# 2019 TRANSFORMATIVE CONSUMER RESEARCH CONFERENCE

HOSTED BY THE COLLEGE OF BUSINESS AT FLORIDA STATE UNIVERSITY

#TCR2019

TALLAHASSEE, FLORIDA

## May 19-21, 2019

The 2019 Transformative Consumer Research Conference will be hosted by the **College of Business at Florida State University.**

Transformative Consumer Research

FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS

# Welcome to the 2019 TCR Conference at Florida State University!

**Martin Mende**
TCR 2019 Co-Chair
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mmende@fsu.edu

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TCR 2019 Co-Chair
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**Meredith Thomas**
Social Committee Chair
(850) 644-3106
mthomas@business.fsu.edu

## Our FSU PhD Students (and Alumni) are Happy to Help You ☺

Corinne Kelley

Ilana Shanks

Harrison Pugh

Lane Peterson

Alec Pappas

Daniel Bradbury

Samantha Bittner

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#TCR2019

Stacey Finkelstein, Ph.D.

Beth Vallen, Ph.D.

Dr. Lusine Poghosyan, Ph.D.

Nan Liu, Ph.D.

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

David Rosenthal, Ph.D.

Kristen Feemster, MD

Marie Yeh, Ph.D.

Wendy Boland, Ph.D.

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

- Healthcare spending in the US constitutes 17% of GDP
- Marketing researchers have long studied decision-making in a variety of contexts; however the healthcare sector has received relatively scarce attention and healthcare decisions seem to be fundamentally different than many other decision contexts.
- Our group consists of behavioral researchers in marketing and social psychology as well as behavioral operations management and patient-facing research based physicians.
- **Together, we will explore how traditional marketing assumptions about decision-making (multi-attribute choice) and relationship factors break down for consumers *and* physicians/hospital administrators. We further consider differences as a function of insurance type and care sought (primary vs. more specialized care).**

# Consumer Wisdom Track(s)

The purpose of this track is to develop a network of researchers who will identify and pursue new research collaborations addressing the topic of "consumer wisdom."

> Consumer wisdom is the pursuit of well-being for oneself and for others through mindful management of consumption-related choices and behaviors, as realized through the integrated application of Intentionality, Contemplation, Emotional Mastery, Openness, and Transcendence.
>
> Luchs & Mick (2018)

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# Consumer Wisdom Track Participants

| | |
|---|---|
| David Mick (co-chair) | University of Virginia |
| Michael Luchs (co-chair) | William & Mary |
| Hyeyoon Bae | Korea Advanced Institute of Science and Tech |
| Lucie Ozanne | University of Canterbury |
| Marieke Fransen | University of Amsterdam |
| Julia Bayuk | University of Delaware |
| Yuliya Komarova | Fordham University |
| Atar Herziger | Ohio State |
| Jason Stornelli | Oregon State University |
| Carlos Trujillo | Universidad de los Andes |
| Kim Daniloski | Virginia Tech |
| Farnoush Reshadi | West Virginia University |
| Elizabeth Minton | University of Wyoming |
| Anne Hamby | Hofstra University |
| Tavleen Kaur Dhandra | Chungbuk National University |
| Mia Birau | ESDES Business School, Catholic Univ. of Lyon |
| Abigail Schneider | Regis University |
| Sunaina Chugani | San Diego State University |
| Gillian Mort | La Trobe University |
| Miguel Angel Zuniga | Morgan State University |

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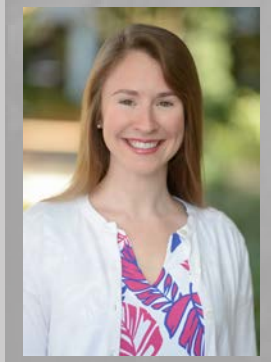
# Track 2: Dignity and Dependency in the Acquisition and Consumption of Social Program Resources

**Research Question:** How can social service exchanges be transformed to center the holistic well-being of recipients?



Courtney Nations, University of North Florida

Stacey Menzel Baker, Creighton University

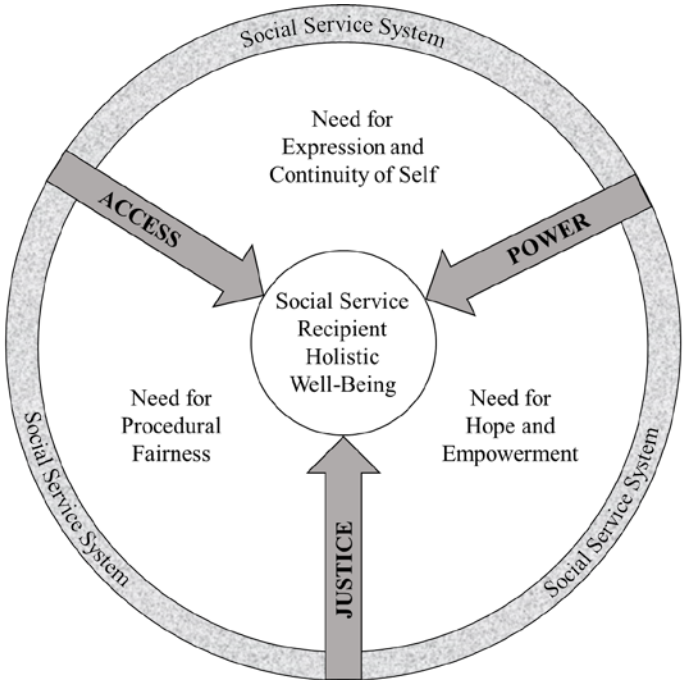
Meredith Thomas, Florida State University

Aronté Marie Bennett, Villanova University

Existential-Phenomenological approach to data from 49 depth interviews

Analysis of data, contextualized within the literature on social justice and transformative service research, led to the generation of the **Power, Justice, Access Model (PJAM)**

| THREE THEMATIC INTERPRETATIONS |
| --- |
| 1. Need for Expression and Continuity of Self |
| 2. Need for Procedural Fairness |
| 3. Need for Hope and Empowerment |




## IMPLICATIONS

Improve recipient well-being by adopting a **consumer-centric approach** with flexibility introduced through **sensitized standardization**

# New Digital Consumption Patterns at Home

Chair: **Zhiyong Yang**, Professor of Marketing, UNC-Greensboro

Co-Chair: **Jingguo Wang**, Professor of Information Systems, UT-Arlington

Member: **H. Raghav Rao**, AT&T Distinguished Chair in Infrastructure Assurance and Security, Professor of Information Systems and Cybersecurity, UT-San Antonio

Member: **Chun Zhang**, Assistant Professor of Marketing, University of Dayton

Member: **Meichen Dong**, doctoral student, Department of Marketing, UT-Arlington

Research Questions:

1. How are parenting strategies reflected in the shared decision-making on the issues related to computer use at home?

2. How are shared decision-making approaches associated with children's influence on parental online security and privacy behavior?

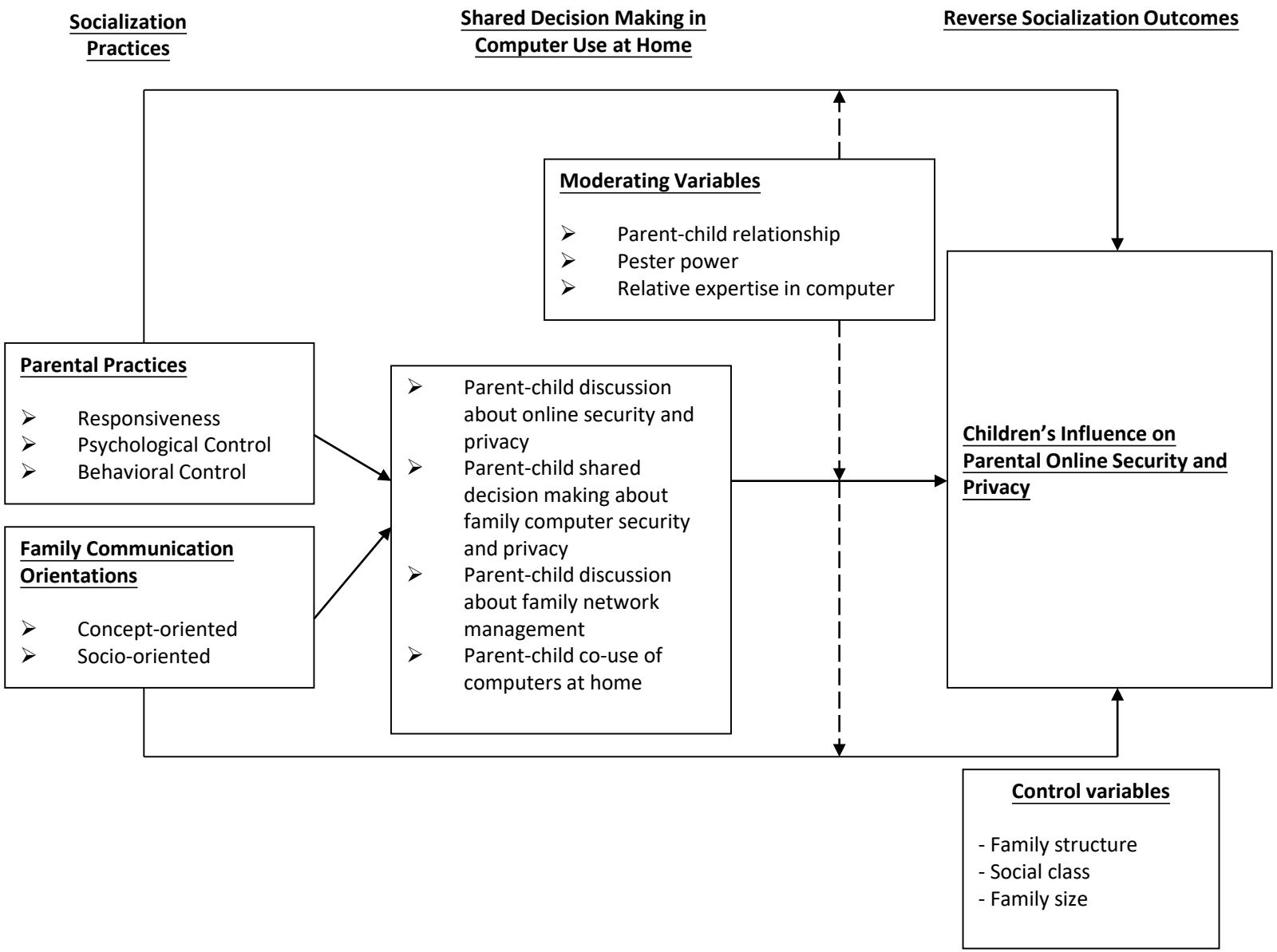



**FIGURE**
Reverse Socialization Model

# Track 3: Poverty Alleviation Through Transformative Relationships

## Navigating the Microfinance Market: How do Bottom of Pyramid Customers Create Solutions?

Introducing the best team ever*:


- Kristin Scott, Co-chair, Minnesota State University, Mankato
- Leslie Koppenhafer, Co-chair, Boise State University
- Mark Mulder, Pacific Lutheran University
- Todd Weaver, Point University


*Validated through extensive research.

# Data Collection and Collaboration with EnVia

**Research Questions**: How do borrowers navigate the microfinance process? What are their perceptions of the non-profit and the products offered? How does the non-profit implement their microfinance program? What potential tensions exist between the different entities? How can a non-profit monetize its mission to internally fund programs?

**Themes/Framework**: microfinance, bottom of pyramid, transformative service research, grounded theory, consumer well-being, female entrepreneurs, responsible tourism

**Data Collection**: 25 borrowers in the microfinance program at various stages in the process, 15 volunteers and staff who work at the non-profit, additional community members and non-borrowers

**Timeline**: May 13th – May 17th in Central America

May 19th – May 22nd TCR in Tallahassee, Florida

Early October submission to JPP&M Special Issue

**TCR Collaboration**: Two staff members from EnVia will attend TCR to discuss the data collected. An additional data collection with participants in their responsible tourism program will occur in the near future.

Natalie Ross Adkins
Drake University

Jane Machin
Radford University

Ann Mirabito
Baylor University

Beth Crosby
University of Wisconsin-La Crosse

# Stepping in Stigmatized Shoes: Developing Empathy Through Design Thinking

The goal of this project is to **design a flexible and scalable simulation exercise** to help service providers and public policy stakeholders **empathize with individuals who are stigmatized** because of their mental health issues.

Specifically, we are **following Design Thinking practices** to develop novel simulation activities that help those *without* mental health issues **experience anxiety and depression**. Ultimately we hope that **increasing empathy for sufferers will reduce the associated stigma**.

Pre-Conference | Conference | Post-Conference

DISCOVER | DEFINE | IDEATE | PROTOTYPE | TEST | IMPLEMENT

Learn about the people & context of the problem

Synthesize learnings from discovery

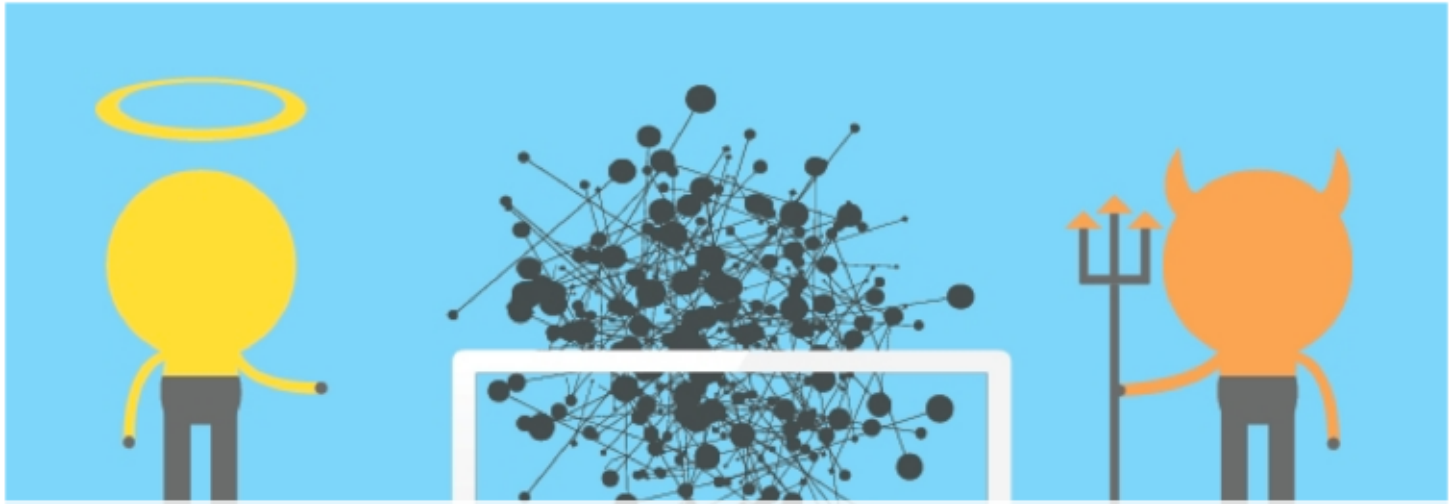
Iterative ideation and prototyping cycles

Test prototypes with end users

Implement the app and measure performance

# Exploring E-TCR

What is the role of technology in Transformative Consumer Research?



**Key Themes**

- Efficacy of technology-based TCR interventions.
- Impact of technology on helping/harming consumers.
- Best practice examples of effective technology-based interventions.

**Outcomes**

- A review of effective TCR interventions that rely heavily on technology for success.
- Examination of theory that drives technology use to promote positive behavior change.
- Development of theory to show mediating role of technology in effective behavior change.
- Development of best practice models of technology interventions.

# Exploring E-TCR

Meet the Team!

Ekant Veer (Track Co-Chair)

Maja Golf-Papez (Track Co-Chair)

Joachim Scholz (Track Co-Chair)

Ana Babić Rosario

Anjala S. Krishen

Josephine Go Jefferies

Valéry Bezençon

Raika Sadeghein

# The Pitfalls of Savings Automation

***Central Idea:* Savings Automation may inhibit the formation of a savings habit which does lead to improvements in financial well-being**

- Research has shown that consumers are bad at saving.
  - Almost half (44%) of Americans cannot come up with $400 in savings in case of an emergency (Federal Reserve 2017).
  - Automation of savings is being pursued by companies and institutions to improve savings rate.
- Preliminary data from the CFPB and a large credit union in the South show that consumers who use savings automation have lower financial well-being than those who do not automate their savings.


Casey E. Newmeyer
Case Western Reserve University

Dee Warmath
University of Georgia

Genevieve E. O'Connor
Fordham University

Nancy Wong
University of Wisconsin-Madison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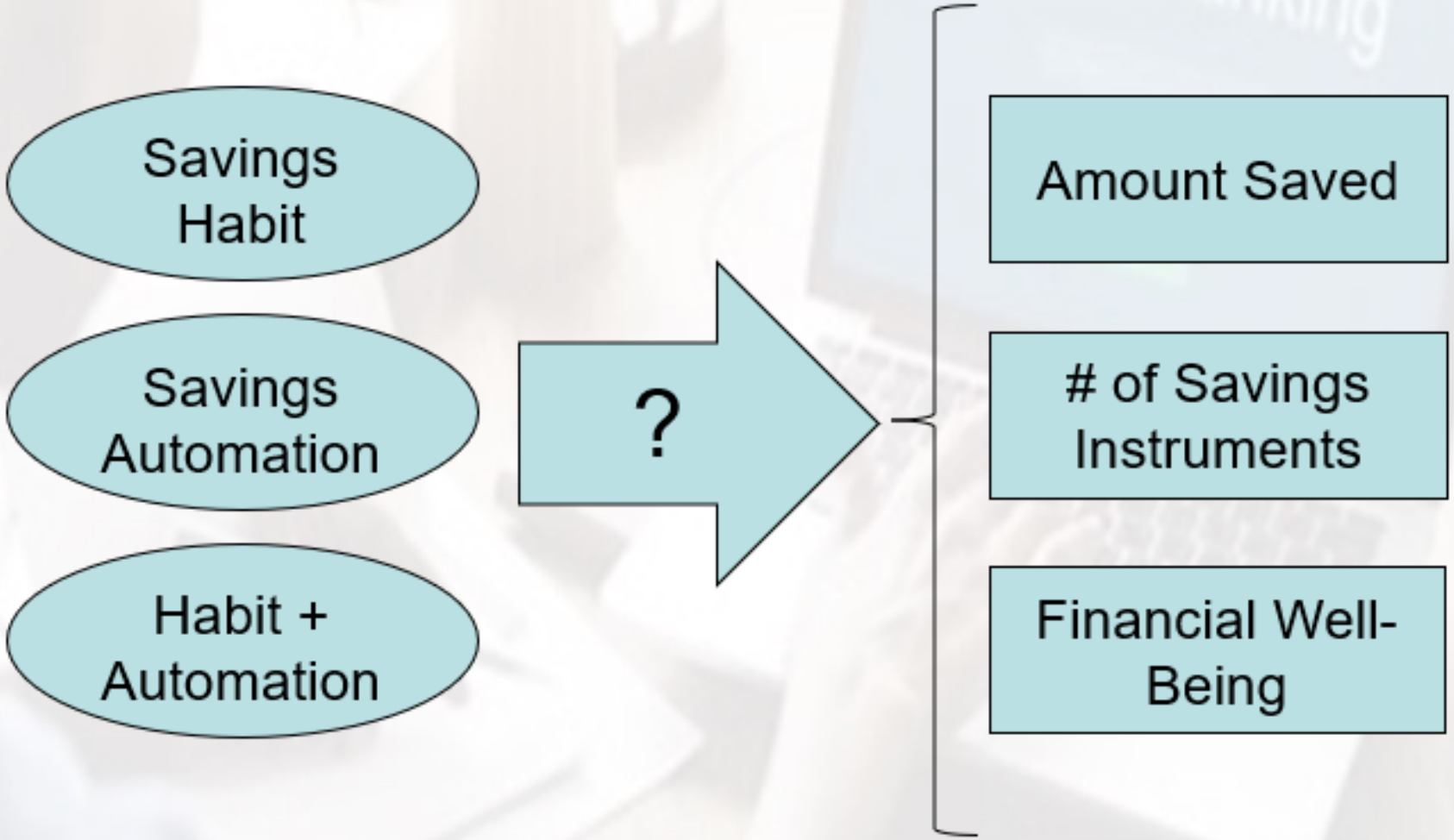
# The Pitfalls of Savings Automation



# A RHIZOMATIC MAPPING OF TCR SPACES AND ACTION SITES

MARTINA HUTTON, JOEL HIETANEN,

MARK KAY, TONY STOVALL, JACK COFFIN

A Rhizomatic Mapping of TCR Spaces and Action Sites

Martina Hutton, Joel Hietanen,

Mark Kay, Tony Stovall, Jack Coffin

# "THINKING IS EXPERIMENTING!"

(DELEUZE AND GUATTARI 1976)

- TRANSFORMATIVE WORK CAN BE MESSY, NON-LINEAR, UNBOUNDED, DISORDERED, COMPLEX, AND UNEASY.
- WE ARE INTERESTED IN A PHILOSOPHY OF THOUGHT THAT RECOGNISES DIFFERENCES, SINGULARITY, RESISTANCE.
- THE RHIZOMATIC LENS IS AN OPEN SYSTEM OF PHILOSOPHY.
- AIM:

  EXPLORE THE CONTRIBUTION OF RHIZOMATIC THINKING TO TCR WHICH ACKNOWLEDGES THE COMPLEXITIES OF SITES OF ACTION

  - DEVELOP AN ALTERNATIVE EPISTEMOLOGICAL FRAMEWORK IN THE GROWING WEB OF TCR……..
  - A NEW WAY OF THINKING, WHICH CHARACTERISES THE PROGRESSIVE, EMERGING NATURE OF TCR. ……..
  - EXAMINE CARTOGRAPHY: A DYNAMIC TRACE OF SITES AND SPACES THAT IS ALWAYS OPEN AND ALWAYS CHANGING.

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

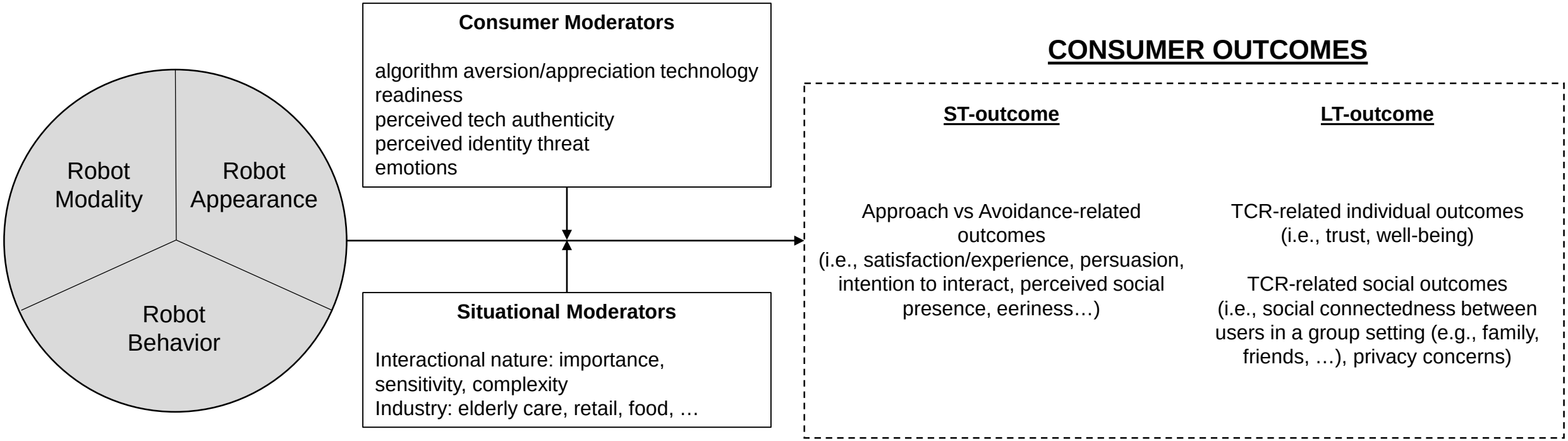
Werner Kunz, Arne De Keyser, Yakov Bart, Darima Fotheringham, Johanna Gollnhofer, Nicole Heß, Bieke Henkens, Bart Larivière, Ilana Shanks

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

**TRACK AIMS:**

I) Identify positive and negative implications of social robots on society

II) Identify design guidelines to foster positive interactions between social robots and their end-users



# Understanding the Multiple Ways of Improving Individuals Financial Well-Being

**Research Questions**

What is the role of perceived hope in financial well being?
What are the roles of financial knowledge, self-efficacy, and skill in influencing financial well-being via hope?
How might this model influence new interventions to build financial well-being?

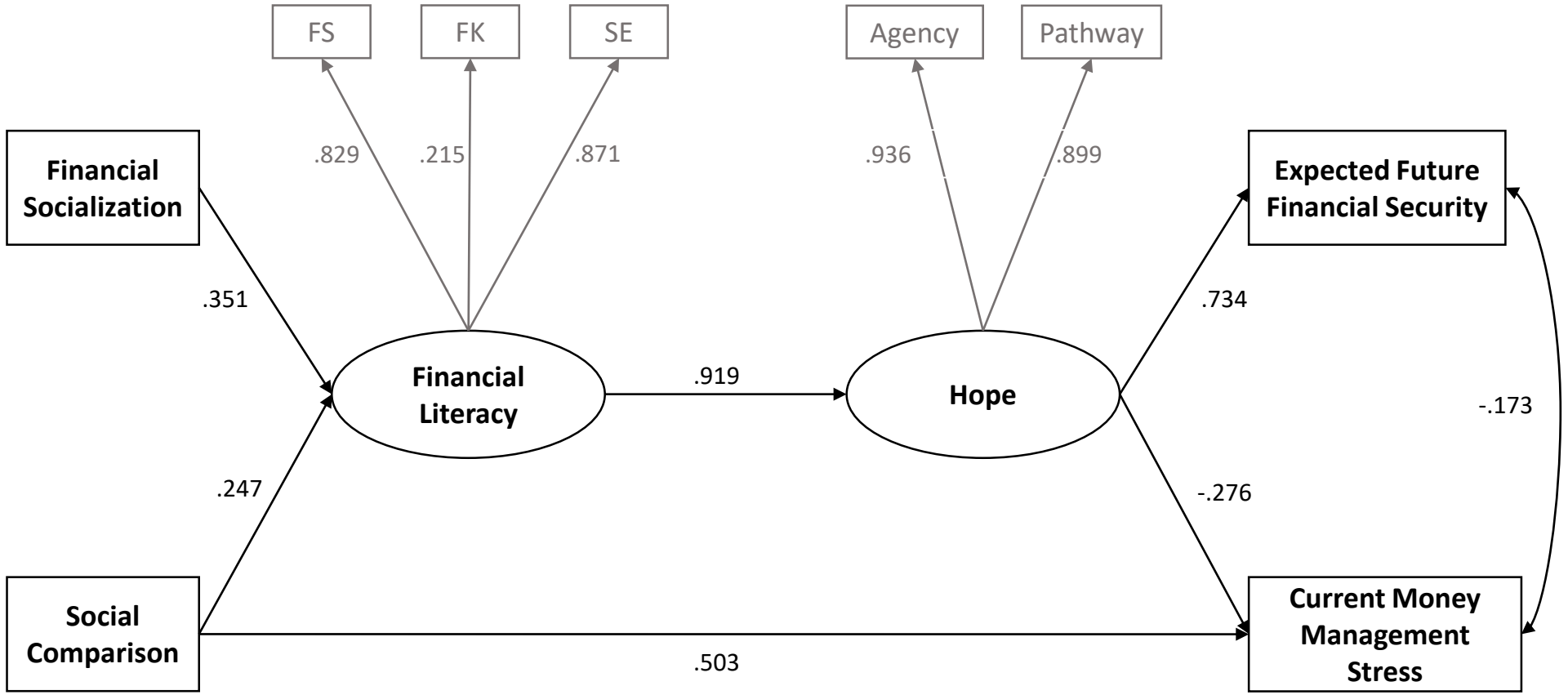
Lisa Brüggen
Maastricht University

Jens Hogreve
Katholische Universität Eichstätt-Ingolstadt

Ute Braun
Katholische Universität Eichstätt-Ingolstadt

Dee Warmath
University of Georgia

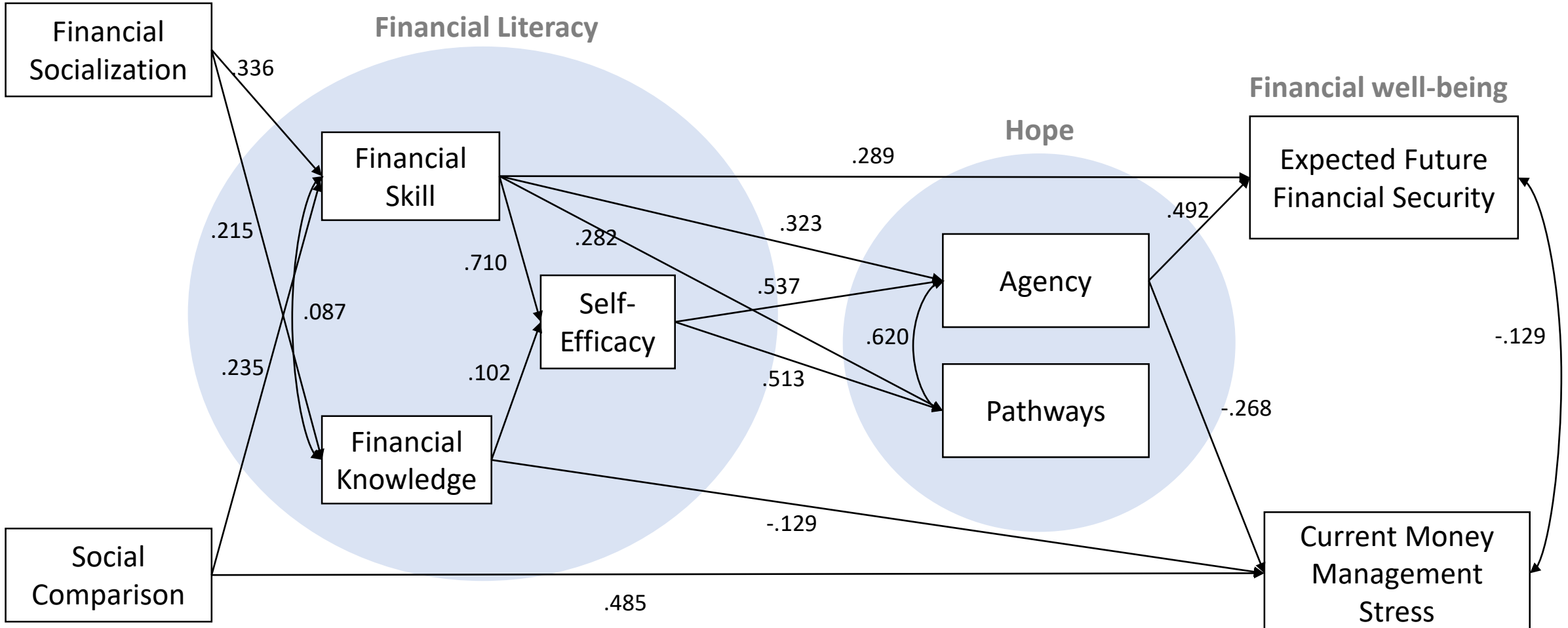
Sertan Kabadayi
Fordham University




$X^2(23) = 104.037$, RMSEA = .082, CFI = .965, TLI = .947

**Findings**

Financial skill and self-efficacy have stronger relationships than financial knowledge
Agency: main mediator between financial literacy (i.e. skills, knowledge, and self-efficacy) and financial well-being
Comparing yourself to others increases current money management stress



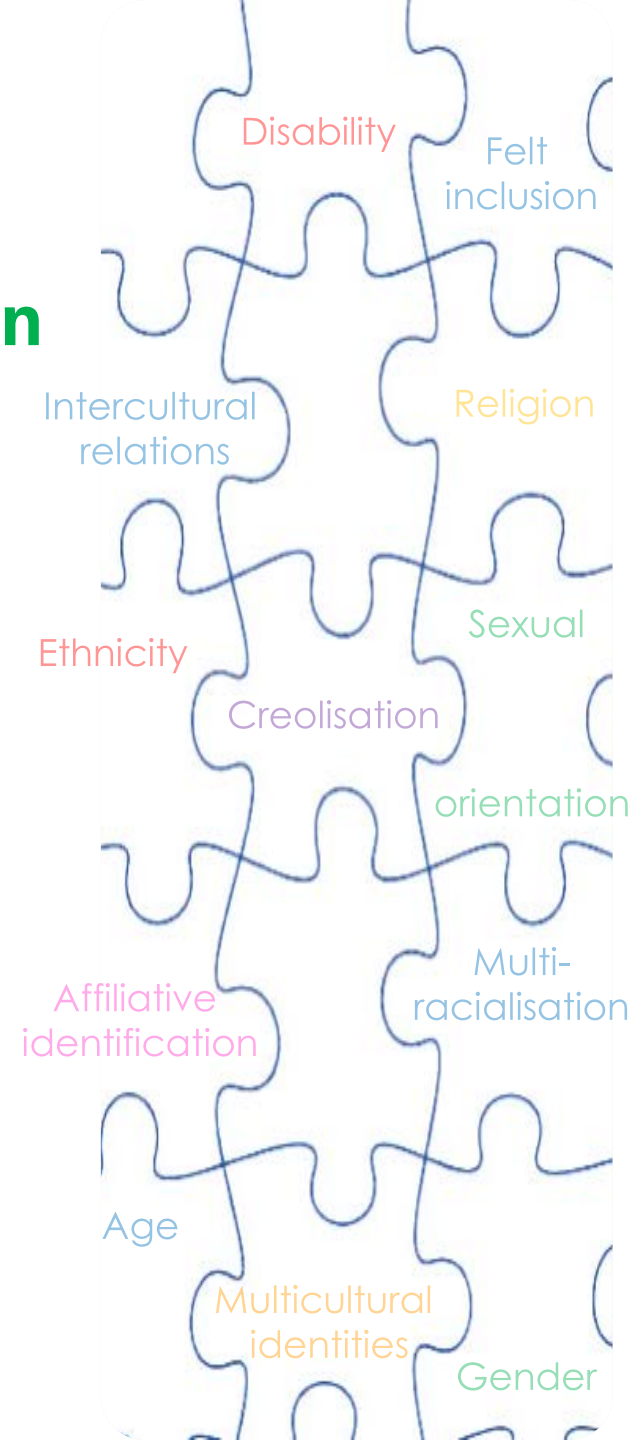

$X^2(16) = 28.016$, RMSEA = .038, CFI = .995, TLI = .989

# Institutionalising intercultural engagement in multicultural marketplaces: developing TCR-led interventions with the new generation

Our track integrates two generations of TCRers studying wellbeing implications of consumers' lived experiences in multicultural marketplaces through their cultural identities and engagement with cultures and people:


**Samantha Cross**
**Jerome Williams**
**Charles Cui**
**Carlo Mari**
**Cristina Galalae**
**Lizette Vorster**
**Verónica Martín Ruiz**
**Samantha Swanepoel**
**Tana Licsandru**
**Shauna Kearney**

**Track co-chairs: Eva Kipnis, Catherine Demangeot, Chris Pullig**

# Our questions

**How to design and implement effective marketing practice interventions for multicultural marketplace wellbeing?**

**How to research multicultural marketplaces for transformative outcomes?**

**How to train marketers through embedding multiple cultural perspectives and wellbeing-enhancing practices in marketing education?**

# Examined through institutional work concept (Lawrence and Suddaby, 2006)

**Theorizing**

***Research***: integrate new theories

***Practice***: identify trends, open new contexts

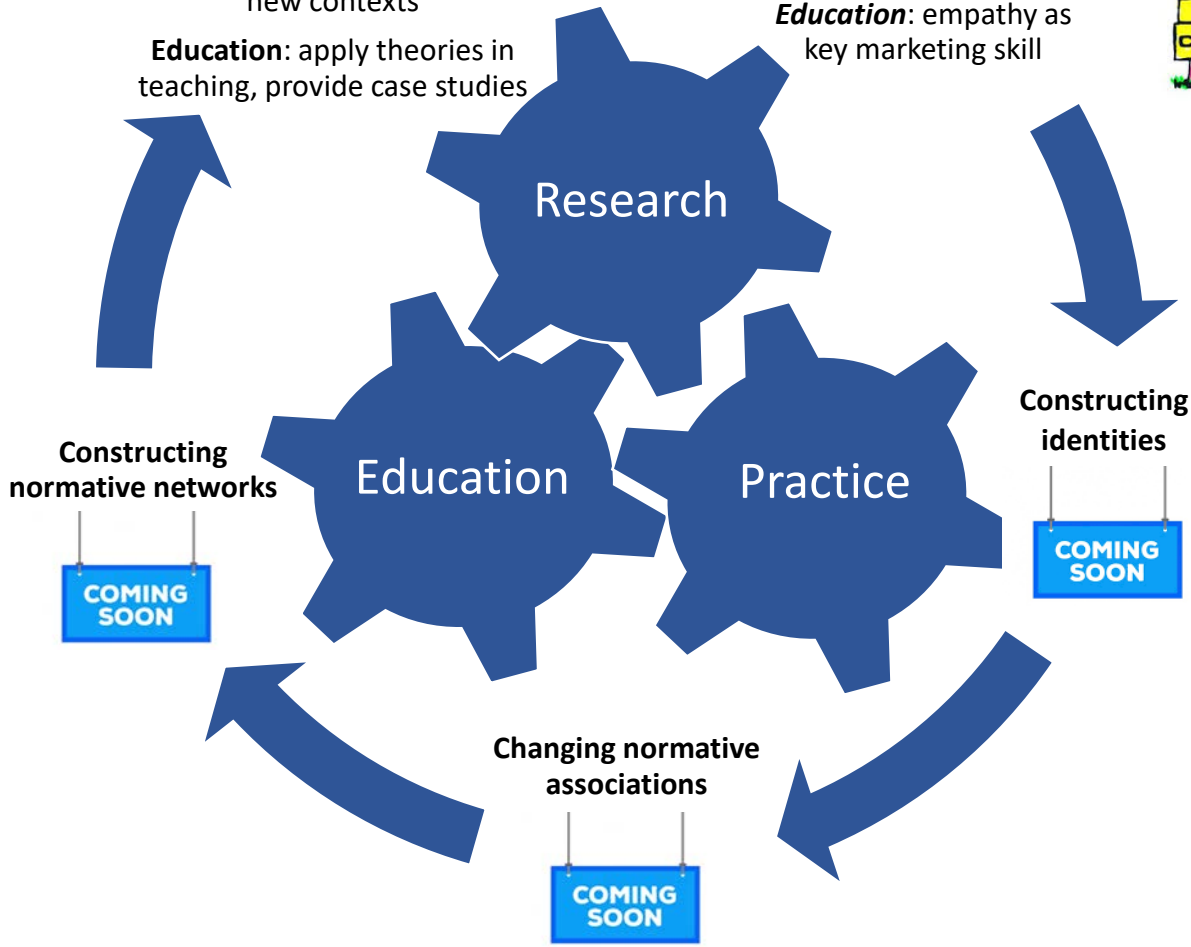
**Education**: apply theories in teaching, provide case studies

**Vesting**

***Research***: holistic concepts of diversity

***Practice***: All Means All

***Education***: empathy as key marketing skill



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

Track 2: Nacima Ourahmoune, Minita Sanghvi, Jan Brace-Govan, Wendy Hein, Robert Harrison.

**#MeToo** **#BalanceTonPorc** #YoTambien #QuellaVoltaChe

#أنا_كمان “Rice bunny” (米兔) pronounced as “mi tu #TimesUp

# Research Questions

- How far the #metoo phenomenon can be credited a long term change in the business world?
  - Does the movement lead to generative transformations for women regarding sexual issues and gender equality in the workplace and marketplace?
  - Does public policy related gender equality and sexual issues leverage #metoo as a useful resource to advance equality.
- We seek to unveil the workplace and marketplace  rhetoric and ideological stances that intersect with #metoo and shape, reproduce or defy women's sexual disempowerment
- Using sociosemiotics, we examine iconic work garment and lingerie as signifiers or displacements for the public/private, workplace/domestic place binaries. These constitute a locus of power asymmetries and negotiations that affect gender equality in the #metoo era.
- We seek to generate knowledge in this area to orient business practice and policies toward long term transformation/social impact. Doing so we take a critical reflexive lens toward media discourses to unpack the buzz effect versus potential real change for vulnerable consumers.

# TCR TRACK 1

## A Design Thinking Approach For Innovative Food Experiences and Well-Being

**TCR TRACK CO-CHAIRS**

**Wided BATAT**
American University of Beirut

**Michela ADDIS**
Università di Roma Tre

**TCR TRACK MEMBERS**

**Paula Peter**
San Diego State University

**Sinem Atakan**
Cornell University

**Caroline Graham Austin**
Montana State University

**Danae Manika**
Queen Mary University of London

**Lane Peterson**
Florida State University

# TRACK KEY RESEARCH QUESTIONS

① **What is the definition of food experience design thinking?**

① **How does food experience design thinking differs from the traditional way of thinking within food services and industry?**

① **What are the outcomes of Design Thinking to achieving food experience innovation for consumer well-being?**

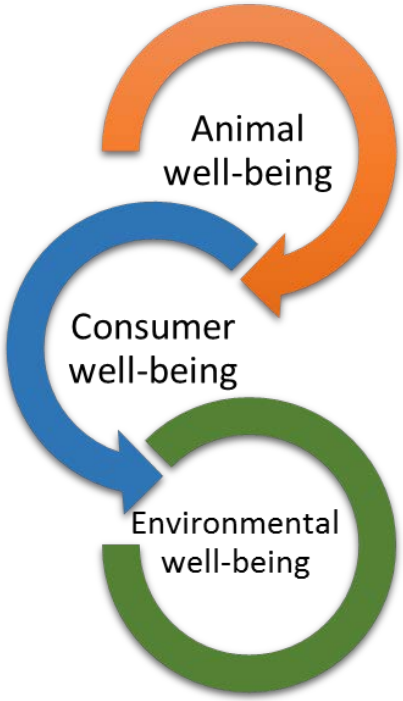
Nancy Wünderlich, Paderborn University, Germany  Jill Mosteller, The University of Tampa, USA  Michael Beverland, University of Sussex, UK

# For the Love of Animals: From Consumption to Advocacy

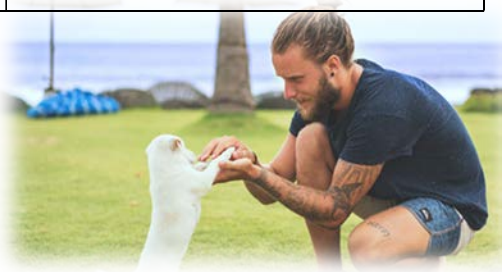
Jenny Lin, Calif.State Univ., Monterey Bay  Henna Syrjälä, University of Vaasa, Finland  Hilary Downey, Queens University Belfast, UK  Karen Kraus, Feral Cat Coalition of Oregon

# *For the Love of Animals* Track

## Theoretical Lenses




| TOPIC 1<br>personal relationship to animal companions | TOPIC 2<br>animals in service contexts | TOPIC 3<br>animal products & products for animals | TOPIC 4<br>animals in habitats |
|---|---|---|---|
| ☐ care giving<br>☐ attachment<br>☐ status and identity issues (including dark side aspects)<br>☐ decision-making for animals<br>☐ death of animal, death of owner<br>☐ family related issues<br>☐ multi-animal households | *animals as service providers*<br>• entertainment (circus, wildlife parks, movies)<br>• sports (riding, racing)<br>• education (research, pharmacology, zoo)<br>• tourism (including animal rides)<br>• service & therapy animals<br>*animals as service consumers*<br>• veterinary, care services<br>• boarding services<br>• behavioral therapy | *animal products*<br>☐ diet<br>☐ clothing<br>☐ farming, husbandry<br>☐ breeding<br>☐ testing/experimentation<br>☐ taxidermy<br>☐ traditional medicines<br>☐ designer pets<br>*products (and innov.) for animals*<br>☐ nutrition<br>☐ toys | ☐ man-made vs. natural<br>☐ wildlife<br>☐ stray population<br>☐ rewilding<br>☐ development<br>☐ disasters and animal companions<br>☐ hunting, population control<br>☐ impact of feral animals, former animal companions released into a new environment |



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

TCR 2019: Track 1

# Meet the Team

**Madhu Viswanathan**
Diane and Steven N. Miller Centennial Chair Professor in Business at the University of Illinois

**Sara Baskentli**
Assistant Professor of Marketing
Western Washington University

**Samanthika Gallage**
Assistant Professor in Marketing
Staffordshire Business School, UK

**Maria Grigortsuk**
Undergraduate student of Gies College of Business at University of Illinois

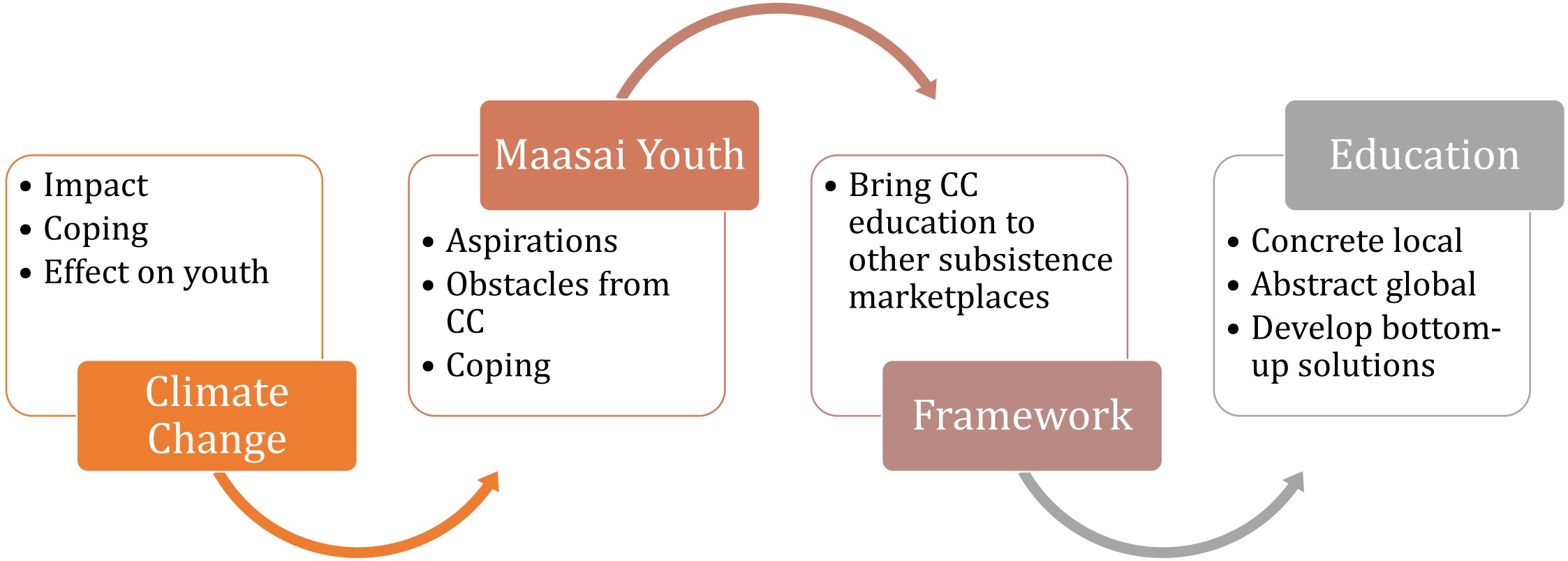
**Diane Martin**
Professor of Marketing, Economics, Finance and Marketing, RMIT University

**Matthew Lunde**
PhD, LEED-AP+BD&C
Assistant Professor of Marketing & Sustainability
Ithaca College

**Saroja Subrahmanyan**
Professor & Chair, Marketing & Communication, School of Economics and Business Administration
St. Mary's College

# Track Purpose & Goal

## Bottom-up approach to subsistence marketplaces



# 2019 TRANSFORMATIVE CONSUMER RESEARCH CONFERENCE

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Track 1: Building Capacity

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

## Enabling a Transformative Service Research Network on Refugees

Transformative Consumer Research

FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS

### Track Chairs

Raymond P. Fisk
Texas State University
USA

Sertan Kabadayi
Fordham University
USA

Silke Boenigk
University of Hamburg
Germany

# Refugee policy and recent refugee systems are failing badly

## Research goals:

- Rethink refugee services and policy
- Understand refugee journeys
- Co-design of sustainable refugee system

## Contributions:

- Academic
- Managerial
- Public Policy and Civil Society

Lilliemay Cheung
The University of Queensland
Australia

Canan Corus
Pace University
USA

Jörg Finsterwalder
University of Canterbury
New Zealand

Aaron Kreimer
University of Hamburg
Germany

Nadina Luca
University of York
UK

Linda Alkire
Texas State University
USA

Mansour Omeira
University of Neuchâtel
Switzerland

Pallab Paul
University of Denver, USA

Marcos F. Santos
La Sabana University
Colombia

Nina Smidt
ZEIT Foundation
Germany

# Political Polarization: Challenges, Opportunity, and Hope


T.J. Weber

Chris Hydock

David E. Sprott

William Ding

Naomi Mandel

Meryl Gardner

Eric Van Steenburg

Pradeep Jacob

# Key Questions

- What is political polarization?
- Why do political values facilitate self-selection so well?
- What can weaken political values as a guide for self-selection?

TRACK 2

# Lived Experiences of Poverty-Related Interventions


***Track Participants:***

Shikha Upadhyaya, California State University, Los Angeles

H. Rika Houston, California State University, Los Angeles

Christopher Blocker, Colorado State University

Nicholas Pendarvis, California State University, Los Angeles

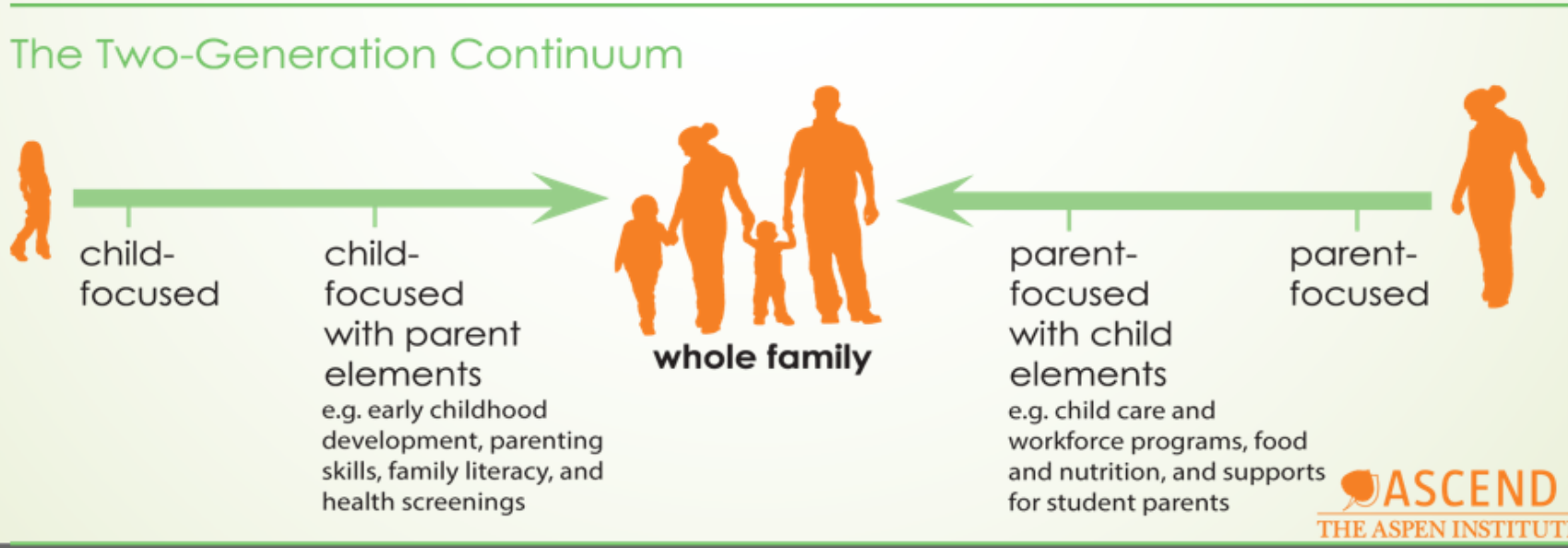
Non-Academic Stakeholder: *Marjorie Sims, ASCEND The Aspen Institute*

# Questions

# 1: Why are some individuals able to use government assistance programs to escape poverty while others cannot?

# 2: What insights arise about how to craft successful two-generational approaches across different populations?

# 3: How are two-generational interventions to poverty reduction being applied? In what context are they effective or not?



# Track 2:
# Service Equity and Consumer Well-being

**Laurel Anderson**
*Arizona State University*

**Linda Alkire**
*Texas State University*

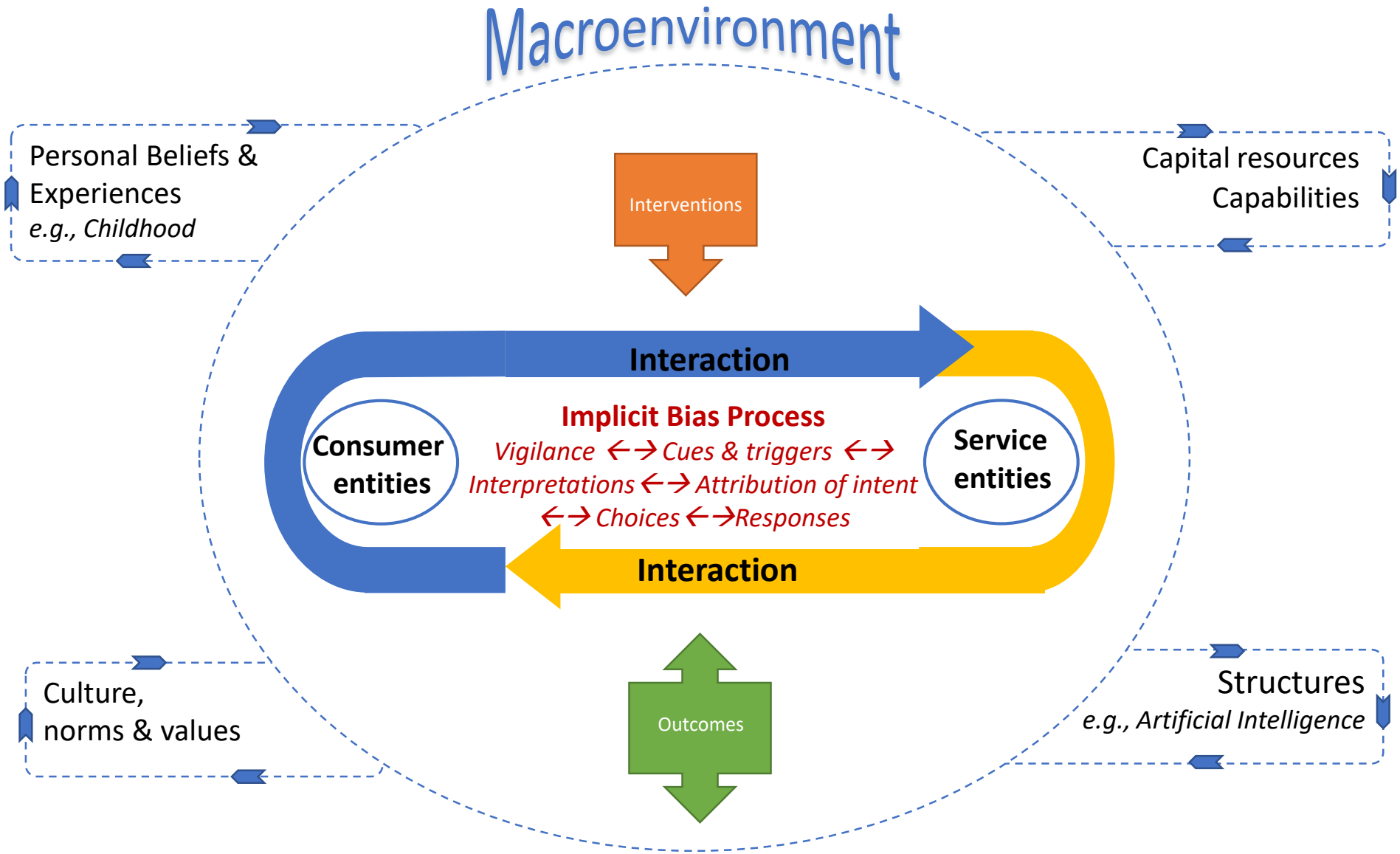
**Sidney Anderson**
*Texas State University*

**Raechel Johns**
*University of Canberra*

**Chatura Ranaweera**
*Wilfrid Laurier University*

**Research Question**

How does implicit bias affect service interaction and well-being?




**Research Question: How does implicit bias affect service interaction and well-being?**

TRANSFORMATIVE CONSUMER RESEARCH CONFERENCE 2019

# BUILDING AND TESTING A THEORY OF TERRITORIALITY THROUGH TACTICAL URBANISM

BRENNAN DAVIS, CAL POLY
MARTIN P. FRITZE, UNIVERSITY OF COLOGNE
KRIS KOLLURI, COOPER'S FERRY PARTNERSHIP
CAROL KAUFMAN-SCARBOROUGH, RUTGERS UNIVERSITY
JOANN PECK, UNIVERSITY OF WISCONSIN-MADISON
JULIE L. OZANNE, UNIVERSITY OF MELBOURNE

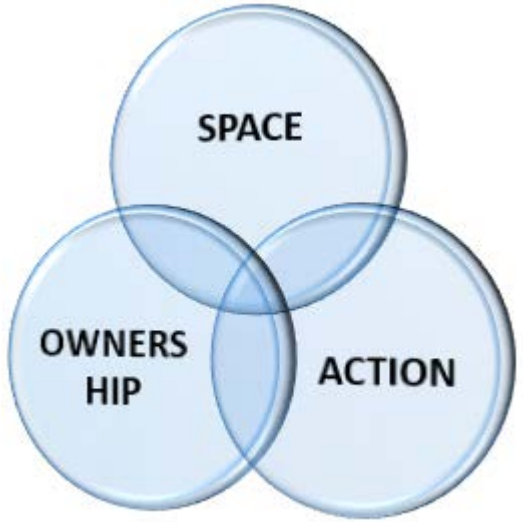
# OUR TRACK: GOALS

- Theorize how territoriality emerges and how it can be shaped

- Understand how **territorial tactics*** affect the psychological and community ownership of the neighborhoods where they are employed

*Techniques for shaping territorial perceptions to affect space-determined thoughts and behavior

⇢ **BUILDING AND TESTING A THEORY OF TERRITORIAL TRANSFORMATIONS**



Transformative Consumer Research

[TRACK TWO]

# Intricacies of Waste: Examining Consumer Responses to Planned Obsolescence

In order to minimize waste, it is important to identify why consumers make new product purchase decisions, what factors are relevant in replacing products, what identifies an existing product to be no longer functional, and what options are available to consumers for meaningful disposal. This research intends to identify ways to move consumers towards becoming more informed and sustainable decision makers.

## Meet Us.

We are so excited to be part of TCR 2019, we met at the 2017 TCR Conference at Cornell University. Our connection to one another was immediate and we have been working together ever since.

Fun fact : our birthdays fall within a week of one another.

Dr. Pia Furchheim
Research Associate
Institute of Marketing Management
ZHAW Switzerland

Dr. Nicole Bieak Kreidler
Professor
Design + Sustainability
La Roche University, USA

Dr. Naz Onel
Assistant Professor
Business Studies
School of Business
Stockton University, USA

## Consequences of Obsolescence

Non-renewable + Rare Resources
are not re-entering the production lifecycle

**Devaluation**
Products lose their value quicker, therefore increasing landfill mass

**Pollution**
improper and irresponsible disposal, incineration in landfills

## Non-Renewable + Rare Resources

waste generation

Created by Yu luck from Noun Project

## Consumers as active stakeholders in the waste generation process

- Sustainable behavior does not only imply buying green alternatives and/or engaging in recycling
- How long do consumers utilize an object
- Why do objects become obsolete?
- Do consumers understand their role in the waste generation process?

# THE RISE OF THE MACHINE II: MACRO CONSUMER BEHAVIORAL ISSUES IN THE 4TH INDUSTRIAL REVOLUTION


**TRACK MEMBERS:**

ABHIJIT ROY

MARAT BAKPAYEV

JEAN-PAUL DE CROS PERONARD

MELANIE BONINSEGNI

THOMAS REIMER

SMRITI KUMAR

# KEY RESEARCH QUESTIONS:

- Can the integration of IR4.0 Technologies into consumer practices generate long-term/ permanent enhancements in societal well-being?
- How can IR4.0 Technologies support consumers in overcoming perceived barriers to and maintain sustainable behaviors?
- How IR4.0 Technologies that provide workers with information and resources in real-time, improve productivity via more efficient work practice?
- Will Blockchain technologies improve transparency, trust, and disintermediation in marketing systems? How will end consumers be affected by this new technology?
- Will AI and ML necessitate consumers to have shorter workweeks and enjoy more leisure time and if so, how will they choose to spend this time?
- Will robots exceed the capacities of the human mind and can they even mimic consciousness type properties in humans?
- What is the trajectory associated with consumers'/society's integration of IR4.0 Technologies into their activities?
- To what extent might IR4.0 Technologies meet previously unarticulated consumer/societal needs within the relevant context?

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

Co-Chairs: Laurel Steinfield & Srini Venugopal

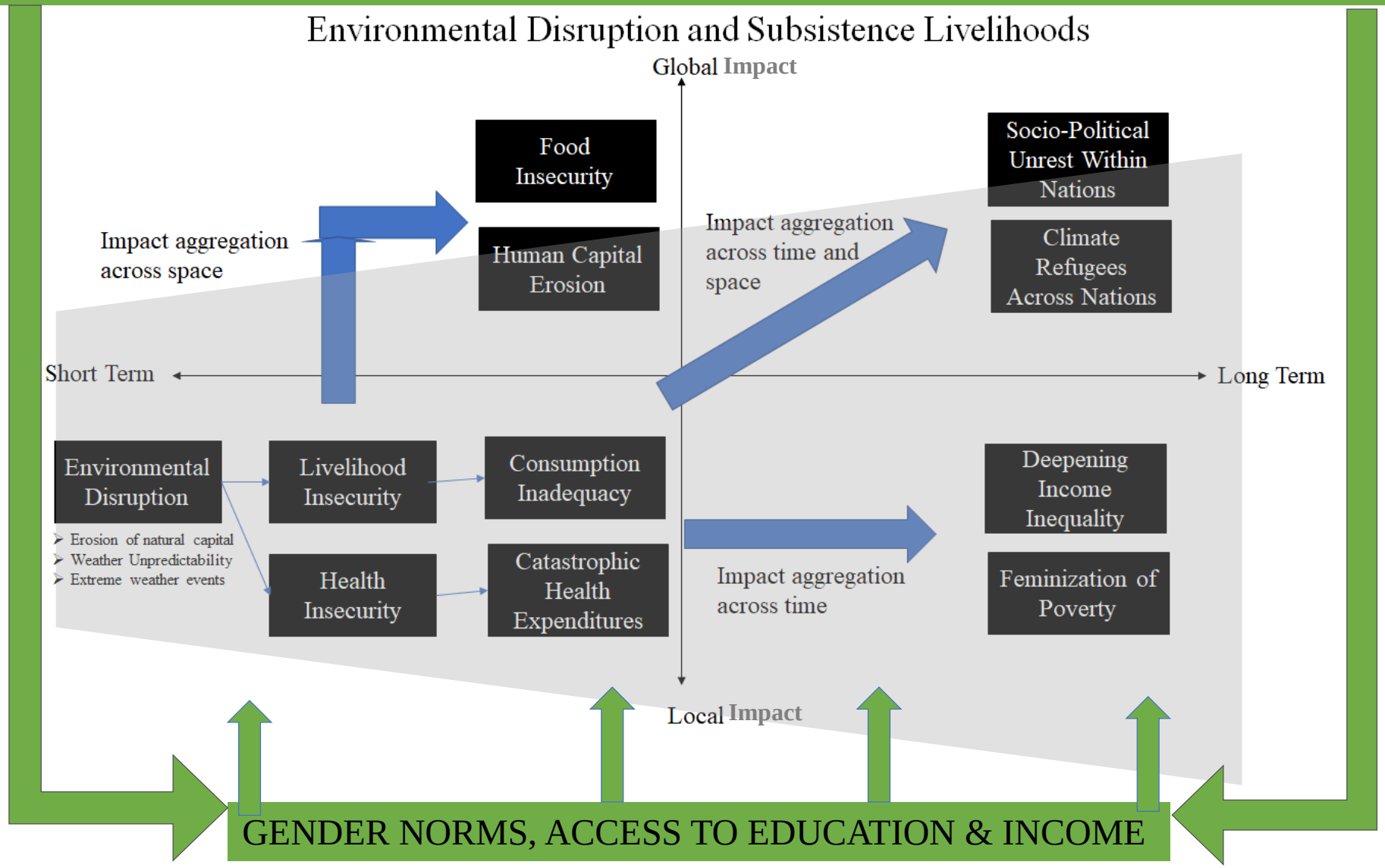
Track members: Sam Appau, Andres Barrios, Charlene Dadzie , Roland Gau, Ron Hill,

Diane Holt, Cliff Shultz

# Research Questions

- What does an intersectionality lens reveal about:
  - climate change and its effects on subsistence marketplace prosumers?
  - why market-based solutions & policies succeed or fail?

NEOLIBERALISM/CAPTIALIST (allows money to determine access to opportunities);
(NEO)COLONIALISM (determines 'refugee' status, social resources like education in countries)
SEXISM (reinforces gender norms)




GENDER NORMS, ACCESS TO EDUCATION & INCOME

# Youth As Changemakers: TCR 2019

## Track 1 team


Melissa Bublitz, University of Wisconsin Oshkosh

Lan Chaplin, University of Illinois-Chicago

Laura Peracchio, University of Wisconsin-Milwaukee

Ashley Deutsch, University of Arkansas

Meike Eilert, University of Kentucky

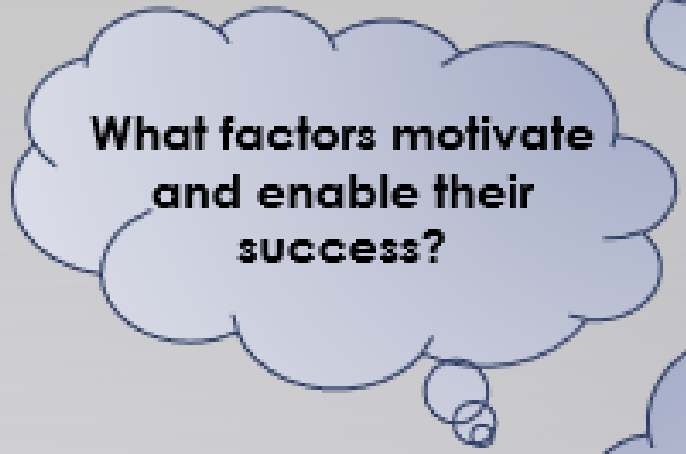
Jennifer Edson Escalas, Vanderbilt

Alexie Gloukhovtsev, Aalto University School of Business - Helsinki Finland

Stacy Landreth Grau, Texas Christian University

Elizabeth Gelfand Miller, University of Massachusetts Amherst

Mentor Dida, Ashoka Global Youth Venture

**Leading today, changing tomorrow.**

Ashoka's youth venture
DREAM IT. DO IT.
SODA
Student Organ Donation Advocates
A SWEET WAY TO FUND PEDIATRIC CANCER RESEARCH
The Blue Lollipop Project
www.bluelollipop.org
TRIANGLE PEOPLE POWER
Kids Tales
#50MORE
YOUNG VOICES
Adopt An Art
IOWA STUDENT LEARNING INSTITUTE
YOUNG REVOLUTIONARY
A TEEN'S GUIDE TO ACTIVISM
CHANICE LEE
MARCH FOR OUR LIVES
THE HUMAN PROJECTS
YOUTH LEADERS IN HUMAN RIGHTS
QUAERITE IUDICIUM • SUBVENITE OPPRESSO
SIT WITH US
girls code lincoln
ACE PR
Student Voice
IJM
SOLE2SOUL
Chicago Youth Activism Network
MOCO STUDENTS FOR CHANGE
MHL
THE FUTURE COALITION
FADES FOR GRADES
youth IMPACT HUB
TEAM ENOUGH

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

**Caroline Roux**

Université Concordia University
John Molson School of Business

**L. Lin Ong**

CalPoly Pomona
FP CAPE
Family Planning
Country Action Process Evaluation

**SunAh Kim**

Université Concordia University
John Molson School of Business

**Marta Caserotti**

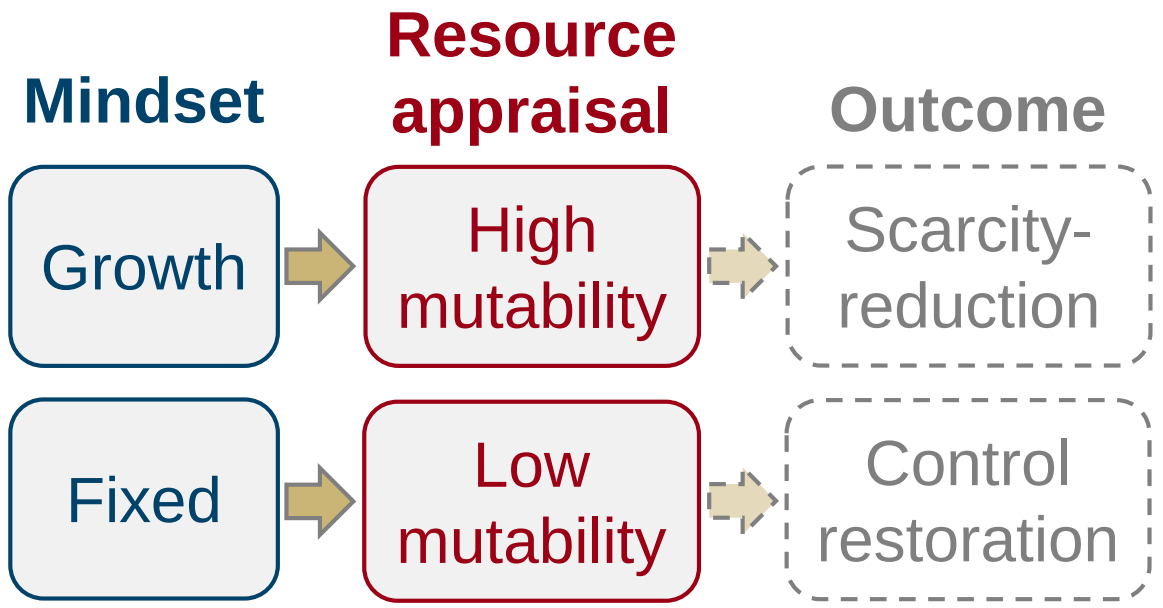
Università degli Studi di Padova

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

## Research questions

Does having a fixed (vs. growth) mindset:

- impact how consumer appraise their resources?
- increase (decrease) the likelihood of experiencing a scarcity mindset?
- impact how they attempt to resolve the experienced scarcity?




Cannon, Goldsmith, and Roux (2019; JCP)

# Preventing youth's online violent radicalization (Track 2)

Track members: Marie Louise Radanielina Hita, PhD.

Julien, Grobert, PhD

Chirine Chamsine, PhD

Yany Grégoire, PhD

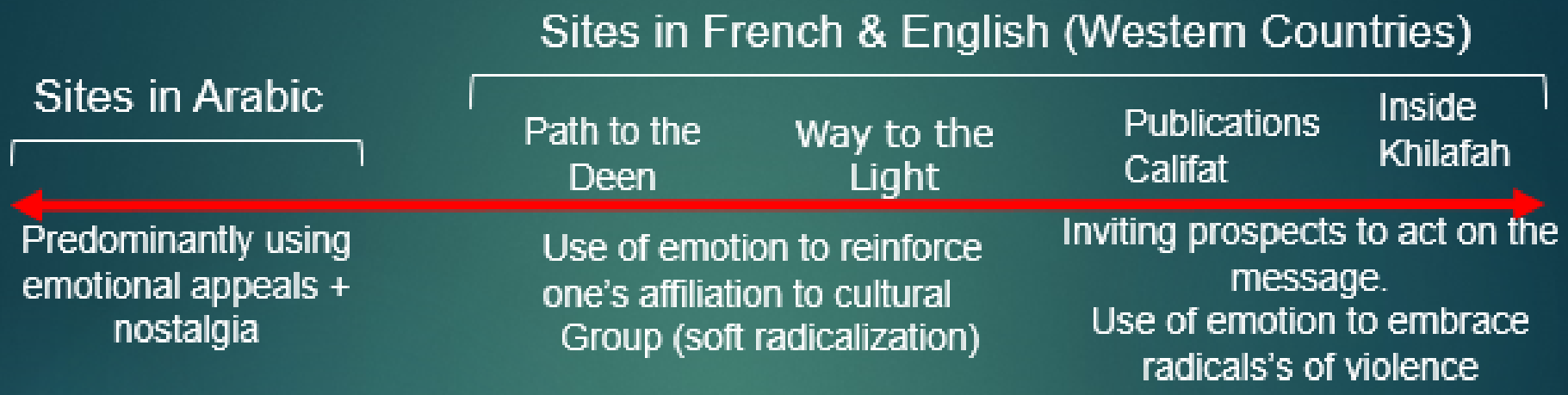
Sylvain Sénécal, PhD.

**Two key contributions:**

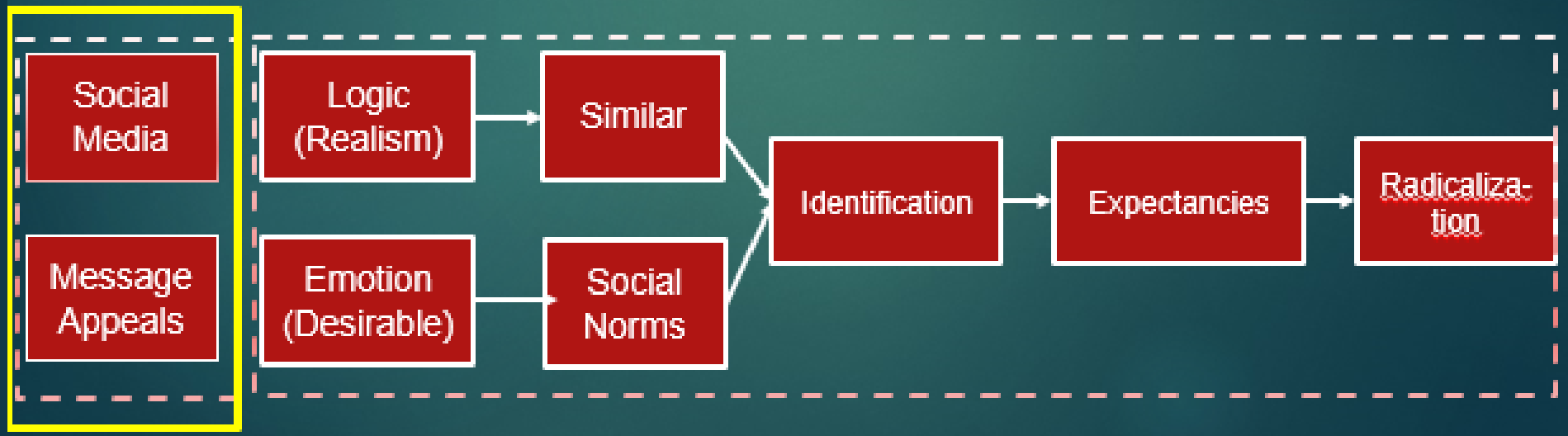
I) Identifying the communication appeals used by radical groups to sell their cause to Arabic-speaking youth as well as their international audience

II) How youth's exposure to these communication appeals may help shape their beliefs or develop sympathies toward radicals' views?

## Contribution 1: Content analysis of materials collected on the jihadi leaning site « Telegram »




## Contribution 2: First evidence of a radicalization decision process



# Who owns my embodiment?

## How embodiment ownership affects well-being, resource accumulation and marginalisation

**Track Chairs:**
Andrew Lindridge
Anoop Bhogal-Nair

**Track Members:**
Daniela Alcoforado
Mo Cheded
Bernardo Figueiredo
Carole Lindridge
Chihling Liu
Mona Moufahim
Mark Tadajewski
Luca Visconti

# Track Description

Since ancient times, the body has embodied differing aspects of cultural, economic, political and social interventions, manifesting through varying lenses including art, consumption, and medicine.

Yet, transnational capitalism demands flexible embodiment to allow for flexible accumulation of resources as and when a situation requires, with embodiment often negotiated through market forces.

Whilst, consumption literature has focussed on tattooing, plastic surgery, skin colour or other consumer lifestyle self-enhancements research is notably absent on those aspects of embodiment transcending into the margins of wider society, such as: disabilities, transgender, diseased bodies, aging bodies, deformities, the incarcerated, and obesity.

# Track Goals

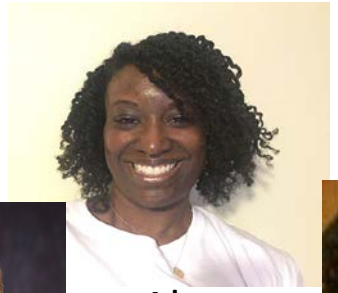
This track explores and deepens our understanding of embodiment and how others supported by the market also embody values of ownership over our bodies, potentially marginalising those individuals who do not fit the market ideal.

The track team will explore three key objectives:

(i) How embodiment marginalises consumers,
(ii) Who is using embodiment to marginalize,
(iii) How embodiment non-compliance affects resource accumulation and well-being and the implications for society.

# Operationalizing *Critical Race Theory* in the Marketplace

Lynn Addington


Akon Ekpo

Sonya A. Grier

Geraldine Henderson

Sonja Martin Poole

Francesca Sobande

Kevin Thomas

Lez E Trujillo Torres

Melinda Weekes-Laidlow

***Disciplines and Perspectives***:

- Advertising, Marketing, CCT, Public Policy, Law, Religion, Political Science
- Two "out of field" members, both lawyers (an academic and a consultant)

***Domains Studied***:

- Consumer discrimination, criminal justice, education, public health, representations, social networks and technology

RIM

RACE IN THE MARKETPLACE

- Global
- Interdisciplinary
- Critical orientation

# THE TEAM

# RESEARCH QUESTIONS

How is race conceptualized in market interactions?

What type of markets are involved?

In what ways do markets maintain and transform power structures?

# THEORETICAL FRAMEWORK

## Critical

- Normative
- Power Relations

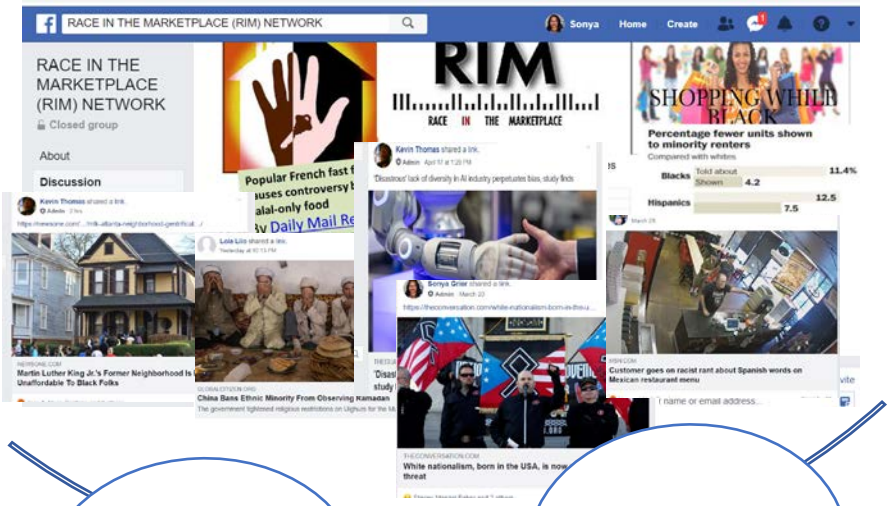
## Race

- History
- Reflection

## Theory

- Dialectic
- Imagination

# METHOD




**508 Article Posts**

**1.5 Year Time Frame**

- Qualitative analysis of RIM Facebook posts
  - News, entertainment, research
  - FB = a data archive
- Diverse market domains (e.g. retail, education, health)

# THE PROJECT