



**International Conference of Markets and Development (ICMD) 2021
(The 16th Biennial Conference of ISMD)**

Rethinking Marketing, Growth, and Development: Contesting and Contextualizing Knowledge

16 to 18 December, 2021, Indian Institute of Management Trichy, India

Conference Program (Brief Version)

*All timings are in Indian Standard Time (IST)
(IST is GMT + 5.30 HRS)*

**Day 1
16 December, 2021**

3 pm to 3.30 pm	Conference Opening <i>Welcome by Conference Chairs Welcome by Director, IIMT Overview of Conference by Conference Chairs</i>
4 pm to 5.30 pm	Doctoral Workshop - I <i>Workshop title: Ethnography in Action Conducted by Andreas Chatzidakis</i>
6 pm to 7.30 pm	Doctoral Workshop - II <i>Workshop title: Critical Marketing in the Global South Conducted by Rohit Varman</i>
8 pm to 9.30 pm	Discussion Session <i>Discussion on Socio Technical Imaginaries of Virtual Reality Coordinated by Chloe Preece</i>

10 pm to 11.30 pm	Track: The Connected Era, Consumer Subjectivity, and Well Being <i>Session Chair: Russell W. Belk</i>
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Day 2
17 December, 2021

9 am to 10.30 am	Panel Discussion - 1 <i>Rethinking Informal Markets</i> <i>Chaired by Apoorv Khare</i> <i>Participants: Ela Veresiu, Ram Manohar Vikas, Giridhar.V., Apoorv Khare</i>
Parallel Sessions	
11 am to 12.30 pm	Track: Gender and Markets - Session 1 <i>Session Chair: Srinath Jagannathan</i> Track: Overall Conference Related - Session 1 Track: Decolonization <i>Session Chair: Apoorv Khare</i>
2 pm to 3.30 pm	Track: Gender and Markets - Session 2 <i>Session Chair: Srinath Jagannathan</i> Track: Overall Conference Related - Session 2 Track: Enacting Resilience Towards Sustainable Outcomes <i>Session Chair: Stefanie Beninger</i>
4 pm to 5.30 pm	Track: Overall Conference Related - Session 3
Plenary Sessions	

6.30 pm to 7.30 pm	Keynote address <i>To be delivered by Prof. Fuat Firat</i>
8 pm to 9.30 pm	Panel Discussion - 2 <i>Marketization - I</i> <i>Chaired by Fuat Firat</i> <i>Participants: Samuelson Appau, Russell W. Belk, Bartosz Zerebecki, Suzanna J. Oprea, Aybegüm Güngördü Belbağ, Paromita Goswami, A. Fuat Firat</i>
10 pm to 11.30 pm	Panel Discussion - 3 <i>Marketization - II</i> <i>Chaired by Fuat Firat</i> <i>Participants: Mark Tadajewski, Jie Fowler, Cristian Andres Sepulveda, Clifford J. Shultz, Mark Peterson, A. Fuat Firat</i>

Day 3
18 December 2021

Parallel Sessions	
9 am to 10.30 am	Track: Management Education under Neoliberalism - Session 1 <i>Session Chair: Devi Vijay</i> Track: Retailing in Emerging Economies - Session 1 <i>Session Chair: Nikhilesh Dholakia</i>
11 am to 12.30 pm	Track: Management Education under Neoliberalism - Session 2 <i>Session Chair: Devi Vijay</i> Track: Retailing in Emerging Economies - Session 2 <i>Session Chair: Nikhilesh Dholakia</i>

	<p>Track: Poverty, Markets, and Vulnerable Consumers <i>Session Chair: Apoorv Khare</i></p>
1.30 pm to 3 pm	<p>Track: Rethinking Consumer Culture <i>Session Chair: Pia Polsa</i></p> <p>Track: Climate Change, Markets, and Consumption <i>Session Chair: Delphine Godefroit-Winkel</i></p>
<p>Plenary Sessions</p>	
5 pm to 6.30 pm	<p>Panel Discussion - 4 <i>Resisting Markets</i> <i>Chaired by Andreas Chatzidakis</i></p> <p><i>Participants: Alan Bradshaw, Norah Campbell, James Fitchett, Joel Hietanen, Pierre McDonagh, Andreas Chatzidakis</i></p>
7 pm to 8.30 pm	<p>Panel Discussion - 5 <i>Hierarchies of Knowledge in Marketing</i> <i>Chaired by Rohit Varman</i></p> <p><i>Participants: Fuat Firat, Cagri Yalkin , Ozlem Sandikci ,Marcus Hemais , Abigail Foluké Badejo, Hari Sreekumar, and Rohit Varman</i></p>
9 pm to 10.30 pm	<p>Panel Discussion - 6 <i>Considering Challenges for Forcibly Displaced People in Hosting Marketplaces</i> <i>Chaired by Stefanie Beninger and Pia Polsa</i></p> <p><i>Participants: Andrés Barrios Fajardo, Beatriz de Quero Navarro, Clifford J. Shultz, Pia Polsa, Stefanie Beninger, Srinath Jagannathan</i></p>
10.45 pm to 11.15 pm	<p>Conference Conclusion Award for Best Paper Concluding Remarks by Conference Chairs, role of MGDR and ISMD</p>