Call for Papers

MACROMARKETING
CONFERENCE 2018

July 10-13rd
Leipzig Germany

Theme: Change between complexity and simplicity

Doctoral Colloquium on July 9th

Conference committee:
Helge Löbler
Janine Mörstedt
Michelle Wloka
Pablo Barriga
Sebastian Stieler

Submission deadline
New submission deadline
January 31st, 2018
February 15th, 2018
The Macromarketing Society announces its 43rd Annual Macromarketing Conference, which will take place in Leipzig - Germany from 10 to 13th July. The main theme of the conference is "Change between complexity and simplicity".

We invite all scholars interested in the different fields of research related to Macromarketing to submit either full papers or extended research abstracts (max 1000 words) following the format description below until January 31st, 2018.

Please note that all documents should be sent in word format and not PDF files.

This is a multidisciplinary conference, so we encourage submissions for the 43rd Annual Macromarketing Conference in two ways:

1. Submissions related to the tracks presented in this document. If your research relates to any of the tracks in this document please send the papers directly to the track responsible (see table below).

2. If the topic of interest is not covered by any of the tracks presented in this call for papers, we encourage the researchers to send their proposal to this email address: mmc18@uni-leipzig.de.

Researchers will get feedback regarding their submissions by middle of March 2018. Accepted papers and abstracts should be sent to mmc18@uni-leipzig.de with their respective corrections before middle of May 2018 with a decision whether it can be published in the conference proceedings.

**Conference Tracks, Contact person and detailed description of the tracks in alphabetical order below.**

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<td>Andrés Barrios</td>
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<tr>
<td>Markets, Marketing Systems, and Elements of Culture</td>
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<td><a href="mailto:ingrid.becker@fau.de">ingrid.becker@fau.de</a></td>
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<tr>
<td>Food Marketing</td>
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<tr>
<td>Quality of Life, Well-being</td>
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<td>Michaela Haase</td>
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<td>Technological Advances and Marketing Futures</td>
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<tr>
<td>Sustainable &amp; Ethical Consumption</td>
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<tr>
<td>Market In/Equalities – Forms &amp; Practices</td>
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<td>Challenges and opportunities in the sharing economy</td>
<td>Nicole Koenig-Lewis</td>
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<td>Globalisation, (Neo)Colonialism, and Marketing</td>
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<td>Ethical consumption in emerging economies</td>
<td>Thi Tuyet Mai Nguyen</td>
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<td>Tourism, Sustainability and Community Wellbeing</td>
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<td>Sharing Economy as Complementary Economy? The relation between providers and consumers</td>
<td>Elfriede Penz</td>
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<tr>
<td>Social marketing practice and Macromarketing reflections</td>
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<tr>
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The conference will also be open for submissions in the following fields but is not restricted to them:

- Marketing systems in service economies
- Marketing systems in business-to-business markets
- Transactions and relationships as building blocks of market processes
- Theories and meta-theories of markets and marketing
- Market making and marketing in emergent economies / developing countries
- Marketing ethics
- Practices in markets and marketing systems
- Cultural influences on marketing systems and market making
- Sustainable business models
- Global innovation
- (Academic) refugees

In addition to the topics listed, we also welcome submissions on other topics related to Macromarketing. Conceptual and theoretical contributions are equally welcome as empirical papers if they make a contribution to the field. We value theoretical and methodological pluralism.

**Important dates**

Call opens: NOVEMBER 1st, 2017
Call closes: JANUARY 31st, 2018
Notification of reviewer decisions: MARCH 15th, 2018
Deadline for revised papers: MAY 15th, 2018
Doctoral colloquium: JULY 9th 2018
Conference: JULY 10th to 13th 2018

**Doctoral Colloquium**

We also wish to extend the invitation to all doctoral students to take part of our Doctoral Colloquium which will be held on the campus of the University of Leipzig on **July 9th, 2018**. This event is a good opportunity for the exchange of ideas between students. The topics discussed in the event will include how to publish and revolve around quantitative and qualitative research.

**Submission formats**

Please prepare your submission either as full paper or as extended abstract including, a title page, the main text including a reference list *(in a word format!)* and figures and tables at the end.

*Full paper should be double-spaced*, including references and formatted for A4 paper with 1-inch margins on all four sides. Do not use single spacing anywhere except on tables and figures. Place page numbers in the upper right-hand corner of every page. Manuscripts ordinarily should be between 8,000 and 12,000 words (inclusive of references and all other items) using Times New Roman 12-point type. Articles of shorter length are also acceptable and encouraged.

Each *table and figure* should be prepared on a separate page. The data in tables should be arranged so that columns of like materials read down, not across. Non-significant decimal places in tabular data should be omitted. The tables and figures should be numbered in Arabic numerals, followed by brief descriptive titles. Additional details should be footnoted under the table, not in the title. In the text, all illustrations and charts should be referred to as figures. Figures must be clean and crisp and visually appealing. Please be sure captions are included. Within the body of the text, please indicate where tables and figures should appear by inserting something like the following: *[Insert Table 1 about here]*.

*Citations in the text* should include the author's last name and year of publication enclosed in parentheses without punctuation (Smith 2013). If practical, the citation should be placed immediately before a punctuation mark. Otherwise, insert it in a logical sentence break. If a particular page, section, or equation is cited, it should be placed within the parentheses (Smith 2013, p. 350). For multiple authors, use the full citation for up to three authors, for example, (Smith and DuPont 2013) or (Smith, DuPont, and Meier 2013). For more than three authors, use the first author's name with "et al." (Smith et al. 2013). When two or more citations are within the same parentheses, they should be in alphabetical order by lead author surnames.

List *references* alphabetically, principal author's surname first, followed by publication date. The reference list should be double-spaced with a .5 inch hanging indent. Do not number references. Please see the reference examples below as well as reference lists in recent issues. Be sure that all titles cited in the text appear in the reference list and vice versa. Please provide translations for non-English titles in references, page ranges for articles and for book chapters, and all author/editor names unless they appears as “et al.” in the publication.
Books:

Edited books:

Periodicals:

Excerpts from books or proceedings:

Unpublished works, such as dissertations, presented papers, research reports, and working papers:


Abstracts should be submitted in the same format but are restricted to 1000 word.
Track descriptions

Marketing & Development

Chair:
Andrés Barrios, Universidad de Los Andes,
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Nature and biodiversity are essential to human life. People and communities regularly use their surrounding environment to satisfy their needs for food, a roof over their heads, clothes, etc. However, man’s excessive use of natural resources for economic development has fostered undesirable changes (McDonough & Braungart 2002). For example, water and food provisions have reduced considerably over the past few years (Millennium Ecosystem Assessment 2005). These environmental consequences affect society as a whole, but have a particular effect on those in developing countries, where most economic activity depends on natural resources, and most of the poor live in regions subject to environmental risk (Leach & Mearns 1991; Thomas & Twyman 2005).

The purpose of this track is to discuss alternatives by which macromarketing views help to promote a suitable development. The Macromarketing initiative analyzes the study of marketing systems formation and its impact on society (Hunt 1977), and 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).

This session thus aims to assemble scholars committed to promote a constructive engagement between consumers, managers, and policy makers for countries’ sustainable development. Participants are invited to submit research that engages with and further develops topics such as:

The complex interaction between vulnerable people’s need to preserve their resources (related to their scarcity), and their need to subsist (related with covering basic needs such as food, sanitation, and protection)

Transition from destructive to constructive marketing systems

The tension between the role of communities over marketing systems

Advertising, over production/consumption, and environmental degradation

References


Markets, Marketing Systems, and Elements of Culture

Co-Chairs:
Ingrid Becker, Friedrich-Alexander Universität
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Michaela Haase, Freie Universität Berlin

What role does culture play for the understanding and study of marketing systems? The study of cultural aspects, rooted in disciplines such as sociology, philosophy, and anthropology, gives rise to interdisciplinary cooperation. The conceptual framework of the marketing-systems approach is a starting point for the identification and development of intertheoretical relationships and interdisciplinary cooperation within the social sciences (Layton 2016). Institutional theories and the economy/economics-as-culture perspective are related to the marketing-systems approach. Scott’s (2013) distinction of regulative, normative, and cognitive pillars of institutions – the wider cultural framework (Scott 2014) – is very close to the antecedents to heterogeneity of marketing systems (Mittelstaedt et al. 2006).

In what regard, that is in what cases is the study of market phenomena a study of culture as well? For Parsons (1959), cultural elements include systems of ideas, expressive symbols, and the value orientations of actors. In what regard are market phenomena influenced by ideas and values such as solidarity, (distributive) justice, human dignity, the common good, and subsidiarity (priorities in care) (Klein, 2015; Hill & Capella, 2014)? What role do ideologies such as gender ideology, family ideology or political ideologies play? What tensions or conflicts can arise between actors’ ideologies or value orientations and the wider cultural framework? How are tensions and conflicts related to progress (as change for the better of society, Allen et al. 2016) of marketing systems?

Both theoretical analyses and empirical studies are welcome. Topics of interest to be addressed within this track include but are not limited to

- Expressions of culture in marketing systems and empirical studies
- Interdisciplinary perspectives on the study of the cultural dimension of markets
- Culture and change of markets or marketing systems

References


**Food Marketing**

*Co-Chairs:*

Claudia Dumitrescu, Central Washington University  
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Food well-being has been defined as the “positive psychological, physical, emotional, and social relationship with food at both the individual and societal levels” (Block et al., 2011). Food Marketing and Food Policy are two domains that represent the central food well-being core, as conceptualized by Block et al. (2011). Recent research calls have been documented with regard to a better understanding of the initiatives that should be taken by policy makers and food marketers, on the individual and societal levels, to help improve food well-being (Bublitz et al., 2013).

On the one hand, it has been argued that marketing can negatively impact food consumption, at the individual level – e.g., consumers use package size (visual) indicators to generate consumption norms and large portions suggest large consumption norms, which lead to overconsumption (Block et al., 2011; Wansink, 2007). At the societal level, for instance, pricing strategies can influence consumption behavior (e.g., low prices increase consumption). On the other hand, food marketing can provide solutions to problems such as obesity (Goldberg and Gunasti, 2007; Seiders and Petty, 2007). Most importantly, food marketers can influence consumers (e.g., change their unhealthy food behavior) and can be influenced by consumers – as they change their lifestyles and become more aware about the effects of unhealthy diets. This is in fact a relevant aspect of macromarketing, which focuses on the intersection between marketing and society (Mittelstaedt, Kilbourne, and Shultz, 2015), the effects of marketing and marketing systems on society, and the effects of society on marketing and marketing systems (Hunt, 1981; Mittelstaedt et al., 2015).

Food policy can relate to food systems – food production, food safety, and food labeling and their impact on food well-being. As suggested by Block et al. (2011, p. 11), food policy can have a positive (or maybe negative) impact on food well-being at an individual level – e.g., food labeling gives consumers the opportunity to be more informed and make better food choices, and at a societal level – e.g., international, national, state, and local policies “to more effectively align food production and distribution with dietary recommendations and principles of sound environmental stewardship.”

We invite competitive papers (i.e., theoretical or empirical), extended abstracts, and special session proposals that relate to these domains of food well-being. Topics of interest are included below but they are not limited to these areas. Obesity is especially severe in the United States of America and also, a major problem in many other nations, making this social issue a global concern (Witkowski, 2007). However, research that focuses on different other societal issues such as malnutrition, food insecurity, food-related diseases, etc. is welcome.

- Food labeling and food well-being;
- Food taxes, food consumption, and food well-being;
- Warning labels and calorie intake;
- Farm subsidies and food production and consumption;
- Food pricing and food well-being;
- Food availability, food consumption, food well-being.

References


Quality of Life, Well-being

Co-Chairs:
Alexandra Ganglmair-Wooliscroft, University of Otago
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Ahmet Ekici, Bilkent University,
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This track invites papers dealing with QOL and Well-being in the context of consumption and/or other macromarketing topics. We encourage quantitative and/or qualitative approaches that explore the (complex) nature of QOL and Well-being concepts and their relationship with consumption, the market, and/or other macromarketing issues. Papers submitted to this track should treat QOL/Well-being as a key variable rather than as implicit outcome.
**Consumers as Change Agents**

*Co-chairs:*

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In line with the macromarketing ethos, this track reinforces the role that macro structures play in shaping marketing practices. However, the specific aim of this track is to investigate the recursiveness of the consumption production dynamics. This idea stems from the so called ‘collaborative marketing approach’ and the rise of creative consumers where the aim has shifted from ‘marketing to costumers’ to ‘market with them’ (Cova and Cova 2012). In this approach, consumers are considered as “market partners” (Peppers and Rogers 2005; Prahalad and Ramaswamy 2000). This led to the advent of proumers (producer-consumers), the blurred line between producers and consumers to the extent that scholars developed the concept of “consumer agency” (Arnould and Thompson 2005). In this school of thought consumers resist the meanings that institutions and companies try to force upon them either individually or as part of a group (Fiske 1989).

In line with that in 2006 Lusch and Vergo developed the idea of value co-creation where consumers are considered as “consumer actors” or post-consumers (Firat and Dholakia 2006). This idea has been transcended to the notion of ‘governmentalised consumers’ (Shankar, Cherrier, and Canniford 2006) in which consumers are empowered and become capable of resource integration (see Vargo and Lusch 2016).

However, the question here is to understand the role of consumers in this governmentality process, what competences they need and what strategies they need to rely on to actively form and reform the market. In other words, if consumers now have been accorded a role in shaping markets, how do they engage with this and what are the strategies they deploy in their everyday consumption practices.

Hence, it is important to instead of merely focusing on how macro structures shape consumptions practices, to look at how individuals through their consumptions can form or reform the structure and the macro environment they are living in.

This endeavour stems from the importance of micro practices in initiating change in a more broader level. This can be seen in institutional work literature (see Lawrence, Suddaby, and Leca 2009), where instead of previous belief that individuals are the dupe agents of the discipline or structure they are living in, consider individuals as active and creative consumers. In this perspective, consumers are viewed as agents of change who can form or reform the structures they are operating in through their everyday practices which can lead to the emergence of new market dynamics.
Thus, the aim here is to show the recursive nature of consumption and market and try to contribute to the discussion regarding the dyadic view of consumption and production (see Tapscott and Williams 2006). Therefore, in this view consumption is a form of production as it is inherently a transforming process (Firat et al. 1996) and companies should not be considered as the unique active agent in markets. Rather, marketing scholars should pay attention to the process through which consumption practices can lead to the construction and reconstruction of the macro level conditions.

1. Potential topics

We invite theoretical and empirical works that explores consumption practices and how through consumer creativity established practices can be challenged and market mediated practices can emerge to reinforce the change in the market. The potential topics include, but are not limited to:

1.1. Consumer creativity in highly constraint societies
1.2. Structural change through micro practices of individuals
1.3. How consumers create their desired realities
1.4. How consumers legitimize their behaviours and disrupt the status quo
1.5. Culture and habitus: which comes first?
1.6. Consumption and entrepreneurship
1.7. Market dynamic and the role of consumption

2. Area of research
   - Consumer creativity
   - Co-creation
   - Value generation
   - Exchange values Consumption as opposed to use values consumptions (see Humphreys and Grayson 2008)
   - Market formation and reformation
   - Prosumption

3. Discuss the topics and show how they align with the macroamrketing theme.

Looking at how individual consumers can actively be involved with their consumption practices to ultimately form market mediated practices and initiate a change in the market is important to see how simple consumption practices can get together to formulate a more complex network of practices and together initiate a change in the market.

This therefore we believe is in line with the theme of the conference where the focus is on the change between simplicity and complexity.

References:


Justice is a topic of interest in many disciplines including ethics, macromarketing, economics, and social psychology. Macromarketing scholars have given remarkable attention to justice as more than 250 entries resulting from a search in the Journal of Macromarketing using the key word “justice” and a special issue of the journal (2008) is indicative of. That notwithstanding, we would like to explore justice further from a macromarketing perspective focusing particularly on value creation. Below, we sketch examples of potential research areas which we consider relevant for marketing studies in this regard. Contributors to this track are invited to extend this list.

- In social psychology, “justice could prescribe that all individuals receive equal outcomes, outcomes in proportion to their input, or outcomes to in proportion to their need” (Lerner and Clayton 2011, p. 8). In the social sciences, research on justice focuses on outcomes as well. The “principles of distributive justice are applied to social institutions such as property and tax systems, which are understood as producing distributive outcomes across large societies, or even the world as a whole” (Miller 2017, p. 4). No surprise, this lens harmonizes well with the macromarketing perspective on the interactions of markets and society.

Much of the recent work on justice in marketing focuses on the exchange system (see Laczniaik and Murphy 2008, p. 6). Service research’s study of value creation has increased the interest in activities, processes, or practices which, although not identical to exchange, are essential for marketing in theory and practice (Facca-Miess and Santos 2016, Laczniaik and Santos 2011, Layton 2011, Lusch and Webster 2011). Did the complementing of exchange value by use value (Vargo and Lusch 2004) change marketing’s “teleological preoccupation with outcomes” (Laczniaik and Murphy 2008, p. 6)? With regard to value creation, what we consider as due to a person or what a person can reasonably expect from the respective co-creator(s) of value in a dyad or network, relates to input rather than outcome categories. Other principles or distinctions of justice might be of relevance as well in the discussion of value creation (see Miller 2017 for four distinctions).

- Value creation can lead to diverse outcomes which have been addressed at various levels of analysis. As Miller (2017, p. 2) explains, “at the level of public policy, reasons of justice are distinct from, and often compete with, reasons of other kinds, for example economic efficiency or environmental value.” While economic value results from cocreation of value, what has been called “social value” or “ecological value” (Haase 2015) can be individually desired as well and included in individual action calculi. Does the amendment of economic value initiate a reconsideration of the relationship between self-interest (the creation of economic value) and justice on the one hand (Lerner and Clayton 2011), and justice and the interest in social and political affairs (the creation of social and ecological value) on the other hand?

- Further, an increasing interest in the creation and design of marketing systems can be observed in marketing studies (Layton 2011, Shultz 2016). Justice has been defined as the “constant and permanent will to render each his due” (Miller 2017, p. 2; Miller refers
Against the background of conflicts, violence, or civil wars: what can be learned from the study of justice-related problems for the design of marketing systems?

References


The role of technologies within the macromarketing field has been largely overlooked yet their impacts have been profound on society and marketing. Technologies have disrupted market structures in both what and how value is devised and delivered to a range of stakeholders, such as firms, customers and others (see eg., Wolf, 2009 and 2019; Rettberg, 2014; McAfee & Brynjolfsson 2017). In recent years, technological advancements include search tools, social media, content marketing, big data (and the open data movement), crypto-currencies, self-monitoring or Quantified Self (QS) movement (egs., Pantzar & Rickensten, 2015; Lupton, 2016), in-home/in-car voice activated assistants (eg., Siri, Alexa, Echo, Cortana), Internet of Things (IoT) and automata, among many others. Increasingly, these have underpinning artificial intelligence-based algorithms and novel designed interfaces (smart devices) that have influenced major shifts in the ways that markets operate and consumers experience traditional and emergent new products and services. Some may be ubiquitously and inconspicuously consumed within their environment and others are made visible through novel interfaces and touchpoints (Bode & Kristensen, 2016; van Doorn et al 2017). Examples include sensor-based technologies that automate supply chains in firms and across service systems; automata including robots and AI devices provide novel services and engagement platforms such as policing, health and customer service desk information. Categories of robot are being considered as ‘caregivers’ (Kohlbacher & Rabe 2015), providing both cognitive and affective support that encompasses teaching and learning (di Lieto et al 2017) and emotional agency for human consumers and automated social presence actors (‘technology infusions’) are increasingly being considered within service contexts by firms to deliver consistent consumer experiences.

Taking one such example, robots have become familiar as humanoid devices for information processing and naturalistic interaction. What makes the applications pertinent to marketers is not only the human-like ways in which devices process data (see eg., de Burgt et al 2017) but the ways in which outputs are viewed by users as demonstrating emotion, empathy and human-level understanding, potentially evoking user feelings of attachment to them (Goudey & Bonnin 2016; Belk 2016, 2017, forthcoming). Drawing on the robotics and AI (artificial intelligence) literatures, researchers within marketing are predicting the rapid convergence of [AI] artificial intelligence-based systems (robots) and [IA] intelligent augmentation systems (insideables, wearables, neuroprosthetics) with humans (biological systems) within the next 10-30 years. Robots will evolve from programmed tools to semi-autonomous and autonomous entities and extend their anthropomorphific projection to become a ‘legal non-person’ displaying a personhood and consciousness which raises important questions about the nature of human relationships with
the ‘other’ (see eg., van Doorn et al 2017; Belk forthcoming). Conversely, cyborg is defined as a modified (augmented) human (Haraway 1985 & 1991; Buchanan-Oliver, Cruz & Schroeder 2010) and is the integration of technologies within the body by way of mechanical and/or technological implants or ‘insideables’ (Mouthuy & Carr 2017). Technology researchers (eg., Kurzweil in Galeon & Reedy, 2017) predict humanoid robots and cyborgs will become the dominant form of service provider in future. Preliminary research suggests there is consumer fear of such hybridity: Bhattacharyya and Kedzior’s (2012) found that consumers believed they may lose their ‘humanness’ in becoming cyborg. We may already be in a posthuman era, that is, consciousness has been changed by our integration with technologies (Cole-Turner 2011) while others suggest change is biological through technology adaptations, such as ‘neuroprosthetics’ (see http://www.cbas.global/), and therefore we are transhuman (for a detailed discussion of the theoretical distinctions see Belk 2017 and forthcoming). Increased computer processing capacities support the possibility for industrial applications of technologies to replace a human workforce in an increasingly diverse range of contexts (eg., Ford 2017; van Doorn et al 2017).

The disruption seen is a megatrend that will continue to impact markets as technologies become increasingly embedded into our everyday lives: relevant research is found in science, technology, arts and social sciences. Developments raise important questions for the market actors, such as firms and brands, that will be the first to employ them to support service delivery systems. This highlights the need for greater understanding of the breadth of issues that will impact stakeholders involved in marketing-related activities. To what extent do technologies emancipate customers and transform markets for the benefit of stakeholders?

In this track, we call for papers that address any aspect of the roles of emergent technologies and their application in disrupting and transforming markets. Topics may be conceptual, applied or practice-based, relating to –

- market structures and roles of emergent technologies in their development
- technology-led market adaptations and their influence on customers and firms
- decision-support systems and algorithmic design (eg., AI and IA) for markets and marketing structures
- interface design (device led or ubiquitous) and their influence on behaviour
- data and open data initiatives and the roles of facilitating structures such as legislation, market forces, etc.
- impacts of supply chain technologies eg., IoT, crypto-currencies, etc.
- impacts of automated service actors (AI and IA-based)
- ethical considerations related to emergent technologies in market and service design
- case studies of specific roles of identified technologies eg., Q8, autonomous vehicles, drones, IBM’s Watson™, etc.
- any other relevant aspects

References

Belk, R. (2016), Understanding the robot: Comments on Goudey & Bonnin, Recherche et Applications en Marketing, 31(2).


McAfee, A., Brynjolfsson, E. (2017). System reboot: The technological disruption tearing through industries today can be navigated if we learn to forget what we know, RSA Journal, Uncertain Futures, 2: 40-44.


Gender, Intersectionalities, and Macromarketing

Co-chairs:
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Gender relations, gender identity and norms intersect the marketplace at a local and global level. They act recursively, with the marketplace shaping and influencing gender constructions, and vice versa. These interactions are complex, fluid, and at times transformative. Yet structures that gender consumers and markets can entrench stereotypes, heteronormativity, inequities and injustices. Troubling gender dynamics related to macromarketing and society remain critical to explore as they are key to understanding the way the world and marketplaces work. Indeed, gender topics have gained significant momentum in Macromarketing since its first conference track in 2014.

At the 43rd Annual Macromarketing conference in Leipzig in 2018, we seek to build on this momentum. Recognising the multiple dimensions of identity and systemic market discriminations, we draw particular attention to increasing importance of intersectionality (Crenshaw, 1991), encouraging scholars to consider intersectional identities—how gender interrelates with other identity factors, such as sexualities, race, class, disabilities, age, etc.—or a true intersectionality lens that considers how power asymmetries give rise to the ‘isms’ of discrimination or oppression experienced in the marketplace, such as heterosexism, racism, classism, ableism, ageism.

We likewise call for an expansion of topics. Inequalities, injustices, discrimination or violence experienced because of gender continue to play a core role in markets, marketing and consumption, and connect to topics core to macromarketing, including: measures of quality of life (Nussbaum 2000), sustainable consumption (Dobscha and Prothero 2012), climate change (UN WomenWatch 2010), post-conflict and subsistence marketplaces (Pittaway and Bartolomei 2001; Pitt et al. 2006; Scott et al. 2012), experiences of poverty (Gentry and Steinfield 2017), vulnerable consumers (McKeage et al. 2017), global value chains and ethical sourcing (Steinfeld et al. 2016), social justice (Hein et al. 2016; Scott et al. 2011), consumer resistance and activism (Kates and Belk 2001), social marketing (Gurrieri, Previte, and Brace-Govan 2013), advertisements (Balog 2017), cybercrimes (Jane 2016), and the (re)production of methods, knowledge and institutional practices (Hearn and Hein 2015; Maclaran et al. 2009; Prothero and McDonah 2017, Tuncay-Zayer and Coleman, 2015). Although some of these areas have been addressed in the wider marketing literature, many remain underdeveloped or absent. And while many conversations engage in gender issues in the developed world, we note the need for more scholarship that can illuminate our understanding of gender in emerging and developing markets. This conference thus provides a forum for gender/marketing scholars to advance research on these and other macro-related topics, to explore the geographical breadth of marketplace and consumer dynamics, and to engage in collaborative discussions.
This session thus calls for participants to submit research that engages with and further develops on gender research and its influence on marketing systems, society and business practice. Potential topics of interest can extend (but are not limited to) the areas noted above, focusing on aspects such as:

- Gender and sexuality in developed markets and particularly post-conflict and subsistence marketplaces in emerging or developing countries, and experiences of empowerment and disempowerment through markets
- Commodification of gender, gender identity construction and gender violence through markets and (social) media, and influences on consumer wellbeing
- Intersectionality and marketplace exclusions, discriminations and/or transformations

Consumption/production related experiences of gendered markets, for example in relation to women’s participation in male-dominated workplaces, experiences of care industries or parenthood, or access to/exclusion from global value chains.

References:


Humanity’s collective resource demand exceeds the limits of the Earth’s natural capital. It is also a main driver of climate change, requiring us to find ways to curb overconsumption. A meaningful decrease in consumption and greenhouse gas emissions can only be achieved if consumers in industrialized nations alter their current materialistic way of life, which has spread extensively around the world over the last six decades. Given the substantial influence consumers have on environmental and social issues through their consumption patterns, consumers can mitigate negative effects by changing the practices involved with their daily consumption routines and adopting more sustainable consumption behaviors. Such forms of consumption have been discussed in the literature using a variety of labels. For instance, Burke et al. (2014) defined ethical consumerism as “the intentional purchase of products considered to be made with minimal harm to humans, animals, and the natural environment” (p. 2237). Similarly, Steg and Vlek (2009) described pro-environmental behaviors as forms of behavior that harm the environment as little as possible, or even benefit the environment.

Sustainable & ethical consumption is one of the most critical topics to consider from a macromarketing perspective. Consumption and consumer lifestyles evolve over time under the influence of, for example, cultural norms, institutions, and marketing actions. Strategies geared to implement more sustainable consumption patterns need to take such factors into consideration to increase the likelihood of effecting consumer behavior change.

In accordance with the conference theme, the Sustainable & Ethical Consumption track particularly invites work that seeks solutions that are simple to implement for consumers, marketers and/or public policy makers while effectively addressing adaption to, and mitigation of, the negative effects of global environmental changes, which are very complex phenomena. This track invites conceptual and empirical research that explores significance of consumption in the context of environmental, economic, and social sustainability; that examines how sustainable & ethical consumption is being promoted and implemented through marketing and public policy practices; or that explores the impact sustainable & ethical consumption has on general societal flourishing as well as the health of the planet.

Examples of possible topics include, but are not limited to the following:

1. Overconsumption and climate change adaptation / mitigation
2. Quality-of-life and overconsumption / sustainable / ethical consumption
3. Public policy’s role in enabling sustainable / ethical consumption
4. Marketing’s role in enabling (or hindering) sustainable / ethical consumption
5. Cross-cultural consumer attitudes to ethical behavior and sustainability
6. Consumer culture and sustainable / ethical consumption
7. Impacts of reduced (sustainable) consumption on current economic systems
8. Implementation of particular pro-environmental behaviors, such as using public transportation, conserving energy and water, buying and consuming local / organic foods, avoiding food waste
9. Effects of product labeling such as fair trade, organic, vegan
10. Social effects of overconsumption
11. Voluntary simplicity and other lifestyle concepts associated with sustainable forms of consumption
12. Historical perspectives on sustainable / ethical consumption

Full papers are preferred but extended abstracts will also be considered.

**Literature:**


Market In/Equalities – Forms & Practices

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Advances in macromarketing scholarship and beyond have addressed the complexity of injustice from a number of angles, from gender aspects of consumer inequality (Fischer, 2015; Hill and Dhanda 1999), to ethics and distributive justice (Hill, Felice and Ainscough, 2007; Shapiro 2006), consumption inequities of impoverishment (Andreasen, 1975; Alwitt and Donley 1997; Hill, Ramp and Silver 1998), marketplace trauma (Bennett, Baker et al., 2016) and systemic restricted choice (Bone, Christensen and Williams, 2015). Yet the complex ways in which structural dimensions of market-level inequalities are generated have yet to be fully explored. Accordingly, this track poses four central questions with the aim of establishing a new, coherent area of macromarketing enquiry focusing on the forms and practices which constitute market-level inequalities.

First, what are the central, significant and dominant patterns of market-level inequality? Our initial task is to contextualize the scale and patterns of inequality in the market system, providing a backdrop for a range of egalitarian concerns as they interface with the market.

Second, what are the best ways of explaining market-focused inequalities? We seek explanatory frameworks and empirical examples which address market systems, from different paradigms to develop an understanding of the causes of inequality, to more accurately define what market-level inequality is, and to identify practices that are enacted within particular markets that produce, sustain and reify inequalities over time.

Third, if macromarketing is the study of the impact of society on marketing systems and the impact of marketing systems on society (Hunt 1981), then what are the inter-linkages between the types of inequalities experienced by individuals, and their interaction with marketized domains or sites of inequality?

Finally, what kind of responses to market inequalities by social movements, and other organizations, are in already existence? In particular, we seek out new insights on how, in the modern era, resistance to inequality has been taken up by various organizations to challenge structural practices and decisions of “the powerful”.

The questions set out above are not definitive but constitutive of the emerging and complex nature of market inequalities as a macromarketing issue. We therefore invite papers which address a wide range of areas such as:

- Marketing practices that produce/reproduce inequalities.
- Patterns of inequality (based on gender, race, social class, disability and sexual orientation, etc) experienced in the marketplace.
- Marketized domains of inequality (business, education, employment, legal representation, caring sectors, etc)
• Explanatory frameworks for naming inequality as a macro issue (e.g. systems theory, market studies, critical theory, structuralism/post structuralism, hermeneutics, psychoanalytic approaches, etc).
• Overt and covert inequalities (obvious and not-so-obvious forms of market-level injustice).
• Areas of the market that sanction and disguise inequalities.

References


Ethics, Equity and Social Justice

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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.
Challenges and opportunities in the sharing economy

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There has been increasing recognition that resource efficiency, energy and resource security are critical to sustain future economic competitiveness of countries and businesses (Preston, 2012). One particular area which has gained recent attention is the notion of the sharing economy which emphasises alternative ways to consumption over buying new goods (Benoit et al. 2017). It is one of the alternative forms of exchange and marketplace to the traditional ownership of goods, that recently gained increasing interest in the field of macromarketing (Campana, Chatzidakis and Laamanen, 2017). The sharing economy also known as collaborative economy, access-based economy peer or gig economy is a growing phenomenon, which entails that a platform provider (e.g. Airbnb company) matches a customer with a peer service provider (e.g. the Airbnb host) that gives access to their unused assets (e.g. the flat) (Benoit et al. 2017). This mode of consumption can have a positive impact on the individual, the environment, the economy and the society as well as the potential to change our lifestyles and traditional business models.

Whilst the idea of reusing and sharing goods is not new, internet based platforms have considerably lowered the transaction costs of sharing and reusing products. Websites such as eBay and Gumtree facilitate the development of markets for reused products, and platforms such as ‘The Library of Things’ and ‘We love bricks’ facilitate the sharing of goods and toys. Buying, selling and renting pre-owned goods is becoming more socially acceptable (Mont & Heiskanen, 2015) and this phenomena will inevitably affect many industries and companies reshaping the current marketplace. Furthermore, there is some evidence that a new generation of customers are shifting away from standard models of ownership to valuing access to goods and skills (Ellen Macarthur Foundation, 2015). Ownership has become less central to identities (Kathan, Matzler & Veider, 2016) as well as less attainable and precarious (Cheshire, Walters & Rosenblatt, 2010). In the sharing economy, consumers can obtain access to products without ownership and are allowed to pool resources; withdraw when necessary and reduce waste if there is excess (Lamberton, 2016).

Meanwhile various discourses on the sharing economy have emerged. However, these discourses are framed in contrasting ways. Some view it as an economic opportunity, that allows for more sustainable, while others fear that the sharing economy creates unregulated marketplaces, reinforces the neoliberal paradigm and an leads to an incoherent field of innovation (Martin, 2016).

In this track, participants will present findings and debate latest thinking about the sharing economy and its implications for consumers, businesses, providers, institutions, our ecosystems and society. It aims to explore the impact of the sharing economy as an alternative economy that responds to shifts in ownership and access-based consumption. We will discuss topics
around the issues and the potential of the sharing economy and how it can transform ecosystems. We welcome innovative and thought-provoking submissions. Indicative suggested topics, among others, include:

- The impact of access-based consumption on ecosystems
- New business models in the sharing economy
- Future of the sharing economy
- Sustainability and access-based consumption/economy
- Prosumption and value creation in the sharing economy
- Economic, environmental and social impacts of sharing economy
- Ethics in the sharing economy
- Challenges companies in the sharing economy face in emerging countries
- The dark side of the sharing economy
- Laws and regulations in the sharing economy
- Trust and reputation within the access-based economy
- Consumer motivations and attitudes towards access-based consumption

References:


Globalisation, (Neo) Colonialism, and Marketing

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In the 1990s globalisation was a new buzzword in business, academia, and beyond. As corporate giants such as McDonalds entered the previously closed economies, ‘Freedom Fries’ became celebrated tokens for the idea that market is the force for democracy, integration, and progress. Two decades on and market globalisation is increasingly referred to as “Coca-Colonisation” (Wagnleitner 1994), discussed as a form of (neo)colonisation and scrutinised for its social costs. It became clear that the flows of capital, goods, people, information, images, and technology (Appadurai 1991) moved unevenly, thereby re-producing the socio-economic and political hierarchies and dependencies, albeit through new instruments and new spheres of domination (Rodrik 2011). Then, more recent years saw an opposition to globalisation become a staple of populist politics and policies world over (Saval 2017). This 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 of / resisting to the global market. The topics of interest include but 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;
- “celebration capitalism” (Boykoff 2013) i.e. the phenomenon of global events such as Olympic Games, World Cups, Fashion Weeks, Hollywood/Music Industry Award Ceremonies, Product Launch Blitzes (e.g., Apple) and so on;
- resistance at grassroots and/or policy levels to a global market order; and more broadly
- borders and borderlands in a (post-)global market; and
- rise and fall of an idea (globalisation).

The track is open to submissions that approach the subject of globalisation from a range of perspectives and diverse theoretical traditions. The track aims to advance and update the debate on globalisation in Macromarketing.
Macromarketing and Health
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This track welcomes papers examining the role of marketing in health and healthcare, from both contemporary and historical perspectives. Today’s pressing health issues have led to the proliferation of dedicated market practices (e.g. health service eco-systems, health marketing, health oriented policies, public health campaigns) worldwide. These issues (e.g. obesity, sedentary lifestyles, immunization, smoking cessation) have been described as complex, recursive, all-encompassing that go beyond the sphere of sterilized market exchanges, and thus call for multi-disciplinary inquiry approaches. The macromarketing and health debate centres on the problematic endurance of such health “problems” that act as systems of practices and discourses within Western society due to seeming resistance to eradication, high commercial interest, and the enormous social/financial costs borne to individuals, communities and health eco-systems. While the public perception of health dynamically influences marketing, there are many other ways through which markets and marketing in turn impact health eco-systems. For example, the growing medical tourism industry (particularly in developing countries) offers new opportunities to regional economies whilst also substantially changing the way healthcare systems have been structured. Likewise, aging populations across the Western World call for healthcare approaches that adequately address the issues of resource allocation whilst meeting the needs of aged populations increasing longevity accompanied by complex health issues.
**Ethical consumption in emerging economies**

**Co-chairs:**

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The track is about some emerging consumption behaviors (related to ethical consumption) in the emerging economies such as Vietnam. Specifically, the paper topics pertain to sustainable mass tourism, green consumption and counterfeit consumption. These topics align with the Macromarketing conference’s theme since they focus on ethical issues, social responsibility and well-being. Four tentative papers for the track include:

1. Paper “Sustainable mass tourism Contradicting perception of the mass vs. the minority: The case of Vietnamese Cable Car tourism projects (Fanxifang Cable Car and Son Doong Cable Car)”, by NGUYEN Hoang Linh, PhD candidate, *University of Lille 2 (France)*
2. Paper “An investigation into counterfeit consumption in Vietnam, an emerging economies in Asia”, by Dr. NGUYEN Thi Tuyet Mai
3. Paper “From attitude to green consumer behaviors: Empirical evidence in Vietnam”, by Dr. NGUYEN Vu Hung
4. Paper “Green product consumption behavior among millennial generation”, by Dr. NGUYEN Thi Hoang Yen.
Tourism, Sustainability and Community Wellbeing

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The travel and tourism industry has outpaced the global economy for the sixth consecutive year in 2016, representing 10.2% of world GDP. It provides 292 million people with employment – representing 1 in 10 jobs on the planet (WTTC 2017). Although its economic impact is widely acknowledged as it offers many positive contributions to host destinations, the industry faces much criticism and debate in terms of negative impacts related to host-guest conflicts (Smith and Brent 2001), environmental impacts such as pollution, overcrowding and waste overcapacity (Hudson 2000, Budeanu 2007), as well as threats to cultural identity and social reality of host communities (Garcia et al. 2015). These issues can have a knock-on effect to the tourism destination itself but more importantly, on its residents often leading to destruction or unease in terms of a community’s sense of wellbeing.

The industry has made many attempts to be more responsible by addressing sustainability-related issues with the aim of promoting more positive longer-term benefits, and the core of such efforts often pivots on greater community involvement. These efforts can lead to enhanced community empowerment on a broader scale (Papaoikonomou and Alarcón 2017; Fraser et al. 2006), however we still know little about the impact of sustainable activities in relation to their contribution to a community in the long term i.e., community wellbeing (e.g., Lee 2013).

Wiseman and Brasher (2008) assert that community wellbeing is a combination of social, economic, environmental, cultural and political conditions which are essential for communities to flourish and grow. Similarly, Shultz, Rahtz and Sirgy (2017) identify the importance of the physical, economic, environmental, and social domains of local areas to help promote a sense of wellbeing. These domains replicate the three pillars of sustainability (WTO). The UN World Tourism Organization (UNWTO) suggest that sustainable tourism must enhance the wellbeing of communities and its residents, and contribute to long-term sustainability. Therefore, the link between sustainable practice and wellbeing is recognized. A definition of community wellbeing must concentrate on “positive physical, economic, environmental, and social well-being, which empower constituent members in their efforts to affect further prosocial outcomes for stakeholders of the community” (Shultz et al., 2017, p.2) wherein “life aspects are most vital and live their lives consistently with those values are likely to experience high levels of subjective well-being.” (Shultz et al., 2017, p.10). That is, for communities to prosper (community wellbeing), individuals must also flourish (subjective wellbeing). It emphasizes the needed for a wider consideration of wellbeing as part of broader social developments beyond economic indicators. A major critique of the impact of sustainable activities on community wellbeing often arises because of the development of several quantitative tools and measurement indicators, which act to gauge a country’s performance (see Pope, Annandale and Morrison-Saunders 2004), however, it is crucial that wellbeing measures the ways in which citizens, communities and societies’ sense of wellbeing is improving or declining because of...
sustainable initiatives (Wiseman and Basher 2008). Despite such considerations, a basic issue lies in the fact that wellbeing is a somewhat “complex, multi-faceted construct that has continued to elude researchers’ attempts to define and measure it” (Pollard and Lee, 2003, p.60-61); such complexity “has given rise to blurred and overly broad definitions of wellbeing” (Forgeard et al., 2011, p.81) and “there is a danger that the term becomes so vague as to be virtually meaningless” (Thompson and Livingston, 2016, p.1). Therefore, the purpose of this track is to focus on wellbeing at a community level in a comprehensive, macro and diagnostic way (Sirgy and Lee 2006), and to provide practical insights for policy makers in this regard. Understanding macromarketing issues in tourism is also crucial for influencing marketers to act responsibly and demonstrate those actions to stakeholders and the wider community (McCabe, 2014). Paper submissions are not restricted to a tourism context, but may also consider place and place marketing more generally.

Empirical and conceptual papers that address key concepts and topics in the area, but not limited to, are invited:

- Measuring community wellbeing
- Community wellbeing indicators
- Sources of community wellbeing
- Recontextualizing and decontextualizing community wellbeing
- Community wellbeing from a multi-stakeholder perspective
- Designing for community wellbeing
- Sustainability and community wellbeing
- Social capital, sustainability and community wellbeing
- Cultural considerations and community wellbeing
- Sustainable happiness and community wellbeing
- Tourism impacts and community wellbeing
- Tourists and host community wellbeing
- Tourist consumption and community wellbeing
- Societal wellbeing
- Environmental wellbeing
- Bribery and community wellbeing
- Employability and community wellbeing

References


The Continuum International Publishing Group.


Sharing Economy as Complementary Economy? The relation between providers and consumers

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Alternative economies are discussed as responses to precarious conditions in everyday life. They find some substantiation in certain types of transactions, such as collaborative or access-based forms of consumption, which are discussed along the sharing economy. What is more, they occur in parallel or complementary to mainstream economies (Campana, Chatzidakis, & Laamanen, 2017; Gollnhofer & Schouten, 2017). Exchange structures reflect a society’s belief structure and marketplace actors, the dominant social paradigm (Gollnhofer & Schouten, 2017), which seems to be faced with alternatives.

Due to the economic crises, increasing trust of transactions via the internet and environmental concerns (e.g., Möhlmann, 2015; Owyang, Tran & Silva, 2013; Tussyadiah, 2015) sharing economy and collaborative consumption are increasing in popularity (Belk, 2014). Instead of buying goods and owning them, consumers gain temporarily access to goods they need (Bardhi & Eckhardt, 2012). Today people can engage in the sharing economy and collaborative consumption transactions in almost all business areas, including tourism (e.g., AirBnB), entertainment (e.g., public book shelves), food (e.g., food coops), and transport (e.g., Uber). Due to its ongoing growth, the sharing economy will have far reaching consequences for organizations, companies, consumers and the relation between these actors.

Recognizing the potential of the sharing economy, many companies have already taken steps to transform their business (Botsman, 2014). Utilizing the Internet, these companies establish regulations and provide a platform for exchange but do not possess anything. Collaborative consumption on the other hand, can also be organized within a community, whereby people are self-organizing access to goods and sharing.

The Track will specifically focus on market actor’s perspectives and their exchange / relationship. The contributions will deepen the insight into the interaction of these market actors and its consequence on the nature and structure of exchange.

Additionally, comprising providers’ and consumers’ perspective regarding their relationship is allowing for further insights focusing on the marketer side or the consumer side. Thus, market strategies and process are investigated or consumer research in sharing economy is undertaken.

The purpose of the Track is to examine the opportunities and challenges for marketing associated with the sharing economy. It discusses new requirements for marketing by examining differences between providers in the sharing economy and traditional companies by identifying for example their value propositions or business models in more general. It further seeks to understand better the relationship between provider and user in the sharing economy.
Suggested Topics:

Consequences of the Sharing Economy on

- society, general public and market actors (lifestyles, value systems, etc.)
- corporations (differences between providers in the sharing economy and traditional companies with regard to value propositions or marketing aspects in their business models, design of virtual environments as market place of sharing economy) and
- respective relationships (trust building in the light of frequent but virtual consumer-to-consumer interaction, regulatory systems of rules, etc.)

References:


Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. Journal of Business Research, 67(8), 1595-1600.


Social marketing practice and Macromarketing reflections
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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 practices that engage with campaigns and policies that undertake to change and influence health and social wellbeing. Specifically we call for papers that explore how the issues addressed by social marketing practice align with macromarketing discussions of systems thinking, transformations and quality of life. Social marketing practice is frequently applied to ‘wicked problems’ – obesity, sustainable environments and climate change, drug abuse and misuse, and many others. In this track we seek to engage more deeply in discussion about these social marketing issues and examine market disruptions, system failures and/or synergies that progress (or hinder) finding solutions to these (and other) complex, social problems. We question what ‘simple’ processes and marketing system interventions are needed to find solutions to ‘wicked problems’. Potential topics of interest are (but are not limited to):

- Can wicked problems be solved from the bottom up? Are there system characteristics that facilitate this?
- Is macrosocial marketing ‘enough’ to build future strategies to address wicked problems?
- Are ‘wicked problems’ a meaningful conceptualisation – or hindrance to progressing in social marketing solutions?
- Progress in critical social marketing knowledge and its influence of defining the field of social marketing.
- Macro-level social marketing theory at complex and simple levels.
- Macro-level social marketing cases.
- Social marketing for wicked problems and their policy implications.
**Macromarketing Measurement and Methodology**

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Macromarketing concerns itself with complex, wicked and important problems (Wooliscroft, 2016 and contents of the special issue). This leads to particular methodological issues and highlights the importance of well measured variables as inputs. Macromarketing’s, and social science’s, subjects and phenomena are generally noisy and not homogeneous.

Building on the special issue and previous tracks at the conference, this track invites papers and abstracts that focus on measurement and/or methodology related to macromarketing phenomena. Topics are welcome across all methodological approaches, epistemologies and paradigms.

**Reference:**