

AM2019 Conference – Workshops Programme

Date	Workshops	Participants	Room
Tuesday 2nd July 10.00 – 12.30	<i>Are non-profits tired of marketing?</i> Conveners: Fran Hyde & Sarah-Louise Mitchell	54, <i>Contributing Forward - Identifying Ways To Strengthen The Impact Of Academic Contribution To The Marketing Practice Of Non-profit Organisations</i> , Sarah-Louise Mitchell 187, <i>The ‘Clinical’ Perspective: An Alternative View of Marketing Practice In A Hospice</i> , Fran Hyde 372, <i>Nonprofits Are Not Tired of Marketing</i> , Roger Bennett 376, <i>Improving access to hospice and palliative care: how can marketing play a role?</i> , Ahmed Al-Abdin, Lynn Sudbury-Riley, Philippa Hunter-Jones 378, <i>Building a Strong Charity Brand</i> , Walter Wymer 380, <i>Ask Not What Marketing Practice Can Do For NPOs; Ask What NPOs Can Do For Marketing Practice</i> , Julia Hibbert, Maria Musarskaya, Helen O'Sullivan	D05
	<i>Embedding Employability into the Marketing Curriculum: Rethinking Traditional Approaches</i> Conveners: Laura M. Chamberlain	58, <i>‘Working On A Dream’ – Is Experiential Learning The Key To Graduate Employability?</i> , Helen Meek 121, <i>Innovation in employability skills for marketing: A new lease of life for Client/agency role play and problem based learning</i> , Jacqueline Lynch	D06
	<i>Presenting Life Differently: How to perform Post-Representational Perspectives into marketing practice.</i> Conveners: Jack Coffin & Tim Hill	135, <i>Maybe she’s born with it? Maybe it’s oestrogen? A feminist intervention into modes of representational violence in marketing and consumer research</i> , Shona Bettany	D105
	<i>Envisioning Responsibility in Marketing and Consumption.</i> Conveners: Caroline Moraes, Isabelle Szmigin & Mike Saren	268, <i>From ‘Ethical’ to ‘Political’: Expanding the Theoretical Landscape of Responsible Consumption</i> , Maria Lichrou, Lisa O'Malley, Katherine Casey 289, <i>A crocodile on holiday – crafting tomorrows ‘luxury’ materials</i> , Lucy Bosworth, Olga Tsigkou, Celina Jones, Marta Blazquez Cano, Claudia Henninger 375, <i>Family Business Brands And The Ethical Consumer: Leveraging Category-Based Beliefs To Enhance The Credibility Of Cause-Related Claims</i> , Carmela Bosangit, Kerry Hudson, Nicole Koenig-Lewis	D107
	<i>Understanding the visual in marketing and consumer research.</i> Conveners: Finola Kerrigan & Natalia Yannopoulou	10, <i>The Shape and the Space: Marketing Mapping in the Big Data Era</i> , Stephen France 120, <i>Decoding Digital Fashion Marketing Visual Texts: Instagram, Fashion Photography & Target Audiences</i> , Dr. Ana Roncha, Dr. Natascha Radclyffe-Thomas, Mirsini Trigoni 133, <i>Visualizing Consumer Culture: The Application of Art and Visual Research Methods in Marketing</i> , Finola Kerrigan, Pandora Kay, Chloe Preece 292, <i>Screencast Videography: Toward a Visual Dynamic Understanding of Digital Experience</i> , Fatema Kawaf 307, <i>The Social Justice of Visual Culture?</i> , Hilary Downey	D204

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<p>Wednesday 3rd July 9.00 – 11.45</p>	<p><i>Methodological challenges when conducting consumer research with social impact (CRSI)</i> Conveners: Emma Banister, Kathy Hamilton & Maria Piacentini</p>	<p>87, <i>Methodological Challenges when doing Research in Refugee Communities– a Reflection</i>, Zeynep Baktir, Linda Price, Hounaida El Jurdi</p> <p>114, <i>The Marketplace and I: A Disability Arts Methodology</i>, Leighanne Higgins</p> <p>142, <i>Enhancing the Wellbeing of Transformative Consumer Researchers through Introspective Exercises</i>, Temitope Bodunrin</p> <p>240, <i>Using Narrative Methodology in Consumer Research with Social Impact</i>, Caroline Tynan, Teresa Heath, H.P. Samanthika Gallage</p> <p>247, <i>Revisiting Researcher Vulnerability: Towards a Temporalised Understanding of Vulnerability in (Impactful) Research Projects</i>, Chloe Steadman</p> <p>377, <i>Methodology for Theorising with Social Impact Stakeholder</i>, Agnes Nairn</p> <p>379, <i>Methodological Challenges when Conducting Consumer Research with Social Impact (CRSI)</i>, Hilary Downey</p>	<p>D05</p>
	<p><i>The Virtual International Classroom – Linking Marketing Students at Different Universities in Different Countries</i> Convener: Al Marshall</p>	<p>Delegate Workshop</p>	<p>D06</p>
	<p><i>Immersive Storytelling and Experiential Marketing</i> Conveners: Chloe Preece & Rohit Talwar</p>	<p>237, <i>Using AR and VR to connect consumers to hidden heritage and culture.</i>, Andrew Pressey, Evinc Dogan, Finola Kerrigan</p> <p>329, <i>Ethical Considerations of Branded Entertainment and Immersive Technologies</i>, Katharina Stolley</p> <p>339, <i>What the Immersive Storytelling Marketing Campaign Looks Like? – A Case Study of the Recent Business Practices</i>, Ana Javornik, Natalia Yannopoulou, Xiaojun Liu</p>	<p>D105</p>
	<p><i>Places of Consumer Activism</i> Conveners: Vera Hoelscher & Andreas Chatzidakis</p>	<p>82, <i>Walking With Women On Hills: Exploring The Contested Spaces Of Their Serious Leisure</i>, Tom Mordue, David M Brown</p> <p>322, <i>Places of Consumer Activism: The Affordances of Everyday Service Systems</i>, Sally Hibbert, Simon Bishop, Josephine Go Jefferies</p>	<p>D107</p>
	<p><i>A Research Workshop on Advances in Theory and Practice of Digital Marketing</i> Conveners: Yogesh Dwivedi, Nripendra Rana, Hatice Kizgin & Anabel Gutierrez</p>	<p>75, <i>Viral Prediction for Online Video Channels: Macro and Adaptive Methods</i>, Huimin Zhao, Mahyar Sharif Vaghefi, Stephen L. France</p> <p>325, <i>From a Marketing Communication Perspective to Identify Fashion Opinion Leaders' Narrative Strategies to Create eWOM: A Theoretical and Methodological Contribution</i>, Liz Barnes, Helen McCormick, Marta Blazquez Cano, Shuang Zhou</p> <p>352, <i>Has Digital Changed Approaches to Media Strategy Making</i>, Beverly Barker</p> <p>361, <i>Advances In The Use Of Social Media For Customer Relationship Management: Research Themes And Future Directions</i>, Paul Hopkinson, Rodrigo Perez Vega, Aishwarya Singhal</p>	<p>Tuke Cinema</p>