

# CALL FOR PAPERS



## MACROMARKETING CONFERENCE 2019

**June 26-29**  
**Cleveland, Ohio, U.S.A.**

**Theme: Mobilizing Action to Catalyze Real rocking Outcomes**

Doctoral Colloquium: June 25-26



CONFERENCE CO-CHAIRS

Tina Facca-Miess  
Ann-Marie Kennedy  
Nicholas Santos

**SUBMISSION DEADLINE: ~~JANUARY 31, 2019~~**  
**February 14, 2019**

The Macromarketing Society announces its 44th Annual Macromarketing Conference, which will take place in Cleveland, Ohio in the United States from 26<sup>th</sup> to 29<sup>th</sup> June, 2019. The main theme of the conference is "**Mobilizing Action to Catalyze Real rocking Outcomes**".

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, 2019.

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 44th 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:  
[MacroRocks19@gmail.com](mailto:MacroRocks19@gmail.com)

Researchers will get feedback regarding their submissions by middle of March 2019. Accepted papers and abstracts should be sent to [MacroRocks19@gmail.com](mailto:MacroRocks19@gmail.com) with their respective corrections before 1<sup>st</sup> May, 2019 with a decision as to whether it can be published in the conference proceedings.

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

**Conference Track Summary:  
Macromarketing Conference 2019,  
Cleveland, OH, USA**

| <b>Track</b>   | <b>Chairs</b>  | <b>Contact</b>   |
|--|--|--|
| Anti-consumption as a mobilizing catalyst                                  | Lucie Ozanne<br>Mike Lee   | <a href="mailto:lucie.ozanne@canterbury.ac.nz">lucie.ozanne@canterbury.ac.nz</a><br><a href="mailto:msw.lee@auckland.ac.nz">msw.lee@auckland.ac.nz</a>   |
| Consumer Vulnerability   | Teresa Pavia<br>Terri Rittenburg                                   | <a href="mailto:teresa.pavia@business.utah.edu">teresa.pavia@business.utah.edu</a><br><a href="mailto:TRitt@uwyo.edu">TRitt@uwyo.edu</a>   |
| Ethics, Equity and Social Justice  | Joya Kemper<br>Cathy McGouran<br>Ann-Marie Kennedy<br>Nicky Santos | <a href="mailto:j.kemper@auckland.ac.nz">j.kemper@auckland.ac.nz</a><br><a href="mailto:C.Mcgouran@liverpool.ac.uk">C.Mcgouran@liverpool.ac.uk</a><br><a href="mailto:ann-marie.kennedy@canterbury.ac.nz">ann-marie.kennedy@canterbury.ac.nz</a><br><a href="mailto:nicholas.santos@marquette.edu">nicholas.santos@marquette.edu</a> |
| Food Marketing   | Claudia Dumitrescu<br>Renée Shaw Hughner                           | <a href="mailto:Claudia.Dumitrescu@cwu.edu">Claudia.Dumitrescu@cwu.edu</a><br><a href="mailto:renee.shaw@asu.edu">renee.shaw@asu.edu</a>   |
| Gender across the Spectrums: Intersectionalities and Macromarketing Topics | Laurel Steinfield<br>Wendy Hein                                    | <a href="mailto:lsteinfield@bentley.edu">lsteinfield@bentley.edu</a><br><a href="mailto:w.hein@bbk.ac.uk">w.hein@bbk.ac.uk</a>   |
| Globalisation, (Neo)Colonialism, and Marketing                             | Olga Kravets<br>Marcus Wilcox Hemais                               | <a href="mailto:Olga.Kravets@rhul.ac.uk">Olga.Kravets@rhul.ac.uk</a><br><a href="mailto:marcus.hemais@iag.puc-rio.br">marcus.hemais@iag.puc-rio.br</a>   |
| Macromarketing and Climate Change  | Sabrina V. Helm  | <a href="mailto:helm@email.arizona.edu">helm@email.arizona.edu</a>   |
| Macromarketing and Pedagogy  | Stan Shapiro<br>June Francis                                       | <a href="mailto:sshapiro@sfu.ca">sshapiro@sfu.ca</a><br><a href="mailto:jfrancis@sfu.ca">jfrancis@sfu.ca</a>   |
| Macromarketing Measurement and Methods                                     | Ben Wooliscroft<br>Francisco Conejo                                | <a href="mailto:ben.wooliscroft@otago.ac.nz">ben.wooliscroft@otago.ac.nz</a>   |
| Markets, Marketing Systems, and Elements of Culture                        | Ingrid Becker<br>Michaela Haase                                    | <a href="mailto:ingrid.becker@fau.de">ingrid.becker@fau.de</a><br><a href="mailto:michaela.haase@fu-berlin.de">michaela.haase@fu-berlin.de</a>   |
| Poverty, Structural Inequalities and social exclusion                      | Pia Polska<br>Olga Kravets   | <a href="mailto:pia.polsa@hanken.fi">pia.polsa@hanken.fi</a><br><a href="mailto:Olga.Kravets@rhul.ac.uk">Olga.Kravets@rhul.ac.uk</a>   |
| Quality of Life and Wellbeing  | Alexandra Ganglmair-Wooliscroft<br>Ahmet Ekici                     | <a href="mailto:alexandra.ganglmair@otago.ac.nz">alexandra.ganglmair@otago.ac.nz</a><br><a href="mailto:ekici@bilkent.edu.tr">ekici@bilkent.edu.tr</a>   |
| Social marketing - How to Rock and Roll Social Change                      | Christine Domegan<br>Josephine Previte                             | <a href="mailto:christine.domegan@nuigalway.ie">christine.domegan@nuigalway.ie</a><br><a href="mailto:j.previte@business.uq.edu.au">j.previte@business.uq.edu.au</a>   |

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|--|--|--|
|  | Ann-Marie Kennedy                        | <a href="mailto:ann-marie.kennedy@canterbury.ac.nz">ann-marie.kennedy@canterbury.ac.nz</a>   |
| Subsistence Marketing & Development          | Srini Venugopal<br>Andrés Barrios        | <a href="mailto:Srinivas.Venugopal@uvm.edu">Srinivas.Venugopal@uvm.edu</a><br><a href="mailto:andr-bar@uniandes.edu.co">andr-bar@uniandes.edu.co</a>   |
| Sustainable & Ethical Consumption            | Sabrina V. Helm<br>Joya Kemper           | <a href="mailto:helm@email.arizona.edu">helm@email.arizona.edu</a><br><a href="mailto:j.kemper@auckland.ac.nz">j.kemper@auckland.ac.nz</a>   |
| Technological Advances and Marketing Futures | Tracy Harwood<br>Tony Garry<br>Russ Belk | <a href="mailto:tharwood@dmu.ac.uk">tharwood@dmu.ac.uk</a><br><a href="mailto:tony.garry@otago.ac.nz">tony.garry@otago.ac.nz</a> ,<br><a href="mailto:rbelk@schulich.yorku.ca">rbelk@schulich.yorku.ca</a> |

### Important dates

Call opens: NOVEMBER 1st, 2018

Call closes: JANUARY 31st, 2019

Notification of reviewer decisions: MARCH 15th, 2019

Deadline for revised papers: MAY 1st, 2019

Doctoral colloquium: JUNE 25-26, 2019

Conference: JUNE 26-29, 2019

### 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 John Carroll University on **June 25-26, 2019**. This event is a good opportunity for the exchange of ideas between students and for guidance from Macromarketing scholars. 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 Word format**) and figures and tables at the end.

**Full papers 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.

**Extended Abstracts** of around 5 pages are also acceptable and encouraged.

**Short Abstracts** should be submitted in the same format but are restricted to **1000 word**.

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:**

Smith, Jane R. and John Q. Public (2013), *Reference List Style Guidelines*. Thousand Oaks, CA: Sage.

**Edited books:**

DuPont, Jean, ed. (2013), *Handbook of Reference List Style Guidelines*. Thousand Oaks, CA: Sage.

**Journal Articles:**

Horval, Ivan (2013), "An Analysis of Reference Style Guidelines," *Journal of Guidelines*, 31 (2), 2-7 [or 31 (June), 2-7].

**Excerpts from books or proceedings:**

Normalverbraucher, Otto (2013), "Be Sure You Proofread Your Submission," in *Reference Style Guidelines*, Jean P. DuPont, ed. Thousand Oaks, CA: Sage, 155-62.

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

Doe, John S. (2013), "A History of Reference Style Guidelines," doctoral dissertation, Royal Holloway University of London.

Kowalski, Jan V. (2013), "A Citation for Every Reference, and a Reference for Every Citation," paper presented at the 2011 meeting of the Reference Guidelines Association, London, UK (January 6-9).

Meier, Hans (2013), "Toward the Standardization of Reference Style Guidelines," research report, Austrian Reference Guidelines Association (March 4).

Pérez, Juan C. (2013), "Reference Style Guidelines in Latin America," Working Paper No. 9, Office of the Americas, Reference Guidelines Association.

## Track Descriptions

### Anti-consumption as a mobilizing catalyst

#### *Co-chairs:*

Lucie Ozanne, University of Canterbury

Email: [lucie.ozanne@canterbury.ac.nz](mailto:lucie.ozanne@canterbury.ac.nz) (primary contact)

Mike Lee, The University of Auckland

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Anti-consumption, the reasons against consumption (Chatzidakis and Lee, 2013), has always been a powerful catalyst encouraging action in people (Ozanne and Ballantine, 2010; Lee and Soon, 2017), brands (Yuksel and Mryteza, 2009; Lee, Motion and Conroy, 2009), and society (Lee, Fernandez, and Hyman, 2009). This track seeks new papers studying the on-going effect that anti-consumption phenomena has had, or could have, on society and marketing systems. Submissions can be theoretical or empirical, interpretive, qualitative or quantitative. Given the conference theme of “Mobilizing Action to Catalyze Real rocking Outcomes”, papers that link anti-consumption to ‘Real Rocking Outcomes’ are encouraged. Extended abstracts (3 to 5 pages) may also be submitted. Normally, one page abstracts do not provide sufficient background for evaluators to render judgment about the paper’s conference suitability. Lucie Ozanne is the primary contact for this track.

#### References

Chatzidakis, A., and Lee, M.S.W. (2013). “Anti-Consumption as the Study of Reasons Against,” *Journal of Macromarketing*, 33(3), 190-203.

Lee, M. S. W., Conroy, D., and Motion, J. (2009). "Brand Avoidance: a Negative Promises Perspective", in *NA - Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, 421-429.

Lee, M. S. W., Fernandez, K. V., and Hyman, M. R. (2009). "Anti-consumption: An overview and research agenda." *Journal of Business Research* 62(2): 145-147.

Lee, M.S.W and Soon, I. (2017). "Taking a bite out of Apple: Jailbreaking and the confluence of brand loyalty, consumer resistance and the co-creation of value", *Journal of Product & Brand Management*, Vol. 26 Issue: 4, pp.351-364.

Ozanne, L. K., and Ballantine, P.W. (2010). “Sharing as a Form of Anti-consumption? An Examination of Toy Library Users,” *Journal of Consumer Behaviour*, 9 (November-December), 485-498.

Yuksel, U., & Mryteza, V. (2009). An evaluation of strategic responses to consumer boycotts. *Journal of Business Research*, 62(2), 248-259.

## Consumer Vulnerability Track

### *Co-Chairs:*

Teresa Pavia, University of Utah

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Terri Rittenburg, University of Wyoming

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Today's political climate around the world is characterized by politics of identity, tribalism and inequality. At the same time companies often strive for efficiencies through standardization and cultural homogenization (i.e., food and fashion becoming westernized around the world). While societies around the globe are struggling with divisiveness based on perceptions of identity and trying to make a whole out of many different parts, the market continues to use markers of otherness in ways that can isolate or further marginalize certain consumers or even use their identities for fashion or trendiness.

For example, consumers are often caught in a bind finding themselves pigeonholed into certain categories of gender, race, religion etc. in ways that marginalize while at the same time finding it difficult to locate products and services that may support such an identity. For example, many black women live with the stressors of being black in a society that marginalizes them and also not finding a single hair stylist in their locale that is skilled in handling black hair. Adding to the complexity, women without black hair may adopt braids, cornrows or other styles, appropriating markers of the marginalized while continuing to enjoy the privilege of the majority.

Stepping back further, there are whole classes of people that run a high risk of vulnerability tied to disrupted identity and social ties. There are people displaced by natural disasters, refugees fleeing chaos or individuals living on islands facing eradication from rising seas. These consumers rely on political and social solutions that may provide the basics (e.g., food and shelter) but often do this at the expense of community and identity. The dissolution of long-standing communities by relocation after a natural disaster is a prime example of this.

In trying to address these issues, some firms attempt to address consumer vulnerability by rejecting the mainstream and reaching out to niche customers to provide solutions (e.g., women's Islamic fashion companies). Some consumers are pushing back, demanding admission into markets that they may otherwise have been shut out of (e.g., transgender individuals shopping in their clothing department of choice rather than the department that matches their birth gender) or rejecting norms that have been thrust on them by the market (e.g., the real bodies movement). Finally, some state, religious and NGO actors challenge laws and practices to provide humanitarian support to consumers who are displaced and culturally adrift.

The focus of this track will be on research related to understanding today's environment of transition, identity, marginalization and vulnerability and understanding how marketing systems interact with government and other sectors to increase or alleviate tensions. Papers are welcomed that shed light on this broad perspective of consumer vulnerability with particular interest on practices that mitigate detrimental situations or lead to transformative solutions.

## **Ethics, Equity and Social Justice Track**

### *Co-Chairs:*

Joya Kemper, The University of Auckland  
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Cathy McGouran, University of Liverpool  
Email: [C.Mcgouran@liverpool.ac.uk](mailto:C.Mcgouran@liverpool.ac.uk)

Ann-Marie Kennedy, University of Canterbury  
Email: [ann-marie.kennedy@canterbury.ac.nz](mailto:ann-marie.kennedy@canterbury.ac.nz)

Nicky Santos, Marquette University  
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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. We welcome ethical approaches or assessments of macromarketing topics particularly around topics such as sustainability, social marketing, food and health. Submissions can be theoretical or empirical, interpretive, qualitative or quantitative. Given the conference theme of “Mobilizing Action to Catalyze Real Rocking Outcomes”, papers that offer suggestions for change in the status quo, particularly addressing ethical issues 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. Joya Kemper is the primary contact for this track.



## Food Marketing

*Co-Chairs:*

Claudia Dumitrescu, Central Washington University

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Renée Shaw Hughner, Arizona State University

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The newest Report on the State of Obesity in the United States of America is particularly surprising and disturbing, if we consider the numerous initiatives, to combat a major global issue such as obesity, taken by policy makers, food industry, and academia. It appears that the highest rates of obesity in the U.S., ever documented by the National Health and Nutrition Examination Survey, were recorded as recently as 2015-2016 (Hales et al., 2017). More alarming is the fact that obesity is currently a **growing global** public health crisis (The GBD 2017 Obesity Collaborators, 2017). Almost 30% of the world's population is either obese or overweight and this global public health issue is present in developed as well as developing countries (Ng. et al., 2014).

As 'tired' as we – consumers, food marketers, policy makers, (macro) marketing researchers – may be, of examining, and attempting to come up with solutions to combat, obesity, this epidemic is still increasing and its health and economic costs are not negligible. Consequently, addressing the obesity crisis, from multiple angles, remains imperative for ensuring the health of the global population.

- Changes in the food environment and global food systems are major drivers of obesity, as there is “more processed, affordable, and effectively marketed food” (Swinburn et al., 2011, p. 804). Thus, how do we create a healthier, more sustainable global food system?
- In the U.S., low prices of energy-dense foods and exacerbated marketing of such products (Swinburn et al., 2011), the availability of fast-food restaurants, as opposed to grocery stores, in certain low-income, rural areas and communities of color (Kwate et al., 2009; Bower et al., 2014), the intense advertising of poor-nutritional foods to certain populations (e.g., African American and Latino youth) (Harris et al., 2015) are all major factors that continue to contribute to obesity. “Sustained, meaningful reductions in obesity have not been achieved nationally;” unfortunately, differences in obesity rates – from ethnic, geographic, and racial perspectives – still exist (Warren, Beck, and Rayburn, 2018, p.8).
- Americans' confusion about nutrition may also explain the ongoing problem of obesity; some of the findings of the International Food Information Council Foundation's 12<sup>th</sup> Annual Food and Health Survey indicate that Americans “are consuming food information from more sources than ever before;” nevertheless, their nutritional knowledge is “sorely lacking”, which negatively affects their health (International Food Information Council Foundation, 2017, p.1). Therefore, to what extent do/did the nutritional information on the menus, the GMO vs Non-GMO movement/labels, the organic vs. conventional product trend, and the gluten-free/added sugars and artificial sweeteners/whole grain/fiber labeling overwhelm OR educate consumers and consequently, become detrimental OR beneficial to consumers' food buying and consumption behavior?

The aforementioned discussion and questions are not meant to narrow the scope of our Food Marketing Track; instead, they set up the stage for new discussion/views, from various angles (e.g., global food systems, consumer behavior, public policy, food marketing, etc.), regarding an

old, yet pressing problem - i.e., obesity. We invite scholars to submit competitive papers (theoretical or empirical), extended abstracts, and/or special session proposals, which may relate to this discussion/these questions OR generally, identify and address the gaps in (macro) marketing research, public policy, marketing practices, and consumer behavior, in the context of obesity or obesity-related health issues around the world.

### References

Bower, K. M., Thorpe Jr, R. J., Rohde, C., & Gaskin, D. J. (2014). The intersection of neighborhood racial segregation, poverty, and urbanicity and its impact on food store availability in the United States. *Preventive Medicine, 58*(1), 33-39.

Hales, C. M., Carroll, M. D., Fryar, C. D., & Ogden, C. L. (2017). *Prevalence of obesity among adults and youth: United States, 2015-2016*. US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics.

Harris, J. L., Shehan, C., Gross, R., Kumanyika, S., Lassiter, V., Ramirez, A. G., & Gallion, K. (2015). *Food advertising targeted to Hispanic and Black youth: Contributing to health disparities*. Rudd Center for Food Policy & Obesity.

International Food Information Council Foundation. (2017). Survey: Nutrition Information Abounds, But Many Doubt Food Choices. *IFIC Foundation 12th Annual Food and Health Survey*

<https://www.foodinsight.org/sites/default/files/2017-FHS-press-release-FINAL.pdf>

Kwate, N. O. A., Yau, C. Y., Loh, J. M., & Williams, D. (2009). Inequality in obesigenic environments: fast food density in New York City. *Health & Place, 15*(1), 364-373.

Ng, M., Fleming, T., Robinson, M., Thomson, B., Graetz, N., Margono, C., ... & Abraham, J. P. (2014). Global, regional, and national prevalence of overweight and obesity in children and adults during 1980–2013: a systematic analysis for the Global Burden of Disease Study 2013. *The Lancet, 384*(9945), 766-781.

Swinburn, B. A., Sacks, G., Hall, K. D., McPherson, K., Finegood, D. T., Moodie, M. L., & Gortmaker, S. L. (2011). The global obesity pandemic: shaped by global drivers and local environments. *The Lancet, 378*(9793), 804-814.

The GBD 2017 Obesity Collaborators (2017). Health Effects of Overweight and Obesity in 195 Countries over 25 Years. *The New England Journal of Medicine, 377*(1), 13-27.

[https://www.nejm.org/doi/full/10.1056/NEJMoa1614362?query=featured\\_home](https://www.nejm.org/doi/full/10.1056/NEJMoa1614362?query=featured_home)

Waren, M., Beck, S., & Rayburn, J. (2018). The State of Obesity: Better Policies for a Healthier America 2018. *Robert Wood Johnson Foundation*.

<https://www.tfah.org/wp-content/uploads/2018/09/TFAH-2018-ObesityReport-FINAL.pdf>

## Gender across the Spectrums: Intersectionalities and Macromarketing Topics

### *Co-Chairs:*

Laurel Steinfield (main contact), Bentley University  
Email: [lsteinfield@bentley.edu](mailto:lsteinfield@bentley.edu)

Wendy Hein, Birkbeck University of London  
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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 they can also entrench stereotypes, gender binaries (male/female), heteronormativity, sexist behaviors, and 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 44<sup>th</sup> Annual Macromarketing conference, we seek to build on this momentum. Recognizing the multiple dimensions of identity and systemic market discriminations, we draw particular attention to increasing importance of intersectionality (Cho, Crenshaw, & McCall, 2013; Collins, 2015), which 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 thus call for scholars to apply to the gender track with work that:

- engages key debates occurring around gender, including how gender can bring people together (i.e. social movements such as #MeToo), but can also make others—and the systemic issues that entrench these practices/views—more invisible or marginalized (i.e. transgenders, minority identities)
- expands our views and application of intersectionality theory, including how it sheds light on marketplace exclusions, discriminations and/or transformations

We also offer the opportunity for scholars to apply with work that relates to one of the other macromarketing topics to demonstrate:

- how gender matters more widely across Macromarketing topics; and/or
- how an intersectionality or feminist perspective might expand our knowledge in these domains.

Based on submissions, track chairs will compose shared sessions in which chairs and scholars from other tracks join the gender & intersectionality track. Our goal is to build bridges between gender and Macromarketing topics, and to explore, together, what gender can add to our analysis, understandings, and solutions to Macromarketing dilemmas. Participants interested in contributing to a shared track session should submit their paper to the Gender track chairs, but note in their submission what track(s) they see potential connections or cross-overs.

Topics for shared track sessions could include:

- Anti-consumption
- Sustainable and Ethical Consumption
- Social Marketing
- Ethics, Equity and Social Justice

- Quality of Life and Wellbeing
- Food Marketing
- Marketing & Development
- Macromarketing and Climate Change
- Subsistence Marketplaces
- Poverty, Structural Inequalities and social inclusion
- Consumer Vulnerability
- Technological Advances and Marketing Futures

Scholars have explored these topics at previous Macromarketing conferences\* and within scholarly publications, yet there are many ways this work could be expanded. For example, prior work includes:

- consumer resistance and activism (Kates & Belk, 2001)
- sustainable consumption (Dobscha & Prothero, 2012; Wallaschkowski et al, 2018\*)
- social marketing (Gurrieri, Previte, & Brace-Govan, 2013; Drake & Radford, 2018\*),
- social justice (Hein et al., 2016; Scott et al., 2011),
- measures of quality of life (Nussbaum, 2000)
- global value chains, ethical sourcing and “women” economic empowerment interventions (Steinfield et al., 2016\*; Hein, 2018\*)
- climate change (Steinfield, 2018)
- neoliberalism and globalization (Cheded & Hopkinson, 2018\*; Rome & Lambert, 2018\*)
- cybercrimes (Jane, 2016)
- advertisements and social discourse and social media (Balog, 2017\*; Ferree, 2009; Gentry & Harrison, 2010; Gill, 2008; Gurrieri & Drenten, 2017\*)
- post-conflict and subsistence marketplaces (Pitt, et al., 2006; Pittaway & Bartolomei, 2001; Scott et al., 2012; Steinfield et al., 2018)
- structural inequalities, social exclusion, poverty and vulnerable consumers (Gentry & Steinfield, 2017\*; Hutton, 2015; McKeage, Crosby, & Rittenburg, 2018; Pavia & Pounders, 2018\*)
- the (re)production of methods, knowledge and institutional practices (Hearn & Hein, 2015; Maclaran et al. 2009; Prothero and McDonagh 2017\*; Tuncay Zayer & Coleman, 2015).

(\* designates Macromarketing proceedings)

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.

To apply, scholars should send submissions to Laurel Steinfield using the email: [genmac.org@gmail.com](mailto:genmac.org@gmail.com). Full papers are encouraged. Authors will have the options of having their full paper or an abstract printed in the conference proceedings. Extended abstracts for works in progress may also be submitted with the understanding that these papers may be marked as developmental. Extended abstract should be 3-5 pages. Normally, one page abstracts do not provide sufficient background for evaluators to render judgment about the paper’s conference suitability.

**References:** Available upon request

**Globalisation, (Neo)Colonialism, and Marketing.**

*Co-Chairs:*

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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 of / resisting to the global market. We welcome papers engaging with the questions of post- and neo-colonialism, and decolonisation/decononality.

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;
- 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; and
- decolonial thinking in marketing.

We invite contributions from scholars working in and on any geographic region. This 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 Climate Change

*Chair:*

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Climate change is the grandest of challenges facing humanity. In the space of only two centuries of industrial development, human civilization has changed the chemistry of the atmosphere and oceans, with devastating consequences for all life on earth (Wright & Nyberg 2017). One contributing factor to this development is an increasingly materialistic consumer culture and lifestyle which, under the influence of, for example, changing cultural norms, institutions, and marketing actions, have created levels of overconsumption which not only are non-sustainable, but also drive climate change.

Business organizations are focal actors in this development. In the past, businesses contributed to the production of escalating greenhouse gas emissions but, recently, some also offer innovative ways to mitigate climate change threats (Wright & Nyberg 2017). How businesses, public policy and consumers can adapt to, or mitigate, climate change is arguably the most critical issue to be addressed by macromarketers today. Marketers responding to this ultimate challenge by “business as usual” in order to fulfill traditional business imperatives of profit and growth remain part of the problem, not the solution. But how can businesses survive and prosper if the imperative is to reduce consumption? Can degrowth as a marketing strategy conceivably be financially viable or offer new and creative opportunities to gain competitive advantages? 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? How can business organizations become part of the solution instead of the problem?

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 than individual firms, brands, or consumer behavior’s implications for individual firms. Examples of possible topics include, but are not limited to the following:

1. Business responses to overconsumption
2. Marketing strategies geared toward climate change adaptation / mitigation
3. The role of marketing in affecting climate change-related public policy
4. CEO activism and climate change / overconsumption
5. Climate change-related consumer activism and boycotts of businesses
6. Global and local marketing responses to climate change
7. Impacts of reduced (sustainable) consumption on current economic systems
8. Climate change-related communication strategies and labeling
9. Climate change impacts on consumer wellbeing
10. Macromarketing implications of carbon-neutral (green) products and services

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

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## **Macromarketing and Pedagogy**

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Each summer true believers in the macromarketing faith from universities all over the world gather together at an annual meeting for both spiritual revival and intellectual coproduction. They then disperse from where they came, universities at which very little, if any, aspect of macromarketing is taught, either openly or covertly. There are many reasons why this is the case but one of them is the absence of a publicly available “teaching macromarketing” resource from which those interested can draw, a resource appropriate for use in both the developed and the developing world. This track has as its objective helping to fill that serious error of omission.

Those who have delivered macromarketing based modules in other marketing courses, offered seminars with significant macromarketing content, compiled macromarketing reading lists and/or developed unique pedagogical approaches to exploring macromarketing issues would all be welcome contributors to this track. Please take this opportunity to share with others at this year’s Conference both what you are doing and what you see being done in these and related areas. And if your resource material or proposed approach is one that can be easily employed by others, so much the better,

Papers being submitted to this track and /or any questions about possible submissions should be sent to both track cochairs.

## **Macromarketing Measurement and Methods Track**

### *Co-chairs:*

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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.

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## Markets, Marketing Systems, and Culture

### Co-Chairs:

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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). Economic (Greif and Mokyry 2017), sociological (Scott 2014a) and marketing-oriented (Mittelstaedt et al. 2006) institutional theories are related to the marketing-systems approach. Scott's (2014a) distinction between regulative, normative, and cognitive pillars of institutions and the antecedents to heterogeneity of marketing systems are translatable into each other; and both research strands share perspectives and units of analysis with the "dominant social paradigm" (Kilbourne et al. 1997). Against this backdrop, this track invites papers addressing what (Scott 2014b) called *wider cultural framework*.

Welcome are both papers and extended abstracts which deal with cultural elements in markets or marketing systems on the one hand, and the role that culture does or can play for the understanding and the study of marketing systems on the other. For Parsons (1959), cultural elements include systems of ideas, expressive symbols, and the value orientations of actors. There is, however, no unique way to interpret and study cultural phenomena. The study of cultural aspects, rooted in disciplines such as sociology, philosophy, and anthropology, has given rise to various disciplinary perspectives, territorial bickering, or parochial thinking but also to fruitful interdisciplinary cooperation. This gives reason to fundamental questions concerning theory building/development in marketing studies.

Briefly, this track is interested in works *that* study culture and in works about *how* to study culture. We invite papers, which address questions such as

- In what regard are market phenomena influenced by ideas and values such as solidarity, (distributive) justice, human dignity, and the common good (Klein, 2015; Hill and Capella, 2014)?
- What role do (overlapping) ideologies such as economic or political ideologies, gender ideologies, or consumerism 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 of marketing systems?
- What are successful strategies for interdisciplinary theory building/development and empirical research?
- What are promising theoretical perspectives/approaches and what are relevant empirical/theoretical problems?
- Which epistemological and ontological perspectives are fruitful to approach the symbolic dimension of markets?

Both theoretical analyses and empirical studies are welcome.

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## **Poverty, Structural Inequalities and Social Exclusion**

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In 2015 UN member states agreed upon Sustainable Development Goals, with “no poverty” being the first of them. Despite global reduction of poverty and particularly extreme poverty, we still have hundreds of millions of people living under \$1.90 per day. Though the World Bank will release updated figures on this in October 2018. Thus, the track on poverty and related phenomenon of structural inequalities and social inclusion/exclusion are timely topics for the 2019 Macromarketing conference.

We call for papers on poverty as phenomenon: relative and absolute poverty, economic, social and structural poverty, as well as papers on solutions for poverty alleviation and ending by 2030. While in some societies structural inequalities like lack of access to education and health care cause both economic and social poverty, societal structures prevent access to work and shelter in other societies. Thus, macro issues on societal structures will be welcomed papers. In a similar vein, exclusion from market places like financial or retailing services create unfairness that may lead to poverty. The phenomenon of poverty, structural inequalities and exclusion are not only relevant for less affluent societies, but ever increasing aspects of rich parts of the world, making the track a global arena for discussions on these topics.

### **Quality of Life and Wellbeing Track:**

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Quality of Life (QOL) & Wellbeing are key concepts in macromarketing. The “promotion of individual well-being ... is one of the legitimate goals – perhaps the most important goal – of the modern state” (Andrews, 1974, p. 279). The market, market provisions and consumption are key components that can enable, but also reduce (perceived) QOL and Wellbeing. Although the concepts have been investigated for decades, Quality of Life and Wellbeing receive unprecedented attention: Research explores different components of QOL & Wellbeing, including antecedents, consequences and correlates; organizations compare QOL in different countries (e.g. OECD *Better Living Index*, Gallup World Poll) and governments integrate QOL and Wellbeing indicators in their policies and budget planning (e.g. Bhutan, New Zealand, Scotland, UAE, to name a few).

This track invites papers dealing with QOL and Wellbeing in the context of markets and consumption. We encourage quantitative and/or qualitative approaches. Papers submitted to this track should treat QOL/Wellbeing as a key variable rather than as implicit outcome.

## Social marketing - How to Rock and Roll Social Change

*Co-track chairs:*

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To rock and roll, social marketing needs wider horizons. Social marketing needs to proactively respond 21<sup>st</sup> century challenges. Be it is a health threat such as the antimicrobial resistance, flu vaccinations, obesity or an environmental challenge in relation to climate change, marine plastic pollution or energy conservation, social marketing's agenda is not static and neither should social marketing be. Problems faced by social marketing are constantly evolving. WHO have declared 'health to be the business of' all, while the UN's 17 sustainable development goals (SDGs) are mobilising public and private efforts to deal with local-to-global complex economic, social and environmental issues. Each year brings a sophisticated arsenal of technologies and tools for social marketing to deploy when diagnosing problems and designing interventions such as apps, blogs, facebook to data analytics and Big Data. 'Scaling-up or out' behaviour change is no longer about mid or upstream interventions, it's about multi-level interventions (Layton, 2015; Brennan, Previte and Fry 2016., Hastings and Domegan, 2017); services, relationships and networks (Russell-Bennett et al., 2013, Mulcahy et al., 2018); reflective evaluations (Gordon & Gurrieri, 2014., McHugh et al, 2018); looking beyond the individual "to see human collectives and actions or choices in ever wider time and spaces" (Layton, 2015, Duffy, 2016 and Duffy et al., 2018). The reality is straightforward, social marketing is looking for *big change* - social change, system change and/or systemic change (Laczniaik and Murphy 2012., Hillebrand et al. 2015., Layton 2015 and Kennedy 2016, 2017).

Following the success of social marketing tracks at previous Macromarketing conferences, we welcome papers for this track that respond to the conference theme and examine social marketing's theories and practices that might enable it to rock and roll. Specifically we call for papers that:

- align social marketing with the UN SDGs
- account for both individual and systemic factors in social marketing
- design multi-level interventions
- examine or use Big Data and data analytics in social marketing
- use distributive justice, systems thinking or gender and other macromarketing constructs and domains to assist social marketing in its big change agenda.

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## Subsistence Marketing & Development

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

1. Transition from destructive to constructive marketing systems
2. The complex interaction between vulnerable consumer's need to preserve their resources and their need to subsist (related to covering basic needs such as food, sanitation, and protection)
3. Advertising, over production/consumption, and environmental degradation in developing marketplaces.
4. The accountability of marketing systems to diverse consumer communities

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## Sustainable & Ethical Consumption

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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.

The Sustainable & Ethical Consumption track invites conceptual and empirical research that explores 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. Societal and wellbeing effects of overconsumption
2. Marketing's role in enabling (or hindering) sustainable / ethical consumption
3. Consumer culture and sustainable / ethical consumption
4. Voluntary simplicity and other low-impact lifestyle concepts associated with sustainable forms of consumption
5. Cross-cultural investigations of consumer attitudes regarding sustainable consumption
6. Impacts of reduced (sustainable) consumption on current economic systems
7. Implementation of particular pro-environmental behaviors, such as using public transportation, conserving energy and water, buying and consuming local / organic foods, avoiding food waste
8. Consumer and marketing concepts that encourage reduced vs. "green" consumption
9. Effects of product labeling such as fair trade, organic, vegan
10. Historical perspectives on sustainable / ethical consumption

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

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## Technological Advances and Marketing Futures

### *Co-chairs:*

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Following the first track on the role of technologies within the macromarketing field in 2017 at Leipzig, this year the track will explore further how new and emerging technologies are disrupting 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), automata and AI (artificial intelligences), among many others. Increasingly, these technologies result in novel designed interfaces (smart devices) that are continue to influence 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). Drawing on the robotics and AI literatures, researchers within marketing are predicting the rapid convergence of AI-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 anthropomorphic 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; Huang & Rust 2018). 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.cbias.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., QS, autonomous vehicles, drones, IBM’s Watson<sup>TM</sup>, etc.
- any other relevant aspects

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