

9th ACR Conference on
GENDER, MARKETING, AND CONSUMER BEHAVIOR
June 16 to 19, 2008
Boston, Massachusetts
Simmons College

**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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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)

8:30am – 10:30am	Late Registration, Linda K. Paresky Conference Center
9:00am-9:15am	Welcome
9:15am-10:30am	Session 1.1 – Historical Inquiries, Gender and Consumer Research
10:30am-10:45am	Coffee Break
10:45am-12:00pm	Session 1.2 – Gender Identity, Gendered Bodies and Consumption
1200pm-1:15pm	Lunch
1:15pm-2:30pm	Session 1.3 - Masculinity 1.0 in Marketing and Consumer Research
2:30pm-2:45pm	Coffee Break
2:45pm – 4:00pm	Session 1.4 – Visual Consumption and Gender
5:00pm – 7:00pm	Reception Working paper poster session, Linda K. Paresky Conference Center
7:00pm	Dinner on your own

Wednesday, June 18th, 2008

(today's events take place in the Linda K. Paresky Conference Center, Simmons College Main Campus)

9:00am-9:15am	Announcements
9:15am-10:30am	Session 2.1 –Consuming Sexuality: Pornography, Prostitution and Politics Special Session
10:30am-10:45am	Coffee Break
10:45am-12:00pm	Session 2.2 – Feminist Theory in TCR
1200pm-1:15pm	Lunch
1:15pm-2:30pm	Session 2.3 – Gender, Rituals, and Rites of Passage
2:30pm-2:45pm	Coffee Break
2:45pm – 4:00pm	Session 2.4 – Masculinity 2.0 in Marketing and Consumer Research
6:00pm	Cocktails at Summer Shack, 50 Dalton Street, Boston, MA
6:30pm	Dinner at Summer Shack, 50 Dalton Street, Boston, MA

Thursday, June 19th, 2008

(today's events take place in the Kotzen Meeting Room-Beatley Library Building, Simmons College Main Campus)

9:00am-9:15am	Announcements
9:15am-10:30am	Session 3.1 – Visual Consumption and Gender
10:30am-10:45am	Coffee Break
10:45am-12:15pm	Session 3.2 – “Genderizing Consumer Cultural Theory/Culturizing Gender Studies of Consumption and Markets: Cross Fertilization Opportunities, Challenges, and Future Directions” Panel Discussion
12:15pm-12:30pm	Best Paper Awards
12:30pm	End of Conference
5:00pm-7:00pm	CCT/Gender, Marketing and Consumer Behavior Conference Joint Reception, State Room at 60 State Street, Boston, MA

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 Looyesen, 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 and 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

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, University of Sydney

Banter Was Had: Dynamics of Group Consumption and Masculine Gender Stereotypes

Wendy Hein, University of Edinburgh

Shame and Consumption: Examining the Link Between Men's Consumption Assumptions and The Feeling of Shame

João Sauubronn, 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, 10:45pm-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 Catterall, 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: Helen Woodruffe-Burton, University of Cumbria

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 Looyen, 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: Pauline Maclaran, Keele University

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/

Institut d'Administration d'Aix-en-Provence

Simon Nyeck, Essec Business School

Elyette Roux, Institut d'Administration d' Aix-en-Provence

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 Kjeldgaard, 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

Participants:

Shona Bettany, University of Bradford

Margaret Hogg, University of Lancaster

Linda Scott, Oxford Saïd Business School

Craig Thompson, University of Wisconsin-Madison

Luca Visconti, Bocconi University

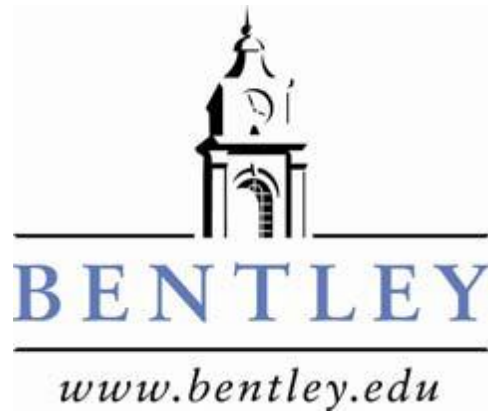
12:00pm- 12:15pm

**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:



The Chairs Wish to Thank the Following Conference Reviewers:

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