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SIM Affiliate Conference

Call for papers

WORKSHOP & SPECIAL ISSUE OF MERCATI E COMPETITIVITA'

Consumer entrepreneurship and its reflections on branding theory and practice

Università Cattolica del Sacro Cuore
Milano, May 28, 2019

Contemporary consumer activism in catalysing and channeling intellectual resources, affective labor and extraordinary expressive and productive abilities is subverting the company-driven logics traditionally associated to market formation and entrepreneurial development. Consumers enabled

These questions represent the starting point for our workshop and upcoming special issue of *Mercati e Competitività* to revisit the concept and the role of brand and branding in light of the emergence of new forms of consumer-entrepreneurship. This on the background of the big cultural changes related to the progressive emergence of social phenomena such as liquid and accelerated society, network society, networked individualism, technocapitalism, and the reconfiguring of the agency among consumers, brands and objects.

Our workshop is organized in collaboration with Dipartimento di Scienze dell'Economia e della Gestione Aziendale, Università Cattolica del Sacro Cuore.

Topics of interest include, among others:

- New sources of consumer entrepreneurship and how they affect the world of brands and branding;
- Understanding new branding models and markets created by consumer entrepreneurs;
- The rise of consumer entrepreneurs as new brands;
- The relationship between consumer entrepreneurs-as-brands and consumer collectives in networked platforms (i.e. Instagram, Facebook, YouTube, Reddit, Pinterest);
- The role of the web and networked platforms in branding consumer entrepreneurship projects;
- Theoretical developments of consumer entrepreneurship as related to brand management, consumer culture and marketing communications;
- Emerging methods to investigate consumer entrepreneurship and its impact on branding;
- Measuring the effectiveness of branding strategies of consumer entrepreneurs.

Scientific committee

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Other information

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Important dates to remember

Deadline for extended abstract submission: **April 5, 2019**

Deadline for registration to the workshop: **May 10, 2019**

Selected references

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Venkatesh, A., Peñaloza, L., & Firat, F. (2006). The market as a sign system and the logic of the market. In R. F. Lusch, & S. L. Vargo (Eds.), *The service-dominant logic of marketing: dialog, debate, and directions* (pp. 251–265). Armonk, NY: M.E. Sharpe.