

2nd Consumer Research Summit

**Place & Identity: advancing theory and practice** (Chester)

**Programme**

10.00 – 10.30: Arrival with tea/coffee

10.30 – 10.35: Welcome and outline of the day, Dr Sonya Hanna

10.35 – 11.30: Keynote address: Professor Cathy Parker

**11.30 – 12.30:** ***Session 1 - Place Identity***

*Zhang and Morgan*: National Myths and Tourism Promotion in Hong Kong and Macau

*Mansfield*: Theorising Space and Identity to Develop New Practices in Place-making

*Curtis*: Arts Trails and Destination Identity

*Singleton:* Place and Identity

12.30 – 1.30: Lunch and networking

**1.30 – 3.00: *Session 2 - Engagement and Place Branding***

Dr Nicolas Papadopoulos (voice-over presenter: Ottawa)

*Kavaratzis and Pedeliento*: A Structuration Theory View of Place Branding

*Anders-Morawska and Herezniak*: Beyond Figures and Numbers: Participatory Budgeting as a Leverage for

 Citizen Identity and Attachment to Place

3.00 – 3.20: Comfort break with coffee/tea

**3.20 – 4.50:** ***Session 3 - Psychology and Place***

Dr Efe Sevin (voice-over presenter: New York)

*Bouchikhi*: Extended Digital Self via Social Networks: An Exploratory Research

*Lai and Lim*: Table for One: Negotiating Heteronormative Rhythm in Dining Establishments

*Theodoridis*: Negotiating Youth Identities in the Digital Space: Self-presentation in an Age of Uncertainty

**4.50 – 5.00: *Wrap-up and close***