# CATH:Users:catherinelucas:Desktop:ISMW2014:header_imsw2014_final_2.jpg IMSW 2014: the schedule

Thursday 5 June

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|  | Track A | Track B |
| 9.00-9.10 | Introduction: **Kimberly CHONG, Susi GEIGER, Hans KJELLBERG, Alexandre MALLARD** | |
| 9.10-9.40 | Group Session | |
| 9.45-11.15 | CM1. “Concerning” markets 1. Towards sustainable markets **Chair: Ronika CHAKRABARTI**  **Debbie HARRISON**  Using multiple market devices-in-the-making in environmental market construction  **Serafim AGROGIANNIS**  Making Headways with Sustainability?: Mainstreaming Sustainability Issues in the SPP Market  **Annmarie RYAN, John FINCH,**  Arts Revitalizing Cities, Narratives and Performation | NS. Narratives in the construction of market actors and products **Chair: Zsuzsanna VARGHA**  **Bernard COVA,** Robert SALLE, **Lionel SITZ**  The role of microdiscursive practices in shaping markets: The genericization of brand names  **Anne JOURDAIN**  Shaping the Art and Craft Market through narratives |
| 11.15-11.45 | Coffe break | |
| 11.45-12.45 | **Keynote 1**. **Jane GUYER**: Transitions in Personhood and the Consumer Price Index: The Example of “Shelter” | |
| 13.00-14.00 | Lunch | |
| 14.15-15.45 | AM. Agencing markets **Chair: Bernard COVA**  **Daniel NEYLAND,** Sveta MILYAEVA  Can Markets Solve Problems? On building a market for privacy  **Suvi NENONEN, Kaj STORBACKA**  Market shaping capabilities:a managerial perspective on the power to shape markets –  **Vera EHRENSTEIN**  Trust devices or the selective engineering of « good governance » in DRC’s forests | NP. Narratives in prescription **Chair: Luis ARAUJO**  **Sidonie NAULIN,**  The Production of Narratives. The Case of the Gastronomic Market –  **Jean-Samuel BEUSCART, Kevin MELLET,** Marie TRESPEUCH  OCR in the Restaurant Industry: An Ambivalent Takeover.  **Joanne ENTWISTLE**  Knowing and sensing in high fashion retailing |
| 15.45-16.15 | Coffe break | |
| 16.15-17.45 | CM2. “Concerning” markets 2. Value and values in markets **Chair: Guus DIX**  Domen BADJE, **Pilar ROJAS-GAVIRIA**  Investigating Hybrid Transaction Networks: The Case of Philanthropic Crowd-Lending  Rebecca REUBER, **Anna MORGAN-THOMAS**,  Communicating moral legitimacy through socio-material practices –  **Claes-Fredrik HELGESSON**  Agencing in tangled situations: The case of dividing restaurant bills among friends. | F1. Framing the consumer as a market subject 1. **Chair : Jean-Samuel BEUSCART**  **Trine PALLESEN, Rasmus Ploug JENLE,**  Remaking the Elasticity of Consumer Wants  **Alain NADAI, Catherine GRANDCLEMENT,**  Smart grids demonstration and the responsive electricity consumer  **Johan NILSSON**  ”We can know it for you wholesale – Market researchers as market-makers” |
| 17.45-20.00 | Break | |
| 20.00 | Dinner | |
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| Friday 6 June |  |  |
|  | Track A | Track B |
| 8.30-10.00 | DA. Markets as dynamic agencements **Chair: Winfred ONYAS**  **Jeppe Trolle LINNET**  In Defense of Context: Problematizing "emergence" as an analytical dogma  **Céline CHOLEZ, Pascale TROMPETTE**  ‘Economic Circuits’ :A Sociology of day-to-day market arrangements. The small-scale economic fish circuit in Madagascar  **Ronika CHAKRABARTI, Katy MASON**  Market Empowerment - for Six Days Only: An exploration of the empowerment of market actors to constitute, perform and dismantle Durga Puja Markets | MS. The construction of market subjects - Empowerment **Chair: Catherine GRANDCLEMENT**  **Robert KNEGT**  Has market subjectivity been created in legal practices?  Elizabeth GULLEDGE, **Barbara TOWNLEY, Philip ROSCOE,**  Acquiring an economic habitus: the role of calculation in learning ‘the rules of the game’  **Guus DIX**  Charting human performance: Gantt’s Man Record Chart as a material power/knowledge device |
| 10.00-10.30 | Coffe break | |
| 10.30-11.30 | NM1. Narratives in market making 1. **Chair : Phil ROSCOE**  **Gillian HOPKINSON, Mohammed CHEDED,**  Ante-narrative struggle in market making.  **Kristian BONDO HANSEN**  Narrating the Financial Market: Contrarian Speculation, Crowd Psychology and Popular Culture | NM2. Narratives in market making 2. **Chair: Daniel NEYLAND**  **Luis ARAUJO, Katy MASON,** Martin SPRING  Expectations and Foresight as Market Shaping Devices: the case of driverless cars –  **Thomas BEAUVISAGE, Kevin MELLET**  Narratives and quality conventions in the market for social media marketing |
| 11.35-12.35 | **Keynote 2**. **Don SLATER**: Ambiguous goods as market devices: the case of smart homes and connected houses | |
| 12.45-13.45 | Lunch | |
| 13.45-15.15 | MD. Numbers, graphs, algorithms as market devices **Chair: Debbie HARRISON**  **Stefan SCHWARTZKOPF**  Give me a Rating Scale and I will create a Market around it: How Numbers Make and Unmake Markets for Advertising Communications  **Donald MACKENZIE**  A Sociology of Algorithms: High-Frequency Trading, Boundary Work and History’s Traces  **Gian Marco CAMPAGNOLO,** POLLOCK Neil, WILLIAMS Robin  Simple graphs in business settings | F2. Framing the consumer as a market subject 2. **Chair : Pascale TROMPETTE**  **Zsuzsanna VARGHA**  Conversation stoppers: constructing consumer Attitudes to Risk in UK wealth management  **Winfred I. ONYAS, Luis ARAUJO**  The making of a Mobile Money market agencement: examining the MTN Uganda platform –  **Oskar KORKMAN, Suvi NENONEN, Kaj STORBACKA**  The impact of consumption practices and objects on market dynamics: Case photography and beer |
| 15.15-15.35 | Concluding group session | |
| 15.40-16.15 | Workshop conclusion | |
| 16.30 | Bus departure for Aix TGV railway station and Marseilles Provence Airport | |