



Kulutustutkimuksen Seura Ry  
FINNISH ASSOCIATION OF CONSUMER RESEARCH

Finnish Association of Consumer Research: Spring seminar 2025

## Consumer research with purpose

Tuesday 6.5.2025 klo 12.00–15.30

Tieteiden talo, Kirkkokatu 6, 00170 Helsinki, room 505

### 12.00 Welcoming words

Docent Samuel Piha

### 12.05 Awards

Best master's thesis 2024, professor Visa Heinonen

Best research article 2024, professor Joel Hietanen

### 12.45 New doctoral dissertations

Pauli Komonen: "Anticipating futures during times of change : Empirical consumer research in corporate foresight"

Laura Rosenberg : "The changing meaning of ownership"

Oscar Ahlberg : "Deimosology: Producing enjoyment in the excessive impasse of techno-driven consumer culture"

Tatsiana Padhaiskaya: "Unearthing Different Bodies Through Experiential Consumption"

### 14.05 Coffee break

### 14.35 Keynote speech

Associate professor Carlos Diaz Ruiz: "Consumer research with purpose"

### 15.30 Closing of the seminar

Please register for the seminar by April 29th by sending a email to [roosa.luukkanen@helsinki.fi](mailto:roosa.luukkanen@helsinki.fi). The seminar is free of charge for members. Membership fee is €35, or €12 for students. Please refer to the attached invoice for instructions on how to pay the membership fee.