

2nd Edition of NITMKG Conference

Program

June 6&7 2019

ISC Paris Business School, France

Thursday, June 6

08:00-08:45	Registration & Cofee (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 <i>Alexis Pokrovsky</i> - Markets as narrative constructions <i>Mauricio Rodriguez & Gael Bonnin</i> - Re-enchantment of consumption through craft products: An analysis of the homemade cosmetics context <i>Isabela Morais, Eliane Brito & Ronan Quintão</i>
10h30-11h	Coffee Break
11:00-12:30	Institutional theory in Marketing: taking stock and moving forward (Amphi 3) <i>Karim Ben Slimane, Damien Chaney, Ashlee Humphreys, Bernard Leca & Marie Taillard</i> Keynote Pr. Kamal Munir , Cambridge Judge Business School Reader in Strategy & Policy Race & Inclusion Champion, University of Cambridge Fellow of Homerton College <i>-What Kodak Forgot: What Institutional Theory can Add to Marketing?</i>
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-Otálora & 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 Legitimizing 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, Madelen 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