2nd Edition of NITMKG Conference

Program

June 6&7 2019

ISC Paris Business School, France

Thursday, June 6

08:00-08:45 Registration & Coffee (Agora)
08:50-09:00 Welcome and Opening Words (Amphi3)
   Thierry Delecolle, Dean ISC Paris Business School
09:00-10h30 Session 1: Consumption practices emergence (Amphi3)
   Chair: Damien Chaney
   - How Emotions Shape Practices: The Role of Fantasy in Transitional Phases
     Alexis Pokrovsky
   - Markets as narrative constructions
     Mauricio Rodriguez & Gael Bonnin
   - Re-enchantment of consumption through craft products: An analysis of the homemade cosmetics context
     Isabela Morais, Eliane Brito & Ronan Quintão
10h30-11h Coffee Break
11:00-12:30 Institutional theory in Marketing: taking stock and moving forward (Amphi 3)
   Karim Ben Slimane, Damien Chaney, Ashlee Humphreys, Bernard Leca & Marie Taillard
   Keynote
   Pr. Kamal Munir, Cambridge Judge Business School
   Reader in Strategy & Policy Race & Inclusion Champion, University of Cambridge Fellow of Homerton College
   -What Kodak Forgot: What Institutional Theory can Add to Marketing?
12:30-14:00 Lunch
14:00-15:30   Session 2: Legitimacy and Legality of consumption practices (Amphi3)
Chair: Ashlee Humphreys
- Black-markets survival from a legitimacy perspective: Evidence from an emerging market
  Mauricio Losada-Otálor & Nathalie Peña-García
- Legitimization of Recreational Cannabis Consumption: Introduction of Market and Aesthetics Logics in the Field
  Mine Ucok Hughes, Ekin Pehlivan Yalcin & Gokcen Coskuner-Balli
- Battles at the Boundaries of Markets: The Processes of Legitimation in the ‘Legal High’ Markets
  Alison Joubert

15:30-16:00   Coffee Break

16:00-17:30   Session 3: Managing contestation and stigma of consumption practices (Amphi3)
Chair: Bernard Leca
- Sustaining Contested Institutional Fields: The Materialization of Popular Memories in Historical Servicescapes
  Ela Veresiu & Markus Giesler
- The inadvertent consequences of institutional work in the process of stigma change The case analysis of Japanese marriage hunting konkatsu
  Oda Yumiko
- Institutional Maintenance of an Extreme and Often Stigmatized Marketplace
  Gulnur Tumbat & Kent Grayson

19:30-23:00 Gala Diner
Friday June 7

09:00-10:30   Session 4: Institutional logics (Amphi3)
Chair: Karim Ben Slimane
- Adapting to market transformations: How traditional firms adapt to shifts in logics
  *Rodrigo Castilhos, Pierre-Yann Dolbec, Marcelo Fonseca & Guilherme Trez*
  - From banning the bag to saving the turtles: Colliding logics and multi-level changes in markets
  *Alison Joubert, Claudia Gonzalez & Daiane Scaraboto*
- Navigating Complex Institutional Logics: Cocreation as Institutional Work
  *Marie Taillard & Hope Schau*

10:30-11:00 Coffee break

11:00-12:30   Session 5: Consumers as institutional agents (Amphi3)
Chair: Marie Taillard
- The Role of Consumers as Agents in the Shaping of Consumption Practices at the Macro Level
  *Mirna Salem*
- Consumption Communities and Institutional Work: The Role of Facebook Groups in Legitimating New Diets
  *Matteo Corciolani*
- Consumer reflexivity and the role of legitimacy frames in pornography consumption
  *Carolina Zanette & Athanasia Daskalopoulou*

12:30-14:00 Lunch
14:00-15:30  Session 6: Institutional dynamics and the shaping of consumption practices (Amphi3)
Chair: Alexis Pokrovsky
- Marketplace continuum of taste: How do music festivals act as institutions? 
  Alexandros Skandalis, Emma Banister, John Byrom & Athanasia Daskalopoulou
- Institutional Complexity in Migrant Consumption Sonja N. Kralj & Michael Paul
  - The process of market disruption and narrowing: insights from the niche traditional Tunisian Sefsari clothing market Fatima Regany, Meriam Belkhir & Souad Djelassi

15:30-16:00  Coffee Break

16:00-17:30  Session 7: Strategic responses to institutional change (Amphi3)
Chair: Carolina Zanette
- Sustainable and then what? The paradox of first-mover advantage Sabine Gebert-Persson, Madeleen Lagin & Christina Öberg
- Actors and mechanisms involved in the change of the sales process Laurianne Schmitt
- Organizational silence under reputational threats Tao Wang

17:30-18:30  Cocktail and closing words