

FIFTY YEARS OF CONSUMER RESEARCH

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

PRE-CONFERENCE AND AWARD CEREMONY

June 8-9, 2023

### Conference Co-Chairs

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

### Academic Committee

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

### Organizing Committee

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



# FIFTY YEARS OF CONSUMER RESEARCH

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

**Thursday, June 8**

Venue:

**G.H. MUMM CHAMPAGNE GRAND CORDON ROOM**  
34 rue du Champ de Mars, 51100 Reims

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

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

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

Russell Belk screened by technology: from Head to Toe!

**Amélie Clauzel**, Université Paris 1 Panthéon Sorbonne

**Leïla Loussaïef**, ISC Paris

De-coding Russ's Emails

**Mariam Humayun**, University of Ottawa

Hazardous ethnography: how to collect data in trouble waters?

**Marine Cambefort**, Université de Strasbourg

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

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

**Isabelle Frochot** Université de Bourgogne

**11:00 – 11:15 – Coffee Break**

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

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

**Søren Tollestrup Askegaard**, University of Southern Denmark

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

**Aaron Ahuvia**, University of Michigan-Dearborn College of Business

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

**Craig Thompson**, University of Wisconsin

**12:45 – 13:45: Lunch**

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

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

**Eva Cerio**, Université d'Angers

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

Platforms' promises, betrayals and their users' stabilizing role

**Dominique Roux**, Université de Reims Champagne-Ardenne

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

**Anissa Pomiès**, EMLyon business school, Lifestyle Research Center

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

Introducing digital luxury wearables: imaginaries and practices

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

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

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

**Anil Isisag**, EMLyon business school, Lifestyle Research Center

### 15:40 – 16:00 – Coffee Break

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

Unbridled, oriented and restrained liminality in cultural rituals

**Damien Chaney**, EM Normandie Business School

**Christina Goulding**, University of Birmingham

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

**Coralie Lallemand**, Université de Lorraine

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

medicalization discourses in the consumption of facial harmonization procedures

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

**Miriam Leite Farias**, Université de Lille

**Bruna Lourena de Lima Dantas**, Universidade Federal de Pernambuco

Enhancing the Self in the Transhumanist Era

**Vitor Lima**, ESCP Europe

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

19:30 – Gala Dinner

**Réjane & Norbert**

38 Rue des Élus, 51100 Reims

**Friday, June 9**

**Venue: UNIVERSITY OF REIMS CHAMPAGNE-ARDENNE**

**57 Rue Pierre Taittinger, 51100 Reims**

**Streetcar Station "Campus Croix-Rouge"**

**Building 18, Rooms 1001 & 1002**

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

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

**Hela Zouaoui**, *Mediterranean School of Business, Tunis*

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

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

**Russ Belk**, *York University*

Navigating the Shadow of Death: Vital Possessions of Marginalized Consumers

**Yuko Minowa**, *Long Island University*

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

**Katharina Husemann**, *King's College London*

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

**10:15 – 10:30 – Coffee Break**

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

Rethinking cultural consumption through the lens of categorization

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

From Customer Journeys to Consumer Trajectories in Customer-Brand Assemblages

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

*Kemmy Business School, University of Limerick*

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

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

When Breaking the Consumer-Activity Relationship Leads to Separation Distress

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

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

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

**Amina Djedidi**, **Thierry Levy**, **Mouhoub Hani**, *Université Paris 8 Vincennes-Saint-Denis Laboratoire*

*d'Économie Dionysien (LED)*

**12:15 – 13:45: Lunch**

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

**Building 9, Amphitheater 10**

**Cocktail**