



*Virtual workshop series on:*  
**Sensing and knowing in critical and interpretivist marketing studies**  
Thursday the 15<sup>th</sup>, 22<sup>nd</sup> and 29<sup>th</sup> of April 2021, 5.30–7 pm

Please join us for this series of workshops which aim at discussing methodological problems, advancements and challenges encountered when doing critical and interpretivist research in marketing.

*Publication opportunity: We have secured a Special Issue in the Journal of Marketing Management associated to this event which will be open to the wider community.*

15.04.21, 5.30-7 pm	<b>Session 1: The politics of sensing and knowing in critical and interpretivist marketing studies</b> Chair: Chloe Preece, Royal Holloway, University of London  Keynote speaker: Ozlem Sandikci (University of Glasgow) <i>'Researching Consumption and Marketing Outside the West'</i>  Discussant: Olga Kravets (Royal Holloway, University of London)  <i>'The politics of sound in consumer research'</i> Gretchen Larsen (University of Durham) and Maurice Patterson (University of Limerick)
22.04.21, 5.30-7 pm	<b>Session 2: Studying marginality: politicising research and the researcher</b> Chair: Benedetta Cappellini, University of Durham  <i>'Ventriloquism, Voice and Activism: Research Stances, Tensions and Possibilities'</i> Martina Hutton (University of Winchester)

	<p><i>'The vulnerability of refugee families: adjusting the stigmatised identity'</i> Roua Al Hanouti (University of Lille)</p>
29.04.21, 5.30-7 pm	<p><b>Session 3: Innovative projects and disciplinary recognition</b> Chair: Gretchen Larsen (University of Durham)</p> <p><i>'Marketplace and I: Commercial Experiences of Disability Explored through Art'</i> Leighanne Higgins (University of Lancaster)</p> <p><i>'The generative power of grassroots poetry: co-creating inclusive narratives of the future with community partners'</i> Emma Surman (University of Birmingham) and Mihaela Kelemen (University of Nottingham)</p> <p><i>'Exploring the Dynamics of a Collaborative Working Methodology: The Case of the Liverpool Feminist Collective'</i> Rachel Ashman, Athanasia Daskalopoulou, Katy Kerrane, Cathy McGouran, Elizabeth Parsons, Daniela Pirani (University of Liverpool)</p> <p><i>Followed by virtual drinks</i></p>

The ways in which we discard a finding, select a quote and create a representation of our work are fundamental steps in the production of our research. Yet, little attention is given to such steps while presenting our work at conferences or writing a paper. These steps are often the result of long epistemological journeys which are rarely shared outside the research team. While we witness methodological advancements - often discussed in *ad-hoc* journals or special issues – we have noticed that methodological notes in our papers have become shorter and more formulaic over time. This is odd considering the well-established attention to methodologies and methods which have characterised critical and interpretivist marketing studies. In this workshop we would like to start a broader conversation on the state of the art of the epistemological aspects of critical and interpretivist research.

**All welcome**, please register on Eventbrite, you will be emailed a Zoom link:

<https://www.eventbrite.co.uk/e/sensing-and-knowing-in-critical-interpretivist-marketing-studies-workshop-tickets-141280085539>

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