CALL FOR PAPERS
45th Annual Macromarketing Conference
TRANSITIONING MARKETS: Opportunities, Challenges & Future Trends

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

Submission deadline: January 31, 2020
Doctoral colloquium: July 6, 2020
Conference: July 7 - July 10, 2020
Location: Bogotá, Colombia

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

Conference Co-Chairs:

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

Jie G Fowler
Valdosta State University
Jgfowler@valdsota.edu

Cliff Shultz
Loyola University Chicago
cjs2@luc.edu

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

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

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

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

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

The deadline for submissions is January 31, 2020.

Tracks

1. Art and Culture

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

2. Circular Economy – Potentials and Pitfalls

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

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

   James W. Gentry  
   University of Nebraska-Lincoln  
   jgentry@unl.edu
3. Entrepreneurship, Innovation and Wellbeing in Transitioning Markets

Jaqueline Pels
Universidad Torcuato Di Tella
jpels@utdt.edu

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

4. Ethical and Sustainable Consumption

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

5. Ethics, Equity and Social Justice

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

Nicky Santos
Creighton University
NicholasSantos@creighton.edu

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

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

Jenna Drenten
Loyola University Chicago
jdrenten@luc.edu

Akon E. Ekpo
Loyola University Chicago
aekpo@luc.edu
7. Food Marketing

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

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

8. Forcibly Displaced Communities & Marketing Systems

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

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

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

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

Laurel Steinfeld
Bentley University
lsteinfield@bentley.edu

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

Pilar Rojas Gaviria
University of Birmingham
p.rojagaviria@bham.ac.uk
10. Globalization, (Neo)Colonialism, and Marketing

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

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

11. Historical Research in Marketing

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

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

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

Ray Benton  
Loyola University Chicago  
rbenton@LUC.edu

Amy Kyhos  
Loyola University Chicago  
akyhos@LUC.edu

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

13. Macromarketing Mindset: Education in the Classroom and Beyond

Emily Moscato  
St. Joseph’s University  
esoscato@sju.edu

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

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

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

Carla Abdalla
Faculdade Armando Alvares Penteado
ccabdalla@faap.br

15. Marketing Systems - Macromarketing

Deborah DeLong
Chatham University.
DDeLong@Chatham.edu

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

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

16. Methods and Measurement

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

Anthony Samuel
Cardiff University, UK
Samuela3@cardiff.ac.uk

17. Policy and Macromarketing

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

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

Ahmet Ekici
Bilkent University
ekici@bilkent.edu.tr

19. Retailing and Distribution

Charles Ingene
University of Oklahoma
caingene@ou.edu

20. Social Conflict

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

Cliff Shultz
Loyola University Chicago
cjs2@luc.edu

21. Subsistence Marketing & Development

SrinivasVenugopal
University of Vermont
Srinivas.Venugopal@uvm.edu

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

22. Sustainable Development and the UN SDG

Iva Bimpli
University of Leeds
I.Bimpli@leeds.ac.uk
23. Technology-in-Practice, Its Requirements and Implications for Markets and Society

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

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

24. Others

For other potential macromarketing contributions please contact

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

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