

8th Interdisciplinary Market Studies Workshop (IMSW), June 16 – June 18, 2025, Stockholm School of Economics

June 16

13.00-19.00

Registration open in the Atrium

Address: Bertil Ohlins gata 4

15.00-17.00

IMSW Dark Markets Design Workshop
(requires pre-registration)

Address: Bertil Ohlins gata 4

16.00-17.00

SSE Art Tour (no pre-registration)

Pierre Guillet de Monthoux, the scientific director of the SSE Art Initiative, gives a tour of the school's permanent art collection. Meet up in the Atrium at 16.00.

Address: Bertil Ohlins gata 4

17.00-19.00

Welcome reception and book launch for
Market Studies: Mapping, Theorizing and Impacting Market Action

Address: Bertil Ohlins gata 4

June 17

8.00 – 9.00

Registration and coffee

Address: Holländargatan 32*

9.00-17.00

Workshop Day 1 (see detailed schedule below)

Address: Holländargatan 32*

19.00-23.00

Conference dinner at Brygghuset

Address: Frejgatan 63

Accessible entrance: Norrtullsgatan 12N

June 18

8.30 – 9.00

Registration and coffee

Address: Saltmätargatan 13-17*

9.00-16.45

Workshop Day 2 (see detailed schedule below)

Address: Saltmätargatan 13-17*

* The key card you receive when registering will work for both entrances on June 17 and June 18. For the sake of convenience, we suggest using the Holländargatan 32 entrance on the morning of June 17 and the Saltmätargatan 13-17 entrance on the morning of June 18.

Note: This document was last updated on June 9. For any last-minute changes to the schedule, please refer to the most recent version available in the shared folder and distributed via email.

June 17	Ruben (floor 2)	RM1 (floor 3)	RM2 (floor 3)	B310 (floor 3)	The Terrace Room (floor 8)
8.00-9.00	Registration and coffee (entrance at Holländargatan 32)				
9.00-9.30	Workshop opening (plenary session in the Grand Hall, floor 7)				
9.30-10.30	<p>Keynote: Linsey McGoey: The Market as Master Oracle (plenary session in the Grand Hall, floor 7)</p> <p>In the lecture, I first outline a general social theory of oracular power. I define ‘oracles’ as any entities upheld as the highest authorities on the boundaries of knowledge and ignorance in different eras. They are entities that shift and transform, particularly in times of deep uncertainty. Oracles have distributional effects, both legitimating and threatening perceptions of the righteousness of wealth divides in different societies. The framework I introduce challenges the tendency to bifurcate expertise, treating metaphysical oracles – priests, clerics, new age psychics – differently from secular ones: economists, financial advisors, and judges. I suggest we need a general theory of oracular power that breaches science-religion divides, and I explain why by discussing different sources of anti-democratic resurgence today. Finally, I turn to the market. I posit it as the master oracle today: a source of veneration that offers the veneer of accessibility to the poorest groups while cementing violent power hierarchies.</p>				
10.30-11.00	Morning coffee break (in the Prince's Gallery, floor 6)				
11.00-12.30	1a. Organizing markets in practice (Chair: Winfred Onyas)	1b. Privacy tensions (Chair: Gianluca Chimenti)	1c. Banking in the dark (Chair: Katy Mason)	1d. Repairing market conceptualizations (Chair: Hans Kjellberg)	1e. Market inclusion (Chair: Pascale Trompette)
	Serving responsibility: Street level enactment of market regulation (Johan Nilsson and Jonas Bååth)	Personalisation and privacy in market practices: tensions, management and outcomes (Johan Hagberg, Kristina Bäckström, Alexander Flaig, Christian Fuentes and Patrik Stoopendahl)	Organisations' strategic use of secrecy in regulatory settings (Simon Billinger and Rasmus Nykvist)	The Concept of Market Resilience: Towards a Performative Perspective (Björn Fischer, Nurgül Özbek and Susi Geiger)	Market Inclusion: Agencing Social Exclusion by Multiple Usages of Markets at the Shopping Centre (Ingrid Stigzelius)

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	Organizing Price Formation - Labor market wage setting in Sweden (Mats Jutterström and German Bender)	Financial F(r)ictions in Synthetic Data Infrastructures (Carolina Aguerre, Malcolm Campbell-Verduyn, Marc Lenglet and Edemilson Parana)	Obfuscating Paperwork: How Financial Documents Generate Ignorance in Creditor-Debtor Relations (Balázs Gosztonyi)	Exploring the dark side of market concepts (Christian Frankel)	Making Cents of(f) Mobile Payments: How Payment Apps Re-Arrange Socio-Economic Relations and Shape Consumption (Tatjana Graf and Markus Unternährer)
	The 'work' of producing consumers through databases and co-creation: How the post-Fordisation of advertising work and labour shapes value creation in marketing (Yesim Akmeraner-Kökat)	The fragile balance of sharenting: Tensions between privacy, profit, and public display (Karin Brondino-Pompeo and Isabela Carvalho de Moraes)	Rule evasion by the state: The construction and contestation of 'shadow banking' at the Federal Reserve (Nathan Coombs and Matthias Thiemann)	Designing for Submergence: Addressing the Deep Cultural Dimensions of Sustainability Transformations (Sara Lindeman)	All Or Nothing – The Multi-Layered Tensions in Envisioning Future Markets Towards Gender Inclusivity (Judith Helmer and Ava Wilkinson)
12.30-13.30	Lunch (in the Retail Management lounge, floor 2)				
13.30-15.00	2a. Dark sides of categorization (Chair: José Ossandón)	2b. Repair of externalities (Chair: Kaisa Koskela-Huotari)	2c. Market infrastructure (Chair: Kevin Mellet)	2d. Waste (Chair: Mattias Hjelm)	2e. Post-neoliberal markets (Chair: Judith Helmer)
	Dark matters – taking the material agency of pharmaceuticals seriously (Susi Geiger and Tineke Kleinhout-Vliek)	Lost in the Woods: Tensions between Oligoptic Enactments of Sustainability in Forest-related Markets (Kaisa Koskela-Huotari, Hans Kjellberg, Chelsey Jo Huisman and Suvi Nenonen)	Tangled markets at the intersection between fictional and factual worlds (Anne Mette Thorhauge)	Shopping street potlatch: Korean pop-up stores as excess and waste (Nayoung Yoon, Oscar Ahlberg and Joel Hietanen)	A dance between promissory and cautionary work in market shaping: The case of the market for gene editing (Mo Cheded and Niall Curry)

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	Categorize and conquer: Conceptualising the role of product categories in the 'stealth commodification' of Scottish farmed salmon (Josiane Fernandes and James P. W. Robinson)	"On its arse!" - conceptualising and interrogating the imperfections of the UK's plastic packaging recycling market (Torik Holmes)	Platform Noir: Modes of Economization in Google Ad Superplatform (Koray Caliskan)	Legitimizing waste bins as infrastructure devices of the circular economy: adding pedagogy to passiva(c)tion (Stefan Schwarzkopf)	Economization for? A research programme for the study of 'post-neoliberal' markets. (Philip Roscoe)
	(Un)settling a thing: the elusive economic formation of carbon offsets (Kamilla Karhunmaa, Tomi Lehtimäki, Tapio Reinekoski and Mikko Virtanen)	Disrupting Consumption: The Role of Social Media in Reshaping Market Practices (Amy Mathers, Deirdre O'Loughlin and Annmarie Ryan)	The Regional Trade of Low-Cost Products from Dakar: Peddlers at the Margins of the Globalization from Below (Théo Denervaud, Pascale Trompette and Abdourahmane Sene)	On the market side of darkness: The marketization of healthcare disposables (Down Bros., 1885-2005) (Franck Cochoy)	When brologarchs create the market of genetic selection (Sophie Mützel)
15.00-15.30	Afternoon coffee break (in the Retail Management lounge, floor 2)				

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15.30-17.00	3a. Design thinking (Chair: Alexander Flaig)	3b. Digital platforms and markets of the self (Chair: Lily Lu)	3c. Contested futures, alternative economies (Chair: Kamilla Karhunmaa)	3d. Affective excess in markets (Chair: Carlos Diaz Ruiz)	3e. Complex relationships to markets (Chair: Johan Hagberg)
	The 'designification of venture capital': On the uses of design for assetization (Ulises Navarro Aguiar and Karl Palmås)	Perpetual precarity: Cycles of value extraction in multi-level marketing schemes (Jacob Ørmen, Andreas Lindegaard Gregersen and Anne Mette Thorhauge)	Qualities of Currencies: Alternative Markets and Special-Purpose Money (Alexander Paulsson)	Fixing the 'fix', or: why my feelings about corporate futurism matter! (Gemma Milne)	Concerned Responsibilisation in a Quasi Market: Parents Navigating Ideological Tensions in Swedish Primary School Choice (Susanna Molander and Benedetta Cappellini)
	From marketization to marketdesignification (José Ossandón)	Romantic alienation and its market logics (Mikael Andehn, Joel Hietanen and Paul Haynes)	Energy tragedies. Organizing energy resources between commodification and commonification (Julia Kirch Kirkegaard, Trine Pallesen, Daniel Breslau and Tom Cronin)	The Affective Constitution of Market Hype: A Preliminary Study of 'Hype Publics' (Federico Mangio' and Domen Bajde)	From Institutional Contradictions to Market-Structured Ambivalence: A Consumer-Level Conceptual Framework (Anna E. Hartman and Eileen Fischer)
	Design as Method in Social Science Research: The Case of Economisation and Market Studies (Annmarie Ryan, Koray Caliskan, Addie McGowan and Teea Palo)	Digital Character Contest: on the making of behaviour, responsibility and responsible behaviour in digital health and wellbeing. (Gert Meyers)	Haunted horizons: Spectral stagnation in the age of acid capitalism (Gianluca Chimenti and Susi Geiger)	Overflows of Innovation: Market-Driven Urbanism and Its Excesses (Julio Paulos)	Dating Markets and Intimate Governance (Anna Woźny)

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8.30-9.00	Registration and coffee (entrance at Saltmätargatan 13-17)				
9.00-10.30	4a. Moralities in markets (Chair: Johan Nilsson) START TIME 9:30	4b. Illicit markets (Chair: Adam Arvidsson)	4c. Contested valuations in hybrid economies (Chair: Björn Fischer)	4d. Repairing markets (Chair: Amy Mathers)	4e. The dark underside of digital infrastructures (Chair: Franck Cochoy)
		Creating a parallel market: how grey market practices shape a market's infrastructure (Nicole Bulawa)	Making energy "bankable": financialized valuations of electricity in Sub Saharan Africa (Antoine Mazas)	Revaluating clothes: Retailing, modes of valuation, and the enabling of circular consumption (Christian Fuentes, Devrim Aslan and Frida Eggert)	The Dark Side of BabyWear Resale Markets – Scammers and Spammers (Emma Reid and Katherine Duffy)
	Moving Matters: The performativity of AI through the calculation of its value(s) (Charlotta Windahl, Katy Mason, Yinan Liu and Sarah Foster-Sproull)	'Infrastructuring' illicit markets: The case of fake fashion (Jonathan Baker, Gediminas Lipnickas and Marian Makkar)	Staying Concerned: Balancing Mission and Market in the Nonprofit Arts Sector (Lucy Costelloe, Annmarie Ryan and Niamh Nicghabhann-Coleman)	Growing a Field (in a Lab): Positioning Cellular Agriculture as a Good Solution to Current and Future Agricultural Problems in Finland (Emilia Laine and Kamilla Karhunmaa)	Assembling the 'data-driven organisation': Messy interactions of data, data analysts and creatives (Yesim Akmeraner-Kökat, Léna Pellandini-Simányi and Jeanne Mengis)
	Self-Oriented Social Symbolic Work: The Identity Regulation of Egg Donors in Morally Complex Markets (Anna E. Hartman, Sally Curtis and M. Tina Dacin)	Legitimate Deviance: Sustainable Development of Cybercrime Markets (Rasmus Nykvist, Krzysztof Durczak and Allan Edh)	Developing Regenerative Supply Chains for Shea and Baobab Products in Times of Climate Change and Terrorism (Lars Esbjerg, Jim Høgh Lozinski, Boureima Ouedraogo, Issoufou Ouedraogo and Norbert Apusi Ayoung)	Trying On Taste: Testing FoodTech Innovation and Enacting the Flexitarian Consumer (Tanja Schneider)	End of Theory? AI and Ignorance in Financial Markets (Ekaterina Svetlova and Jakob Arnoldi)

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10.30-11.00	Morning coffee break (in the Prince's Gallery, floor 6)				
11.00-12.15	Film screening and panel discussion: Opens and Closes: The Future of Edinburgh’s Histories – a film by Sapphire Goss produced, written and narrated by Liz McFall (plenary session in the Grand Hall, floor 7) The film is about the role of city region deals, innovation complexes, and helix methods in managing urban and regional futures. It centres around seldom seen Edinburgh - think gasholders, shale bings and quarries - and pans out, all the way to New York and beyond to the technodystopias we could end up without new, radically interdisciplinary methods and the pragmatic, collective and organised action of concerned actors. The screening will be followed by a discussion featuring Katy Mason, Lana Swartz, Sapphire Goss and Liz McFall exploring questions from the intertwined role of the tech industries, big finance and scams in urban futures and the role of interdisciplinary research methods, especially film, in market studies.				
12.15-13.15	Lunch (in the Prince's Gallery, floor 6)				
13.15-14.45	5a. Policy experiments (Chair: Stefan Schwarzkopf)	5b. Contested legitimacy and market imaginaries (Chair: Teea Palo)	5c. Green and sustainable finance (Chair: Donald MacKenzie)	5d. Othering in agrimarkets (Chair: Suvi Nenonen)	
	Revisiting Security Logics and the Power of the Public Record: A Comparative Policy Discourse Analysis of Airport Guest Pass Programs (Muirra McCammon and Matthew Conaty)	The paradoxical role of dystopian Sci-fi in consumer expectations: fearful legitimization through social imaginaries (Mauricio Rodriguez Alfonso, Gael Bonnin and Valeria Carrillo Cortina)	Beyond sciencewashing: global biodiversity modelling and the contested rise of biodiversity footprinting in finance (Klaudia Prodani, Esther Turnhout and Casey R. Lynch)	Overcoming Controversy in the Fuzzy Front End of Market-shaping: Orchestrating Visions and Networks (Ava Wilkinson, Jonathan Baker and Carolin Plewa)	

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	Overlaying Market-Based Instruments in France’s Industrial Decarbonisation: The Design of Competitive Tendering Alongside the EU ETS (Thomas Reverdy and Jean-Baptiste Devaux)	Making the market, cultivating the culture: eToro as market-structural and cultural entrepreneurs (Andreas Gregersen and Jacob Ørmen)	The hopeful performativity project: ‘green’ finance and financial reproduction (Julius Kob, Matthias Täger and Katharina Dittrich)	Farming Finance: How Markets Shape Financial Service Consumption in Laos and Cambodia (Thath Rido, San Vibol, Vilaythieng Sisouvong, Erin Taylor and Isaac Lyne)	
	Can the state promote deconsumption? A survey of the production and reception of the "dévendeur" ad campaign of the French Environment Agency(2023-2024) (Sophie Dubuisson-Quellier, Anna Egea and Kevin Mellet)	Insidious rhetoric or impotent ramble? Disentangling discursive legitimization by an interest group (Jakob Westergren)	The ESG Backlash as Performative Misfire (Daniel Beunza)	Roots of Struggle: Exploring the Resilience, Agency, and Market Inclusion of Filipino Farmers (Lubica Mueller, Winfred Onyas and Matthew Higgins)	
14.45-15.15	Afternoon coffee break (in the Retail Management lounge, floor 2)				

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15.15-16.45	6a. Technologies of ignorance (Chair: Jessica Backsell)	6b. The dark sides of financialized housing (Chair: Lars Esbjerg)	6c. Making climate known (Chair: Josiane Fernandes)	6d. Dark sides of electricity markets (Chair: Torik Holmes)	
	Fact-Checking Markets: Decoupling the Economic Dependencies to Social Media Platforms (Carlos Diaz Ruiz)	Constructing the Republic of Apartments: Financialisation and the Performativity of Finance in the Korea Housing Market (Ban Lee)	Infrastructures for nature restoration: imaginaries, temporalities and ruination in nature markets (Shona Russell and Philip Roscoe)	Exploring 'tools of acceptance' in planning for renewables (Daniel Nordstrand Frantzen, Julia Kirch Kirkegaard and Tom Cronin)	
	Opacity, Repugnance and Repair: The Megamachines that Enfold your Mobile Phone (Donald MacKenzie)	The darkening moves of institutional investment: suburban malls, town centres, internet logistics and railway arches (Liz McFall)	Accounting for climate change ignorance? How standards and accreditation regimes foster rivalry and confusion in corporate carbon accounting and the voluntary carbon market (Angela Tregear, Teea Palo, Andrew Moxey and Matthew Brander)	Corruption and the Politics of Electricity Markets (Daniel Breslau)	
	Shedding light on Knowledge Graphs: The dark side of platform markets (Addie McGowan)	Unintended capital value destruction. The qualification of energy inefficient housing as “bads” in the French real estate markets (Catherine Grandclement and Alexandre Mallard)	Qualification and the Viability of Sustainable Production (Lei Huang)	Looking under the “spot” light: opacity and visibility of transactions on the French electricity market during the European energy crisis (Ilyas Hanine and Thomas Reverdy)	