



# 13th Annual EXPO 2026

## PLENARY SPEAKER

### Dr. Pierre Berthon

**Clifford F. Youse Chair of Experience Design,  
Marketing, and Strategy  
McCallum School of Business  
Bentley University**

**Live Oak Ballroom, Setzer Student Center  
April 30 - from 6:15 to 7:00 P.M.**

## SHORT BIOGRAPHY

Dr. Pierre Berthon holds the Clifford F. Youse Chair of Experience Design, Marketing and Strategy at Bentley University. Professor Berthon has held academic positions at Columbia University in the US, Henley Management College, Cardiff University and University of Bath in the UK. He has also taught or held visiting positions at Rotterdam School of Management, Copenhagen Business School, Norwegian School of Economics and Management, Cape Town Business School, University of Cape Town, and Athens Laboratory of Business Administration. His research focuses on the interaction of technology, corporate strategy and consumer behavior, and has appeared in journals such as *Sloan Management Review*, *California Management Review*, *Information Systems Research*, *Technological Forecasting and Social Change*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of International Marketing*, *Long Range Planning*, *Journal of Macromarketing*, *Business Horizons*, *European Management Journal*, *Journal of Interactive Marketing*, *Journal of Information Technology*, *Information Systems Review*, *Journal of Business Ethics*, *Marketing Theory* and others. Prior to joining academia Professor Berthon was a design engineer at Lotus Engineering.

## MINDFUL DESIGN AND THE SHADOW OF AFFORDANCES

Why do the unintended consequences of design so often emerge only after systems have exceeded our capacity to govern them? This talk argues that conventional ethical frameworks in design, including outcome-based and rule-based approaches, are inadequate for anticipating the evolving effects of technological systems. It introduces mindful design as a mode of practice oriented toward present-tense awareness in the act of making. Drawing on Gibson's original account of affordances as relational properties between organisms and environments, the talk critiques later treatments that recast affordances as static design attributes. It then develops the concept of "affordances and their shadow" to describe the latent, often imperceptible effects that accompany every designed possibility for action and compound over time within complex systems. By foregrounding these hidden dynamics, mindful design offers a more relational, ethically attuned, and anticipatory framework for technological creation



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