

CALL FOR PAPERS

45th Annual Macromarketing Conference

TRANSITIONING MARKETS: Opportunities, Challenges & Future Trends

We are pleased to announce the Call for Papers for the 45th Annual Conference of the Macromarketing Society in 2020. The conference will be held at Universidad de Los Andes in Bogotá – Colombia, to discuss marketing challenges and solutions to the world’s current economic, social, and environmental concerns; in the convivial and dynamic macromarketing spirit to explore the interactions among markets, marketing and society. We invite competitive papers, working papers, abstracts, and/or proposals for special sessions.

Submission deadline: January 31, 2020 **Doctoral colloquium:** July 6, 2020

Conference: July 7 - July 10, 2020

Location: Bogotá, Colombia

Conference website:

<http://society.macromarketing.org/announcement/conference/Macromarketing-Conference-2020/>

Conference Co-Chairs:

Andrés Barrios
Universidad de Los Andes
andr-bar@uniandes.edu.co

Jie G Fowler
Valdosta State University
Jgfowler@valdsota.edu

Cliff Shultz
Loyola University Chicago cjs2@luc.edu

James W. Gentry
University of Nebraska-Lincoln jgentry@unl.edu

Submission Guidelines

Papers, abstracts and proposals for special sessions should be sent to track chairs for review. Submissions for competitive papers are blind reviewed. Authors of competitive papers should avoid identifying themselves in the text or title.

Submissions must be formatted in MS Word, be double spaced, and use Times New Roman 12point font. The word limit for full papers is 8000. Extended abstracts should be no more than five pages in length, plus references. Abstracts must be long enough for reviewers to see the potential of the paper.

The Macromarketing Society and Universidad de los Andes will publish the Conference Proceedings. All accepted papers and abstracts must comply with required style-guidelines, which are accessible via the conference website, to be published in the Conference Proceedings.

The conference does not take copyright, which remains with the author(s).

The deadline for submissions is **January 31, 2020**.

TRACKS

(All tracks' references are available upon request).

1. Art and Culture

Alan Bradshaw
Royal Holloway, University of London
alan.bradshaw@rhul.ac.uk

This track solicits papers, abstracts and proposals for special sessions or panels that address issues related to the arts world and macromarketing. Contributions might include studies of institutional powers within the international arts market, art vs. commerce, culture industry, investment in arts and diversity and accessibility, art and post-colonialism, etc.

Authors/participants are welcome to discuss their ideas before submission. For further information, and to submit papers, abstracts and/or proposals, please email Alan Bradshaw: alan.bradshaw@rhul.ac.uk.

2. Circular Economy – Potentials and Pitfalls

Wencke Gwozdz
Justus-Liebig-Universität
wencke.gwozdz@fb09.uni-giessen.de

Gupta Shipra
University of Illinois Springfield
shipra.gupta@uis.edu

James W. Gentry
University of Nebraska-Lincoln
jgentry@unl.edu

The circular economy refers to an economic model whose objective is to produce goods and services in a sustainable way, by limiting the consumption and waste of resources (raw materials, water, energy) as well as the production of waste. A common denominator, of the various definitions applied for the circular economy, is that excess resources are shared, product life expectancies are prolonged and underutilized resources and assets are utilized (Belk, 2010). It is breaking with the model of the linear economy, based on a take-make-consume-throw away pattern, by proposing to transform waste into recycled raw material for product design or other uses. The concept of the circular economy has a vast potential to mitigate some of global environmental, social and economic challenges (Walsh, 2011), but it could also contribute to “the erosion of full-time employment, the disappearance of healthcare and insurance benefits, the assault on unions and the transformation of workers into always-on self-employed entrepreneurs who must think like brands” (Morozov, 2013). Whether the sharing economy catalyzes an environmental, social or economic transition depends on its development around the globe (Schor, 2016).

The circular economy model fits directly into the more general framework of sustainable development. It is part of a global strategy that also uses, among other things, the principles of the green economy, industrial ecology, eco-design or the economy of functionality.

Participants are invited to submit competitive papers, working papers, abstracts, or proposals that reflect the research related to the concept of circular economy, rhetorical controversies, empirical evidence and implications or regulatory issues. Among others, the following issues could be addressed: Sharing economy ...

- and how to regulate this phenomenon?
- and the development and potential of new business models
- and the risks including rebound effects or other unintended consequences
- and the role of stakeholder tensions and collaborative consumption
- and changing consumer mindsets and behavior as a social movement
- and why people share and cooperate
- and its environmental, social and/or economic benefits

3. Entrepreneurship, Innovation and Wellbeing in Transitioning Markets

Jaqueline Pels
Universidad Torcuato Di Tella
jpels@utdt.edu

Noel Lindsay
The University of Adelaide
noel.lindsay@adelaide.edu.au

Transitioning Markets, due to their contextual characteristics, present both challenges as well as opportunities for key stakeholders in these markets. Opportunities reside in the huge impact that double and triple bottom line initiatives can have in solving current shortcomings in the lives of hundreds of millions of people living in transition markets. Moreover, as solutions are developed for transitioning markets, they can improve the lives of underserved people in related developed markets as well. We invite **papers, panels, and special sessions** related to the area of transitioning markets that have a focus on topics such as:

- The role of entrepreneurship in transitioning markets
 - Entrepreneurship and social, economic, cultural, and/or intellectual engagement and impact
 - Entrepreneurship and wellbeing
 - Necessity versus opportunity entrepreneurship in transitioning markets
 - The role of entrepreneurship education in effecting startups
 - The role of entrepreneurship in supporting those with neurological or physical challenges/disabilities
 - Entrepreneur fear of failure and resilience
 - Gender issues related to entrepreneurship
- Social and business entrepreneurship in transitioning markets
 - B-corporations in transitioning markets
 - Social and business innovation in transitioning versus developed markets
 - Taxonomies of social and business innovation in transitioning markets
 - The relationship between transitioning market contexts and firm performance
 - The influence of transitioning market contexts on entrepreneur behavior
 - Dealing with uncertainty and risk in transitioning market contexts
- Entrepreneurial ecosystems in transitioning markets
 - The effectiveness of business incubation and entrepreneurial accelerators ✦ Venture finance
 - Interactions between social and business entrepreneurship and government
 - The effectiveness of aid-agencies and government in stimulating sustainable social and business entrepreneurship
- Startups versus firm sustainability in transitioning markets
 - Changes in incumbent business as they shift towards triple bottom line goals
- How solving problems in transitioning markets can impact developed markets
- The challenges of conducting entrepreneurial research in transitioning markets
- Other social or business entrepreneurship topics related to transitioning markets

4. Ethical and Sustainable Consumption

Stephanie Geiger Oneto
University of Wyoming College of Business
soneto@uwyo.edu

Researchers have established that our planet's physical resources are limited. The tendency of the population to make consumption choices without considering these resource limitations has gained the attention of macromarketers for years (Shaw et al, 2015; McDonagh and Prothero, 2014).

The Sustainable & Ethical Consumption track invites work investigates problems and/or consumption-related solutions for consumer groups, marketers and/or public policy makers. Conceptual and empirical research in the following areas are encouraged:

- Overconsumption
- Relationship between overconsumption/sustainable/ethical consumption on Quality-of-life
- Public policy's role in enabling sustainable / ethical consumption
- Issues related to consumer culture and sustainable/ethical consumption
- Impacts of reduced (sustainable) consumption on current economic systems
- Implementation of particular pro-environmental behaviors, such as using public transportation, conserving energy and water, buying and consuming local / organic foods, avoiding food waste
- Effects of product labeling such as fair trade, organic, vegan
- Social effects of overconsumption
- Voluntary simplicity and other lifestyle concepts associated with sustainable forms of consumption
- Historical perspectives on sustainable / ethical consumption

5. Ethics, Equity and Social Justice

Ann-Marie Kennedy
University of Canterbury,
Ann-Marie.Kennedy@canterbury.ac.nz

Nicky Santos
Creighton University
NicholasSantos@creighton.edu

Cathy McGouran
University of Liverpool
C.Mcgouran@liverpool.ac.uk

This track welcomes papers on all dimensions of ethics, fairness (equity) and justice related issues that have societal manifestations or marketing system implications. Development of ethical approaches or assessments of macromarketing topics including sustainability, developing marketplaces and social marketing are of interest. Submissions can be theoretical or empirical, interpretive, qualitative or quantitative. Given the conference theme of “Change between complexity and simplicity and beyond”, papers that offer strategies and solutions having an “academic agenda” component for meaningfully addressing ethical questions are especially welcome.

Full papers are encouraged. Extended abstracts (3 to 5 pages) may also be submitted with the understanding that the papers will be completed by the time of the conference. Normally, one page abstracts *do not* provide sufficient background for evaluators to render judgment about the paper’s conference suitability. Ann-Marie Kennedy is the primary contact for this track.

6. Exploring Social Media in Shifting, Transforming, and Transitioning Markets

Jenna Drenten
Loyola University Chicago
jdrenten@luc.edu

Akon E. Ekpo
Loyola University Chicago
aekpo@luc.edu

Facebook. WhatsApp. Instagram. Twitter. YouTube. Through social media, consumers can speak to healthcare professionals, organize a political protests, watch global disasters unfold in real-time, and raise funds for a loved one's cancer treatment, and purchase illegal goods and services. Much of the research at the intersection of social media and marketing focuses on micro-level consumer behavior. However, the implications may have bigger impact at the market system level. Thus, this track seeks to expand understanding of the role of social media within the broader macromarketing discourse.

In line with the conference theme of transitioning markets, contributors to this track should think boldly and broadly about the role of social media in creating, supporting, transforming, and disassembling market systems. This track invites submissions that critically examine how the emergence and evolution of social media and digital consumer culture are reshaping marketing, market systems, and society.

Social media influence an array of stakeholders (e.g., consumers, governments, institutions, brands) and reflect political, ideological, cultural, and historical meanings in marketing and society. The online-offline interaction afforded by social media makes it uniquely suited for macromarketing's systemic and high-level mode of critical inquiry.

Possibilities for this track would include, but are not limited to:

- The interplay between online and offline marketplace practices and market systems
- Ethical implications of social media algorithms, data harvesting, and consumer privacy
- Marketplace activism and resistance through social media
- Intersection of social media and issues of power, marginalization, inequality, and/or accessibility
- Dynamics of a cashless culture and social media-based market systems
- Deepfakes, bots, and how marketing operates in a post-truth information marketplace
- Formal and informal regulations (e.g., government censorship, parental control) of social media marketing and social media platforms
- New forms of marketplace labor, services, products, and economies emerging through social media
- Critical-historical analysis of social media marketing and case studies of specific social media

- Methodological advances and ethical considerations in social media research

For this track, social media are defined as Internet-enabled services that allow consumers, communities, organizations, and governmental entities to collaborate, connect, interact by enabling them to create, co-create, modify, share and engage with user-generated content. Contributors are encouraged to explore a broad range of social media and their interplay with market systems and society across a range of functions:

- transactional (e.g., Venmo, eBay, GoFundMe, Patreon)
- relational/social (e.g., WhatsApp, Tinder, Ancestry)
- informational (e.g., Wikipedia, Reddit, TripAdvisor)
- entertainment (e.g., Spotify, Pokemon Go, TikTok)

Exploration of non-Western markets and culturally specific social media are strongly encouraged. Both conceptual analyses and empirical studies are welcomed. Contributors should examine offline and online dynamics of social media as related to core macromarketing concepts, such as marketing ethics, quality of life and consumer well-being, globalization, market system dynamics, sustainability and environmental issues, consumer culture, socioeconomic development, and distributive justice. To advance macromarketing theory, contributors are encouraged to integrate theoretical perspectives from new media studies, digital humanities, and related fields.

7. Food Marketing

Claudia Dumitrescu
Central Washington University
claudia.dumitrescu@cwu.edu

Renée Shaw Hughner
Arizona State University
renee.shaw@asu.edu

Efficient food marketing systems are important for the global economic and societal well-being. Our purpose as Macromarketers is to identify the challenges/inefficiencies of the global food marketing systems and recommend potential solutions. The following topics represent just a few examples of such challenges:

- *Food access*: e.g., Food deserts in developed countries such as the United States of America; rural populations - approximately 16 % - in developing nations with no convenient access to a market and only one third of farmers who can sell to markets (Kaushik et al., 2015).
- *Sustainability issues in agricultural practices*: e.g., Land management techniques that include monoculture, livestock management, and chemical usage, are major sources of natural resource depletion and contributors to the degradation of farmable land and environment.
- *Food waste/loss*: an issue for both production and consumption components of the food marketing systems – “almost 30% of the food produced around the world annually ends up lost or wasted at some point along the global agricultural value chain” and food waste, at the consumer level, is common when “the food is discarded due to safety or quality concerns” (Gustafson 2016, para. 5).
- *Food consumption*: e.g., global diet trends such as overconsumption of calories or proteins and increased demand for resource-intensive beef products, all of which have a negative impact on human health and the environment (Gustafson 2016).

We encourage scholars to submit competitive papers, working papers, and/or abstracts. For review purposes, please note that short abstracts (i.e., one-page) do not provide sufficient background for reviewers to make recommendations for the paper’s conference suitability. Therefore, Extended Abstracts (3-6 pages) should be submitted. However, once accepted, authors will have the choice of publishing either Extended Abstracts or Short Abstracts in the Conference Proceedings. Topics for the *Food Marketing Track* may include, but are not limited to, the challenge areas listed above.

8. Forcibly Displaced Communities & Marketing Systems

Beatriz de Quero Navarro
Universidad Loyola Andalucía
bquero@uloyola.es

Marcos Ferreira Santos
Universidad La Sabana
marcos.ferreira@unisabana.edu.co

Stefanie Beninger
IE Business School, IE University
stefanie.beninger@ie.edu

Human migration has reached its highest level on record: over 70.8 million people have been displaced from their home and over 25.9 million are considered to be refugees. Refugees are a worldwide problem that impacts country's around the world. Among the top refugee hosting countries are Turkey, Colombia, Pakistan, Uganda, Sudan and Germany (OEA 2019; UNHCR 2019).

Refugees are those who have crossed into other countries in the face of humanitarian crisis such as war, persecution, natural disasters, and climate change effects. In addition to cross-border migration, an increase of internal forced migration has been reported lately due to environmental disasters and climate change related phenomena (Warner 2009; Henly-Shepard, McNamara, and Bronen 2018). Internal forced migration now represents 41.3 million people worldwide (UNHCR, 2019).

Recovery from issues, such as war and other forms of social conflict, requires a multidisciplinary perspective (Barakat 2005; Barrios et al. 2016). Marketing itself is an important lens given calls for increased understanding of community (re)building in postwar situations (Shultz 2016). In the same vein, adaptation into a new host society after being forcibly displaced requires a holistic lens to analyze the challenges the refugees and the marketing systems approach during the time of hosting, whether is temporary or permanent, to facilitate well-being of both communities (Shellito 2016; Shultz, Rathz, and Sirgy 2016).

Given the complexity of this area of inquiry, macromarketing could be quite useful conceptual lens, especially related to marketing systems, which are comprised of exchange linkages within social matrices (Layton 2011). Key system actors can include refugees themselves, governments, nongovernmental organizations, supranational organizations (e.g., UNHCR), and businesses, among others, and there are a myriad of issues requiring dedicated research. For example, forcibly displaced people often live in systems facing widespread challenges with provisioning of infrastructure, housing, food, and water access, among other products and services. They also often face serious challenges in relation to structural inequality, exclusionary employment

policies, consumer vulnerability, learning new market literacy, cultural acculturation as a consumer, etc. Despite the importance of investigating this phenomenon within (macro)marketing, not enough academic work has been published in response to the increasing social importance of this global forced migration phenomenon.

To address this gap, we invite both theoretical and empirical paper that address a wide range of questions regarding refugees, forcibly internal displaced people and communities and marketing systems. Some suggestions regarding topics, among others, are as follows:

- Refugees as vulnerable consumers
- Refugees as local agents of marketplace change and integration policies
- The role of entrepreneurship for refugees
- The market for refugee-run businesses
- Macromarketing related public policy issues related to forcibly displaced peoples and/or communities
- The role of education for expanding refugee market opportunities
- Inequalities experienced by refugees and the impact on market systems
- Service systems and refugee provision in displacement settlements
- Marketing systems and macromarketing actions for refugee relief

9. Gender and Intersectionalities: Advancing Macromarketing Topics and Theoretical Perspectives

Laurel Steinfield
Bentley University
lsteinfield@bentley.edu

Nacima Ourahmoune KEDGE
Business School
nacima.ourahmoune@kedgebs.com

Pilar Rojas Gaviria
University of Birmingham
p.rojasgaviria@bham.ac.uk

Social relations, identities and norms shape the marketplace at local and global levels. A growing body of scholarship continues to draw attention to the complex interactions between marketing systems and social identities, such as gender, race/ethnicity, class, sexual orientation, ablebodiness, age, amongst others. These interactions are complex and fluid. At times they can be transformative in a positive way, disrupting the status quo. Yet they can also entrench stereotypes, binaries (male/female; white/black), heteronormativity, sexist and racist behaviors, and inequities and injustices.

We call for scholarship that can extend understandings of these complex interactions and that explores how marketing can contribute to the construction of a fairer and more balanced society at large, or how it can (in)advertently augment injustices.

We thus call for scholars to submit work to the gender and intersectionality track that:

- Presents alternative theories/perspectives (feminist, political/social science) or a reinterpretation of dominant theories that can expand our knowledge related to the interaction of social identities and marketing systems in varied socio-cultural contexts including the Global South;
- Expands our views and application of intersectionality theory, including how it sheds light on marketplace exclusions/inclusions, discriminations and/or transformations;
- Examines experiences of empowerment and disempowerment, and elements that positively or negatively affect well-being across a range of markets (developed, emerging, subsistence, post-conflict, etc.), industries (health-care, education, tech, media, banking, etc.) and/or incidences (violence, discrimination, migration, access to/exclusion from global value chains, etc.).
- Considers the interaction of marketing systems with:
 - Other systems (political, economical, etc.) that affect the rights of groups (e.g., women's rights to choose).
 - Social movements (#metoomovement, BlackLivesMatter, etc.) and their positive or negative consequences.

- Social discourse (e.g., gender and/or sexual discourses), representations, identities, and influence on consumerism.
- The sexism/racism inherent in technological advancements or cybercrime.
- Changes in gender norms and the effects on life cycles, such as experiences of parenthood.
- Post-colonial and/or neoliberal marketplace practices, and effects of globalization.

We welcome work on these and other topics. For questions related to submissions, please contact Dr. Laurel Steinfield: LSteinfield@bentley.edu.

10. Globalization, (Neo)Colonialism, and Marketing

Olga Kravets
Royal Holloway, University of London
Olga.Kravets@rhul.ac.uk

Marcus Wilcox Hemais
Pontifical Catholic University of Rio de Janeiro
marcus.hemais@iag.puc-rio.br

The track invites conceptual and empirical works that seek to understand the state of globalization and global markets today, and explore the ways that marketing is implicated in maintaining/resisting to the global market. We welcome papers engaging with the questions of post- and neo-colonialism, and decolonization/decononiality.

The topics of interest include, but are not limited to, the following:

- marketing practices of global/transnational/multinational corporations (MNCs);
- workings of global non-for-profit/NGO/corporate philanthropy industrial complex (NPIC);
- issues of cultural domination and cultural appropriation;
- resistance at grassroots and/or policy levels to a global market order; and more broadly
- borders and borderlands in a (post-)global market;
- rise and fall of an idea (globalization);
- decentering Eurocentrism; and
- decolonial thinking in marketing.

We invite contributions from scholars working in and from any geographic region. This track is open to submissions that approach the subject of globalization and (neo)colonialism from a range of perspectives and diverse theoretical traditions. The track aims to advance and update the debate on globalization and (neo)colonialism in Macromarketing.

11. Historical Research in Marketing

Francisco Conejo,
University of Colorado Denver
francisco.conejo@ucdenver.edu

Terrence H. Witkowski
California State University-Long Beach
terrence.witkowski@csulb.edu

The very first issue of the Journal of Macromarketing explicitly mentioned history as one of Macromarketing's main foci (Fisk 1981). Historical research later became quite prevalent within the journal and today accounts for about ten percent of content. A significant body of literature, including a number of special issues, has been published. It has grown in terms of diversity and now addresses a rich variety of topics (Jones and Shaw 2006).

In line with the 2020 Macromarketing Conference's theme, Transitioning Markets: Opportunities, Challenges & Future Trends, we are organizing a track on historical research in marketing. The track's importance resides in historical research being able to inform macromarketers about the persistence, change, and disappearance of marketing phenomena (Hollander, Nevett, and Rassuli 1996). By gaining insights as to how and why markets evolve, researchers will be better poised to understand present and future market conditions. These insights are especially valuable in today's complex environment, for researchers who neglect the past have an incomplete picture of marketing phenomena (Fullerton 1987). As Jones and Shaw (2006, p. 190) stated, historical research helps macromarketers "look back to see ahead."

In line with how the field of marketing history is generally understood, the track will cover the history of both marketing thought and practice, as well as the environmental conditions that influenced their evolution over time (Nevett and Hollander 1994). Specifically, topics to be addressed include, though are not limited to:

- Bodies of literature, books, articles, or influential scholars,
- Philosophies, schools of thought, theories, and concepts,
- Marketing functions, activities, and techniques,
- Product categories and individual brands,
- Consumer behavior and aggregate consumption patterns,
- Industries, companies, organizations, or individuals,
- Particular regions, countries, and cities,
- Socio-economic conditions and trends,
- Socio-cultural norms and values,
- Government intervention and regulation,
- Innovative research methodologies,
- Environments, participants, and flows of marketing systems, and
- The impact of globalization and technological development on all the above.
- The co-chairs particularly welcome papers on the history of marketing and consumption in Latin America and the Andean region.

12. Macromarketing and Pedagogy in Ibero America: Towards a Critical Pedagogy in Macromarketing

Ray Benton
Loyola University Chicago
rbenton@LUC.edu

Amy Kyhos
Loyola University Chicago
akyhos@LUC.edu

Jaime Sierra
Pontifical Universidad Javeriana
jhsierra@javeriana.edu.co

The 2020 Macromarketing Society conference coincides with the 50th anniversary of the English translation of Paulo Freire's *Pedagogy of the Oppressed* (originally published in Portuguese as *Pedagogia do Oprimido* in 1968). Given that the 2020 conference is in the Southern Hemisphere of the Americas, it seems appropriate to link the theme of this year's Pedagogy Track to Freire's classic work, still considered relevant after all these years (Trifonas 2018).

Freire questioned the epistemological foundations of teaching and learning that dominated (and still dominate) the field of practice and its institutional structures. He proposed an alternative pedagogy to what he labeled "banking education" where teachers deposit expert knowledge into their students like they deposit money into a piggy bank. Freire argued that "banking education" (similar to the bucket theory of education) was a master/slave or an oppressor/oppressed relationship. Further, in the traditional pedagogy students are seen as adaptable and manageable beings. The more they accept their passive role, however, the more they simply adapt to the world as it is and to the fragmented views of reality that are "deposited" in them.

Freire argued that the learner should be treated as a co-creator of knowledge (Darder 2018). He called it "problem-posing" education; a more common name, today, is "problem-based learning" (Allen, Donham and Bernhardt 2011). The point is to free students from the structures and mechanisms that marginalize, demonize, and disempower them. The point is to expose the hidden curriculum in traditional pedagogy (Martin 1983; Giroux and Penna 1983; Zembylas 2018). We should be conscious that there is a hidden curriculum in a Macromarketing pedagogy, too, lest we forget Doris Lessing's admonition, "We have not yet evolved a system of education that is not a system of indoctrination" (Lessing 1962; see, also, Böhm and Brei 2008; Fujino et al. 2018).

This *Pedagogy and Macromarketing* Track invites papers and abstracts that explore these relationships, as well as – and especially – papers and abstracts that explore how Macromarketing can serve as a counterweight to traditional pedagogy while being conscious of its own agenda. By *pedagogy* we intend both the content of what is presented to students (papers,

articles, books, etc.) and the method by which it is presented. Papers and presentations might address issues such as, but not limited to, the following:

- What would a Macromarketing pedagogy designed for students in transitioning communities look like? What would it be trying to achieve?
- Would a Macromarketing pedagogy designed for students not part of transitional communities be different from one designed for students in transitional communities? If so – how?
- How are philosophical and political issues addressed in different pedagogical approaches? How are the impediments navigated?
- How can a Macromarketing pedagogy lead students to think critically?
- How does Macromarketing allow students to become conscious and aware of their own reality?
- Do we reconsider what should be a prerequisite in a Macromarketing approach, especially in transition economies?
- Freire’s analysis is often associated with or connected to neo-Marxist critical theory. It is also comparable with Jesuit education, traditional liberal education (Adler n.d.), and other perspectives (Ross 2018). Discussions of what other approaches are compatible with a critical pedagogy are welcomed.
- What are the global and cross-cultural considerations for 21st century Macromarketers and students?
- Are there already uniquely identifiable South American and/or Colombian Macromarketing pedagogies? From where do they originate?
- In the hunt for the next new thing, what have we forgotten that has value and utility now?
- How to teach Macromarketing in our highly specialized world.
- Macromarketing is interdisciplinary. Where does Macromarketing pedagogy converge with other disciplines? What can be learned from them?
- How can we work with students not as receivers of information but as active participants in their education (not their training) to be applicable to now/future?

13. Macromarketing Mindset: Education in the Classroom and Beyond

Emily Moscato
St. Joseph's University
emoscato@sju.edu

Joya Kemper
University of Auckland
j.kemper@auckland.ac.nz

Collective wellbeing challenges, such as climate change and food insecurity, are not simple. They are messy; some even call them wicked problems. Such issues necessitate us to face uncomfortable truths: invoking controversy, tensions, and a fearful future for humanity and our planet. Within the classroom, focus on these challenges require us develop a *macromarketing mindset* in students. We define the *macromarketing mindset* as critical thinking using an aggregate marketing system perspective (Wilkie and Moore 2006, thus infusing the societal domain into marketing education) to comprehend, examine, and act on challenges and opportunities in the market system.

It is not surprising that traditional marketing education discounts these complex and polemic challenges. Instead, the educational focus continues to favour of a business-as-usual, profits-only orientation, promoted by institutional objectives, textbooks, and the 4Ps pedagogy. Yet, the recent environmental-social turn in mainstream marketing academia (case in point *Journal of Marketing* and *Journal of Consumer Research* special issues) and the most recent reports by the International Panel on Climate Change in 2018 and 2019 highlight the urgent need to take action.

We are called to confront our fears as educators: work to integrate collective wellbeing challenges into the curriculum and more broadly educate students, faculty, administrators, and community members in developing a *macromarketing mindset*. To accomplish this goal, macromarketers must *hack the system* to embed larger perspective critical thinking and collective wellbeing issues (i.e. sustainability, climate change, poverty, healthcare, and inequality) into marketing education. We call for conference papers which examine how the *macromarketing mindset* is taught and integrated into Business School curriculum, community projects, and other educational programs around the world.

This conference call for papers is aligned with our special issue in the *Journal of Marketing Education*, “Hacking the System: Sustainability and Macromarketing in Marketing Education”. We seek to bring together voices and research on how sustainability, climate change, and macromarketing are realized, taught, and infused into the marketing curriculum and positioned among our students, faculty, administrators, and the community. We welcome conceptual, empirical and case study research, and macromarketing educational papers which may not specifically fall under sustainability education (i.e., macromarketing in general).

14. Marginalization, Stigma and Misrepresentation in the marketplace: Advancing a Macromarketing view of destigmatization and marketplace inclusion

Flavia Cardoso
Universidad Adolfo Ibáñez
flavia.cardoso@uai.cl

Benjamin Rosenthal Fundação
Getulio Vargas
benjamin.rosenthal@fgv.br

Carla Abdalla
Faculdade Armando Alvares Penteado
ccabdalla@faap.br

Marketplace exclusion, marginalization and stigma have been discussed from various perspectives in the consumer research literature. For instance, stigma has been studied in contexts such as occupation, health conditions, sexual orientation, gender, marital status, and age, and in a multidisciplinary way with contributions from the fields of psychology, sociology, anthropology, political science, and social geography.

In contemporary consumer culture, marginalization generally implicates groups considered nonnormative, such as the elderly and obese, rendering such individuals vulnerable to systemic stigmatization. Stigmatized consumers are generally classified into distinct social categories separating “us” from “them”, experience status loss and discrimination, are misrepresented in the media and are placed in situations in which the stigmatizer has political, economic, or social power over the stigmatized person.

Marketplace exclusion also has received increased attention, with scholars investigating the many types of exclusion in the marketplace, the intersectionality of many categories (e.g., gender, age, and social class) as well as the outcomes for marginalized consumers. We call for scholars to complement extant research investigating consumers’ struggle for legitimacy in the marketplace and to explore ways in which academia and marketing practitioners alike can contribute to destigmatization of consumer groups with the ultimate goal of promoting a more inclusive society.

We welcome submissions on topics including (but not limited to):

- The role of cultural intermediaries’ representation of marginalized groups in promoting de-stigmatization or alternatively intensifying stigma;
- How consumer engagement can contribute to de-stigmatization and marketplace inclusion;
- How the all-encompassing nature of technology in everyday life can either foster marketplace inclusion and de-stigmatization or alternatively increase marketplace exclusion and consumer vulnerability;

- How consumer communities can either promote market inclusion or exclusion and perpetuate or fight stigma;
- How market institutions can benefit from the de-stigmatization of consumer groups and from the inclusion of marginalized groups;
- How the normalization of new family structures and non-mainstream ideological positions can foster marketplace inclusion and decrease consumer vulnerability;
- How the impact of public policies in the marketplace can contribute to perpetuate or fight stigma.

For any questions or clarifications, please contact Flavia Cardoso (flavia.cardoso@uai.cl).

15. Marketing Systems - Macromarketing

Deborah DeLong
Chatham University,
DDeLong@Chatham.edu

Christine Domegan Natl.
U. of Ireland
christine.domegan@nuigalway.ie

Don R. Rahtz
William and Mary
don.rahtz@mason.wm.edu

Many conditions/concerns regarding developed, developing, and emerging markets are systemic and comprised of interactions, locally, nationally, and globally. To identify, understand, and address current and future conditions/concerns in this interwoven environmental, political, social, and economic landscape, a critical first step is to provide tools, grounded in theory, which are then applied to explain phenomena and ideally to address challenges, and to mitigate and/or to solve problems. Marketing systems research provides such a tool. Given that a marketing system is generally regarded to be:

... a network of individuals, groups, and/or entities linked directly or indirectly through sequential or shared participation in economic exchange that creates, assembles, transforms, and makes available assortments of products, both tangible and intangible, provided in response to customer demand (Layton 2007, p. 230),

a marketing systems approach finds application across disciplines. It also provides linkages in intertheoretical and interdisciplinary research and exploration. We see clear connections in its value and application to, for example, economics (Greif and Mokyr 2017), sociological domains (Scott 2014), market orientations (Mittelstaedt et. al. 2014), and community well-being / QOL (Shultz, Rahtz, and Sirgy 2017).

This track calls for papers that explore issues related to the theoretical conceptualization and measurement of markets and/or society within the systems framework or its lens. Possible papers and symposium proposals include: the impact on society of various marketing institutions, issues related to measurement of societal well-being and markets, new general theories and models that may be applicable for future research, the development of indicators for constructs and dimensions within a given system, understanding the dynamics of stakeholders in a systems setting, as well as possible ecological/environmental issues related to current and future market systems sustainability. Both theoretical analyses and empirical studies are welcome.

16. Methods and Measurement

Benjamin Wooliscroft
Auckland University of Technology
ben.wooliscroft@aut.ac.nz

Anthony Samuel
Cardiff University, UK
SamuelA3@cardiff.ac.uk

The Macromarketing Methods and Measurement Track invites abstracts and papers that focus on the methodology related to investigating a macromarketing phenomenon or macromarketing phenomena in general. This track builds on the special issue of the Journal and tracks at the conference since then. Macromarketing deals with complex problems and phenomena and we welcome papers that reflect on the challenges of social science in complex systems. It is expected that a larger portion of abstracts/papers will be devoted to method and/or measurement than in other tracks.

17. Policy and Macromarketing

Les Carlson
University of Nebraska-Lincoln
lcarlson3@unl.edu

This track welcomes papers examining roles and functions related to the interface between policy and marketing. Specifically, this track would be an appropriate venue for manuscripts describing how policy affects marketing and/or how marketing influences policy. Marketing operates within an environment that includes a variety of influencing agents, some of whom are policy makers, who affect the type and scope of initiatives advanced by marketers. Alternatively, policy makers and their policy initiatives can also be impacted by the actions and endeavors of marketers. Because of policy, vulnerable consumers such as children and the elderly, may function within a setting that empowers them to take full advantage of what the marketplace has to offer. Yet, policy can also serve as a mechanism that fails as an enabler for appropriate consumer access to the marketplace. Policy can enhance the marketplace experiences of consumers, fall short of maximizing these positive interactions, or be irrelevant in a space where policy could and should be of benefit to consumers. Exploration of how policy operates regarding consumers and the marketplace is welcome as well as how policy can be changed or initiated to remove potential marketplace access barriers for consumers. When specific policy initiatives are warranted and the parameters that could serve as signals to policy makers and marketers for policy intervention making would be appropriate topics for this track. Other possibilities for this track would include, but are not restricted to, the policy marketing interface as it relates to/enhances/detracts from healthy/unhealthy consumption choices, obesity, advertising claims in areas such as cosmeceuticals, demarketing, warning labels and product information disclosures on packaging and in service domains such as restaurants, nonprofit marketing, environmental marketing, sustainability, healthcare, economic implications of policy initiatives, and ethical considerations pertinent to policy initiatives in the marketplace.

18. Quality of Life

Alexandra Ganglmair-Wooliscroft University
of Otago New Zealand
alexandra.ganglmair@otago.ac.nz

Ahmet Ekici Bilkent
University
ekici@bilkent.edu.tr

This track invites papers dealing with QOL and Well-being in the context of consumption and/or other macromarketing topics. Well-being and Quality of Life (QOL) have become buzzwords with companies and public policy makers, with numerous well-being initiatives, well-being budgets and well-being (or QOL) indices proposed around the world. The relationship between issues of consumption and QOL / Well-being issues is complex. We encourage quantitative and qualitative research that explores these (complex) relationships. Papers submitted to this track should treat QOL/Well-being as a key variable / concept rather than as implicit outcome.

19. Retailing and Distribution

Charles Ingene University
of Oklahoma
caingene@ou.edu

Macromarketing is concerned with (a) Marketing's impact on Society and (b) Society's impact on Marketing. Any topic in the broad areas of Retailing and/or Distribution is appropriate for submission to this track.

In terms of this track, we recognize that

- Retailers are themselves Customers within one or more Distribution channels
- Wholesalers are themselves Retailers to their Customers – whether industrial, commercial, or traditional Retailers
- Retailing includes service industries (e.g., restaurants, drinking places, hotels, travel agencies, airlines, hospitals, real estate, insurance, ...). For a complete list see <https://www.census.gov/programs-surveys/sas/newsroom/updates/latest-sas.html>.
- Customers are the originators of final demand, from which demand for products and services flows upstream in Distribution channels.

All research methodologies are acceptable, including Analytical, Behavioral, Conceptual, Empirical, and Ethnographic approaches as well as cases. Data-based research may be based on secondary or primary data, with the latter being collected through interviews, observation, surveys, etc. In short, we take an eclectic view of all research methodologies. In terms of topics:

- It is readily apparent that Retailing and Distribution are undergoing a sea change as they transform from what have been successful operating modes to new – and quite different – operating styles. The current retail apocalypse is a poster child for these changes.
- Potential topics include Retail Strategy, Structure, and Performance; Bricks & Mortar's competition with e-tailing; omni-channel Retailing; the decline of malls; the decline of customer service; interactions with vendors, employees, and customers; service-scapes; service-dominant logic; and megamalls as emporia of pleasure as well as treasure. Such analyses might be of specific companies or entire lines of trade.
- Distribution includes transactional relationships, franchising, dyadic and non-dyadic relationships, countervailing power, supply chain (and demand chain) management,
- Local, regional, national, and international analyses are welcome, as are investigation of the globalization of Retailing and Distribution.
- Society impacts Marketing through legal requirements (e.g., governmental directives like tariffs, resale price maintenance, legal age, minimum wages, etc.)
- Marketing's impact on Society comes in positive and negative forms. In the positive column are summer and after school jobs for teens and undergraduates; in the negative column there is increased automation (à la self-checkouts) and a tremendous number of store closings. Both lead to the loss of retail jobs, and the resultant decline of buying power in communities that are particularly affected.
- Finally, tying managerial compensation to stock market returns is an attractive avenue for research at all channel levels since this appears to lead to many of today's employment losses.

20. Social Conflict

Andrés Barrios
Universidad de Los Andes
andr-bar@uniandes.edu.co

Cliff Shultz
Loyola University Chicago
cjs2@luc.edu

Social conflict occurs when persons, groups, or social sub-segments pursue mutually exclusive or incompatible objectives (Kriesberg 1998). If not resolved, social conflict can escalate into violence and warfare with nefarious consequences to society. Conflict creates ideological divisions that foment distrust, exclusion and discrimination (De Dreu and Knippenberg 2005), retard investment, development and recovery (Manfredo and Shultz 2007). These consequences adversely affect the well-being of producers, distributors, retailers and consumers (e.g., Barrios et al. 2016; Shultz et al. 2005; Sredl, Shultz and Brečić 2017).

Evidence in war-ravaged countries reveals policies and systemic coordination of marketingbased solutions can help to end the cycle of violence by creating civic institutions and employment opportunities, building businesses, and rebuilding peaceful and prosperous communities and societies. Recent Macromarketing examples include endeavors to enhance food marketing and agribusiness in the countries of former Yugoslavia (Shultz et al. 2005); international tourism in Vietnam (Nguyen, Rahtz, and Shultz 2014); coffee production in Rwanda (Tobias, Mair, and Barbosa-Leiker 2013) and Colombia (Barrios et al. 2016); and retailing and distribution in Bosnia (Sredl, Shultz, and Brečić 2017).

This track invite papers that analyze the intersection between markets and social conflict. In particular, how marketing actions can not only create, exacerbate, but also reduce, and resolve social conflicts, and the possible outcomes on society.

21. Social marketing - impact and systemic change

Ann-Marie Kennedy
University of Canterbury
ann-marie.kennedy@canterbury.ac.nz

Christine Domegan,
NUI Galway
christine.domegan@nuigalway.ie

Josephine Previte
The University of Queensland
j.previte@business.uq.edu.au

Social marketing needs to proactively respond to 21st century challenges whether in developing or developed countries. Be it is a health threat such as the antimicrobial resistance, flu vaccinations, obesity or an environmental challenge in relation to climate change, marine plastic pollution or energy conservation, social marketing's agenda is not static and neither should social marketing be. Problems, people and quality of life issues faced by social marketing are constantly evolving. All nations agree with the United Nations 17 Sustainable Development Goals (SDGs) to mobilise cross-sectoral public and private efforts to deal with local-to-global complex economic, social and environmental issues and the World Health Organisation have declare 'health to be the business of all'. Each year brings a sophisticated arsenal of technologies and tools for social marketing to deploy for complex problems such as apps, blogs, facebook to data analytics and Big Data. 'Scaling-up or out' behaviour change is no longer about mid or upstream interventions, it's about multi-level interventions (Layton, 2015; Brennan, Previte and Fry 2016., Hastings and Domegan, 2017); services, relationships and networks (Russell-Bennett et al., 2013, Mulcahy et al., 2018); reflective evaluations (Gordon & Gurrieri, 2014., McHugh et al, 2018) and looking beyond the individual to see the human collectives and actions or choices in ever wider time and space (Layton, 2015, Duffy, 2016 and Duffy et al., 2018). The reality is straightforward, social marketing, to survive and prosper, is looking for big change - social change, system change and systemic change (Laczniak and Murphy 2012., Hillebrand et al. 2015., Layton 2015 and Kennedy 2016, 2017).

Following the success of social marketing tracks at previous Macromarketing conferences, we welcome papers for this track that respond to the conference theme and examine social marketing's theories and practices to advance social and systemic change thinking. Specifically we call for papers that

- align social marketing with the UN SDGs
- address climate change and its ramifications
- account for both individual and systemic factors in social marketing
- design and evaluate multi-level interventions
- use distributive justice, systems thinking or gender and other macromarketing constructs and theories to assist social marketing in its big change agenda.

22. Subsistence Marketing & Development

Srini Venugopal
University of Vermont
Srinivas.Venugopal@uvm.edu

Catalina Estrada Mejia
Universidad de Los Andes
c.estrada395@uniandes.edu.co

Development can be understood as the process of expanding the real freedoms that individuals, groups and nations enjoy (Sen, 1999). The emphasis on the expansion of freedoms is more comprehensive than narrower views of development that confound development with growth of GNP, technological advancement, or social modernization (Sen, 1999). One of the principal goals of the Macromarketing approach is to study how the societal function of marketing can be employed as a potent tool for fostering development (Hunt, 1977; Shultz, 2007). For example, marketing systems in various, evolving geo-political contexts have demonstrated that policy changes and reforms to marketing systems can be catalysts for positive social changes (e.g., Barrios et al. 2016; Layton 2009; Nguyen, Rahtz and Shultz 2014; Shultz, Rahtz, Sirgy, 2017). In this track, we seek papers that advance our collective understanding on how marketing can contribute to development.

- The complex interaction between vulnerable consumer's need to preserve their resources and their need to subsist (related to covering basic needs such as food, sanitation, and protection)
- Marketing actions that rejuvenate the environment
- Transition from destructive to constructive marketing systems
- The accountability of marketing systems to diverse consumer communities and stakeholders
- Marketing actions that explain decisions that consumers make in many aspects of development, including savings, investment, energy consumption, health, and childrearing.

23. Sustainable Development and the UN SDG

Iva Bimpli
University of Leeds
I.Bimpli@leeds.ac.uk

UN's 2030 Agenda for Sustainable Development has set 17 Sustainable Development Goals (SDGs) and 169 targets to eradicate poverty and achieve sustainable development by 2030 world-wide, ensuring that no one is left behind. The adoption of the 2030 Agenda was a landmark achievement, providing for a shared global vision towards sustainable development purposes on a global scale, including issues such as natural resources management, sustainable consumption and production, effective institutions, good governance, the rule of law and peaceful societies. This transformative plan takes into account actions for people, planet and prosperity that all countries and all stakeholders should implement.

We call scholars to submit conceptual, empirical and practical work – competitive papers, abstracts, proposals for special sessions and/or roundtables -- on the following areas, but not limited to:

- Current state of affairs
- Main constraints and enablers for global sustainable development
- Implementations of the Agenda 2030
- Theorizations and conceptualizations on the SDGs
- Case studies and industry specific examples; leading by example
- The dialogue between the academic work and the market practitioners with regards to the SDGs
- Universality when taking into account national realities, capacities and levels of development and specific challenges
- Shared responsibility to achieve the SDGs

24. Technology-in-Practice, Its Requirements and Implications for Markets and Society

Sonia Camacho
Universidad de los Andes
so-camac@uniandes.edu.co

Ingrid Becker
IWE - Institute for Business Ethics
ingrid.becker@unisg.ch

The use of information and communication technologies (ICT) has transformed individuals' behavior, as well as practices inside organizations and market systems. The digitalization of different processes (e.g., communication, distribution) and consumers' access to online content around the clock through different devices have shaped the interaction between manifold actors, including companies and their customers (e.g., customers contact companies using social media; companies satisfy customers' demands within short periods of time). However, ICT may not be seen as merely external objects that are simply appropriated by individuals and organizations; or used by them in a standardized manner (e.g., ICT as artifacts). ICT can rather be analyzed considering that actors have different experiences with the same technologies depending on their specific context. The use of ICT and the structures that can be enacted in everyday activities can be referred to as technology-in-practice (Orlikowski 2000). When ICT become technology-inpractice, which means that the technology is incorporated into personal, professional or consumption routines, ICT can have desired (e.g., social inclusion, access to low-cost education; The Earth Institute at Columbia University & Ericsson 2016, United Nations 2016) or undesired (e.g., compulsive usage of ICT, cyberbullying; Chen, Ho and Lwin 2017, Lee, et al. 2014) effects on individuals and their environment (Leonardi 2011, Vaast and Walsham 2005). Furthermore, such technological developments depend on requirements related to previous practice, ideas or values that this track seeks to illuminate.

For this special session/track, we invite papers that (i) examine how the interaction of individuals with ICT enables or constrains particular actions, (ii) discern elements (bodies, things or artefacts) that are combined in technology-in-practice; (iii) explore how changes to technology in-practice lead to changes of norms, or interpretive schemes; or (iv) identify the social, economic, and political implications of practice enabled and restrained by the use of ICT. We welcome full papers or extended abstracts.

25. Others

For other potential macromarketing contributions please contact

Andrés Barrios Universidad
de Los Andes
andr-bar@uniandes.edu.co

Jie G. Fowler
Valdosta State University
Jgfowler@valdsota.edu