

# International conference on immigration, consumption and markets

Organised by LSMRC (University Lille 2 & Group ESC Lille)

Co-chairs:

Professor Søren Askegaard, University of Southern Denmark

Ass. Professor Nil Özçaglar-Toulouse, University Lille 2



May 18th & 19th, 2009

University Lille 2 - France

Campus Moulins

1, place Déliot - BP 381 - 59020 Lille cedex



# Monday May 18

9.-9.30 AM Conference registration

9.30-11.00

## Session 1 Remittance and cross border relationship

Chair: Lisa Peñaloza

Ziad Malas, Salim Azar, Imen Ben Amor

Melissa Siegel

Lisa Peñaloza

Does immigration change immigrants' relationships toward materialism and money? Exploring the case of North African immigrants in France.

Immigrant integration and remittance channel choice.

Here, there and beyond national borders: remittance consumption in transitional families.

## Session 2

Chair: Krzysztof Kubacki

Sonia Carcelén García, Belén López Vásquez,  
Ana Sebastián Morillas, Nuria Villagra García  
Ahmad Jamal

Eva Kipnis, Krzysztof Kubacki,  
Dariusz Simieniako

Latin American immigration in Spain: an opportunity for brands.

Cultural diversity and brand equity creation: the case of ethnic minority consumers in the UK.

The changing landscape of consumer ethnocentrism: evidence from Kazakhstan and Poland.

11.00-11.15 Coffee break

11.15-12.15 Key note address

Barbara Robles (Arizona State University)

12.15-13.30 Lunch break

13.30-15.00

## Session 3 Collective subjects: family and region

Chair: Delphine Dion

Onyipreye Ekperi

Helmut Schneider, Bilgen Coskun,  
Gülpinar Kelemci Schneider

Delphine Dion, Eric Remy, Lionel Sizat

Power dynamics in immigrant families in Britain and its effect on consumption.

Effects of the interaction between level of acculturation and societal development on family decision making among Turkish immigrants in Germany: a cross-cultural and cross national study.

A phenomenological reading of regional sentiment.

## Session 4 Special session: Ethnic media and ethnomarketing

Discussion leader: Isabelle Rigoni (session organised by MINORITYMEDIA)

Souley Hassane

Claire Scopsi

Joyce Koeman

The Blackness Of The Market Place: infotainment, Advertainment and Identity in the Afro-Caribbean Media in France and the UK.

Identity interplay and 'communication shops' in Château-Rouge neighbourhood in Paris.

Why youth (dis)likes advertising: an examination of advertising beliefs in a culturally diverse market.

15.00-15.30 Coffee break

15.30-17.30

## Session 5 Food consumption

Chair: Amina Beji-Becheur

Michelle Bergadaà

Natacha Calandre, Nicolas Bricas,  
Claude Fischler

Zuzana Chytkova

Amina Beji-Becheur, Nil Özcaglar-Toulouse

Culturally marked food: the perspective of first and second generation immigrants.

Food and eating patterns of Moroccan and Malian migrants in the wider context of social and cultural mutations: the ALIMMI project.

Consumer acculturation and gender roles: you are what you cook.

Liberty - Equality - Couscous.

## Session 6 Special session: Religious evolvments, migrations and markets

Discussion leader: Anne Raulin

Jean-Pierre Hassoun

Jamel Stambouli

Lucine Endelstein

Sepideh Parsapajouh

Sheet brick dough mass industrialization and diffusion in France (1965-2009).  
Kosher religious certification stability and market segmentation.

The market of the pilgrimage to Mecca, as it developed in France.

Kosher Markets in Paris: plurality of Judaism and the Consumption of Alterity.

From Mosque to Market: religious motivations and consumption of the rural migrants in a Teheran neighborhood.

17.30-19.00 Reception

# Tuesday May 19

9.-9.30 AM	Conference registration	
9.30-11.00	<b>Session 7</b>	<b>Nostalgia &amp; authenticity</b>
	Chair: Maud Herbert	
	Celina Stamboli, Denis Guiot Krzysztof Kubacki, Katarzyna Krot, Ewa Glinska, Dariusz Simieniako Jason Flores & Deniz Atik Celina Stamboli, Manel Hadj Hmida	Nostalgic consumption: the case of food. Nostalgia and alcohol consumption: the relationship with homeland cultures.  Cross-Border Consumption: different Interpretations of Authenticity. Looking for home in the store shelf: the impact of nostalgia on the immigrant consumption choices.
	<b>Session 8</b>	<b>Social issues</b>
	Chair: Manish Priyadarshi	
	Nanna Ahlmark, Dorthe Brogård Kristensen  Norma Montesino Manish Priyadarshi	Diabetes and ethnic minorities in Denmark: treatments, illnesses and consumer practices. Consumption and social work in Sweden. Migration, consumption, market, and cultural changes to poverty: a case study of Delhi slums.
11.00-11.15	Coffee break	
11.15-12.45	<b>Session 9</b>	<b>Conceptual issues</b>
	Chair: Marius K. Luedicke	
	Marius K. Luedicke  Julie Emontspool Søren Askegaard, Dannie Kjeldgaard, Eric J. Arnould	Consumer acculturation to complex cultures: a review and revision of its key concepts. Beyond ethnic acculturation: migrant multicultural groups. 'Metacculturation': reflexivity and identity politics in Greenlandic food discourses.
	<b>Session 10</b>	<b>Religion revisited</b>
	Chair: Samuel K. Bonsu	
	Karijn Bonne, Florence Blackler, Wim Verbeke  Samuel K. Bonsu  Sarah Benmoyal Bouzaglo, Soraya Zouari	Religious food consumption: insights from focus groups with halal and kosher meat consumers in Belgium, France and the Netherlands. Singing the Lord's song in a strange land: negotiating African pentecostal identity in the age of global migrations. Exploration of the linkage between religion and shopping behavior in France.
12.45-14.00	Lunch break	
14.00-15.00	Panel discussion: <i>New challenges for research in immigration and acculturation</i> Eric J. Arnould (University of Wyoming), Samuel K. Bonsu (York University), Lisa Peñaloza (EDHEC)	
15.00-15.30	Coffee break	
15.30-17.00	<b>Session 11</b>	<b>Looks!</b>
	Chair: Margit Keller	
	Sondes Zouaghi, Leila Damak  F. Khan  Margit Keller, Triin Vihalemm	Consumer bodies, cultural appearance and ethnicity: proposal of a conceptual framework. A qualitative analysis of British South Asian Muslim women and their consumption of fashion and beauty products. Looking Russian or Estonian?
	<b>Session 12</b>	<b>Materialism and motivation</b>
	Chair: Mourad Touzani	
	Bréma Ely Dicko  Jeffrey Steven Podoshen, Lu Li, Junfeng Zhang Mourad Touzani, Boutheina Bengamra-Zainelabidine, Mouna Myriam Labadim	Commercial activities and construction of cross-border migrant networks: a case study of Malians in France. Materialism and conspicuous consumption in China: new comparative insights. Immigrants' motivations, acculturation and consumption: evidence from three ethnic groups living in Tunisia.
17.00-17.15	Co-chair farewell address	

### Scientific committee:

*Eric J. ARNOULD*, University of Wyoming  
*Samuel K. BONSU*, Schulich School of Business - York University  
*Güliz GER*, Bilkent University  
*Dannie KJELDGAARD*, University of Southern Denmark  
*Laura OSWALD*, University of Illinois, Champaign Urbana  
*Lisa PEÑALOZA*, Edhec  
*Bernard PRAS*, Université Paris-Dauphine  
*Jonathan SCHROEDER*, University of Exeter  
*Luca VISCONTI*, Università Bocconi

### Reviewers:

*Claudia ACEVEDO*, Universidade Nova de Julho  
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### Organisation committee:

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