



CONFERENCE PROGRAM

March 25, 2022

IAE Savoie Mont Blanc – 4 chemin de Bellevue - 74944 Annecy, France

9h00-9h30 – Welcome

9h30-10h30 – Keynote speaker's address

Marlys Mason (Oklahoma State University, US, OK)

10h30-11h00 – Break

11h00-12h30 – Session 1

"Ability asymmetry and value creation: a multilevel, practice-based approach"

Amy Church-Morel (University Savoie Mont Blanc, FR), Célia Lemaire (EM Strasbourg Business School, FR) and Sarah Richard (EM Strasbourg Business School, FR)

"Co-designing with vulnerable consumers – the case of an innovation program for assistive technology"

Benjamin Nanchen (HES-SO, Living Lab Handicap, CH)

"Reassembling the elderly consumption ensemble: retaining independence for challenged elders through Smart Assisted Living technologies"

Anna Schneider-Kamp (University of Southern Denmark, DK) and Søren Askegaard (University of Southern Denmark, DK)

12h30-14h00 – Lunch

14h00-15h30 – Session 2

"Towards a social theory of the crypt: a framework for ethical representation and destigmatisation"

Jonatan Södergren (Stockholm University, SE), Joel Hietanen (University of Helsinki, FI) and Niklas Vallström (Stockholm University, SE)

"Emotional identities as new connectors in disability advertising"

Sheila Matson-Barkat (Rennes School of Business, FR), Petya Puncheva (Rennes School of Business, FR), Clara Koetz (Rennes School of Business, FR) and Sophie Hennekam (Audencia, FR)

"Exploring diversity and inclusion in the fashion world"

David Pettinicchio (University of Toronto, CA, ON) and Jordan Foster (University of Toronto, CA, ON)

15h30-16h00 – Break

16h00-17h00 – Session 3

"An inclusive approach to marketplace accessibility: a service provider's perspective"

Katharina Husemann (King's College London, UK), Anica Zeyen (Royal Holloway University of London, UK) and Leighanne Higgins (Lancaster University, UK)

"Choice is not option: the experiences of people with dwarfism as consumers"

Erin Pritchard (Liverpool Hope University, UK)

17h00 – Closing words

<http://icdc-annecy.sciencesconf.org>

