

May 16-17, 2022

Stockholm, Sweden + Hybrid (online)

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*Remaking Gender, Rewriting Rights: (Re)drawing Links
between Gender, Politics, Marketing and Consumer Culture*

// Monday May 16th

08:00 – 09:00		REGISTRATION	
09:00 – 09:10		Co-chairs welcome attendees to the conference	
		ROOM A: Torsten	ROOM B: The Sherman Room
09:15 – 10:15	<p>Session 1A</p> <ol style="list-style-type: none"> 1. "The impact of online communities on the wellbeing of women in a developing country: A gender and transformative consumer research perspective" by Mariam Abouseif, Hayley Cocker & Sheila Malone (hybrid) 2. "Romantic alienation, radicalization, and violence – typologies of life-style advice in online protest communities" by Mikael Andéhn, Joel Hietanen, Alice Wickström 	<p>Session 1B</p> <ol style="list-style-type: none"> 1. "Artistic Creation of self-portraits in august: an ABR project seeking audience's input" by Luciana Walther, Carlos Eduardo Felix da Costa, John Schouten, Francisco Alessandri 2. "What's haunting the reader? An Otobiographical analysis of patriarchal and colonial spectres in wide sargasso sea" by Jonatan Södergren, Niklas Vallström 	
COFFEE BREAK			
10:45 – 12:00	<p>Session 2A</p> <ol style="list-style-type: none"> 1. "Feeding grandchildren: Competing priorities and blurred relational boundaries" by Michelle Webster, Benedetta Cappellini, Vicki Harman (hybrid) 2. "Doing equality – everyday struggles around family food practices in times of change" by Insa Wemheuer, Lorna Stevens, Avi Shankar 3. "Bounded Liquidity: Gendered Metaphors of Mundane Liquidity" by Tanvi Gupta, Vidushi Trivedi (hybrid) 	<p>Session 2B</p> <ol style="list-style-type: none"> 1. "Women's Football in Ireland: Fandom and Fan Engagement" by Payam Ansari, Gary Sinclair 2. "Frozen – a case of unintentional cause marketing" by Gry Knudsen, Lars Pynt Andersen 3. "(Re)Making Gender Disparities in Crafting Communities" by Amy Goode, Stephanie Anderson 	
LUNCH			
13:30 – 14:45	<p>Session 3A</p> <ol style="list-style-type: none"> 1. "The irony of masculinity: Insights from the Vintage Cycling Community" by Christian Dam 2. "Muscular Christianity and the crisis of masculinity: an ethnographic account of branded martyrdom at Crossfit" by Stefan Schwarzkopf, Thomas Burø (hybrid) 3. "Recouping Ownership of Cultural Products: How Ownership Tensions Pave the Way for Hegemonic Masculine Human Brands" by Jayeti Anand (hybrid) 	<p>Session 3B</p> <ol style="list-style-type: none"> 1. "Stepping outside the patriarchy: The transformative potential of women-centric and women-only service spaces" by Holly Porteous, Kathy Hamilton, Juliette Wilson, Sarah Edwards 2. "Abuse in the moment of truth? The reproduction of sexual harassments in Nordic service consumption contexts" by Anna Fyrberg Yngfalk, Markus Fellesson 3. "Online Fashion and the Performative Cyber-power of Social Media Influencers" by Fatma Bouarour 	
15:15 – 16:30	<p>Session 4A</p> <p>Roundtable: "Exposing the Gendered Nature of the COVID-19 Pandemic: A Call to Action in Academia Regarding Caretaking" by Linda Tuncay Zayer, Wendy Hein, Andreas Chatzidakis, Catherine Coleman, Robert Harrison, Aimee Dinnin Huff, Maureen Kilgour and Andrea Prothero (hybrid)</p>	<p>Session 4B</p> <ol style="list-style-type: none"> 1. "Rational men and excited bettors: Emotional interpellations and gender in Swedish Sports Betting Commercials" by Klara Goedecke 2. "Cultural Branding meets feminism in Russia: A case of Reebok ad campaign" by Olga Gurova, Tatiana Romashko 3. "Are the effects of covid-preventive advertising gendered?" by Hanna Hjalmarson 	

// Tuesday May 17th

	ROOM A: Ragnar	ROOM B: Torsten
09:00 – 10:15	<p align="center">Session 5A</p> <ol style="list-style-type: none"> 1. "Innovative modes and alternative formats of presentations – Drag as political identity work" by Shelagh Ferguson, Tori Sanders, Penny Barnsdale, Harriet Clarke & Claire Greenlaw (hybrid) 2. "Talking about our generation: The affordances of digital engagement within feminist social movements" by Maggie Match, Elizabeth Parsons, Rachel Ashman 3. "#Gamergate war: explorations of gender equality and reasserting hegemony in a community shaken to its core", by Shelagh Ferguson, Wendy Hein, Shobhit Eusebius & Ebba Ourfali (hybrid) 	<p align="center">Session 5B</p> <ol style="list-style-type: none"> 1. "Evolutionary Psychology in Marketing and Consumer Research – A Critique" by Andrea Prothero, Pierre McDonagh, Lisa Peñaloza & Kathryn Ponders (hybrid) 2. "Gender Justice and Social Movements – The Case of the October Revolution in Lebanon" by Hounaida El Jurdi, Nacima Ourahmoune
COFFEE BREAK		
10:45 – 12:00	<p align="center">Session 6A</p> <p>Roundtable: "When gender meets spirituality and religion: Conversations to inspire intersectional research" by Diego Rinallo, Janssen Santana, Maria Carolina Zanette (hybrid)</p>	<p align="center">Session 6B</p> <ol style="list-style-type: none"> 1. "Intersecting Ideologies of Gender and Religion at the Nexus of Consumer Acculturation and Resistance" by Hossain Shahriar, Sofia Ulver 2. "Institutional theory and the flipped proposal script" by Vera Hoelscher, Ratna Khanijou, Daniela Pirani 3. "Queering the city: Helsinki's queer street fashion between 2005 and 2020" by Daria Morozova (hybrid)
LUNCH		
13:00 – 14:15	<p align="center">Session 7A</p> <ol style="list-style-type: none"> 1. "Analysis of analysis: sharing practices to raise multivoicedness in diverse research teams" by Wendy Hein, Vikram Kapoor, Russell Belk (hybrid) 2. "Gender equality, impact, and merits – an examination of citation indices in marketing academia in the Nordics and continental Europe" by Andrea Lucarelli, Mikael Andéhn, Massimo Giovanardi, Christofer Laurell 3. "The Queer Manifesto" by Daniela Pirani, Athanasia Daskalopoulou 	<p align="center">Session 7B</p> <ol style="list-style-type: none"> 1. "The Pinkification of Menopause: the silences and omissions of the menopause market gold-rush" by Shona Bettany 2. "Digital irresponsibility: the automation of gendered biases under marketing dataveillance" by Carl Yngfalk 3. "Wartime segments: identifying classed and gendered audiences during scarcity, Sweden 1939-1945" by Klara Amberg
COFFEE BREAK		
14:45 – 16:00	<p align="center">Session 8A</p> <ol style="list-style-type: none"> 1. "Masked Girls in Bluebeard's Castle: Visualizing Cyberfeminism" by Yuko Minowa & Russell Belk (hybrid) 2. "Embodied Gender Tensions and Young Women Living with Breast Cancer" by Kathryn Ponders, Catherine Coleman & Katherine Sredl (hybrid) 3. GENMAC Lifetime Achievement Award (hybrid) 	