



Kulutustutkimuksen Seura Ry
FINNISH ASSOCIATION OF CONSUMER RESEARCH

Finnish Association of Consumer Research

Fall seminar 2026

Wednesday 28.10.2026 klo 12.00–16.00

University of Jyväskylä, Agora building (Ag B121.1, Beeta 1 krs.),
Mattilanniemi 2, 40100 Jyväskylä

The seminar will be held in English, except for Session 1, which will be in Finnish.

12.00 Opening of the seminar

Docent Samuel Piha

12.05 New doctoral dissertations

Mitra Salimi: "Brand transgressions: How unsustainability affects consumer responses to brand"

Tiina Nyfors: "Within the limits of sufficiency: Climate policy and environmental movement approaches to addressing climate change"

Lotta Ruippo: "Tensions in changing markets: The case of sustainable food packaging"

Sara-Ellen Laitinen: "Consumer agency in performing sustainable home practices"

13.45 Coffee break

14.15 Parallel sessions

Session 1 (Finnish), chair Niko Varjola

Anna-Mari Rimppi: Eläinten hyvinvoinnin lukutaito monilajisissa palveluympäristöissä

Roosa Luukkanen: The normalisation of plant-based eating through the lens of written accounts

Elina Närvänen & Nina Mesiranta: Practice-theoretical circular interventions: Insights from CARE project

Session 2 (English), chair Samuel Piha

Mohsin Abdur Rehman & Eeva-Liisa Oikarinen: Consumer transformation through GenAI-mediated interactions: A critical incident study

Johanna Horppu & Samuel Piha: Making time to give: A rhythmanalysis of regular blood donation

Olga Dovbysh, Salla-Maaria Laaksonen, Ilona Kousa & Johanna Horppu: What is digital excess and its causes: A user perspective

15.45 Closing of the seminar

Please register for the seminar by October 14th by sending a email to 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.