


GENMAC 2026 Programme

Day 1 – 27th June

Time	Session		Chair
9:00 – 9:45	Registration		
9:45 – 10:00	Conference Open		
10:00 – 11:30	Competitive Papers	<p>#Genderneutraldolls: Conceptualising gender neutrality in children’s markets Sadaf Sagheer, Lauren Gurrieri, Torgeir Aleti</p> <p>“Old wine in new bottle?”: Everyday dystopian feminisms as contemporary marketplace practices under the empowerment and neoliberal rhetoric Mallika Suresh</p> <p>Costing the Male Cultural Bribe Thomas Derek Robinson</p> <p>Female Humor and the Negotiation of Singleness in Russian Popular Culture Irina Sukiasyan, Katherine Sredl</p>	Katherine Sredl
	Working Papers: Technology	<p>Industry-Gender Stereotypes Spillover to AI-Service Agents Matilde Lucheschi, Danit Ein-Gar, Liat Levontin</p> <p>Self-tracking affordances and gendered metrics Yasmine El Alami, Athanasia Daskalopoulou</p> <p>From Social Media Networks to Lived Experience: Exploring Single Mothers’ Consumer Selves Helen Thompson-Whiteside, Gül Şener, İhsan Özçitak, Bilge Biçer, Eda Öztürk</p>	Yasmine El Alami
11:30 – 12:30	Keynote Address – Associate Professor Koji Yamamoto, Graduate School of Economics, University of Tokyo		
12:30 - 13:30	Lunch		
13:30 - 15:00	Roundtables	<p>If History Matters, Why Don’t We Use It? Gender, Consumption, and Methodological Blind Spots Reinhild Kreis, Fumi Iwashima, Yen Nie Yong</p>	
	Working Papers: Ecofeminism and Green Consumption	<p>Corporate Strategic Responses to Gender Norms: An Institutional Analysis of How Japanese Advertising Has Represented the Household Food Preparer, 1980–2020 Renge Jibu</p> <p>Crisis, Care, and Continuity: Theological Ecofeminism and Women’s Environmental Leadership in Fragile Contexts Hounaida El Jurdi, Ali Mahdi</p> <p>Feminist perspectives on the impact of marketing and consumption on the triple planetary crisis Wendy Hein</p>	Wendy Hein
15:00 - 15:30	Coffee Break and Networking + Poster Set Up		

15:30 – 17:00	Roundtable	Innovation at What Cost? Examining Technology Facilitated Gender-Based Violence Linda Tuncay Zayer, Robert Alfonso Arias, Catherine Coleman, Jenna Drenten, Judith Fletcher-Brown, Wendy Hein, Karen Middleton, Nacima Ourahmoune, Gul Sener, Katherine Sredl	
17:00 – 19:00	Posters and Reception	Theorising Community of Care Nguyet Tran, Rohan Venkatraman, Julie Ozanne, Michal Carrington Practice Complexity in Stigmatized Consumption: Enacted Spaces of Menstrual Cup Use in Turkey Perihan Asli Özdal, Kushagra Bhatnagar Kitsch Marketing: Brand Image and Controversial Consumer Culture on Social Media Shuo Feng, Zhen Ye Deep Collaboration: How Co-production Between Producers and Consumers Fosters Inclusive Social Atmospheres Vitor de Moura, Katharina Husemann, Sophie Whitehouse, Patrick Elf Navigating “Beauty Duty” among Chinese Female International Students Through Beauty Consumption Practices Meichen Jiao Online fandoms in offline spaces: Exploring the identity impacts of fan conventions for societally marginalised attendees Annayah Prosser Gendered Existentialism: The Existential Dread and Monstrosity of The Substance Domen Bajde, Konstantinos Lianidis, Lydia Ottlewski	Rohan Venkatraman

Day 2 – 28th June

Time	Session		Session Chair
9:00 – 10:30	Working Papers: Popular Culture	Creating the “woman gamer”: A de-naturalizing account of gender differences in online gaming Yuri Dallabrida, Delane Botelho, Daiane Scaraboto Heated Rivalry: The Female Gaze and the Valuation of Male-to-Male (MM) Romance Bernardo Figueiredo Gaslighting Feminism: Anna Bey and the School of Affluence Cagri Yalkin, Finola Kerrigan	Finola Kerrigan
	Working Papers: Materiality and Design	Rasquache Consumption as Feminist Praxis: Gender, Decoloniality, and Consumption Mariella Zavala When wearing succeeds as a political act: examining the performativity and agency of feminist slogan clothing Alice Crépin, Edith Nicolas de Laballerie, Alice Falchi Luxury with Purpose and the Politics of Visibility Hounadia El Jurdi, Nacima Ourahmoune	Mariella Zavala
10:30 – 11:00	Coffee Break and Networking		
11:00 – 12:30	Working Papers: Gender and Labour	Life Satisfaction of Women Entrepreneurs: Innovativeness, Risk-Taking, and Bricolage Gurjeet Kaur Sahi, Pratik Modi, Stanzin Mantok, Satyendra Pandey Market creation through skill development for rural, indigenous women- a stigma perspective Kavita Bhattacharya, Sumita Mishra, Anica Zeyen, Subhasis Ray Old Rules, New Rebels: Gender Tradition, Counterculture, and Identity in Influencer Markets Johnpaul Smith, Ann-Marie Kennedy	Johnpaul Smith
	Working Papers: Affect	Hatsune Miku in Kabuki: Gender and Affect in Posthuman Consumer Culture Yuko Minowa From Private Feelings to Public Displays: Quiet Resistance through the Commodification of Intimate Emotion on Social Media Rafaela Canova Davide Choosing Childfree: Contesting the Tradition of Motherhood through the Marketplace Luciana Velloso, Leticia Andrea Gonzalez Estigarribia	Rafaela Canova Davide
12:30 – 13:30	Lunch and Awards		
13:30 – 15:00	Roundtable	Contemporary Marketing Research in Gender and Sexuality in the Global South Shuyu Yang, Yuzheng Li, Shuo Feng, Di Yang, Mohammed Cheded, Athanasia Daskalopoulou, Rafaela Davide, Hounaida El Jurdi, Bernardo Figueiredo, Nacima Ourahmoune, Nguyet Tran, Rohan Venkatraman	
15:00 – 15:15	Conference Close		
15:30 – 17:00	GENMAC Board Meeting		
19:00 – 21:30	Conference Dinner – Ganko Takase-gawa Nijo-en *		

* Conference Dinner is not included in the registration. You will have to purchase the conference dinner ticket add-on to attend.