

CONSUMERS AND CONSUMPTION @ YALE

March 31st, 2017

9am - 7.30pm

CALL FOR PAPERS FROM ADVANCED DOCTORAL STUDENTS & JUNIOR FACULTY

The Consumers and Consumption @ Yale Symposium is a one-day event bringing together a pan-disciplinary group of researchers studying consumption, consumers, and markets.

Background:

Hosted by the Yale Center for Cultural Sociology, the Center for Consumer Insights at the Yale School of Management, and Yale Sociology, the cross disciplinary symposium is designed to spark dialogue and debate on critical issues and themes in contemporary consumption studies between key scholars in cultural sociology, economic sociology, consumer research, and marketing studies. In addition, there will be several concurrent paper development sessions for advanced research by early career scholars.

Symposium Panelists include leading scholars contributing to *The Oxford Handbook of Consumption* (under contract, edited by Frederick Wherry and Ian Woodward), council members from the American Sociological Association Consumers & Consumption Section, the Association of Consumer Research, and leadership from the Consumer Culture Theory Consortium in Marketing, such as:

Jeffrey C. Alexander, Eric Arnould, Melissa Aronzyck, Shyon Baumann, Nina Bandelj, Daniel Cook, Ravi Dhar, Amber Epp, Eileen Fischer, Sonya Grier, Geraldine Henderson, Omar Lizardo, Cristina Mora, Albert Muñiz, Allison Pugh, George Ritzer, Craig Thompson, and Sharon Zukin.

Panels will focus on topics such as fault lines and foci in the sociological study of consumption and markets, race in the marketplace, narrating consumption, sociological perspectives on brands, and making a difference through consumption studies.

Early Career Scholar Participation:

The organizers invite early career scholars to submit abstracts to participate in one concurrent paper session. Research should be in an advanced stage of development, address substantive issues related to consumption and/or markets, and use a sociologically and culturally oriented theoretical approach.

Paper selection will be based on: a) Quality of the research and novelty of the findings; b) Contribution to the fields of sociology and consumer research; c) Clarity of presentation; d) Completeness of the research; and e) Fit with the symposium/paper session topics.

Applicants to participate in the concurrent paper development session should follow the link below to submit an extended abstract of approximately 400-500 words by December 15th for consideration. The registration fee will be \$20 for early career scholars participating in the concurrent paper development session.

Application: https://medill.az1.qualtrics.com/SE/?SID=SV_bxcVODg6E9s5WWp

Applicants are encouraged to visit the website of the Consumers & Consumption section of the American Sociological Association and to become a member:

<https://asaconsumers.wordpress.com/about/>

Please direct questions to Michelle Weinberger m-weinberger@northwestern.edu and Ian Woodward iawo@sam.sdu.dk

Symposium Organizers:

Ian Woodward, University of Southern Denmark

Frederick F. Wherry, Yale University

Michelle Weinberger, Northwestern University

Craig Thompson, University of Wisconsin at Madison

Juliet Schor, Boston College

Marissa King, Yale School of Management

(in reverse alphabetical order)

Symposium Sponsors:

Association for Consumer Research*

American Marketing Association*

Consumer Culture Theory Consortium

Journal of Consumer Research

Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University

Yale Center for Consumer Insights at the School of Management

Yale Center for Cultural Sociology

Yale Sociology

(among others)

*Indicates pending request