Moving Beyond Binary Oppositions: Exploring the Tapestry of Gender in Consumer Research and Marketing

Conference co-chairs:

Shona Bettany, University of Bradford, UK
Susan Dobscha, Bentley College, USA
Lisa O’Malley, University of Limerick, Ireland
Andrea Prothero, University College Dublin, Ireland
Conference Generously Supported By:

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SCHOOL OF MANAGEMENT

CENTER FOR GENDER IN ORGANIZATIONS

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University of Limerick
Program Overview

Monday June 16th, 2008

5pm to 7pm - Registration & Opening Reception,
Simmons School of Management Campus, 409 Commonwealth Avenue, Boston, MA

Tuesday, June 17th, 2008
(today’s events take place in the Linda K. Paresky Conference Center, Simmons College Main Campus)

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30am – 10:30am</td>
<td>Late Registration, Linda K. Paresky Conference Center</td>
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<tr>
<td>9:00am-9:15am</td>
<td>Welcome</td>
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<tr>
<td>9:15am-10:30am</td>
<td>Session 1.1 – Historical Inquiries, Gender and Consumer Research</td>
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<td>Session 1.2 – Gender Identity, Gendered Bodies and Consumption</td>
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<td>12:00pm-1:15pm</td>
<td>Lunch</td>
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<tr>
<td>1:15pm-2:30pm</td>
<td>Session 1.3 - Masculinity 1.0 in Marketing and Consumer Research</td>
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<tr>
<td>2:30pm-2:45pm</td>
<td>Coffee Break</td>
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<tr>
<td>2:45pm – 4:00pm</td>
<td>Session 1.4 – Visual Consumption and Gender</td>
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<tr>
<td>5:00pm – 7:00pm</td>
<td>Reception Working paper poster session, Linda K. Paresky Conference Center</td>
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<tr>
<td>7:00pm</td>
<td>Dinner on your own</td>
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Wednesday, June 18th, 2008
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<tr>
<td>2:45pm – 4:00pm</td>
<td>Session 2.4 – Masculinity 2.0 in Marketing and Consumer Research</td>
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<tr>
<td>6:00pm</td>
<td>Cocktails at Summer Shack, 50 Dalton Street, Boston, MA</td>
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<tr>
<td>6:30pm</td>
<td>Dinner at Summer Shack, 50 Dalton Street, Boston, MA</td>
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Thursday, June 19th, 2008
(today’s events take place in the Kotzen Meeting Room-Beatley Library Building, Simmons College Main Campus)

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<tr>
<td>12:15pm-12:30pm</td>
<td>Best Paper Awards</td>
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<tr>
<td>12:30pm</td>
<td>End of Conference</td>
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<tr>
<td>5:00pm-7:00pm</td>
<td>CCT/Gender, Marketing and Consumer Behavior Conference Joint Reception, State Room at 60 State Street, Boston, MA</td>
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Conference Program

Monday, June 16th, 2008

5:00pm – 7:00pm
Registration & Opening Reception
Simmons School of Management Campus, 409 Commonwealth Avenue, Boston, MA

Tuesday, June 17th, 2008

8:30am - 10:30am
Late Registration

9:00am - 9:15am
Welcome from Deborah Merrill-Sands, Dean of the Simmons School of Management

Session 1.1, 9:15am-10:30am
Historical Inquiries, Gender and Consumer Research

Chair: Shona Bettany, University of Bradford
Feminism and the Critique of Consumer Culture, 1950-1970
   Lydia Martens, Keele University

Eros, Thanatos, and Androgyny: Gendered Consumption of Religions and Rituals in Classical Greece
   Yuko Minowa, Long Island University – Brooklyn Campus
   Blaine Branchik, Quinnipiac University

Voluptuous Dialogues from a Gathering in the Garden: Women to Consume, Women to be Consumed in 17th Century Persia
   Yuko Minowa, Long Island University – Brooklyn Campus
   Terrence H. Witkowski, California State University, Long Beach

10:30am-10:45am
Coffee Break
Session 1.2, 10:45am-12noon
Gender Identity, Gendered Bodies and Consumption

Chair: Lorna Stevens, University of Ulster
The historically vexatious question of physical activity and women. Restrictions, malleability and resistance
Jan Brace-Govan, Monash University

Gender, Self Discovery and Identity Conflict on a Sikh Dating Website
Amandeep Takhar, Keele University
Pauline Maclaran, Keele University
Elizabeth Parsons, Keele University

Scrutinising the Female Body: Narcissism, Bodily Discourse and Women’s Pursuit of the Body Beautiful
Helen Woodruffe-Burton, University of Cumbria
Katie Ireland, Lancaster University

12noon-1:15pm
Lunch

Session 1.3, 1:15pm-2:30pm
Masculinity in Marketing and Consumer Research

Chair: James W. Gentry, University of Nebraska-Lincoln
Protecting the Markers of Hegemonic Masculinity: Consumer resistance to gender-bending brand extensions
Jill Avery, Simmons School of Management

The thoroughly modern man; The development and validation of a consumer metrosexuality scale
George Balabanis, Cass Business School
Vincent Wayne-Mitchell, Cass Business School

Thou Shalt Sport a Banana in Thy Pocket: Gendered Body Length Ideals in Media and Advertising
Jacob Ostberg, Stockholm University School of Business
2:30pm-2:45pm
Coffee Break

Session 1.4, 2:45pm – 4:00pm
Visual Consumption and Gender

Chair: Jonathan Schroeder, University of Exeter

Un(mark)eting Hegemonic Masculine Fashion: On the Politics of Cultural (In)visibility
Susan Kaiser, University of California, Davis
Ryan Looysen, University of California, Davis
Janet Hethorn, University of Delaware

Complicating Consumption of A Ritual Artifact: The Wedding Gown
Katherine Sykes, Monash University
Jan Brace-Govan, Monash University

Gendered discourses of the home as portrayed in the media: An examination of Sex the City and Entourage
Catherine A. Coleman, University of Illinois, Urban-Champaign
Marie-Agnès Parmentier, York University
Katherine Sredl, University of Illinois, Urban-Champaign
Linda Tuncay, Loyola University, Chicago

Reception & Work in Progress Poster Session
5:00pm-7:00pm
Linda K. Paresky Conference Center

Works in Progress

Social Change and Gendered Gift Giving Rituals: A Historical Analysis of Valentine’s Day in Japan
Yuko Minowa, Long Island University – Brooklyn Campus
Olga Khomenko, Waseda University
Russell W. Belk, York University

Selling New Identity and Lifestyle to Japanese Women’s During the Era of Mass-Auto-Mobilization
Olga Khomenko, Waseda University

Choreographing the [Historical Gap of] Dance and Consumer Research Spheres: An Essayed Manifesto De-Constructing Binary Oppositions and Implicit Assumptions
Carla Huntington, Missouri Southern State University

Masculinities and Femininities in Advertising Work
Lisa Wixted, University of Limerick
Buy for Socialism!: Making a Modern (Soviet) Woman through Consumption
Olga Kravets, Bilkent University
Özlem Sandıkçı, Bilkent University

Warrior, princess, daughter: Representations of Women in a Contemporary Church
Jeaney Yip

Banter Was Had: Dynamics of Group
Wendy Hein, University of Edinburgh

Shame and Consumption: Examining the Link Between Men’s Consumption Assumptions and The Feeling of Shame
Joao Sauubron, EGN/Uniganrio
Eduardo Ayrosa, EBAPE/FGV-RJ
Denise Barros, EBAPE/FGV-RJ

A Feminist Reading of Consumer Experiences and Marketplace Paradoxes in Iran
Aliakbar Jafari, University of Wolverhampton Business School

Dinner on your own
Wednesday, June 18th, 2008

9:00am - 9:15am
Announcements

Session 2.1, 9:15am-10:30am
Special Session
Consuming Sexuality: Pornography, Prostitution and Politics

Chair: A. Fuat Firat, University of Texas, Pan American

Sexuality for Sale: Pornography, Sex, and Gender Role Attitudes
Guang-zhen Wang, University of Texas, Pan American
Mohammadali Zolfagharian, University of Texas, Pan American

Likelihood of Street Prostitution among Runaway Adolescents: Sex and Weak-Ties
Mohammadali Zolfagharian, University of Texas, Pan American
Guang-zhen Wang, University of Texas, Pan American

Consuming Sex: Gender, Bodies, and Politics
Fuat Firat and Mohammadali Zolfagharian, University of Texas, Pan American

10:30-10:45
Coffee Break

Session 2.2, 10:45am-12:00noon
Feminist Theory in TCR

Chair: Janet Borgerson, University of Exeter

Dualism, Disembodiment, and Dieting Women
Talia Welsh, University of Tennessee at Chattanooga

Butler, Feminism, and the Troubling of Fashion Consciousness: The Man Vs Masculine approaches
Alexander Aidan, London College of Fashion

Materialist Feminism: Reinstating a Wider Social Critique in Research on Gender and Consumer Behavior
Miriam Catterrall, The Queens University of Belfast
Pauline Maclaran, Keele University
Lorna Stevens, University of Ulster
Kathy Hamilton, University of Strathclyde

12noon-1:15pm
Lunch
Session 2.3, 1:15-2:30pm
Gender, Rituals and Rites of Passage

Chair: TBD
Myths of Univocally Gendered Gift Giving
Domen Bajde, University of Ljubljana

Getting the body back (or not): Exploring new mothers’ expectations of their body before and after birth
Emma N. Banister, Lancaster University Management School
Margaret K. Hogg, Lancaster University Management School

The beard of consumption: capitalizing on a ritual
Ryan Looyes, University of California, Davis
Susan Kaiser, University of California, Davis

2:30-2:45
Coffee Break

Session 2.4, 2:45pm – 4:00pm
Masculinity in Marketing and Consumer Research

Chair: Douglas Brownlie, University of Stirling
Empowering Consumption A Narrative of Reestablishment of the Masculine Self
Nopporn Ruangwanit, Thammasat University
Kritsadarat Wattanasuwan, Thammasat University

Male consumers entering the private sphere: an exploratory investigation of French male involvement, practices and interactions around the lingerie for men consumption
Nacima Ourahmoune, Essec Business School
Simon Ny Eck, Essec Business School

Deep Connections and the Use of the “Harvesting” Metaphor in Transcendental Hunters
Jon Littlefield, Campbell School of Business, Berry College

Marketing Forces Slowing Male Movement Towards Gender Neutral
James Gentry, University of Nebraska-Lincoln
Robert Harrison, University of Nebraska-Lincoln

6:00pm
Cocktails and Dinner at Summer Shack, 50 Dalton Street, Boston, MA
Thursday, June 19th, 2008

9:00am-9:15am
Announcements

Session 3.1, 9:15am-10:30am
Visual Consumption and Gender

Chair: Jonathan Schroeder, University of Exeter
Representation and Reality: The Gendered Male Fantasy
   David Toumajan, Dominican University of California
Moving Beyond Binary Oppositions: Exploring Brand Sexual Associations
   Salim Azar, Université Paris-Dauphine
   Denis Darpy, Université Paris-Dauphine

Glocal Gender Identities in Marketplaces of Transition - Marianismo and the Consumption of the Telenovela Rebelde
   Dannie Kjellgaard, University of Southern Denmark
   Kaj Storgaard, University of Southern Denmark

10:30am-10:45am
Coffee Break

Session 3.2, 10:45am-12:00pm
Special Panel

Genderizing Consumer Cultural Theory/Culturizing Gender Studies of Consumption and Markets: Cross Fertilization Opportunities, Challenges, and Future Directions

Panel Chair:
   Lisa Peñaloza, École des Hautes Études Commerciales du Nord & David Eccles School of Business, University of Utah

Participants:
   Eric Arnould, University of Wyoming
   Shona Bettany, University of Bradford
   Linda Scott, Oxford Saïd Business School
   Craig Thompson, University of Wisconsin-Madison
   Luca Visconti, Bocconi University

12:00pm- 12:15pm
Best Paper Awards, Final Announcements, Conference Concludes
Closing Remarks – Patricia Deyton, Director Center for Gender in Organizations

5:00pm-7:00pm
CCT/Gender, Marketing and Consumer Behavior Conference Joint Reception
State Room at 60 State Street, Boston, MA
Joint Reception sponsored by:

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SAWER BUSINESS SCHOOL

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University of Limerick
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