

LIVING 2020, TALKING COVID-19

November 30th // 10h30 – 17h00



Speakers



Brigitte Auriacombe

is Professor of Marketing at emlyon business school. After fifteen years of professional experience in the hospitality industry, Brigitte reoriented her career towards teaching and research. Her research is focused on the lived experience of customers and workers in service contexts.



Lotta Harju

is Assistant Professor of Organizational behavior at emlyon business school. Her work focuses on well-being at work.



Alan Bradshaw

teaches and learns at Royal Holloway, University of London. He is the author of *Advertising Revolution: The Story of a Song From Beatles Hit to Nike Jingle*, published by Repeater Books.



Joel Hietanen

is Associate Professor at Centre for Consumer Society Research, University of Helsinki. His research focuses primarily on poststructural theories of desire and the algorithmic emergence of the semiocapitalist consumer society.



Maria Brock

is a psychosocial scholar working on subjectivity, gender and social change. Previous and upcoming publications have for example looked at satire and protest, anti-feminist and anti-LGBT+ mobilisation and “returns of the repressed”, Camp in (post)Soviet pop culture, and nostalgia, memory, and nationhood.



Maíra Lopes

is a postdoc researcher at emlyon business school. She loves talking about emotions – especially, fear, disgust, shame, and hope.



Andreas Chatzidakis

is Professor of Marketing and Consumer Ethics at Royal Holloway University of London. He is a member of the Centre for Research Into Sustainability and Center for Critical and Historical Research on Organisations and Society. He is also a member of the Care Collective, with whom he has just completed the Care Manifesto (in press with Verso).



Ignasi Martí Lanuza

is Professor at the Social Sciences Department and the Director of the Social Innovation Institute at ESADE. His areas of interest are innovation and social and institutional change, power, politics and resistance, and exclusion and dignity.



Stephen Dunne

is Lecturer in Marketing at the University of Edinburgh Business School. With Michael Pedersen, he is writing a book on Busynesslessness. With his students, he is learning about Rhetoric. With himself, he has long grown tired.



Karine Raïes

is Associate Professor of Marketing at emlyon business school. Her research focuses on the consumer-brand relationship in a digital world.



James Fitchett

is Professor of Marketing and Consumer Research and Head of Department at University of Leicester School of Business in the UK. He is also Associate Editor for Marketing Theory. His work falls broadly in the area of Consumer Culture Theory, Critical Marketing Studies, and Marketing Theory. His work explores the ideology of marketing and consumer culture, drawing principally on Marxist and post-Marxist theory, post-structuralism, psychoanalysis and, more recently, Nietzschean philosophy.



Joonas Rokka

is Professor of Marketing and director of Lifestyle Research Center at emlyon business school. My areas of expertise and teaching focus on branding, consumer experience, lifestyle, digital media, and creative visual research methods. I currently work on projects examining temporal experiences, atmospheres, passionate service work, algorithms, platform economy, and covid-19.