will clean and prepare data and conduct exploratory data analysis and modeling.

Team meetings: To review findings in the literature review and exploratory data analysis as well as set final intentions for the conference. In addition to our academic team, Jenny Newcomer, founder of Commit30, is joining the project as a practitioner. She will be involved in our project before, during, and after the conference. Commit30 is an organic online goal-getter community with 15,000 members, predominantly women.

During the conference:

Final analysis: Review the results of the main study and conduct any other analysis suggested

Writing: Work together to write up findings from the analysis

Wrap-up and task assignment: Assign tasks to each team member to fulfill after the conference to finalize the manuscript resulting from this project.

Post-conference:

Final preparation of manuscript: The team plans to compose a submission-ready draft of a manuscript for the special issue related to this conference.

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2.15 Harnessing the Power of Strategic Philanthropy to Create Social Impact

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How do individuals and organizations maximize the impact of their philanthropic investments in community and social causes? Stannard-Stockton (2011) outlined three approaches to philanthropy: charitable giving, philanthropic investment, and strategic philanthropy. On a continuum, these approaches move toward a more collaborative relationship between funders and nonprofits as they work together to solve the world's most pressing social problems. While the intent of this collaborative approach is to increase the impact of the philanthropic resources invested, it also brings the potential for differences between funders and nonprofits to disrupt local ideas about how to create positive social impact. To address this challenge, Nardini et al., (2022) advise "funding entities must adapt to a new paradigm for scaling social impact … reinvent funding models to generate programs and ideas that scale social impact on a local level within communities and on a broader level between and among communities."

Applying a T-shaped model for scaling social impact requires investment in community organizations with "flexibility in identifying the people and organizations that pioneer social impact programs and incentives for experimentation, collaboration, and knowledge sharing" (Nardini et al., 2022). However, this advice may conflict if strategic philanthropic investors want to exert greater direction over the path to creating change or if funders' ideas for how to enact change differs from local nonprofit leaders. This research will explore these issues from the perspective of the philanthropic investor to outline a path to increasing social impact.

The Philanthropy Workshop (TPW) is on a mission to, "Accelerate social impact by mobilizing a global community of strategic investors united by their commitment to unlocking resources, lifelong learning, collaboration, and entrepreneurial approaches." Through applied education and community collaboration, TPW is working to empower "forward-thinking philanthropists" to create strategic and innovative change. We plan to partner with TPW on this research.

The T-shaped model for scaling social impact pioneered by Nardini et al. (2022) was developed using a relational engagement approach which involved conducting research, primarily depth interviews, with senior leaders at Social Impact Organizations (SIOs). In this TCR 2023 Track 2 proposal, we take the T-shaped model for scaling social impact directly to funders interested in strategic social investing with the goal of refining the model so that it works for both funders and nonprofits trying to tackle social issues: SIOs as well as the individuals, organizations, and foundations who want to invest in social change. Our goal is to develop a refined conceptual model, identify a public policy and research agenda, and outline promising practices for scaling social change with the help of social investing partnerships.

Timeline and Activity Plan for TCR 2023:

June 2022	Form team, gather materials for TCR proposal (CVs, commitment letters)
July 2022	Refine proposal as a team, **Proposal DUE July 31, 2022**
October 2022	Prework: Organizing, shared resource drive/structure, team kick-off
November 2022	Literature gathering, iterative team discussions, IRB for data collection
December 2022	Workshop/Focus Group/Interview preparations (Plan, Schedule, Recruit)
January 2023	Workshop/Focus Groups/Interviews with TPW Members
February 2023	Workshop/Focus Groups/Interviews plus team discussions
March 2023	Literature expansion, iterative team discussions
April 2023	Conceptualizing, iterative team discussions
May 2023	Pre-conference writing in teams, (background literature, methods)
June 2023	**TCR June 18-20, 2023, Royal Holloway, London (Develop Big ideas)**
July 2023	Writing in Teams, conceptual model, discussion ideas
August 2023	Writing, Assembly, First edit
September 2023*	Team Editing, Friendly Review
October 2023*	Copy Edit/Final Polishing
November 2023	Final manuscript due 11/1/2023

* At this stage we may go back to the TPW members who participated in the initial ideation sessions and share what was learned. We may also consider developing a white paper with TPW to help put the research ideas that emerge from this collaboration into action with members.

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2.16 From Surviving to Thriving: Conceptualizing & Measuring Consumer Mental Well-Being

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From Surviving to Thriving: Conceptualizing & Measuring Consumer Mental Well-Being

Mental health is a marketing problem. With 970 million people worldwide diagnosed with a mental disorder (Dattani, Ritchie, and Roser 2021), people with mental illness are one of the largest populations of vulnerable consumers. The search for, and experience of, mental health services are unequivocally consumer behavior questions. From a business perspective, mental health represents a multi-billion-dollar marketing opportunity (Global Wellness Institute, 2022) through the provision of new mental health products and services (Mordecai et al. 2021; Warren 2022). The trillion-dollar economic costs of poor mental health (Trautmann, Rehm, and Wittchen 2016) have led both the World Health Organization and the United Nations to explicitly identify mental health as a key factor in sustainable development. Public investment in mental health services, however, continues to fall short (Patel and Prince, 2010). Marketing also shares responsibility for trivializing and stigmatizing portrayals of mental health conditions which prevent consumers from seeking help (Machin et al. 2019). Additionally, marketing- and social media-fueled messaging promoting social comparisons contribute to anxiety and depression. In short, marketing academics, practitioners and policy makers have both an opportunity and a responsibility to research ways to improve consumer mental health.

The Challenge: Lack of Clarity around the Mental Well-Being Construct Impedes Research

Terms like mental health, mental illness, and mental well-being are often used interchangeably; yet, there is a lack of consensus on the similarities and differences among these constructs which impedes research (Manwell et al., 2015). In general, "mental health" refers to the *absence of mental illness* although it is also popularly used as a less stigmatizing euphemism for mental disorders (e.g., "mental health issues"). A mental illness is "any condition characterized by cognitive and emotional disturbances, abnormal behaviors, impaired functioning, or any combination of these" (American Psychiatric Association (APA), 2022). Trained mental health professionals diagnose mental illnesses according to criteria found in the Diagnostic and Statistical Manual of Mental Disorders (DSM), reflecting the dominant pathogenic approach to treating mental disorders. The term "mental illness," however, is stigmatizing (Rosenfield 1997).

Outside of APA, there is growing recognition that mental health is much more than the mere absence of mental illness (Ryan and Deci, 2001). Keyes (2002) identifies mental health and mental illness as two separate but correlated continuums—one representing the presence or absence of mental health; the other, the presence or absence of mental illness. Central to this proposition is the idea a consumer diagnosed with a mental illness can still be mentally healthy, while preventing or treating mental illness will not necessarily result in a more mentally healthy population (Keyes, 2002).

Project Goal: Conceptualize the Consumer Mental Well-Being Construct

The lack of consensus on the definition of mental health has implications for research, policy and practice. In this project, we seek to develop a conceptual model shifting the discussion of mental health away from the *absence of mental illness* and towards the *presence of mental wellness.* Our team intends to identify, define, and explain key constructs of mental well-being at both the individual and societal levels. Importantly, we seek to include consumer perspectives of mental well-being and to differentiate *mental* well-being from other well-being concepts and overall well-being. While the model will draw inspiration from multiple disciplines, including psychology, medicine, philosophy and sociology, we aim to highlight the novel insights marketing can offer through its dual understanding of both the production and consumption contexts of mental health. Ultimately, we seek a rich, positive and holistic definition of consumer mental well-being incorporating the emotional, psychological and social aspects of mental health, with the goal of inspiring and guiding future marketing research in this important area.

2.17 Making Tacit Knowledge Visible: More Equitable and Regenerative Ecosystems of Work for Creative Stakeholders

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Track Description:

Our track gathers a team of scholars to advance theory and practice around the nature, challenges and normalised inequities which exist within the working practices, that is, modes of creation and dissemination, of the UK's cultural sector. As an interdisciplinary team, we will draw on our diverse theoretical and methodological areas of expertise to consider how academics can collaborate with the cultural sector to expose overlooked value creation actors and actions and acknowledge, uncover and expose the tacit knowledge of creative stakeholders. This will entail a focus on diversity and inclusion.

The pandemic as well as the social, political and economic unrest around Brexit has exposed financial vulnerability in the sector, particularly for freelance creative and cultural practitioners. With competition for support from funders intensifying, many creatives and creative organisations are struggling to recover (Arts Council, 2021). A recent report on the performing arts revealed that 36% of freelancers were ineligible for government support of any kind during the pandemic and it is therefore not surprising that one-third of freelancers are considering leaving the industry (www.freelancersmaketheatrework.com). This crisis is particularly problematic given that theatre freelancers comprise 86% of all people of colour employed by national portfolio organisations; in contrast, 82% of all permanent staff are white (Thompson, 2020). The pandemic has turned back the clock on the minute equality gains which were starting to make progress in the sector, for gender, racial and ability equality. Given these major shocks to the cultural landscape, there is a need for new models of creation, operation and engagement which have scope for redefining what a creative stakeholder is, how they operate and how they are rewarded and valued for their work.

We are therefore now at a crossroads which offers an opportunity to reimagine the infrastructure of the arts, especially at the local level. Recent research (Belfiore, 2021), demonstrates the unacknowledged costs shouldered by socially engaged and independent practitioners working on participatory arts projects pointing to "a clear moral failure of cultural policy." Yet, it is these creatives whose work is organic, local and responsive who are most vital to the sector. Indeed, the larger arts institutions should look to the independent sector for expertise in running alternative, efficient, flexible and resourceful operations.

We will take a relational engagement approach (Davis & Ozanne, 2019) and collaborate directly with creative stakeholders and in particular, the Total Theatre Network (www.totaltheatrenetwork.org) which brings together artists, critics, presenters, producers, audiences and academics to debate and award excellent work by professional artists and companies at various stages in their professional development and across diverse artistic forms. Due to the pandemic, the Awards are currently on pause due to lack of capacity and resources and there is a need identified by the co-directors (and independent theatre producers) Jo Crowley and Becki Haines to reconsider the role and function of the awards as well as the unsustainable volunteer model which underpins it. The Network has a rich, 25 year history as a peer review process, identifying emerging artistic talent and noticing shifts and changes in contemporary performance. Working with Total Theatre will allow us to advance theory and practice around new forms of collaboration, demonstrating the value of this often overlooked, tacit knowledge production. We draw on recent work in arts marketing (Preece, Kerrigan & O'Reilly, 2016; Walmsley, 2019) to ask:

1. How can cultural institutions better value and capture the tacit knowledge of creative stakeholders?
2. How can academics and researchers collaborate with these creative stakeholders to better support the socio-economic diversity and sustainability of the UK cultural landscape's working practices?

Answering these questions will entail taking more nuanced approaches to reconceptualise value as created collaboratively, re-examining the power dynamics at play and investigating more direct relationships whereby community members and audiences are directly investing in art, no longer mere consumers but contributors co-creating with artists and cultural producers.

Pre-conference activities: Bimonthly meetings with track participants and Becki and Jo (and any other members of the Network as appropriate) will allow us to further shape and frame the research project in order to map out the ecologies and networks of tacit knowledge taking place within the independent theatre sector. This will allow us to develop a transformative research framework which includes collaborative, action and arts-based forms of research to make visible what is currently largely invisible (and therefore unacknowledged and unrewarded) knowledge and work.

During the Sessions: We will meet and work as a team in an intensive workshop format to de-brief on the pre-work and data collected, and to use this pre-work as a platform to develop a timeline and structure for two papers, one on the invisible value-creation activities uncovered through our pre-conference research and the second on novel methodological and research approaches to collaborating with the sector.

Post-conference activities: We will continue working towards the development of the two proposed papers for suitable outlets. We will also consider other contributions for broader dissemination (e.g. report, blog, or more innovative forms of presentation such as exhibitions or borrowing from The Theatre of the Oppressed). There is also considerable potential to build on this project through future funding applications working with a distributed network of cultural practitioners and institutions. The track chairs will coordinate these various activities.

2.18 Addressing Emerging Health Issues in Subsistence Marketplaces: The Challenge of Rising Obesity

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The Consumer Well-Being Challenge

Historically, the predominant health challenge in subsistence marketplaces has been the widespread prevalence of stunted growth due to lack of nutrition. For example, the 2019-21 National Family Health Survey (NFHS) in India finds that one third of children below the age of five years were stunted. Recent economic development in subsistence marketplaces is intensifying prevailing health challenges by increasing the prevalence of obesity. To substantiate, between 2005 and 2015, percentage of people classified as overweight doubled in India from 10 percent to 20 percent (Pingali et al. 2019a; Aiyar et al. 2021). This has further increased to around 22 percent in the latest round of the NFHS surveys. Stunting and obesity threaten consumer well-being in subsistence marketplaces through their direct impact on health as well as their indirect impact on other aspects of life such as livelihoods. This track brings together an interdiscplinary group of researchers to understand and mitigate the drivers of stunting and obesity in subsistence marketplaces.

Focus on Transformative Outcomes

The nutrition transition theory suggests that as markets develop, the burden of malnutrition changes from undernutrition to overnutrition, especially among poor populations. Underlying this change is the structural transformation of economies that move people away from agriculture based subsistence farming to more modern farming systems, the latter which become less diversified and more resource intensive (Pingali, 2007, Masters, Rosenblum, & Alemu, 2018; Drewnowski & Popkin, 1997). Even as economic growth increases access to food markets, in the absence of food policy to ensure that markets deliver affordable fresh and health foods, the quality of food available for poor populations worsens (Popkin, 2009). Thus, even as quantity available increases, quality reduces, which explains the shift from undernutrition (a case where there is lower calories) to overnutrition (where there are calories to consume, but the quality is low).

Although nutrition transition theory explains why the dual burden of stunting and obesity exists in rapidly developing subsistence marketplaces, it lacks a focus on solutions that that could ameliorate the health challenges in subsistence marketplaces. In this track, researchers will aim to not just understand emerging health challenges in subsistence marketplaces but will proactively seek to develop transformative solutions.

An Intersectional Approach

Our track will draw from, and build on, insights from past TCR tracks on poverty and subsistence marketplaces research (Blocker et al., 2013; Scott et al., 2011; Venugopal et al., 2019; Viswanathan and Sreekumar, 2019). In particular, the focus of past TCR research on intersectionality is highly relevant to our work since health impacts in subsistence marketplaces are shaped by intersectional disadvantages of class, caste and gender (Steinfield et al., 2021). For instance, tribal communities continue to have the worst food related health outcomes across countries like India (Subramanian et al., 2006). Furthermore, rural populations are known to be more food insecure than their urban counterparts due to lower income and children and women hold a larger portion of this burden (Pingali et al 2019). Additionally, disadvantages stemming from discriminatory practices and social exclusion, further reduce access to quality diets or food safety nets that are instituted to protect the disadvantaged (Van de Poel and Speybroeck, 2009; Coffey et al., 2019; Gupta et al 2019; Ramachandran and Deshpande, 2021; Vemireddy & Pingali 2021).

Prior research has ignored how intersecting sources of hardship (caste, class and gender) shape health impacts – an oversight that we aim to rectify in our research.

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2.19 Social Innovations for Bottom-Up Transformative Outcomes in Subsistence Communities

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Social innovation has been defined as "a novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions" (Phills, Deiglmeier and Miller, 2008, p. 36). If implemented properly, these innovations can have transformational outcomes on the livelihoods of subsistence communities (Nakata & Viswanathan, 2012). Researchers have examined the factors that enable the successful creation, implementation, diffusion, and reproduction of social innovations in subsistence communities. For example, based on fieldwork with subsistence farmers in Kenya, Steinfeld and Holt (2019) suggest that the (mis)alignment of social innovation with the capabilities and resources of users may enable or inhibit the re(production) of social innovations in subsistence markets. Venugopal and Viswanathan (2019) identify how the fit of social innovations with the needs, norms, and relational structures of subsistence communities enables social enterprises to gain the legitimacy needed to successfully implement social innovation in such contexts.

Climate change is one of the biggest social problems in our time (UN, 2021). The environmental disruptions originating from climate change (e.g., increased heat, droughts, and salinization, among others) have consequences differentially distributed across communities (Wright et al. 2018). A group that is most vulnerable to the effects of climate change are nature-dependent prosumers (NDPs), — i.e., subsistence farmers, hunters, and fishers—who depend on the natural environment for their income and food (Steinfield et al., 2021). Different social innovations have been implemented to counter the effects of climate change on NDPs and the value chain. An example is the use of product certificates (e.g., organic stamps), which use a market-based approach to motivate farmers to implement sustainable practices for consumers to pay a premium price for the resulting products. Critics of such market-based social innovations remark that they tend to carry a more bureaucratic neo-imperialist and neoliberal agenda. For example, to get the certification the farmer needs to invest in specific training and certified supplies. Instead, bottom-up approaches that originated from pre-existing traditional practices (Sundaramurthy et al., 2019) or the bricolage of social innovations in which subsistence prosumers combine multiple traditional and new social innovations contingently (see e.g., Steinfield & Holt, 2019, Barrios et al 2022) seems to be a better approach. However, these approaches are still not readily adopted by all.

The goal of this Track 2 is to develop this conceptual theme by examining the following questions: How are social innovations that address climate change adopted by subsistence prosumers? What are the complexities that prevent success in translating traditional and bricolage social innovations within a community? By answering these questions, we aim to contribute to the nascent research on sustainable social innovations in subsistence markets by identifying triggers and barriers to these innovations' adoption and unpacking their transformative outcomes at the level of practice.

The track theme is drawn from ongoing research by the track members in subsistence farming communities in Colombia, examining their adoption of sustainable farming practices in response to climate change. Members of this track first worked together in a Track 2 at TCR 2019 on the impact of climate change on subsistence prosumers, which led to the publication of a conceptual paper in 2021 in the conference's special issue in the *Journal of Public Policy and Marketing*. Following this output, earlier in 2022, the members of this current track undertook empirical data collection among Colombian subsistence farmers with a focus on their understanding of climate change and their adoption of sustainable farming practices in response to climate change. Data collection involved personal interviews with 25 farmers and 3 leaders of two not-for-profit social enterprises. This work, currently under review, tells the positive side of social innovation adoption. In this Track 2, we explore the other side - the complexities that prevent success in translating traditional and bricolage social innovations within a community.

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Track 3*

3.1 Implementing Transformative Service Initiatives across the Transformative Refugee Service Experience Framework

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Background: At the 2019 TCR conference, we successfully ran our track entitled: "Refugee crisis and the role of transformative services. Continuing the discussion and building a TSR refugee research network". The work of the track resulted in a Special Issue *Journal of Public Policy and Marketing* (JPPM) article entitled: "Rethinking Service Systems and Public Policy: A Transformative Refugee Service Experience Framework". We developed a Transformative Refugee Service Experience Framework to enable researchers, service actors, and public policymakers to navigate the challenges faced throughout a refugee's service journey. We conceptualized three phases of the refugee service journey (entry, transition, and exit) at three refugee service system levels (macro, meso, and micro) of analysis. This work has been also featured in the World Economic Forum. Moreover, in 2021, we published an empirical paper in the *Journal of Service Research* (JSR), entitled "Transformative Service Initiatives: Enabling Access and Overcoming Barriers for People Experiencing Vulnerability." In this paper, we introduced the concept of Transformative Service Initiatives (TSIs) as activities by organizations (public, private, nonprofit) or volunteers to serve people experiencing vulnerabilities, including long-term challenges (e.g., refugees, homeless people, undocumented immigrants, ex-convicts) and try to improve their well-being. The paper won the 2021 JSR Best Article Award.

Overview of track theme: The overall purpose of our proposed Implement Solution track is to develop the implementation of various TSIs identified in our prior work in collaboration with NGOs and refugee services. Specifically, we seek to foster global collaboration between various NGOs for a more hospitable experience for the refugees as they move along the refugee journey. As such, we are collaborating with ServCollab, an NGO specializing in enabling researchers to collaborate on ways to reduce human suffering and improve well-being worldwide. With the

* Please note that contents are based on original ideations and participant lists, concepts covered and/or participants may have changed between submission and conference conclusion.

help of ServCollab, we identified practitioner organizations that serve refugee needs. Specifically, we are collaborating with Refugee Action, an independent national charity that provides advice and support to refugees and asylum seekers in the UK. With this track, we seek to collaborate closely with Refugee Action to implement TSIs to enhance the refugee journey across the three stages and foster collaboration between the various actors of the refugee service ecosystem. The track members possess a range of expertise and are experienced researchers in refugee service studies (as per attached CVs) and have attended previous TCR conferences (TCR 2011, TCR 2015, TCR 2019). Moreover, as per the track guidelines, Mr. Andres Mora, Resettlement Manager at Refugee Action, will be working closely with the team to implement solutions to elevate the suffering of refugees.

Pre-conference organizing plans/ timeline:
Phase 1: September – December 2022: In preparation for the conference, we will confirm our contacts and hold an initial virtual meeting to discuss the most urgent needs of the practitioners.
Phase 2: January – February 2022: The researchers' team will develop a proposal of how we can achieve the goals of the NGO (e.g., develop courses, training, connections, etc.) as well as discuss any possible barriers to implementation.
Phase 3: March - April 2022: We will establish an agenda for our collaborative work during the conference. The objective will be to initiate dialogue about ways we can optimize our face-to-face time at the conference.
Conference: The conference time will be devoted to brainstorming among the team members regarding the various identified TSIs and drafting a proposal for implementing them. We will also generate possible ideas for how to measure the societal impact of our work.

Plans for a post-conference write-up: After the conference, we will work on implementing the identified TSIs in collaboration with Refugee Action. To do so, we will start by writing an official proposal for collaboration. The idea is to propose feasible solutions that Refugee Action can implement.
Subsequently, we will work closely to monitor the implementation and help with any needed adjustments. After the application, we will work on measuring the generated societal impact and consider scaling up to other NGOs and TSIs.

3.2 Fostering "FOMO to JOMO": Applying the Social Media Mindfulness Practice (SMMP) to Cultivate the Joy of Missing Out (JOMO) for At-Risk Youth Communities

Track Co-chairs:
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Track Participants:
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George R. Milne
Kelly Moore
Matthew Philp
Ellen Campos Sousa

Our project aims to create impact in local communities by helping at-risk youths reduce negative mental health outcomes from habitual social media use by implementing our Social Media Mindfulness Practice (SMMP). This project continues our work from two prior TCR conferences: In a 2015 TCR conference track, a subset of our team created an innovative framework that integrated mindless consumer consumption with mindful consumption as a remedy, which resulted in the paper *Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being* (winner of the 2019 *Journal of Public Policy & Marketing* Thomas C. Kinnear award) (Bahl et al., 2016). Our 2021 TCR track applied this 'mindful consumption framework' to the domain of social media to develop the SMMP as tool to improve well-being. This work resulted in the conceptual paper *Social Media and Mindfulness: From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO)* (Chan et al., 2022; see PDF at www.FOMOtoJOMO.org). We are now ready to take our prior work and implement it in a field study, which we believe can increase well-being for youths and create positive impact in the community.

Issue Background: Mindless use of social media has become a national health crisis (Bouygues, 2021). Recent meta-analysis evidence from over 220 studies firmly links social media use to increases in both anxiety and depression (Hancock *et al.*, 2022). We focus on one key determinant of these negative outcomes: the fear of missing out (FOMO) elicited by social media use. We theorize that consumers are motivated to engage on social media for the short-term satisfaction of psychological needs, such as social connection, but experience feelings of FOMO as a side effect. Such feelings of FOMO accumulate through repeated social media use to form a habit loop we call *social media FOMO,* which we define as the habitual process of using social media in a way that evokes anxious feelings arising from a perception of missing out on rewarding experiences that others post on social media (Chan et al., 2022). Social media FOMO suggests that social media use can become habitual and lead to negative mental health consequences.

Proposed Remedy: Mindful consumption can help consumers bring attention to their social media use to gain insight into how their habitual use contributes to negative outcomes and make more deliberate choices that build a healthier relationship with social media. Our SMMP can remedy the problematic loop of social media FOMO and redirect consumers toward a more sustainable path that we call the joy of missing out (JOMO); we define JOMO as the process of engaging with social media in an intentional way that leads to an empowered use of social media to cultivate more positive outcomes for consumer well-being. The SMMP consists of three steps: awareness, insight, and action. We will develop and customize these steps to best fit the youths in the communities of our not-for-profit impact partner.

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