

26-Tuesday: Lyon 2

- Morning talk at Lyon 2
 - o Audience: faculty and PhD students
 - o Room: **André Frossard, ISH LYON**
 - o **Talk 10 to 12:30 am:** Topic: the Sociology of Good Ideas—this presentation asks the question, what is a good idea? How do we know what we are working on is a good idea? What separates bad ideas from good ideas? This is appropriate and interesting for both doctoral students and professors and usually generates a lot of discussion. I review some of the better CCT articles and contributions in this presentation. Here I would need an hour and a half.
- Lunch with Lyon 2 faculty
- Afternoon: informal meeting with marketing PhD students a question and answer session with doctoral students, one-on-one helping with research projects (**room Yseult Saulnier, ISH**)

27-Wednesday:

- Morning **9:30 to 12:30 am:** Doctoral workshop for PhD and young researchers
 - o Room: **André Frossard, ISH LYON**
- Topic : Existential-Phenomenology: From Philosophy to Method—this is often the favorite presentation of doctoral students because it goes from the abstract to the very concrete. After this presentation one knows exactly how to set up a project. I have been working on this for a long time and it is getting good. Doctoral students for sure and young professors that would like to engage in this type of research. This takes about two hours (with a break)

28-Thursday:

- **Morning 9:30 to 12:30 am:** Critical Conversations—this is the presentation I give at the Canon of Classics. It is an overview of the Frankfurt School and critical theory, Habermas, and how this tradition has been used to create a critical marketing. This has been my life-long project and it is super interesting to me. The presentation is thought-provoking but not very practical. Any doctoral student working in, or interested, in critical theory will love it—others not so much—professors, maybe. This presentation takes two hours.
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