

5th Interdisciplinary Market Studies Workshop

Copenhagen Business School, June 6-8 2018

Programme

Wednesday, 6 June

1-3pm: We would like to invite those already in town to a PhD defence which might be of interest to IMSW participants. Fabian Heinrich Müller of the Department of Organization will defend his thesis 'Valuation Reversed – When Valuators are Valuated: an Analysis of the Perception of and Reaction to Reviewers in Fine-Dining. Details of the event can be found here: <https://www.cbs.dk/forskning/institutter-centre/arrangementer/phd-defence-fabian-heinrich-muller-0>.

5.30-8pm: Welcome Reception at Børsen, the Old Stock Exchange Building. Address: Slotsholmen, Børsgade (next to Christiansborg Castle, and ca. 5mins walk from Kongens Nytorv Metro station). Please find your way to the 'Bibliotekssalen' (Library Room).

From 6pm: a short Welcome from the conference organizers, followed by a screening of 'Milton Keynes of the Mind: Looking for Culture through Economy'. The film will be introduced by Liz McFall (Open University), who will also lead a very short Q&A panel. The film was made by Sapphire Goss for the *Journal of Cultural Economy* and the Open University, UK. At the screening, the filmmaker, the producer and the script writers, i.e. Sapphire Goss, Darren Umney, David Moats and Liz McFall, will be present.

The conference organizers would like to acknowledge the generous financial support of this Reception by the *Journal of Cultural Economy*.



Børsen Building

Thursday, 7 June

8.30-9am: Registration and coffee in the Kilen building, ground floor area.

9-9.30am: Workshop Inauguration in Plenary Room, Kilen Ks43 (ground floor)

9.30-10.30am **Keynote Speech by Eve Chiapello (Paris)**

‘Finance as a response to global environmental crises?’

Eve Chiapello’s current work consists of exploring how calculative instruments, devices and mind-sets specific to financial activities are penetrating a range of non-financial sectors. In the lecture, Chiapello tries to document that a great many reform plans and systems devised in response to what can be seen as capitalism’s crises draw on the knowledge, know-how, problem identification and problem-solving methods of finance professionals. This is especially the case for environmental global politics. After presenting what Chiapello means by financialization of public policies, she will argue that since the last global financial crisis (2007-9), global environmental policies have entered a new regulatory phase characterized by public policies aiming at enrolling global finance, whose needs and demands have to be satisfied in order to be able to address environmental problems.



Professor Chiapello is Research Director at the École des Hautes Études en Sciences Sociales (EHESS) in Paris and became internationally known for her book (co-authored with Luc Boltanski) *The New Spirit of Capitalism*. Her research focuses on new forms of critique of capitalism and processes of financialization.

10.30-11am: Coffee Break (ground floor area, Kilen building)

11-12.30pm: Parallel Sessions 1

1a. Room Ks 43

Markets, Money and Time 1		Session Chair: Christian Frankel
Bo Hee Min	Copenhagen Business School	Temporal Structures of Algorithmic Sensemaking: the Case of Financial Markets
Adam Arvidsson	University of Naples	Imagining the future, enriching the present. The cultural dynamics of Crypto Coin trading
Alberto Cossu	University of Amsterdam	
Natascha van der Zwan	Leiden University	Solid like a farm in Beauce? The discursive origins of a financial investment norm

1b. Room K 143

Technology, Talk and Markets		Session Chair: Stefan Schwarzkopf
Neil Pollock Duncan Chapple	University of Edinburgh	The Second Most Important Pitch: How Digital Start-Ups Must Navigate the Endorsement Economy
Thomas Beauvisage Jean-Samuel Beuscart	Orange Labs	Voice as a platform
Casper Winther-Hansen Thomas Frandsen	Copenhagen Business School	The speculative nature of blockchain technology

1c. Room K146

Market subjects		Session Chair: Jose Ossandon
Christian Berndt Marc Boeckler Manuel Wirth	University of Zurich	Struggling for the market: Marketization, market borders and the social economy
Liz McFall Liz Moor	Open University Goldsmiths, University of London	Who, or what, is being 'personalised' in insurtech markets?

1d. Room K150

Making Sustainable Markets 1		Session Chair: Trine Pallesen
Julia Kirch Kirkegaard Peter Karnøe Koray Caliskan	Stanford University Aalborg University Bogazici University	One Market, Three Sites: The Making of Wind Sector in Danish Democracy, Chinese Totalitarianism, and Turkish Authoritarianism
Erika Forsten Sara Lindeman Jarkko Levänen	Aalto University	Systems innovation and market change: Clean tech markets in Nairobi city
Debbie Harrison	BI Norwegian Business School	Constructing sustainability in large infrastructure markets

12.30-1.30pm: Lunch Kilen Ground Floor Area

1.30-3pm: Parallel Sessions 2

2a. Room Ks43

Markets, Money and Time 2		Session Chair: Philip Roscoe
Vincenzo Luise	University of Milan	Imagination, asset and risk: the performance of value in the Italian start-up food economy
Daniel Beunza	Copenhagen Business School	Time, Attunement and Cognitive Alignment in Shareholder Engagement
Ilan Talmud	University of Haifa	Idealists vs. Speculators: The Duality of Fictional Expectations in the Bitcoin Community

2b. Room K143

Infrastructures of Consumption 1		Session Chair: Lotta Björklund Larsen
Trine Pallesen Peter Holm Jacobsen	Copenhagen Business School	Solving infrastructural concerns through market reorganization: A case study from Denmark
Franck Cochoy	University of Toulouse	e-Little thumb: the magazine reader, the QR-code traces, and the sweet Ogress

Alexandre Mallard	Centre de Sociologie de l'Innovation	The small business, the market and the State: the language of labels in the concerning of markets
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2c. Room K146

Competition, Policy and Markets 1		Session Chair: Hans Kjellberg
Thomas Reverdy Frederic Marty	CNRS, Science Po Grenoble Sciences Po. Paris	How Energy policy and Competition policy are articulated in the design of the French Electricity Market: rivalry and interdependences between political authorities and independent authorities
Daniel Neyland Sveta Milyaeva Vera Ehrenstein	Goldsmiths University of London	Situated Marketization: Accomplishing inequitable fairness through competition in Higher Education research funding
Catherine Grandclément Alain Nadaï Béatrice Cointe Vincent Banos Jeffrey Dehez Olivier Labussière Thomas Reverdy	Research Group on Energy, Technology, and Society at EDF	Transitioning through markets. Market devices and the politics of energy transition

2d. Room K150

Making Sustainable Markets 2		Session Chair: Susi Geiger
Lisa Knoll	Universität Hamburg & Martin-Luther-Universität Halle-Wittenberg	Sustainable markets and the state: taxation, cap-and-trade, and pay-for-success
Klaus Brønd Laursen Lars Esbjerg	Aarhus University	From black and white to many shades of grey: The emergence of a pragmatic reality in local food networks
Sara Lindeman	Aalto University	Evaluating and imagining sustainable markets

3-3.30pm: Coffee Break Kilen Ground floor Area

3.30-5pm: Parallel Sessions 3

3a. Room K143

Market Stories 1		Session Chair: Alexandre Mallard
Mauricio Rodriguez Gaël Bonnin	Neoma Business School	Markets as narrative constructions: the performative role of narratives in market construction
Susi Geiger	University College Dublin	Markets as Fake News? Fiction, Make-Believe and Liberatory Eschatology in Silicon Valley
Philip Roscoe Olga Loza	University of St Andrews	The -ography of markets

3c. Room K 146

Competition, Policy and Markets 2		Session Chair: Daniel Neyland
Gustavo Onto	Federal University of Rio de Janeiro	The mirror and the filter: markets and documentary practices in antitrust
Davon Norris	Ohio State University	Distinguishing Good From Bad Government: Creditworthiness, Urban Inequality, and Financial Markets in the US
Pierre Wokuri	Institute of Political Studies, Rennes	How do market fields change over time? The case of wind power in Denmark

3d. Room K150

Market (Re)design		Session Chair: TBC
Jeremy J. Schmidt	Durham University	Earth System Economies: Water, Geology, and Temporal Indifference
José Ossandón	Copenhagen Business School	The concept of market
Josiane Fernandes Katy Mason Ronika Chakrabarti	Lancaster University	Reforming a disrupted favela market agencement in times of armed conflict in Rio de Janeiro

5-6pm: 'Experimental' Beer at Nexus, the Student Bar

For those interested in social experiments and new currencies, please join us at the student bar 'Nexus' in the Solbjerg Plads building (ground floor), ca. 3mins walk from Kilen. At CBS, a small team of students and academics is currently studying the possibility of introducing a community currency on campus. At the moment, the team is designing a monetary system, and conducting interviews and focus group sessions with students, faculty, and a variety of stakeholders at CBS, including campus services, bar staff, the library, canteen, Frederiksberg town council, etc.

6-8pm: Conference Dinner at Restaurant 'Madklubben Frederiksberg', ca. 5mins walk from the Kilen building. Address: Solbjergvej 6 (opposite Metro Station 'Frederiksberg').



Madklubben Restaurant

Friday, 8 June

8.30-9am: Coffee, Kilen Building Ground Floor Area

9-10am: Keynote Speech by Jens Beckert (Cologne)

Imagined Futures and Capitalist Dynamics

In a capitalist system, consumers, investors, and corporations orient their activities toward a future that contains opportunities and risks. How do actors assess the future if this future is open and uncertain? In the talk, I attempt to add a new chapter to the theory of capitalism by demonstrating how fictional expectations drive modern economies – or throw them into crisis when the imagined futures fail to materialize. Collectively held images of how the future will unfold are critical because they free economic actors from paralyzing doubt, enabling them to commit resources and coordinate decisions even if those expectations prove inaccurate. Since they are not confined to empirical reality, fictional expectations are a source of creativity in the economy. The talk is based on Jens Beckert's recently published book *Imagined Futures. Fictional Expectations and Capitalist Dynamics* (Harvard University Press, 2016).



Professor Beckert is Director at the Max Planck Institute for the Study of Societies (MPIfG) and a member of the Berlin-Brandenburg Academy of Sciences and Humanities. His main research interests are in the sociology of markets and the social embeddedness of economic action. He is the author of numerous research articles and monographs, including *Beyond the Market: the Social Foundations of Economic Efficiency* (Princeton University Press, 2002).

10-10.30am: Coffee Break (ground floor area, Kilen building)

10.30-12pm: Parallel Sessions 4

4a. Room Ks43

Market Stories 2		Session Chair: Christian Frankel
Thomas Jalili Tanha Katy Mason Teea Palo	Lancaster University	Strategizing to Situate a New Market for Power in a Circular Economy
Mika Pantzar	University of Helsinki	Catch wording: Mapping the future
Andrea Deverell	University of Limerick	Visualisation and the circulation of fictional expectations in and between organisations

4b. Room K143

Market Places and Moralities		Session Chair: José Ossandón
Olav Velthuis Niels van Doorn	University of Amsterdam	Market devices and moral economies on Chaturbate: how adult webcam performers motivate visitors to pay voluntarily
André Vereta-Nahoum	University of Sao Paulo	A place for the market: crises as tools for redefining market situations in Brás
Philip Grant	University of Edinburgh	Markets as Moral and Political Situations: the Classical Islamic World

4c. Room K146

Market Methods 1		Session Chair: Philip Roscoe
Lotta Björklund Larsen	Linköping University	The survival of the surveys
Deniz Çoral	University of Minnesota	The feeling of time, or a break in the visualized financial markets
Jannek Sommer	SDU Odense	The Public as Market Actor

4d. Room K150

Market Boundaries		Session Chair: Trine Pallesen
Ronika Chakrabarti Celine Cholez	Lancaster University Grenoble University	Changing borders - constructing boundaries and agencing formality and informality in global networks of trade

Winfred Onyas Jerome Queste Pascale Trompette	Leicester University CIRAD CNRS/Grenoble	
Hans Kjellberg Linus Johansson Krafve Ebba Sjögren	Stockholm School of Economics	Enactments and intersections of market boundaries for oncological pharmaceuticals
Laure Léglise	Université Paris-Dauphine	The marketization of poverty: From discursive strategies to spaces of construction

12-1pm: Lunch Kilen Building, Ground Floor Area

1-2.30pm Parallel Sessions 5

5a. Room Ks43

Market Stories 3		Session Chair: Alexandre Mallard
Olfa Bardet Gillian Hopkinson	Lancaster University	The British genetically modified wheat trials: convicting pasts, clashing futures, and controversial presents
Carolina Dalla Chiesa	Erasmus University Rotterdam	The crowd-funded hopes: meaning-making in the creation of a “new” market
Annamarie Ryan Teea Palo	University of Limerick University of Lancaster	2020 Foresight: Narrating City Futures in the context of a European Capital of Culture bid process

5b. Room K143

Market Places 1		Session Chair: Lotta Björklund Larsen
Thomas Beauvisage Kevin Mellet	Orange Labs	Cookies and Chips. The Resistible Digitalization of the Retail Space
Gianluca Chimenti	Stockholm School of Economic	Shaping markets in controversial settings - How conceptual ambiguity performs ridesharing

5c. Room K146

Market Methods 2		Session Chair: Stefan Schwarzkopf
Mark Haskew	University of Oxford	Are we being realistic about Libor? Locating the financial benchmark
Dane Pflueger Tommaso Palermo Daniel Martinez	HEC Paris	Accounting as infrastructure: The construction of legal markets for cannabis
Marlène Benquet	Dauphine University	Projecting into the future. Relation of the assets and lives of private equity investors to time

5d. Room K150

Infrastructures of Consumption 2		Session Chair: Christian Frankel
Catherine Grandclément	Research Group on Energy, Technology, and Society at EDF	Wiring the home with prices. Eliciting consumer response toward electricity usage
Christian Frankel Tutomu Nakano	Copenhagen Business School	Digitalization of Culture in the High-End Audio Market: A Multiple-Markets Problem and Infrastructures of Music Tasting
Cristiano Smaniotto	University of Southern Denmark	Fluid Boundaries: Agencing Markets into Consumption

2.30-3pm: Coffee Break Kilen Building, Ground Floor Area

3-4.30pm: Parallel Sessions 6

6a. Room Ks43

Market stories 4		Session Chair: Gustavo Onto
Mohammed Cheded Gillian Hopkinson Alan Gilchrist	De Montford University Lancaster University	Metaphors and markets: On usure, iterability, and performativity
Mikkel Nøjgaard Domen Bajde	University of Southern Denmark	Familiar Strangers: Relating Market Systems Studies within Marketing Research
Martina Eberle	University of Bern	It's 'Culture', Stupid! - Managerial Discourses Situating the 'Human' in the market

6b. Room K143

Market Places 2		Session Chair: Philip Roscoe
Christian Fuentes Johan Hagberg Misty Rawls	University of Gothenburg, Sweden	Digitalizing Consumer Activism: Concerning, agencing and the antagonistic re-shaping of markets
Fareen Razzak Teea Palo	Institute of Business Management, Pakistan Lancaster University	Exploring the role of narrative devices in representing and circulating frames at the bottom of the pyramid
Christian Frankel	Copenhagen Business School	The single market as a future market

6c. Room K146

Market Methods 3		Session Chair: Trine Pallesen
Alexander Paulsson Stig Westerdahl	Lund University Malmö University	Price indexing and calculations of procurability: public transport markets in the making
Ekaterina Svetlova	University of Leicester	Financial Models in Action of Markets
Tim Rosenkranz	The New School for Social Research	National Imagination as Fictitious Commodity: Local Evaluation in Global Markets of National Destination Marketing

6d. Room K150

Markets, Bodies and Experimentations		Session Chair: José Ossandón
Liz McFall David Moats	Open University Linköping University	Devising Wellbeing Markets: how wearables track, marketise and financialise movement
Stefan Schwarzkopf	Copenhagen Business School	'Middletown' in Hassloch, Germany: Inside the World's Largest Open-Air Market Simulation
Sohini Kar	London School of Economics	Financialized Domesticity: Speculating on Women in Indian Life Insurance

4.30-5pm Conference Round-up

The Danish Meteorological Service has kindly agreed to supply us with perfect Scandinavian summer weather, so please join us for beer outside on the grass area of the Kilen building.



Kilen Building

Further questions: please contact the local organization team

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José Ossandón (jo.ioa@cbs.dk)

Trine Pallesen (tp.ioa@cbs.dk)

Christian Frankel (cf.ioa@cbs.dk)

Venue

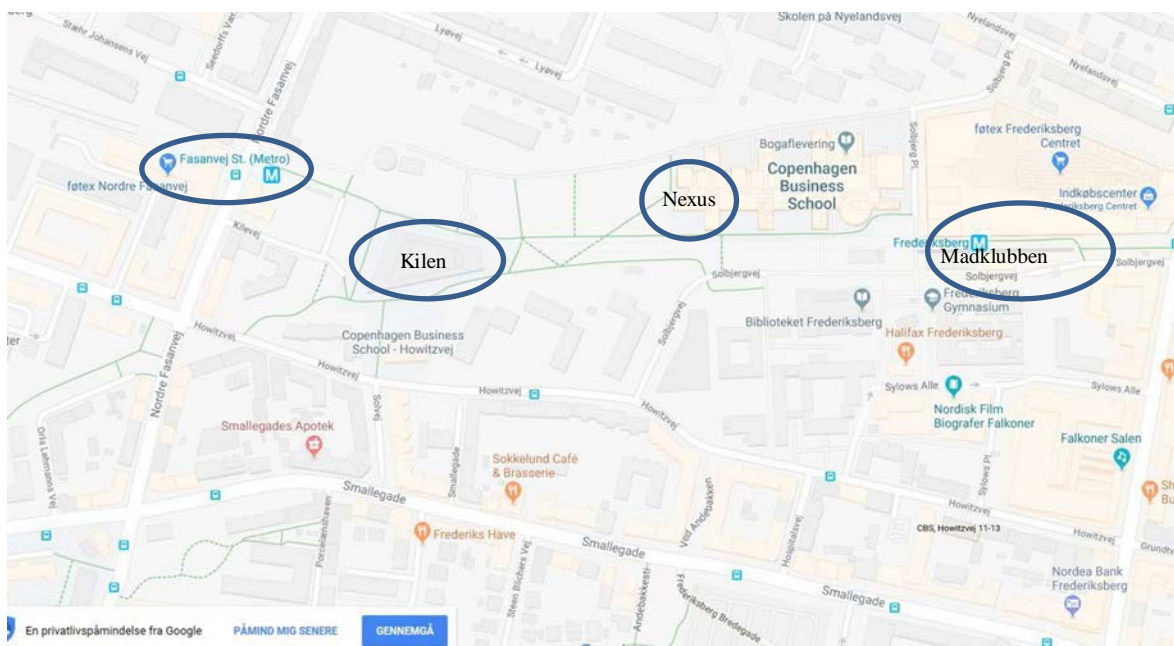
The conference will take place at the Kilen building of CBS, Kilevej 14 A/B, centrally located in Frederiksberg just next to Fasanvej Metro station. The Kilen campus building was built in 2005 and is named after its characteristic wedge-shaped design. When the Royal Institute of British Architects awarded the building, they emphasized the large and bright atrium along with the prominent shutters on the building's façade.

Transport

Arrival from Copenhagen Airport (Kastrup): by Metro, it takes less than 15 minutes to get to the city center, and ca. 20 minutes to get to the conference venue at CBS. Taxis are also available. Metro trains depart every 5 to 6 minutes during the day and every 15 minutes in the evening.

The easiest way to get to Kilen, from anywhere in the Copenhagen area, is by taking the Metro. Travelling from the airport, you get on the Metro bound for Vanløse and get off at the station 'Fasanvej'. You will find the campus building next to the station. Remember to buy a ticket before boarding the train. Tickets are available from the DSB ticket office above the railway station in Terminal 3 and at ticket machines at the metro platform.

Local Map



List of Registered Participants (order of registration)

Family Name	First Name	Affiliation
Kai	Basner	Copenhagen Business School
Bo Hee	Min	Copenhagen Business School
Tim	Rosenkranz	The New School for Social Research
Pierre	Wokuri	Scienc Po Rennes
Thomas	Beauvisage	Orange - SENSE
Kevin	Mellet	Orange Labs
Ekaterina	Svetlova	University of Leicester
Gustavo	Onto	Federal University of Rio de Janeiro
Johan	Hagberg	University of Gothenburg
Julia Kirch	Kirkegaard	Stanford University
Davon	Norris	Ohio State University
Susi	Geiger	University College Dublin
Philip	Grant	University of Edinburgh
Dane	Pflueger	HEC Paris
Lars	Esbjerg	Aarhus University
Pantzar	Mika	University of Helsinki
Annmarie	Ryan	University of Limerick
Jannek K.	Sommer	University of Southern Denmark
Fareen	Razzak	Institute of Business Management
Vincenzo	Luise	University of Milan
Christian	Berndt	University of Zurich
Trine	Pallesen	Copenhagen Business School
Philip	Roscoe	University of St Andrews
Klaus	Laurson	Aarhus University
Olga	Loza	University of St Andrews
Alexandre	Mallard	Ecole du Mines – ParisTech
Carolina	Dalla Chiesa	Erasmus University Rotterdam
Thomas	Jalili Tanha	Lancaster University

Tsutomu	Nakano	Aoyama Gakuin University-Tokyo
Hans	Kjellberg	Stockholm School of Economics
Martina	Eberle	University of Bern
José	Ossandón	Copenhagen Business School
Jawwad	Raja	Copenhagen Business School
Casper	Winther-Hansen	Copenhagen Business School
André	Vereta-Nahoum	University of Sao Paulo
Natascha	van Der Zwan	Leiden University
Mark	Haskew	University of Oxford
Sohini	Kar	London School of Economics
Jeremy	Schmidt	Durham University
Ilan	Talmud	University of Haifa
Andrea	Deverell	University of Limerick
Josiane	Fernandes	Lancaster University
Emilia	Cederberg	Stockholm School of Economics
Mikkel	Nøjgard	University of Southern Denmark
Cristiano	Smaniotto	University of Southern Denmark
Catherine	Grandclément	EDF R&D
Mohammed	Cheded	De Montfort University
Martin	Bühler	University of Lucerne
Marlène	Benquet	Université Paris Dauphine
Daniel	Neyland	Goldsmiths College
Olav	Velthuis	University of Amsterdam
Stefan	Schwarzkopf	Copenhagen Business School
Deniz	Coral	University of Minnesota
Peter Holm	Jacobsen	Copenhagen Business School
Christian	Frankel	Copenhagen Business School
Manuel	Wirth	University of Zurich
Franck	Cochoy	Université Toulouse Jean Jaurès
Fairouz	Hussien	Stockholm School of Economics
Riikka	Murto	Stockholm School of Economics

Albin	Skog	Stockholm School of Economics
Lei	Huang	Stockholm School of Economics
Linus	Johansson Krafve	Stockholm School of Economics
Laure	Leglise	Université Paris Dauphine
Ronika	Chakrabarti	Lancaster University
Gianluca	Chimenti	Stockholm School of Economics
Neil	Pollock	University of Edinburgh
Céline	Cholez	PACTE (INP - CNRS)
Pascale	Trompette	CNRS Grenoble
Mauricio	Rodríguez	Neoma Business School
Misty Lynn	Rawls	Gothenburg University
Olfa	Bardet	Lancaster University
Alberto	Cossu	University of Amsterdam
Luis	Araujo	University of Manchester
Lisa	Knoll	University of Hamburg
Adam	Arvidsson	University of Naples
Winfred	Onyas	University of Leicester
Debbie	Harrison	BI Norwegian Business School
Alexander	Paulsson	Lund University
Duncan	Chapple	University of Edinburgh
Teea	Palo	Lancaster University
Daniel	Beunza	Copenhagen Business School
Martin	Skrydstrup	Wageningen University
Liz	McFall	Open University
Thomas	Reverdy	PACTE Grenoble-INP
Stig	Westerdahl	Malmö University
Christian	Fuentes	University of Gothenburg
Gillian	Hopkinson	Lancaster University
Sara	Lindeman	Aalto University
Koray	Çalışkan	Bogazici University
Lotta	Björklund Larsen	Linköping University