

## Target group

The conference is open to the public. It is geared towards scholars, university students, and professionals interested in the field of women's studies.

## Fees

Attendance at the conference is free of charge.

## Registration

Since places are limited, please register with [michaela.lehner @ wu-wien.ac.at](mailto:michaela.lehner@wu-wien.ac.at). Those who register will receive conference materials and refreshments.

## Venue

Large Festival Room, section B, 2<sup>nd</sup> floor  
(Großer Festsaal, Kern B, 1. OG)  
Vienna University of Economics and Business  
Administration (Wirtschaftsuniversität Wien)  
Augasse 2-6  
A 1090 Vienna  
Austria

## Further information

Further information about the organiser and the conference can be found on our website:

<http://www.wu-wien.ac.at/portal/veranstaltung/wu/fre>

## Questions

Do not hesitate to contact [michaela.lehner @ wu-wien.ac.at](mailto:michaela.lehner@wu-wien.ac.at) if you have any questions.

## Sponsoring

The conference is sponsored by

Public Employment Service in Austria - AMS (Arbeitsmarktservice Austria), Research Service Center of the WU Wien, Austrian Federal Ministry for Education, Science and Culture, Facultas - bookseller and publisher, Sky Europe Bratislava, WU-Department of Cross-Border Business and WU-Department of Business, Employment and Social Security Law.



bm:bwk



## CONFERENCE INVITATION<sup>WU</sup>

### Constructions of Women's Age in the Economy

October 30<sup>th</sup> – 31<sup>st</sup>, 2006

Vienna University of Economics and Business Administration



## Conference Theme

Age is something that matters to women in our society. A woman is seldom perceived as “ageless”, but is habitually categorized and assessed according to her age. Age-specific expectations exist for her body, behaviour, and way of living.

In an economic context, these social views about age and ageing have important consequences for women. They affect the way functions (e.g. as employees and consumers), resources (e.g. income), and opportunities are distributed.

*Fem\_research\_exchange\_06* has therefore chosen the theme

### “Constructions of Women’s Age in the Economy”.

It presents lectures by renowned and upcoming scholars, as well as interactive discussions and workshops. Topics covered are

- critical marketing perspectives,
- work life perspectives,
- social security perspectives, and
- legal perspectives on women’s age in an economic context.

## Agenda Monday, 30.10.06

9:00 **Welcome**

### Critical marketing perspectives on women’s age

**Lynn Sudbury**, Liverpool John Moores University, UK: *Misanthropic or myopic? The marketer and the older female*

**Katja Meier-Pesti**, psychonomics AG / University of Vienna, Austria: *Age stereotypes in Advertising: Some Empirical Evidence*

**Florentine Maier**, WU, Vienna, Austria: *Doing hair, doing age: The social construction of age at the hairdresser’s*

### Lunch break

### Work life perspectives on women’s age

**Linley Hartmann**, University of South Australia, Adelaide, Australia: *Factors influencing work or retirement decisions for Australian women, with specific reference to academics*

**Irene Kloimüller**, Institut für human-ökologische Unternehmensführung, Vienna, Austria: *Ageing at the workplace from a women’s perspective*

**Monika von Bonsdorff**, University of Jyväskylä, Finland: *Reward satisfaction, early retirement and the desire to continue working among public hospital nurses*

**Alexander Fleischmann**, WU, Vienna: *AGEpowerment: An EQUAL project to promote the (re)integration of older workers - Bringing gender and diversity into focus*

19:00 **Conference dinner**

## Agenda Tuesday, 31.10.06

9:00 **Social security perspectives on women’s age**

**Sara Arber**, University of Surrey, UK: *Financial and material inequalities in later life: The influence of gender and partnership status*

**Jay Ginn**, University of Surrey, UK: *Women’s Pensions: Between family, state and market*

**Raija Gould**, Finnish Centre for Pensions, Helsinki, Finland: *Work ability of older women: between employment and disability benefits*

### Lunch break

### Legal perspectives on women’s age in work and employment

**Linda Kreil**, WU, Vienna, Austria: *Women’s age in the Austrian employment law: with a focus on the protection against dismissal*

### Open Space Workshop

Facilitator: **Monika Meirer**, BAB Consulting, Vienna, Austria

### Closing

18:00 **Wine tasting**

### Art exhibition

The conference is accompanied by an art exhibition on older women, featuring the works of **Greta Znojensky**, Vienna.