

International Conference:

Markets and Meanings: European, North-American and Israeli Perspectives

The Hebrew University of Jerusalem, October 30-31, 2019, Maiersdorf Faculty Club, Room 501

Convenors: Katya Assaf (The Hebrew University of Jerusalem) and Lisa Herzog (University of Groningen)

Wednesday, October 30, 2019

- 09:00-09:15 Welcome and introduction
- Part I: Labor: between marketization and meaning**
- 09:15-10:15 **Einat Albin** (The Hebrew University of Jerusalem)
Decommodifying Labour
- 10:15-11:15 **Guy Mundlak** (Tel Aviv University)
Coercion and the constitution of solidarity as 'freedom of association'
- 11:15-11:30 Coffee Break
- 11:30-12:30 **Dana Kaplan** (Open University of Israel)
The work of beauty: appearance as mediated human capital
- 12:30-13:15 Lunch Break
- Part II: Branding, advertisement, commercialization**
- 13:15-14:45 **Andrew Wernick** (Trent University)
Brand Trump (combined with Law Faculty seminar)
- 14:45-15:00 Coffee Break
- 15:00-16:00 **Matthew P. McAllister** (Penn State University)
Notes on class representation in advertising
- 16:00-17:00 **Eva Illouz** (The Hebrew University of Jerusalem)
Tinder and the commercialized self
- 17:00-17:30 Coffee Break
- 17:30-19:00 **Public Round Table: Common markets, common values? Economic and non-economic dimensions of Europe's future**
Moderator: Gisela Dachs (The Hebrew University of Jerusalem)
Speakers: Valerio De Stefano (KU Leuven), Lisa Herzog (University of Groningen), third speaker t.b.c.

Thursday, October 31, 2019

- Part III: The cultural dimensions of consumption**
- 09:00-10:00 **Dirk Hohnsträter** (University of Hildesheim)
Meaning, materiality, and experience. Cultural aspects of consumption
- 10:00-11:00 **Rosemary J. Coombe** (York University)
Marking and marketing the meaning of place: The political volatility of doubled commodities
- 11:00-11:15 Coffee Break
- 11:15-12:15 **Eran Fisher & Zeev Rosenhek** (Open University of Israel)
Making health data into an epistemic consumption object: An Israeli case study
- 12:15-13:00 Lunch Break
- Part IV: Constructing markets with and without meaning**
- 13:00-14:00 **Marian Adolf** (Independent Researcher) & **Nico Stehr** (Zeppelin University)
Moral markets: disorganized morality
- 14:00-15:00 **Roel Davidson** (University of Haifa)
Inclusive and exclusive discourses and practices in a blockchain-based platform for funding and governing news-making
- 15:00-15:10 Coffee Break
- 15:15-16:15 **Katya Assaf** (The Hebrew University of Jerusalem) & **Lisa Herzog** (University of Groningen)
The importance of being first: inventorship between glory and profit
- 16:15-17:15 **Michal Shur-Ofry** (The Hebrew University of Jerusalem)
Law and success
- 17:15-18:00 **Concluding discussion**



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