Track 1 Open Call for Participation

We are pleased to invite applications to participate in the Track 1 sessions at the 2027 Transformative Consumer Research (TCR) Conference, hosted by Fordham University in June 2027.

We have accepted 16 proposed tracks, each centered on a distinct and timely research theme. Please review the track descriptions on the following pages and **apply to the one track that best fits your research interests and expertise.**

Please note that Participants may apply to and participate in only one track. There will be a maximum of 8 participants, including track chairs, in each session.

To apply, please email **all co-chairs** of your selected track and copy **tcr2027@fordham.edu**. Please use the following subject line:

Application for Participation in TCR Track 1.xxx

Replace "xxx" with the relevant track number.

Your application should include:

- A brief cover letter (no more than 1 page) explaining why you believe you can make a meaningful contribution to the track; and
- Your current CV.

The application deadline is **November 15, 2026**.

We look forward to receiving your applications and to building an engaging, collaborative program for TCR 2027.

Track 1.1. Whose Fault Is the Fake? Moral Self-Image and Consumer Responses to AI-Generated Misinformation

Short abstract: How do consumers judge, engage with, and pass along AI-generated information and misinformation, and how do these responses differ from their responses to human-generated information? This track brings together consumer behavior, moral psychology, and information and misinformation behavior research to examine how consumers evaluate and share AI- generated text, images, audio, and video where accuracy, credibility, and deception matter, with close attention to moral self-image, perceived authorship, and responsibility. We aim to build a research agenda for consumer well-being in AI-mediated environments, and welcome researchers across methods, junior scholars, and external stakeholders.

Co-chairs:
Sahel Zaboli, *Rider University, USA, szaboli@rider.edu*
Colleen P. Kirk, *New York Institute of Technology, USA, ckirk01@nyit.edu*
Laura Schrier-Rifkin, *Brooklyn College, USA, laura.rifkin@brooklyn.cuny.edu*

Track 1.2. Reconceptualizing Food Access: Towards Meaningful Food Inclusion Through the Multicultural Marketplaces Lens

Short abstract: This track invites scholars and practitioners to reconceptualize food access as more than the availability or affordability of food. Through a multicultural marketplaces lens, we explore meaningful food inclusion: consumers' ability to access food safely, equitably, and in ways that support health, cultural and religious identities, ethical commitments, social participation, and belonging. Participants will collaboratively develop a conceptual framework and research agenda for more inclusive food systems, policy, and marketplace practice.

Co-chairs:
Irem Yoruk, *California State University, Los Angeles, USA, iyoruk@calstatela.edu*
Eva Kipnis, *University of Bradford, UK, e.kipnis@bradford.ac.uk*
Samantha Cross, *Babson College, USA, scross@babson.edu*

Track 1.3. From Brand Activism to Shared Power

Short abstract: Brand activism amplifies important social issues while often keeping decision-making power within the firm. Rather than focusing only on whether a brand's position is authentic, this track examines whether relevant stakeholders have a meaningful role in shaping initiatives, setting priorities, allocating resources, and evaluating outcomes, and how activism can move from brand-controlled communication toward shared power. Brand activism becomes more meaningful when firms do not merely advocate for communities, but allow those communities to shape what the advocacy means and what the company does. The track welcomes consumer researchers, community leaders, and practitioners involved in brand-community partnerships.

Co-chairs:
Serkan Saka, *San José State University, USA, serkan.saka@sjsu.edu*
Priscilla Pena, *University of St. Thomas, USA, pena2274@stthomas.edu*

Track 1.4. Navigating the Digital Self-Care Ecosystem: Empowering Consumers to Take Control of Their Health and Well-Being

Short abstract: Self-care has expanded beyond being just a public health issue to also becoming a matter of consumption. Wearables, wellness apps, and AI health advisors increasingly guide consumers on interpreting symptoms and deciding whether to seek medical care, often reaching those with limited access to clinicians who could confirm such advice. This track invites scholars and stakeholders to explore the concept of self-care in marketing, map the digital self-care ecosystem and its regulatory limits, and develop a framework that enhances consumer empowerment. We encourage applications from diverse methods, disciplines, countries, and career levels.

Co-chairs:
Rodolfo R. Rocha, *Oklahoma State University, USA, rodolfo.rocha@okstate.edu*
Felipe M. Affonso, *Oklahoma State University, USA, felipe.affonso@okstate.edu*

Track 1.5. Navigating Egg Donation Marketplace: Experiences and Challenges of Egg Donors and Egg Recipients

Short abstract: Gamete donation has become a core part of assisted reproductive technology, enabling parenthood for millions of people worldwide. This track seeks to advance understanding of how consumers navigate the under-regulated egg donation marketplace. Through a series of studies, we plan to examine the experiences and decision-making of both donors and recipients, the influence of marketing practices, and the broader cultural forces that shape participation in egg donation services. Ultimately, the track aims to identify ways to support equitable marketplace experiences for donors and recipients.

Co-chairs:
Zhe (Kitty) Li, *Bentley University, USA, zheli@bentley.edu*
Elena Elkanova, *Assumption University, USA, eelkanova@bentley.edu*

Track 1.6. The Political Spectrum of Brand Activism

Short abstract: Brand activism is becoming increasingly politically complex amid intensifying polarization, geopolitical fragmentation, and the entanglement of social issues with partisan politics. Yet research has focused largely on progressive activism, leaving conservative and regressive political orientations underexplored. Emerging expressions of ethnocentric values further complicate how brands engage with the range of political positions. This narrow focus limits understanding of brand activism's dark sides and transformative potential. It also

overlooks how consumers and society shape the political orientation and meaning of activist brands. These tensions signal opportunities for a broader understanding of the political spectrum of brand activism and its effective management.

Co-chairs:
Antonella Cammarota, *International University of Monaco, Principality of Monaco,* acammarota@ium.monaco.edu
Amanda Spry, *University of Queensland, Australia,* a.spry@uq.edu.au
Jessica Vredenburg, *Auckland University of Technology, New Zealand,* jessica.vredenburg@aut.ac.nz
Courtney B. Peters, *Samford University, USA,* cpeters6@samford.edu

Track 1.7. Networked Care Responsibilities: Caring for Ourselves and Others in the Digital Age

Short abstract: Care in the digital age is increasingly shared across families, professionals, institutions, platforms, and technologies. This track examines how tools such as care-coordination platforms, AI companions, GPS wearables, self-tracking devices, and automated monitors reshape caregiving responsibilities and consumer well-being. We invite scholars to explore when technology-enabled monitoring provides safety, independence, and peace of mind—and when it creates privacy harms, coerced participation, unequal burdens, or diminished dignity. Together, participants will consider how market-based care technologies redistribute visibility, authority, labor, and vulnerability across networks of caregivers and care recipients.

Co-chairs:
Alexei Gloukhovtsev, *Aalto University, Finland,* alexei.gloukhovtsev@aalto.fi
Kristen L. Walker, *California State University Northridge, USA,* kristen.walker@csun.edu
Courtney Nations Azzari, *University of North Florida, USA,* courtney.azzari@unf.edu

Track 1.8. The Pursuit of "Better": Can Contentment Thrive in an Age of Perpetual Self-Optimization?

Short abstract: How might consumers find "enough" in a marketplace organized around continual improvement? This track brings scholars together to examine contentment as a resource for consumer well-being amid perpetual self-optimization. Across increasingly optimization- oriented marketplace contexts, consumers are encouraged to pursue better versions of themselves without a clear endpoint. Through collaborative dialogue, we will explore how marketplace practices foster and shape consumers' ability to experience "enough"; when contentment promotes well-being, sustainable consumption, and healthy growth, and when it instead reflects complacency, resignation or adaptation to inequitable constraints. Our goal is to generate insights for consumer welfare, marketplace practice, and public policy.

Co-chairs:

Cheryl-lyn Ngoh, *California Polytechnic State University, USA, cngoh@calpoly.edu*
Melanie Moore Koskie, *Louisiana Tech University, USA, mkoskie@latech.edu*

Track 1.9. The Hidden Price of Belonging: Affordability, FOMO, and the Financial Costs of Social Rituals

Short abstract: Consumers increasingly face simultaneous tension between financial well-being and social participation. As affordability pressures rise and participation in social life becomes more visible through social media, experiences such as holidays, festivals and other live events, can feel essential despite being financially challenging. Affording participation is increasingly enabled through financial mechanisms such as Buy Now Pay Later services, credit cards, overdrafts, and informal borrowing. These tools can make participation possible while concealing the financial, social and psychological costs associated with debt. This track explores what we term a belonging trade-off: the choice between visible social exclusion and hidden financial vulnerability.

Co-chairs:
Abigail Nappie Cherup, *California State University, San Marcos, USA, anappiercher@csusm.edu*
Jane brown, *Newcastle University, UK, jane.brown@newcastle.ac.uk*
Chrysostomos Apostolidis, *Durham University, UK, chrysostomos.apostolidis@durham.ac.uk*

Track 1.10. Enabling Wiser City Service Systems for Humanity

Short abstract: Cities are complex service systems that shape consumers' everyday lives and well-being through interconnected services, such as healthcare, education, housing, mobility, technology, energy, governance, and the environment. This track brings together scholars and practitioners to explore how city service systems can become wiser in serving humanity. Participants will collaboratively conceptualize wisdom practices across urban service subsystems and develop a transformative research agenda for enabling wiser cities that create positive outcomes for consumers and society. The track is an initiative of ServCollab and the UN PRME Working Group on Service Systems for Humanity.

Co-chairs:
Raymond Fisk, *ServCollab, ray.fisk@servcollab.org*
Claire Deventer, *ICHEC Brussels Management School, Belgium, claire.deventer@ichec.be*
Qusay Hamdan, *ServCollab, qusay.hamdan@servcollab.org*

Track 1.11. Enough is Enough! Reclaiming Sufficiency and Limits in Consumer Culture

Short abstract: More stuff, better life. Consumer culture's oldest promise is colliding ever harder with a planet in overshoot. This track asks the question markets rarely pose: What if the good life begins not with more, but with enough? We invite scholars and practitioners to reclaim

sufficiency and limits as cultural foundations of flourishing and consumer well-being rather than as deprivation or deviance. How can markets and provisioning systems make living well with enough desirable and fair, across the Global North and Global South? Join us to reimagine the good life within limits.

Co-chairs:
Handan Vicdan, *Emlyon Business School, France, VICDAN@em-lyon.com*
Meltem Türe, *TOBB University of Economics and Technology, Turkey, meltemture@yahoo.com*
Hélène Cherrier, *Université du Québec à Montréal, Canada, cherrier.helene@uqam.ca*

Track 1.12. Marketplace Responses to Social Isolation: Advancing Consumer Well-Being

Short abstract: Social isolation has become a defining societal challenge of the twenty-first century, yet we know relatively little about its role in consumer behavior. This track invites participants to help shape an emerging area of consumer research by examining how marketplace, institutional, and societal forces can create, reinforce, or alleviate social isolation. Together, we will distinguish social isolation from related concepts such as loneliness, develop a conceptual framework, and identify novel and promising directions for future research. Ultimately, the track seeks to reimagine how marketing and markets can foster meaningful social connection, improve consumer well-being, and promote human flourishing.

Co-chairs:
Meryl P. Gardner, *University of Delaware, USA, gardnerm@udel.edu*
Ainslie E. Schultz, *Providence College, USA, aeschultz@providence.edu*

Track 1.13. The Price of Belonging: Values, Generational Dynamics, and Immigrant Marketplace Well-Being

Short abstract: What does it cost to belong? For immigrant consumers, marketplace participation can be a pathway to connection, identity, social acceptance, and well-being, but it can also create tensions between cultural continuity, community, status, and material success. This track explores how intrinsic and extrinsic values, generational experiences, and marketplace and institutional environments shape immigrant consumers' experiences, vulnerabilities, identities, and well- being. We welcome interdisciplinary perspectives and diverse methodologies that illuminate pathways toward more inclusive marketplaces and greater consumer and societal well-being.

Co-chairs:
Naz Onel, *Stockton University, USA, Naz.Onel@stockton.edu*
Avinandan Mukherjee, *Georgia Southern University, USA, dr.avinandan.mukherjee@gmail.com*
Michael S. Rodriguez, *Stockton University, USA, Michael.Rodriguez@stockton.edu*

Track 1.14. From Black Box to Trusted Coach: Algorithmic Transparency, AI Role Framing, and Autonomy-Negotiation in Consumer Health Technologies

Short abstract: Health-AI wearables are becoming everyday companions in prevention, self-tracking, and health decision- making—but can also raise concerns about opacity, data control, and behavioural steering. This track explores how AI transparency and communication style shape consumer autonomy, trust, and well-being. Together, we will examine when Health-AI functions as a supportive coach and when it may feel controlling or exclusionary. We invite interdisciplinary scholars, advanced PhD students, junior faculty, and relevant health-tech and advocacy stakeholders to develop autonomy-respecting approaches to Health-AI design and governance.

Co-chairs:
Marco März, *Technische Hochschule Ingolstadt (THI), Germany,* Marco.Maerz@thi.de
Andrea Raab, *Technische Hochschule Ingolstadt (THI), Germany,*
Andrea.Raab-Kuchenbuch@thi.de

Track 1.15. Beyond the Human Subject: Impact and Market Transformation

Short abstract: This track invites scholars interested in transformative consumer research, market justice, critical animal studies, and marketplace ethics to join a timely conversation on the consumer-animal nexus. The track challenges the longstanding treatment of animals as objects of consumption and instead explores what becomes possible when animal well-being is positioned as a central concern of market justice. Participants will investigate how markets construct animal categories, how consumers negotiate interspecies relationships, and how human-animal relations shape identities, consumption practices, regulation, and market systems. Together, we will develop a research agenda that rethinks impact beyond human-centered measures and advances more-than- human approaches to transformation in consumer markets.

Co-chairs:
Aya Aboelenien, *HEC Montréal, Canada,* aya.aboelenien@hec.ca
Jack Waverley, *University of Manchester, UK,* jack.waverley@manchester.ac.uk
Shona Bettany, *University of Huddersfield, UK,* s.bettany@hud.ac.uk

Track 1.16. Advancing Positive Solitude and Social Connection

Short abstract: While loneliness is framed as a pervasive epidemic, this view provides little understanding of the interior perspectives and social skills needed to improve mental functioning that “connects with others.” Nuanced views are needed to advance social, work, and relational connections. As AI threatens to disrupt employment, person-centric connections of work to consumption and well-being deserve renewed attention. This session examines paths to develop human potential, examining concepts of agency as a capacity-building process. Values of artistry and creative craft, enabled by focused disciplinary human engagement, provide experiential means to counter social isolation.

Chair:
Mark J. Kay, *Montclair State University, USA, kaym@montclair.edu*