



Exploratory Workshop Scheme

Scientific Review Group for the Social Sciences

ESF Exploratory Workshop on Agencing Markets

Cargèse, 17-20 September 2013

Convened by:
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Co-sponsored by





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In 2013 the only research instrument that will have a call for proposals is the Exploratory Workshops. The focus of the Exploratory Workshops scheme is on workshops aiming to explore an emerging and/or innovative field of research or research infrastructure, also of interdisciplinary character. Workshops are expected to open up new directions in research or new domains. It is expected that a workshop shall conclude with plans for follow-up research activities and/or collaborative actions or other specific outputs at international level.

ESF is also currently exploring new areas where we could serve the science community. Services we have identified that would leverage our expertise and experience and provide added-value to the science community are: peer review, evaluation, research conferences and career tracking.

Please check our website (www.esf.org) for regular updates regarding ESF and its future developments.

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ESF Exploratory Workshop:
Agencing Markets
Cargèse (France), 17-20 September 2013

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Main Objectives of the Workshop:

For 15 years now, Michel Callon's contribution to the anthropology of calculation and the study of the performativity of economic knowledge (Callon, 1998) has greatly renewed the dominant paradigms in economic sociology. Though Callon's legacy has set the ground work, some of the most original directions of Callon's writings have been less investigated and developed, and little discussed and extended. The workshop "Agencing Markets gathers a group of scholars aimed at sketching out together a collective program about the 'agencing of markets', in order to address the dynamic process of market design and governance.

Workshop Agenda

The workshop aims at providing a challenging work environment in order to explore new directions and go further into Callon's anthropology of markets. A series of topics will be discussed, addressing issues such as new modalities in the "enacting" of consumers, the political engineering of markets, technical assemblages acting as political agencies, etc. A key aspect of this workshop will be the production of a series of papers opened to every participant three weeks before the workshop. Discussant will be designated prior the workshop in order to provide constructive comments and stimulate fruitful exchanges. A final session will be dedicated to the agenda of our future collective route.

Report publication and dissemination

The discussion sessions of the workshop will be dedicated to the development of collective research and prospective action, building on the recently founded network *Charisma* for which the two organizers are members of the steering committee (<http://www.charisma-network.net/>).

The organizers are also investigating the possibility of reflecting the theme of the workshop in a special issue in the *Journal of Cultural Economy*. Other special issue proposals, notably to *Consumption, Markets and Culture* or *International* or *Journal of Actor-Network Theory and Technological Innovation* are investigated.



PRELIMINARY PROGRAMME

Tuesday 17 September 2013

Afternoon	<i>Arrival</i>
19.30	<i>Dinner</i>
20.30	<i>Team spirit building</i>

Wednesday 18 September 2013

09.30-09.45	Welcome by Convenors Franck Cochoy (CERTOP, University of Toulouse), Pascale Trompette (PACTE, University of Grenoble)
09.45-10.15	Presentation of the European Science Foundation (ESF) Marie Fleck (Scientific Review Group for the Social Sciences)
10.15-10.30	<i>Coffee / Tea Break</i>
10:30.-12:00	Morning Session: Shaping markets through closing off schemes
10.30 - 11.15	"Market Manipulations, Market Innovations and Pharma Patents" Susi Geiger (University College Dublin) and John Finch (Glasgow University) Discussant: Claes-Fredrik Helgesson
11.15-12:00	"Seeding Loyalty and Reaping Commoditisation: the Case of the FFP schemes in the US airline industry" Luis Araujo (Lancaster University Management School) and Hans Kjellberg (Stockholm School of Economics) Discussant: Joe Deville
12.00-13.30	<i>Lunch</i>
13.30-15:00	Afternoon Session: Aligning interests through market devices and financial incentives
13.30-14.15	"International Agencement: how a Congolese acacia tree goes global" Véra Ehrenstein (Centre de Sociologie de l'Innovation) Discussant: Luis Araujo
14.15-15.00	"Following the fire engine: the role of agents in sowing, prospecting and qualifying markets for low finance" Liz Mc Fall (Open University, Milton Keynes) Discussant: Pascale Trompette
15.00-15.30	<i>Coffee / tea break</i>



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- 15.00-16.15 **"Preludes to the Principal-Agent relationship":
aligning interests and making the motivated salesperson in banks**
Zsuzsanna Vargha (University of Leicester)
Discussant: Susi Geiger
- 16.15-17.00 **"A (de)faulty public? Tracking down a collective consumer credit
politics"**
**Joe Deville (Centre for the Study of Invention and Social Process,
University of London)**
Discussant: Hans Kjellberg
- 17.00-17.30 **Discussion**
- 19.00 *Dinner*

Thursday 19 September 2013

- 09.00-10.30** **Morning Session 1: Arranging new consumer configurations**
09.00-09.45 **"Agencing" the home-shopper: The case of the mail order firm
Girard & Co, 1926-1942"**
Joel Jornod (University of Neuchâtel)
Discussant: Johan Hagberg
- 09.45-10.30 **"Agencing commercial diversity: an exploration of the urban
politics of small retail trade care"**
Alexandre Mallard (Centre de Sociologie de l'Innovation)
Discussant: Liz McFall
- 10.30-11.00 *Coffee / Tea Break*
- Morning Session 2: Agencing mobile consumers**
- 11.00-11.45 **"Agencing mobile consumers: An exploration of the shopping bag
and the smartphone and the shaping of consumer agencies in
retailing"**
John Hagberg (University of Gothenburg)
Discussant: Joël Jornod
- 11.45-12.30 **"How clusters (i.e. hybrid consumer-things assemblages),
contribute to the (re)agencing of market action. Lessons from a
mundane consumer practice"**
Franck Cochoy and Cédric Calvignac (University of Toulouse)
Discussant: Mika Pantzar
- 12.30-14.00 *Lunch*
- Afternoon Session: Mundane market devices**
- 14.00-14.45 **"The basket of fish, the notebook and the mobile phone: socio-
technical agencement as a temporal setting of market exchanges"**
**Céline Cholez and Pascale Trompette (Pacte, University of
Grenoble)**
Discussant: Zsuzsanna Vargha
- 14.45-15.30 **"Agencing in tangled situations"**
Claes-Fredrik Helgesson (Linköping University)
Discussant: Franck Cochoy
- 15.30-16.00 **Discussion**



Friday 20 September 2013

09.00-11.30	Morning Session: Reflexive and interactive agencements
09.00-09.45	“Communicating with the things: agent and system in the market and in society” Elena Esposito (Università di Modena e Reggio Emilia) Discussant: Alexandre Mallard
09.45-10.30	Personal Analytics: Tracing the political and ideological roots and futures the engineered body” M. Pantzar and M. Ruckenstein (National Consumer Research Center, Helsinki) Discussant: Elena Esposito
10.30-11.00	<i>Coffee / Tea Break</i>
11.00-11.30	Discussion (wrap-up and future plans)
11.30	<i>End of Workshop and departure</i>



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Objectives of the ESF Scientific Review Group for the Social Sciences

The mission of the **ESF Scientific Review Group for Social Sciences** is as follows:

- to promote high quality social science research at the European level;
- to help support innovative research ideas and approaches emanating from the scientific community, and
- to play a role in strengthening European social science research infrastructure.

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