# 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 MILYAEVACan 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-LendingRebecca 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 |