



**BAYES**  
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# Emergent Priorities in Consumption (#EPIC) Research Symposium: Exploring Sustainability, Precarity, and Diversity, Equity, and Inclusion

25 September 2024

## Symposium Programme

08:45 – 09:15	<b>Registration and networking</b>	
09:15 – 09:30	<b>Welcome and opening remarks</b> Professor Andre Spicer (Dean, Bayes Business School) and Professor Caroline Wiertz (Symposium Co-Organiser, Bayes Business School)	Room 2002 (2 <sup>nd</sup> floor)
09:30 – 11:00	<b>Session I: Precarity</b>  Discussant: Professor Eileen Fischer (Schulich School of Business, York University) <hr/> <b>“Renegotiating ownership in precarity: a study of generation rent”</b> Speakers: Professor Fleura Bardhi and Dr Aleksandrina Atanasova (Bayes Business School) Co-author: Greta Vignali <hr/> <b>“The precarious ethics of performance enhancement: consumers’ preferences for biological vs. mechanical doping”</b> Speaker: Professor Peeter Verlegh (VU Amsterdam) Co-authors: Jay Zenkic, Florian Buehler, Kobe Millet <hr/> <b>“Buyer dependency in micro-enterprises: the interplay of age and gender”</b> Speaker: Dr Magda Hassan (Alliance Manchester Business School) Co-authors: Jaideep Prabhu, Rajesh Chandy, Om Narasimhan, Soniya Gupta	Room 2002 (2 <sup>nd</sup> floor)
11:00 – 11:30	<b>Coffee/Tea break</b>	2 <sup>nd</sup> Floor Milling Area

11:30 – 13:00	<p><b>Session II: Sustainability</b></p> <p>Discussant: Professor Amitav Chakravarti (LSE)</p> <hr/> <p><b>“Is more always better? Beliefs about money and happiness shape support for funding environmental initiatives”</b></p> <p>Speaker: Dr Shilpa Madan, (Singapore Management University) Co-authors: Krishna Savani, Steve Su, Michael Morris</p> <hr/> <p><b>“The role of AI in waste management”</b></p> <p>Speaker: Dr Wanqing Zhang, (Bayes Business School) Co-authors: Ruhan Liu, Pradeep Chintagunta, Liqiang Huang</p> <hr/> <p><b>“The enrichment economy: market dynamics and ethics”</b></p> <p>Speaker: Professor Delphine Dion (ESSEC Business School) Co-authors: Roman Pavlyuchenko, Sonja Prokopec</p>	Room 2002 (2 <sup>nd</sup> floor)
13:00 – 14:00	<b>Lunch</b>	The HUB (3 <sup>rd</sup> floor)
14:00 – 15:30	<p><b>Session III: Diversity, Equity, and Inclusion</b></p> <p>Discussant: Professor Zeynep Gurhan-Canli (Koc University)</p> <hr/> <p><b>“Gender disparity in online reputation: evidence from an online freelance platform”</b></p> <p>Speaker: Professor Anja Lambrecht (London Business School) Co-authors: Xu Zhang, Mimansa Bairathi</p> <hr/> <p><b>“When discrimination outlasts stigma: an examination of persistent discrimination dynamics”</b></p> <p>Speaker: Dr Lez Trujillo-Torres (University of Illinois Chicago) Co-authors: Laetitia Mimoun, Eileen Fischer</p> <hr/> <p><b>“Consumers reward brands for including models with disabilities in their advertisements”</b></p> <p>Speaker: Professor Zachary Estes (Bayes Business School) Co-authors: Martina Cossu, Joachim Vosgerau</p>	Room 2002 (2 <sup>nd</sup> floor)
15:30 – 16:00	<b>Coffee/Tea break</b>	2 <sup>nd</sup> Floor Milling Area
16:00 – 16:45	<p><b>Panel discussion: what research is needed?</b></p> <p>With practitioners working to address sustainability, precarity, and diversity, equity, and inclusion; moderated by <b>Professor Anirban Mukhopadhyay</b> (Bayes Business School)</p> <ul style="list-style-type: none"> <li>■ Michael Brown (Head of Insight &amp; Research UK &amp; EMEA, UM)</li> <li>■ Jez Groom (Founder &amp; CEO, Cowry Consulting)</li> <li>■ Dr Sarah Fullick (Head of Impact and Evidence, The Trussell Trust)</li> </ul>	Room 2002 (2 <sup>nd</sup> floor)
16:45 – 17:00	<b>Closing remarks</b>	Room 2002 (2 <sup>nd</sup> floor)
From 17:15	<b>Drinks at a nearby pub</b> (for those who wish to join)	



Scan or click here to find out more about the speakers

$$P(A|B) = \frac{P(B|A)P(A)}{P(B)}$$