

2026 DENIM-KATAJA Doctoral Colloquium

Marketing for a Sustainable and Responsible Future

Venue: LUT Lahti campus, Mukkulankatu 19, 15210 Lahti

All sessions at lecture hall A109 (ground floor)

Thursday, August 13th, 2026

Time	Activity / Presenter
09:30	Registration opens + coffee
10:15	Greetings from Mikko Mäkelä, Director of Education, City of Lahti
10:30	Plenary Session With Henri Weiho (Associate Professor) Aalto University and Anna Salonen (Associate Professor) University of Jyväskylä
11:45	Lunch
12:30 - 14:30	Paper session 1
12:30 - 13:00	S. P. E. Lehtovirta: Temporal realignment competences in circular consumption
13:00 - 13:30	Elin Qvist: Navigating AI-Mediated Childhood: Vulnerability and Well-Being of Preteen Consumers
13:30 - 14:00	Maik Grimberg: When Love Gets in the Way of Green Choices: Attachment Orientations and Sustainable Consumption in Romantic Relationships
14:00 - 14:30	Niko Varjola: Sustainable consumption among young Consumers: insights into knowledge, identities, and behavior
14:30	Coffee Break
15:00 - 17:00	Paper session 2
15:00 - 15:30	Nora Bäckman: Impacts of Sustainability Initiatives: A Problematising Review Cancelled
15:00 - 15:30	Faramarz Masoumi: Breaking Barriers to Internationalization: The Strategic Role of Augmented Reality in SMEs' Market Entry
15:30 - 16:00	Annasofia Grönholm: Internal and external aspects of Sustainability Orientation in Organizations: A Bibliometric Analysis Cancelled
15:30 - 16:00	Rajat Patil: It's the content a source carries: Consumer attitudes and behavior toward fashion and environmental content
16:00 - 16:30	Lida-Maija Sorola: Sufficient Consumption Experiences: Building Resilient Societies by Doing More with Less
17:30	Transport to the Dinner Venue (Transportation provided)

Time	Activity / Presenter
18:00	Colloquium dinner Sibelius Hall, Ankkurikatu 7, 15140 Lahti

Friday, August 14th, 2026

Time	Activity / Presenter
09:30	Coffee
10:00 - 12:00	Paper session 3
10:00 - 10:30	Thanh Van Bui: How to Train Future Business Leaders?: Investigating If Non-Human Personas Improve Sustainable Decision-Making Skills
10:30 - 11:00	Trang Xuan: “AI didn’t replace thinking, it demanded more of it”: Investigating AI chatbot engagement and usability for sustainable marketing education
11:00 - 11:30	Henrica Asmundela: Human-GenAI Relationships in Sales: Multilevel Approach
11:30 - 12:00	Gull E Zahra: Beyond helpful AI: Understanding transformative and pseudo-transformative virtual service encounters
12:00	Lunch
12:45	Plenary Session With Vesa Tiitola (Postdoctoral Research Fellow) Tampere University
13:45	Coffee break
14:15 - 16:15	Paper session 4
14:15 - 14:45	Anh Bui: Value-in-Use of Sustainable Offerings in Business Markets
14:45 - 15:15	Syeda Khatoon: From Individuals to Collectives: Exploring Collective Customer Experience in Home Care service for older adults
15:15 - 15:45	Jiahe Wang: Reviewing the past to inform the future: A systematic literature review of AI avatars in tourism service ecosystem
15:45 - 16:15	Rihab Oubaidah: Regenerative market system fit in age-inclusive smart living environments
16:15	Colloquium concludes