

Call for Papers - Macromarketing 2021 Global Conference Tracks:

Conference Chairs:

Ben Wooliscroft ben.wooliscroft@aut.ac.nz (Auckland, New Zealand),
Anthony Samuel SamuelA3@cardiff.ac.uk (Cardiff, Wales),
Francisco Conejo FRANCISCO.CONEJO@ucdenver.edu (Denver, USA),
Alexandra Ganglmair-Wooliscroft a.ganglmair@massey.ac.nz (Auckland, New Zealand).

We live in challenging times. Covid 19 has severely impacted on international travel, challenged supply chains and market systems. Those market systems have adapted, by and large, and so have we, the Macromarketing Society.

In 2021 the Macromarketing Society Inc. will offer its first Global Conference – one conference hosted across multiple locations and at least three time zones. Where possible macromarketers will meet in person. When that is not possible participants will take part in a virtual conference stream(s) appropriate to their time zone. We anticipate there will be a blend of in person meeting and online presentations in most time zones.

All presentations will be recorded and uploaded to the Macromarketing Society Inc. website.

A single global Proceedings will be produced, with ISSN, and hosted on the Macromarketing Society website and indexed by scholar.google.com. As usual, the Macromarketing Society will not take copyright of your work.

The nature of the global conference means that authors may be accepted into a track but present in a combined track appropriate to their time zone. Every effort will be made to place sympathetic and stimulating presentations and papers together in their appropriate place/time zone and sessions.

Presenters and conference attendees are to be paid members of the Society in 2021. Where macromarketers meet in person there may be a small charge to cover catering.

Due date for paper/abstract submissions: **14th March 2021**

Due date for special sessions/panels: **28th February 2021**

Conference dates: **12-16th July 2021** (note each time zone will set its own day(s) during these days closer to the date).

All submissions should be formatted as for submission to the *Journal of Macromarketing*

As well as the tracks listed below the conference invites any papers/abstracts which are macromarketing in focus. Submissions that don't fit one of the tracks below should send them directly to the conference chairs.

Tracks:

- [DEGROWTH](#)
- [Quality of Life and Wellbeing](#)
- [Macromarketing Measurement and Methods](#)
- [Public Values](#)
- [Macromarketing Education](#)
- [Non-Consumptive Market Systems](#)
- [Interactions between Markets and Societies: Foundations and Varieties of Interrelatedness](#)
- [Ecological and Social Injustice as the Impetus for Ethical Marketing and Consumption](#)
- [Globalisation, \(Neo\)Colonialism, and Marketing](#)
- [Social Conflicts and Market Dynamics](#)
- [The next normal for Social Marketing: Transformative Holistic Change](#)
- [Ethics, Equity and Social Justice](#)
- [Historical Research in Marketing Track](#)
- [Branding and Society: How can brands be leveraged as agents of transformational change and forces for societal good?](#)
- [Externalities](#)
- [Gendered dynamics: Building visibility of the interrelationships between genders, markets, marketing and society](#)
- [Food Marketing Track](#)

DEGROWTH

Benton Jr, Raymond Rbenton@luc.edu

Javier Lloveras j.lloveras@mmu.ac.uk

Quality of Life and Wellbeing

Sanna Ganglmair-Wooliscroft a.ganglmair@massey.ac.nz

Ahmet Ekici aekici01@gmail.com

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.

Macromarketing Measurement and Methods

Ben Wooliscroft ben.wooliscroft@aut.ac.nz

Macromarketing concerns itself with complex, wicked and important problems (Wooliscroft, 2016). This leads to particular methodological issues and highlights the importance of well measured variables as inputs and the need for systems analysis and modelling. This track invites papers that deal with methodological and measurement focused research and developments related to macromarketing phenomena.

Wooliscroft, B. (2016). Introduction to the Special Issue on Research Methodology in Macromarketing: Macromarketing Research; it's not rocket science. . . it's much harder, *Journal of Macromarketing* 36(1): 8–10.

Public Values

Anthony Samuel SamuelA3@cardiff.ac.uk

Macromarketing Education

Stanley J. Shapiro, Simon Fraser University, stanley_shapiro@sfu.ca
Julie V Stanton, Penn State University, jvs11@psu.edu

Recent years have seen increasing interest in how macromarketing is or could be taught. The June 2019 Macro Conference's Pedagogy Track featured three dedicated sessions, and the Journal of Macromarketing's Ruby Issue had a review article on the subject that went on to discuss four current teaching initiatives. That article also introduced Pedagogy Place, a new online repository of Open Source Macro teaching material. And there will soon be a Journal of Marketing Education special issue on how macromarketing is being used to "Hack" traditionally micro-oriented marketing courses.

But while some progress has been made, much more remains to be done. We believe there are others out there who have also been teaching macromarketing, either overtly or covertly. This track welcomes contributions from all of you who are indeed now, one way or another, "walking the macro talk". We encourage you to share with the broader macromarketing community your context, your approach, your degree of success and, yes, even your frustrations as you try to introduce students to marketing matters that really matter. If interested but need a few questions answered, feel free to contact either Track Chair.

Non-Consumptive Market Systems

Sommer Kapitan, Auckland University of Technology skapitan@aut.ac.nz

Taking the long-view responsibilities of business and marketing (Bolton, 2020), the continued extraction of raw materials from the earth to produce new goods will kill our planet. No matter how revolutionary the design of manufacturing process and technological solutions to production, a reliance on consumption to drive infinite growth has left consumers wanting more and businesses producing more. Yet the earth cannot sustain this. This makes the further development of non-consumptive market systems a necessity to bridge the gap between a paradigm of growth and exploitation of resources and an evolving view that privileges considerations of the bioenvironment and intergenerational equality (Kennedy, McGouran and Kemper, 2020).

The buy-use-toss linear view of consumption limits innovation and hampers a broader market system view. Yet acquisition does not have to arise from purchase of newly manufactured goods; people buy used, lease, borrow, postpone, or buy refurbished or upcycled (Luchs et al., 2011). The use stage often involves idle resources or single-use items that fast outlive their usefulness, yet market systems have evolved to embrace commercial sharing and to facilitate consumer in-sharing, to repair, to reduce usage, and/or to facilitate the reusability of goods. In the disposal stage, market systems also facilitate donation, second-hand sales, composting and recycling efforts. The general environmental stressors of the COVID-19 pandemic brought some commonplace alternatives to acquisition to light as well. During the pandemic, individuals reinvigorated a focus on self-production from gardening and home repair to creation of art, baking, and making by hand. What are the non-consumptive parts of the circular economy that macromarketing scholars can develop thinking, theorization, and macro-social marketing solutions (Kennedy, 2016) for? This track welcomes abstracts and papers that address non-consumptive market systems. Contributions might include studies of the evolution of market systems or the institutional powers at play in market systems that facilitate alternatives to acquisition of newly manufactured goods via an extended life cycle or redistribution of idle resources, including sharing, repair, second-hand exchange, donation, and self-production capabilities.

References

- Bolton, R.N. (2020). The long-view on the responsibilities of business and marketers. *Journal of Macromarketing*, 40(3), 332-335.
- Kennedy, A-M. (2016) Macro-social marketing. *Journal of Macromarketing*, 36(3), 354-365.
- Kennedy, A-M., McGouran, C., & Kemper, J. A. (2020). Alternative paradigms for sustainability: the Māori worldview. *European Journal of Marketing*, 54(4), 825-855.
- Luchs, M., Walker, R.N, Rose, R.L., Catlin, J., Gau, R., Kapitan, S., Mish, J., Ozanne, L.K., Phipps, M., Simpson, B., Subrahmanyam, S. & Weaver, S.T. (2011), Toward a sustainable marketplace: Expanding options and benefits for consumers, *Journal of Research for Consumers*, 19, 1–12.

Interactions between Markets and Societies: Foundations and Varieties of Interrelatedness

Michaela Haase, Freie Universität Berlin michaela.haase@fu-berlin.de

That there is a relationship between markets and society is a major concern of macromarketing scholarship (Benton 2020; Layton 2019; Varman and Costa 2008; Fisk 1981). What are the fundamentals of this relationship and do specific phenomena, patterns, or orders arise from it? What does the social ontology of macromarketing include beyond society and markets? Searching the *Journal of Macromarketing* for ‘society’ obtained 899 hits, for ‘market’ 1154, and for ‘community’ 625 hits (November 2020). These results are indicative of the conjecture that the social ontology of the macromarketing does include social entities other than markets and society, i. e. community. Thus, researching the social or social developments (Ekici et al. 2020) and researching society do not fall into one. Ferdinand Tönnies (1855-1936), the nestor of German sociology, held the view that society and community coexist (Tönnies 2018 [1934]).

Polanyi (2001 [1944]) gave expression to the idea of ‘always embedded markets’ but did not further develop it (Block 2003). Sociologists have filled the gap, using/creating their own agenda (Dequech 2003; Granovetter 1985). In light of the above-mentioned distinctions between the social and society on the one hand, and markets and society on the other hand, the track’s objective is

- (i) to identify and compare theories or approaches addressing ‘interactions between markets and society’,
- (ii) to explore the variety of these theories/approaches or their commonalities and differences and
- (iii) to investigate the potential contribution of these theories/approaches to the overall discussion of ‘always embedded markets’ in the social sciences.

The track invites papers that critically reflect on theories or approaches and their underlying ideas that are present in macromarketing thought, or have influenced it, or can develop from it.

References

- Benton Jr, Raymond (2020), “Our Obsolete Marketing Mentality: George Fisk, Meet Karl Polanyi,” *Journal of Macromarketing* (online first): <https://journals.sagepub.com/doi/pdf/10.1177/0276146720973725>.
- Block, Fred (2003), “Karl Polanyi and the Writing of ‘The Great Transformation’,” *Theory and Society*, 32 (3), 275–306.
- Dequech, David (2003), “Cognitive and Cultural Embeddedness: Combining Institutional Economics and Economic Sociology,” *Journal of Economic Issues*, 37 (2), 461–470.
- Ekici, Ahmet, Genc, Tugce O. and Hafize Celik (2020), “The Future of Macromarketing: Recommendations Based on a Content Analysis of the Past Twelve Years of the *Journal of Macromarketing*,” *Journal of Macromarketing* (online first): <https://journals.sagepub.com/doi/full/10.1177/0276146720966654>.
- Fisk, George (1981), “An Invitation to Participate in Affairs of the *Journal of Macromarketing*,” *Journal of Macromarketing*, 1 (1), 3–6.
- Granovetter, Mark (1985), “Economic Action and Social Structure: The Problem of Embeddedness,” *American Journal of Sociology*, 91 (3), 481–510.
- Layton, Roger (2019), “Marketing Systems – Looking Backward, Sizing up and Thinking Ahead,” *Journal of Macromarketing*, 39 (2), 208–224.
- Polanyi, Karl (2001 [1944]): *The Great Transformation: The Political and Economic Origins of Our Time*, Foreword by Joseph E. Stiglitz, Introduction by Fred Block, Boston: Beacon Press.
- Tönnies, Ferdinand (2018 [1934]), “Communal Economy and Community,” *Journal of Contextual Economics*, 138 (3-4), 305–316.
- Varman, Rohit and Costa, Janeen A. (2008), “Embedded Markets, Communities, and the Invisible Hand of Social Norms,” *Journal of Macromarketing*, 28 (2), 141–156.

Catastrophic Climate Change or Sustainable Consumption, Marketing and Education? Challenges and Opportunities for Macromarketers

Sabrina V. Helm, University of Arizona helm@arizona.edu

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

In 2019, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) reported that the current pace of environmental decline is unprecedented in human history (IPBES, 2019). The report reinforces warnings issued by the Intergovernmental Panel on Climate Change (IPCC) one year earlier, that the Earth's climate is changing at a faster rate than previously thought (IPCC, 2018). Activist group Extinction Rebellion highlight concerns about a tipping point, where catastrophic environmental changes including sea level rise, super storms and wild fires will adversely affect all human populations, and possibly pose an existential threat to humanity. The problem is entrenched systems of resource extraction. These systems support increasingly materialistic consumer cultures and lifestyles; in turn legitimized by changing cultural norms, institutions, and marketing actions. The result is overconsumption, population movements, social unrest and climate change.

The marketing discipline has been a powerful actor in these developments, supporting business and consumption growth. However, business is also well placed to tackle climate change through innovations addressing both cause (greenhouse gas emissions) and effects (Wright & Nyberg 2017). Supporting businesses, public policymakers and consumers in mitigating and adapting to climate change is arguably the most critical issue for macromarketers today. Traditional marketers focusing on “business as usual”, growth and profit are part of the problem, not the solution (Kemper et al., 2019; Little and Helm, 2019). However, the solution will require us to “think different”, and to challenge the routines of today: How can economies, businesses and people thrive *and* reduce damaging production and consumption? How can the dominant social paradigm be challenged in support of that goal? How can citizen-consumers and businesses be mobilized to switch to carbon neutral practices? Can degrowth be a financially viable marketing strategy, or offer new and creative opportunities to gain competitive advantage? Should businesses actively contribute to decrease consumer consumption? Should businesses play an active role in non-profit or activist organizations, lobbying, or otherwise influencing policies related to climate change adaptation and mitigation? And, how can marketing educators prepare future business leaders and employees to become vanguards of a new social consumer and economic paradigm which supports people and planet rather than merely profit?

Papers in this track explore the role of marketing vis-à-vis climate change by presenting conceptual or empirical research with *a higher-level of aggregation (i.e. macro) vs individual firm, brand, or consumer behavior (i.e. micro) implications*. Examples of possible topics include, but are not limited to the following:

Marketing and Business

1. Business responses to overconsumption
2. Marketing strategies addressing climate change adaptation / mitigation
3. The role of marketing in affecting climate change-related public policy
4. CEO / Manager activism and climate change / overconsumption
5. Global and local marketing responses to climate change
6. Macro-social marketing in support of carbon neutrality

Consumption

7. Impacts of reduced (sustainable) consumption on current economic systems
8. Sustainable (de)growth for high, mid and low-income countries

9. Climate change-related consumer activism and boycotts of businesses
10. Consumer vulnerability and quality of life in the context of climate change
11. Climate change impacts on consumer wellbeing
12. Macromarketing implications of carbon-neutral (green) products and services

Education

13. Climate change mitigation and adaptation in marketing education
14. Integrating climate change concerns into marketing case studies
15. Curriculum and pedagogical innovations in support of climate consciousness

IPBES. (2019). *Global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services*.

Retrieved from Bonn, Germany: <https://ipbes.net/global-assessment>

IPCC. (2015). *Climate Change 2014: Impacts, Adaptation and Vulnerabilities*. Retrieved from http://www.ipcc.ch/pdf/assessment-report/ar5/wg2/ar5_wgII_spm_en.pdf

Kemper, J. A., Hall, C. M., and Ballantine, P. W. (2019). Marketing and Sustainability: Business as Usual or Changing Worldviews? *Sustainability* 11, 1-17.

Little, V. J., and Helm, S. V. (2019). Calling all macromarketers: Vanguarders for sustainability in a +1.5oC world? In "44th Macromarketing conference" (T. Facca-Miess, ed.), pp. 1-12. Macromarketing Society, Cleveland, OH.

Wright, C., & Nyberg, D. (2017). An inconvenient truth: How organizations translate climate change into business as usual. *Academy of Management Journal*, 60(5), 1633-1661.

Ecological and Social Injustice as the Impetus for Ethical Marketing and Consumption

Sabrina V. Helm, University of Arizona helm@arizona.edu

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

Victoria J. Little, Monash University Malaysia Vicki.Little@monash.edu

Perpetuated social injustice is a burning issue for modern societies, amplified by global environmental threats and climate change. These injustices are shaped by historical trajectories. Many countries' economic prosperity and consumer cultures, including the United States, England and the Netherlands, were built on a foundation of enslavement and near genocide of indigenous peoples, and the theft of Native land. For example, the Doctrine of Discovery specifies that land "discovered" by Christians was theirs by right owing to the inherent inferiority of non-Christian peoples (Miller, 2019; US Supreme Court). Compound interest on profits from enslavement became the basis of intergenerational wealth for white communities—the wealth that perpetuates race-based economic inequality to this day (Economic Policy Institute, 2017). Overconsuming consumer lifestyles for the few immiserate the many. The effects of climate change and pollution on traditional ways of life, together with limited access to clean water, nutritious food, education and healthcare mostly affect poor (colored) people. The results are environmental destruction, mass population movements, growing social unrest, and erosion of trust in institutions.

Today, how and what we consume, and who has, and does not have, access to resources requires critical examination. Beyond racial injustice, the role of policy, markets and marketing in perpetuating or resolving the complex, systemic, glocalised, institutionalized, and embodied nature of gender injustices requires consideration from an

ethical consumption perspective (Hein et al. 2016). Also, marketing can serve to endorse stereotypes of minority groups or underrepresenting these groups, including for example the LGBTQI community (Tsai, 2010), or women who are non-white, overweight, and over 40 (Shinoda et al., 2020), magnifying inequalities based on perceived differences based on, among others, ethnicity, age, gender, gender identity, and socio-economic class.

The Ethical Consumption track invites conceptual thought leadership and empirical studies that explore marketing and consumption in the context of environmental, economic, and social justice; that examines how ethical consumption is being prevented, or promoted, through marketing and public policy practices; and that explores the impact sustainable & ethical consumption and marketing have on social equality, and societal flourishing for all. Examples of possible topics include, but are not limited to the following:

1. Marketing's role in and responsibility for systemic social and environmental injustice
2. Reframing marketing ethics from a social justice perspective
3. CEO/managerial social and climate activism
4. Racial, gender, class and other forms of social injustice and quality of life in the context of consumption
5. Overconsumption and climate justice
6. Racism and marketing
7. Ethical and sustainable consumption by indigenous people, and people of color
8. Religion, ethical consumption and overconsumption
9. Historical accounts of ethical marketing and consumption
10. Historical accounts of social, economic and environmental injustices
11. Social and climate justice in marketing education
12. Curriculum and pedagogical innovations in support of social and climate consciousness.

References:

- Economic Policy Institute (2017), <https://www.epi.org/blog/the-racial-wealth-gap-how-african-americans-have-been-shortchanged-out-of-the-materials-to-build-wealth/>
- Hein, W., Steinfield, L., Ourahmoune, N., Coleman, C. A., Zayer, L. T., & Littlefield, J. (2016). Gender justice and the market: a transformative consumer research perspective. *Journal of Public Policy & Marketing*, 35(2), 223-236.
- Miller, R. J. (2019). The Doctrine of Discovery: The International Law of Colonialism. *Indigenous Peoples' JL Culture & Resistance*, 5, 35.
- Shinoda, L. M., Veludo-de-Oliveira, T., & Pereira, I. (2020). Beyond gender stereotypes: the missing women in print advertising. *International Journal of Advertising*, 1-28
- Tsai, W. H. S. (2010). Assimilating the queers: Representations of lesbians, gay men, bisexual, and transgender people in mainstream advertising. *Advertising & Society Review*, 11(1).

Globalisation, (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 globalisation and global markets today, and explore the ways that marketing is implicated in maintaining/resisting to the current configuration of such global market. We therefore welcome papers engaging with the questions of post- and neo-colonialism, and decolonisation/decoloniality, as alternative proposals to the contemporary order of globalisation and global markets today.

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;
- 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 (globalisation);
- decentering Eurocentrism;
- decolonial thinking in marketing; and
- decolonial responses to the Covid-19 pandemic.

This track is open to submissions that approach the subject of globalisation, market and (neo)colonialism from a range of perspectives and diverse theoretical traditions, with aims to advance and update the debate on globalization, development, and global marketing in Macromarketing. We therefore invite contributions from scholars working in and from any epistemological and geographic spaces that seek to promote such discussions.

Social Conflicts and Market Dynamics

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

Clifford Shultz - Loyola University Chicago, cjs2@luc.edu

Julia Pennington, University of Tampa, jpennington@ut.edu

Markets, small and large, can engender social conflict or reduce it. This reality begs important questions about the interactions among markets, marketing, policy, consumption and society that lead to peaceful and prosocial outcomes in/for markets or hostility and lose-lose outcomes. The purpose of this track is to explore these quintessentially macromarketing issues, and to consider ways markets and marketing can be instruments of conflict resolution and sustainable prosperity. Some details follow.

Social conflict occurs when persons, groups, or social sub-segments pursue mutually exclusive or incompatible objectives (Kriesberg 1998). Studies of social conflict include Marx's work on class struggles (Marx and Engels 1848) and the emergence of western (e.g., Homer 750 BCE / 1950) and eastern civilization (Mo Tzu 5th BCE in Watson 1967). Manifestations of social conflicts are legion, including for example, resources conflict, social movements, and violent conflict such as riots and war (e.g. Deutsch 2006; Shultz 2015); conflict between organizations in the market (e.g. Lewin, Strutton, and Paskwan 2011), and in in customers' dissatisfaction with services (e.g. Weiermair, 2000).

In some cases, social conflicts have been used to promote a particular market (e.g., Chaudhury, Nafees, and Perera 2020), in others social conflicts diminish the market. The consequences of unchecked social conflict can vary; social conflict that escalates can retard investment and decrease market productivity (Burkink and Marquardt 2009), creating social ideological divisions that foment distrust (De Dreu and Knippenberg 2005, Barrios et al.

2020), and reduce the probability of mutually satisfying conflict resolution (Manfredo and Shultz 2007). Such outcomes adversely affect the well-being of producers, distributors, retailers, consumers, and society in general (e.g., Barrios et al. 2016; Shultz et al. 2005; Sredl, Shultz and Brečić 2017).

Marketplaces, when well managed, have the capacity to resolve conflicting ideologies and/or to buffer the impact of conflict on individual's well-being (e.g., Barrios et al. 2019). Evidence in war-ravaged countries reveals policies and systemic coordination of market-based 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. Examples includes 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).

The track co-chairs invite scholars to discuss different macro perspectives regarding how and why markets create and exacerbate, exploit, or reduce and resolve social conflicts, and the outcomes on societal and consumer well-being. We welcome the submission of competitive papers, working papers, abstracts, and proposals for special sessions and roundtables.

References

- Barrios, Andres., Kristine de Valck., Clifford Shultz., Olivier Sibai., Katharina Husemann., Matthew Maxwell-Smith., and Marius Luedicke. (2016). Marketing as a means to transformative social conflict resolution: lessons from transitioning war economies and the Colombian coffee marketing system. *Journal of Public Policy & Marketing* 35(2),185-197.
- Barrios, Andres., Clifford Shultz, and Juan Carlos Montes. (2019). Entrepreneurship as Boundary Object: Toward Reintegration of Colombia's Ex-Militants into Civil Society. *Journal of Macromarketing*, 39(4), 368-384.
- Burkink, Tim., and Raymond Marquardt. (2009). Food or fuel? An analysis of systems in conflict. *Journal of Macromarketing*, 29(4), 374-383.
- Chaudhury, Ray., Sarita Nafees, and Yasanthi Perera. (2020). "For the Gram": An Exploration of the Conflict between Influencers and Citizen-Consumers in the Public Lands Marketing System. *Journal of Macromarketing*, 0276146720956380.
- Kriesberg, Louis. (2007). *Constructive Conflicts*. Oxford, UK: Rowman & Littlefield Publishers.
- Deutsch, Morton. (2006), "Cooperation and Competition," in *The Handbook of Conflict Resolution: Theory and Practice*, M. Deutsch, P. Coleman and E. Marcus, eds. Hoboken, NJ: John Wiley & Sons, 23-42.
- De Dreu, Carsten., and Daan van Knippenberg. (2005). The Possessive Self as a Barrier to Conflict Resolution: Effects of Mere Ownership, Process Accountability, and Self-Concept Clarity on Competitive Cognitions and Behavior. *Journal of Personality and Social Psychology*, 89 (3), 345-57
- Lewin, Jeffrey E., David Strutton, and Audhesh K. Paswan. (2011). Conflicting stakeholder interests and natural gas: A macromarketing perspective. *Journal of Macromarketing*, 31(4), 340-358.
- Marx, Karl and Friedrich Engels ([1848] 1969), *Manifesto of the Community Party*. Moscow: Progress Publishers.

- Mai, Nguyen Thi Tuyet., Don R Rahtz., and Clifford Shultz. (2014). Tourism as catalyst for quality of life in transitioning subsistence marketplaces: Perspectives from Ha Long, Vietnam. *Journal of Macromarketing*, 34(1), 28-44.
- Manfredo, Mark., and Clifford Shultz (2007). Risk, trade, recovery, and the consideration of real options: the imperative coordination of policy, marketing, and finance in the wake of catastrophe. *Journal of Public Policy & Marketing*, 26(1), 33-48.
- Shultz, Clifford. (2015), "The Ethical Imperative of Constructive Engagement in a *World Confounded by the Commons Dilemma, Social Traps, and Geopolitical Conflicts*," A. Nill, ed. Northampton, MA: Edward Elgar, 188–219.
- Shultz, Clifford, Timothy J. Burkink, Bruno Grbac, and Nataša Renko. (2005). When Policies and Marketing Systems Explode: An Assessment of Food Marketing in the War-Ravaged Balkans and Implications for Recovery, Sustainable Peace, and Prosperity. *Journal of Public Policy & Marketing*, 24(1), 24-37.
- Sredl, Katherine C., Clifford J. Shultz, and Ružica Brečić. (2017). The Arizona market: A marketing systems perspective on pre-and post-war developments in Bosnia, with implications for sustainable peace and prosperity. *Journal of Macromarketing*, 37(3), 300-316.
- Tobias, Jutta M., Johanna Mair, and Celestina Barbosa-Leiker. (2013). Toward a theory of transformative entrepreneuring: Poverty reduction and conflict resolution in Rwanda's entrepreneurial coffee sector. *Journal of Business Venturing*, 28(6), 728-742.
- Weiermair, Klaus. (2000). "Tourists' perceptions towards and satisfaction with service quality in the cross-cultural service encounter: implications for hospitality and tourism management." *Managing Service Quality: An International Journal*.

The next normal for Social Marketing: *Transformative Holistic Change*

Ann-Marie Kennedy (main contact), ann-marie.kennedy@canterbury.ac.nz,
 Christine Domegan, christine.domegan@nuigalway.ie,
 Josephine Previte, j.previte@business.uq.edu.au,

The next normal for social marketing is to contribute to crises such as the pandemic, climate change and growing social inequalities. The crises and challenges facing social marketing are no longer simple problems lending themselves to simplified decision making. They are complex, multi-level and multi-stakeholder based problems demanding complex decision making in local-to-global contexts. Social marketing's response should be equally complex, multifaceted, impactful and evolving. It needs to be transformative (Previte and Robertson, 2019). We therefore challenge social marketers to not simply equate transformation to the advancement of wellbeing, but to draw from macromarketing knowledge to explain and theorise "uplifting changes among individuals and collectives in the marketplace" (Blocker and Barrios, 2015, p. 269).

The reality is straightforward. If social marketing is to survive and prosper for another 50 years, social marketing needs to get into the business of *big change* - social change, system change, and systemic disruption (Lacznik and Murphy 2012., Hillebrand et al. 2015., Layton 2015 and Kennedy 2016, 2017). Social marketing driven discussions 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, actions, and choices in ever wider time and space (Layton, 2015, Duffy, 2016; Duffy et al., 2018). We call for social marketers to engage in

discussion and reflection on how to continue and extend this work to guide the next 50 years of social marketing theory and practice.

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 our understanding of social and systemic change. Specifically we call for papers that:

- align social marketing with macromarketing
- address the pandemic, climate change, crisis problems, and ramifications
- account for systemic factors in social marketing
- design and evaluate multi-level interventions
- use distributive justice, systems thinking or gender and other macromarketing themes and theories to guide social marketing in its big change agenda.
- transformative social marketing
- bottom up social marketing through social movements

References

- Blocker, Christopher, P. and Barrios, Andres (2015), "The transformative value of a service experience", *Journal of Service Research*, 18 (3) , 265-283
- Brennan, Linda, Josephine Previte and Marie Louise Fry, (2016), "Social marketing's consumer myopia", *Journal of Social Marketing*, 6 (3), 219 – 239.
- Duffy, Sarah (2016), "New Perspectives on Marketing Systems: An Investigation of Growth, Power, Social mechanisms, Structure and History", doctoral thesis, University of New South Wales, Sydney, Australia.
- Duffy, Sarah, Gavin Northey, and Patrick van Esch (2017), "Iceland: How Social Mechanisms Drove the Financial Collapse and Why It's a Wicked Problem", *Journal of Social Marketing*, 7 (3), 330-346.
- Gordon, Ross and Lauren Gurrieri (2014). Towards a reflexive turn: Social marketing assemblages. *Journal of Social Marketing*, 4 (3), 261-278.
- Hastings, Gerard and Christine Domegan, (2017) *Social Marketing Rebels with a Cause*, 3rd edition Routledge, UK.
- Kennedy, Ann-Marie (2016), "Macro-social marketing", *Journal of Macromarketing*, 36 (3), 354-365.
- Kennedy, Ann-Marie (2017), "Macro-Social Marketing Research: Philosophy, Methodology and Methods" *Journal of Macromarketing*, 37 (4), 347-355.
- Laczniak, Gene R. and Patrick E. Murphy (2012), "Stakeholder Theory and Marketing: Moving from a Firm-Centric to a Societal Perspective", *Journal of Public Policy & Marketing*, 31 (2), 284-292.
- Layton, Roger A. (2015), "Formation, Growth and Adaptive Change in Marketing Systems", *Journal of Macromarketing*, 35 (3), 302-319.
- McHugh, Patricia, and Christine Domegan, (2017) "Evaluate Development! Develop Evaluation! Answering the Call for a Reflexive Turn in Social Marketing", *Journal of Social Marketing*, 7 (2), 135 – 155.
- Mulcahy, Rory, Rebekah Russell-Bennett, Nadia Zainuddin and Kerri-Ann Kuhn, (2018). "Designing gamified transformative and social marketing services: An investigation of serious mgames", *Journal of Service Theory and Practice*, 28 (1), 26-51.

Previte, Josephine and Nichola Robertson, (2019) "A continuum of transformative service exchange: insights for service and social marketers", *Journal of Services Marketing*, 33 (6), 671-686.

Russell-Bennett, Rebekah, Mathew Wood and Josephine Previte, (2013), "Fresh ideas: services thinking for social marketing", *Journal of Social Marketing*, 3 (3), 223 – 238.

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

In a tumultuous year, 2020 has rallied against the COVID-19 pandemic, as well as devastating wildfires; faced systemic racism with the Black Lives Matter movement, and discrimination/abuse with the continued acknowledgment of #MeToo. Businesses have fought to survive during lockdowns and also been accused of 'wokewashing' (Vredenburg, Kapitan, Spry and Kemper, 2020) for in-authentically using movements in their marketing. These, and other major local and global issues have shone a spotlight on the need for social justice, fairness and ethical behavior in businesses as well as the whole marketing system.

Social justice (SJ) assumes people have equal worth and an innate dignity and should be treated as having such. SJ entails respecting creation and upholding principles such as stewardship, participation, the common good, solidarity, subsidiarity, and the preferential option for the poor and vulnerable (Caritas, 2020). Overall, SJ seeks to create a society where all are treated fairly and justly (Caritas, 2020; Laczniak and Santos, 2011). In a year with so many issues coming to the fore that highlight or bring on unfair treatment, the role of marketers and business in these issues needs to be addressed.

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 "Putting the local into global", papers that offer strategies and solutions having local versus global components 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.

References

Caritas (2020). *What is social justice?* Accessed 26th November 2020 from <https://caritas.org.nz/what-social-justice>

Laczniak, G. R., & Santos, N. J. (2011). The integrative justice model for marketing to the poor: An extension of SD logic to distributive justice and macromarketing. *Journal of Macromarketing*, 31(2), 135-147.

Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands Taking a Stand: Authentic Brand Activism or Woke Washing? *Journal of Public Policy & Marketing*, 39(4), 444-460.

Historical Research in Marketing Track

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).

As in prior Macromarketing Conferences, 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.

References:

Fisk, George (1981), "An Invitation to Participate in Affairs of the Journal of Macromarketing," *Journal of Macromarketing*, 1 (1), 3-6.

- Fullerton, Ronald A. (1987), "The Poverty of Ahistorical Analysis: Present Weakness and Future Cure in U.S. Marketing Thought," in *Philosophical and Radical Thought in Marketing*, Fuat Firat, Nikhilesh Dholakia and Richard P. Bagozzi, eds. Lexington, MA: Lexington Books.
- Hollander, Stanley C., Terence Nevett, and Kathleen M. Rassuli (1996), "From the History Section Editors," *Journal of Macromarketing*, 16 (1), 89-90.
- Jones, D. G. Brian and Eric H. Shaw (2006), "Historical Research in the Journal of Macromarketing, 1981–2005," *Journal of Macromarketing*, 26 (2), 178-192.
- Nevett, Terence and Stanley C. Hollander (1994), "Toward a Circumscription of Marketing History: An Editorial Manifesto," *Journal of Macromarketing*, 14 (1), 3-7.

Branding and Society: How can brands be leveraged as agents of transformational change and forces for societal good?

Jessica Vredenburg, Auckland University of Technology, Auckland, New Zealand,
jessica.vredenburg@aut.ac.nz

Joya A. Kemper, University of Auckland, Auckland, New Zealand,
j.kemper@auckland.ac.nz

with Amanda Spry, Bernardo Figueiredo, Lauren Gurrieri, RMIT University, Melbourne Australia

Decreasing levels of consumer trust in traditional institutions over recent years (Pew Research 2017) suggests that individuals may increasingly rely on other entities with power to address social problems and guide societal life. One such focus has been corporations; whereby growing expectations of corporate social responsibility have shifted responsibility to business to contribute to the welfare of society (Edelman 2018).

Branding, in particular, has garnered increasing attention when it comes to challenges and opportunities for marketing to more fully engage with its societal responsibilities. As the scope of branding is widened to include green and sustainable branding (Hartmann, Apaolaza Ibáñez, and Forcada Sainz 2005), brand activism (Moorman 2020; Sarkar and Kotler 2018; Vredenburg et al. 2020), and corporate social marketing (Hoeffler and Keller 2002), all of which demonstrate how branding endeavours can contribute to environmental, social, and political good, the opportunities to extend related work in societal marketing (Lazer 1969, Kotler and Levy 1969), welfare marketing (Varey 2010), proactive marketing (Samli 1992), and positive marketing (Gopaldas 2015) is evident.

This track invites papers that examine branding's role in contemporary society as an agent for encouraging both market and societal change. In particular, relating to the theme of the conference, we welcome papers reflecting on how brands and branding respond both locally and globally to issues of social good. These may, but are not limited to issues around the ongoing global pandemic COVID-19. We are open to all methods and approaches and both extended abstracts (2-5 pages) and full papers will be considered for inclusion.

Externalities

Shoaib M. Farooq Padela, Auckland University of Technology, Auckland, New Zealand,
shoaib.shoaib@aut.ac.nz

Externalities, occurring in production and consumption situations (Hartwick & Olewiler, 1986), are the uncalculated costs and benefits of exchange, accruing to the transacting parties themselves and/or parties external to the transaction (Mundt, 1993; Mundt & Houston, 2010; Nason, 1989). The social externalities that impact people are an essential macromarketing concern (Fisk, 1981) and frequently described as a system's problem (Laczniak, 2017; Meade & Nason, 1991). The externalities in marketing systems are not only environmental; they are also symbolic and expressive affecting individuals, societies and cultures around the world (Klein, 1999; Padela, Wooliscroft, & Ganglmair-Wooliscroft, 2020). This track aims to advance the discussion on societal consequences of marketing practices on a local, regional, national or global level. The track focuses on research studying the ubiquitous externality phenomenon that has or could have an effect on the environment, culture, society and respective systems. Submissions can be theoretical, empirical, interpretive, qualitative or quantitative. Full papers and research-in-progress (extended abstracts) are equally encouraged.

References:

- Fisk, G. (1981). An Invitation to Participate in Affairs of the Journal of Macromarketing. *Journal of Macromarketing*, 1(1), 3-6. <https://doi.org/10.1177/027614678100100101>
- Hartwick, J. M., & Olewiler, N. D. (1986). *The Economics of Natural Resource Use* (2nd ed.). New York: Harper & Row.
- Klein, N. (1999). No logo: taking on the brand bullies. *New York, Picador*.
- Laczniak, G. R. (2017). The Hidden Costs of Hidden Costs. *Journal of Macromarketing*, 37(3), 324-327. <https://doi.org/10.1177/0276146717712362>
- Meade, W. K., & Nason, R. W. (1991). Toward A Unified Theory of Macromarketing: A Systems Theoretic Approach. *Journal of Macromarketing*, 11(2), 72-82. <https://doi.org/10.1177/027614679101100208>
- Mundt, J. (1993). Externalities: Uncalculated Outcomes of Exchange. *Journal of Macromarketing*, 13(2), 46-53. <https://doi.org/10.1177/027614679301300206>
- Mundt, J., & Houston, F. S. (2010). Ubiquitous Externalities: Characteristics, Climate, and Implications for Post-Acquisition Behaviors. *Journal of Macromarketing*, 30(3), 254-269. <https://doi.org/10.1177/0276146710372223>
- Nason, R. W. (1989). The Social Consequences of Marketing: Macromarketing and Public Policy. *Journal of Public Policy & Marketing*, 8(1), 242-251. <https://doi.org/10.1177/074391568900800116>
- Padela, S. M. F., Wooliscroft, B., & Ganglmair-Wooliscroft, A. (2020). Brand Externalities: A Taxonomy. *Journal of Macromarketing*, 0(0), 0276146720961462. <https://doi.org/10.1177/0276146720961462>

Gendered dynamics: Building visibility of the interrelationships between genders, markets, marketing and society

Co-track chairs:

Wendy Hein, University of London, w.hein@bbk.ac.uk

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

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

The recently published Gender special issue in the Journal of Macromarketing (Prothero, Gurrieri and Previte, 2020) called to members of the macromarketing community to think more deeply about consequences and implications of gender intersecting with contemporary inequalities of race, ethnicity, disability, nationality (or postcolonialism), social class, etc., all of which influence everyday interactions of consumers and their marketplace relationships. What this special issue equally highlights is that “gender and intersectionality” have become an established field in Macromarketing that builds on critical engagements with existing topics, such as ‘quality of life’, vulnerability, ethics and marketing systems. Focusing discussion on genders and these themes are even more urgent and present in light of the current global pandemic, which has amplified existing inequalities, exacerbated by calls to austerity as international markets and economies grapple with the fallout, and quality of life implications as “COVID normal” practices unfold in markets and society.

In continuing conversations around gender dynamics we encourage submissions to this track that engage with questions and critiques of markets and policies that maintain, and reproduce gender inequalities and resulting injustices of women and children in local and global economies as employees, employers, producers, and consumers (Hein et al., 2016). We also seek papers that present men’s market experiences and roles in these gender dynamics, including those that highlight potential gender transformations (Ostberg, 2019), and studies that continue discussions of how new challenges – changing work relationships, involvement in extremist politics and acts of marketplace aggression, etc - will impact demonstrations of masculinity through consumption and market relationships (Witkowski, 2020). In exploring such issues, we see opportunities to present research and critiques that challenge market stereotypes of men, women and genderqueers, and the marketed ideals that constrain and stigmatize their lived experiences.

In calling for submissions we also encourage papers that build visibility of the growing insights from feminist and intersectional praxis (Kravets et al., 2020; Rome and Lambert, 2020; Steinfield et al., 2019) that will extend gender research in the macromarketing field through the lens of ‘missing feminisms’ such as queer theory, critical race, material-discursive feminism, intersectional feminisms and critical studies of men and masculinities (Hearn and Hein, 2015). In doing so, our goal is to encourage gender research in macromarketing that engages and further develops gender theory based on insights of gendered experiences in markets and society.

We welcome papers for this track that respond to the conference theme and examine gender and intersectional theories to advance understanding of the interrelationships between genders, markets, marketing and society. We seek papers on issues (but are not limited to):

- Gender, intersectionality and market inequalities, including experiences and inequalities as a result of the Covid 19 pandemic
- Gender, intersectionality and market injustices
- Genders and (self-)transformations
- Caring genders, in particular women and men at work and home
- (Trans)patriarchy, violence, the market and gender relations politics
- Feminisation of poverty and dispossessions
- Gender and intersectionality across other Macromarketing topics; and/or
- Feminist contributions to expanding knowledge in Marcomarketing.
- Toxic masculinity and sustainable consumption
- Gendered dimensions of gun cultures

References:

- Gurrieri, L., Previte, J. & Prothero, A. (2020), Hidden in plain sight: Building visibility for critical gender perspectives exploring markets, marketing and society, *Journal of Macromarketing*, 40(4): 437-444.
- Hearn, J., & Hein, W. (2015), Reframing gender and feminist knowledge construction in marketing and consumer research: missing feminisms and the case of men and masculinities. *Journal of Marketing Management*, 31(15-16), 1626–1651.
- Hein, W., Steinfield, L., Ourahmoune, N. et al., (2016), Gender Justice and the Market: A transformative consumer research perspective, *Journal of Public Policy & Marketing*, 35(2): 223-236.
- Kravets, O., Preece, C & Maclaran, P. (2020), The uniform entrepreneur: Making gender visible in social enterprise, *Journal of Macromarketing*, 40(4): 445-458.
- Ostberg, J (2019), No more mister mom: masculinity and consumption, in Dobscha, S (Ed) *Handbook of research on gender and marketing*, Edward Elgar Publishing Limited: pp. 211-227.
- Rome, A.S. & Lambert, A. (2020), (Wo)men on top? Postfeminist contradictions in young women’s sexual narratives, *Marketing Theory*, 1-25.
- Steinfield, L., Sanghvi, M., Tuncay Zayer, L., Coleman, C.A., Ourahmoune, N., Harrison, R.L, Hein, W & Brace-Govan, J (2019), Transformative intersectionality: Moving business towards a critical praxis, *Journal of Business Research*, 100: 366-375.
- Witkowski, T.H. (2020), Male Compensatory Consumption in American History, *Journal of Macromarketing*, 40(4): 528-545.

Food Marketing Track

Claudia Dumitrescu (primary contact person) 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. Topics for the *Food Marketing Track* may include, **but are not limited to**, the challenge areas listed above.

References: available upon request.