

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
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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 12-point 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 the style guidelines to be published in the Conference Proceedings; the guidelines are accessible via the conference website.

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

The deadline for submissions is January 31, 2020.

Tracks

1. Art and Culture

Alan Bradshaw
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2. Circular Economy – Potentials and Pitfalls

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3. Entrepreneurship, Innovation and Wellbeing in Transitioning Markets

Jaqueline Pels
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Noel Lindsay
The University of Adelaide
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4. Ethical and Sustainable Consumption

Stephanie Geiger Oneto
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5. Ethics, Equity and Social Justice

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

Jenna Drenten
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Akon E. Ekpo
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7. Food Marketing

Claudia Dumitrescu
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Renée Shaw Hughner
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8. Forcibly Displaced Communities & Marketing Systems

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

Laurel Steinfield
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10. Globalization, (Neo)Colonialism, and Marketing

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Marcus Wilcox Hemais
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11. Historical Research in Marketing

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

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Amy Kyhos
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Jaime Sierra
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13. Macromarketing Mindset: Education in the Classroom and Beyond

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

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15. Marketing Systems - Macromarketing

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16. Methods and Measurement

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17. Policy and Macromarketing

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18. Quality of Life

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Ahmet Ekici
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19. Retailing and Distribution

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20. Social Conflict

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21. Social marketing - impact and systemic change

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22. Subsistence Marketing & Development

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23. Sustainable Development and the UN SDG

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

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25. Others

For other potential macromarketing contributions please contact

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