

CSM séminaire externe, Vendredi 11 mars 2016

Title: **Conflict and consumption: the performance of conflict in online communities of consumption**

Guest speaker: **Olivier Sibai***, Lecturer in Marketing, Birkbeck College, Université de Londres

- 1) Research seminar: 14:30-16:00, salle Yseult Saulnier
- 2) Informal doctoral workshop with Marketing PhD students 16:00 to 17:30 (salle à confirmer)

Abstract

As the use of social media generalises, increasingly more people gather in online communities of consumption (OCC) to share their passion for specific consumption activities. Conflicts frequently erupt in OCCs and past research is inconclusive as to whether they create or destroy value. Based on a netnography of a clubbing forum, this research provides a theory of OCC conflict and its impact on value formation. Conceptualizing conflicts as performances, we identify four experiences of conflict (personal, played, reality show and trolling conflict) and relate them to value creation at the individual and community level. We contend in this research that, contrary to prior assumptions, conflict and disharmony in the market place can be positive hedonic experiences that consumers seek. This research also contributes to consumer drama theory by identifying new types of market place performances. Finally, this research offers conceptual tools to better articulate the ontology of social media interactions.

***Bio de Olivier Sibai**

Après une brève carrière en entreprise et un doctorat en Marketing a Aston University, Olivier Sibai est aujourd'hui maître de conférences à Birkbeck College au sein de la prestigieuse University of London. Dans sa recherche, Olivier s'intéresse à l'impact du digital sur le comportement des consommateurs en général. Ses intérêts de recherche spécifiques incluent la gestion des conflits en ligne, l'expérience de consommation en ligne, et la consommation du corps dans une société digitalisée. Olivier travaille en Anglais mais aime discuter de ses travaux en Français!