Panel: Macromarketing Issues and Opportunities in Our Distressed World

Chat:
15:46:07 From Cristian Sepulveda (Colorado, US): Worked, thanks Emily
15:50:14 From Jorge Aponte Gómez: I was at a meeting a few weeks ago, with the National Academy of Science, Engineering and Medicine about the development of Nanotechnology for the next 10 years. It was interesting the view to make those technologies a business objective, however even scientist talk about compete not collaborate.
15:54:02 From Marcos F. Santos: Maybe rethinking marketing systems as a broader theme? Not only food marketing systems, but all of them.
15:55:01 From Hellen Taynan: It's a environmental crisis, but is too a humanity crisis.
15:55:37 From Emily Moscato: @Hellen too true.
15:56:56 From Hellen Taynan: I agree, Marcos! It's necessary a total change systems. A mindset change!
15:59:44 From Marcos F. Santos: Moving from competition to colaboration within marketing systems...
16:00:53 From Michael Basil: I’m not sure anywhere is as tribal as the USA. NZ seems different.
16:01:30 From Vicki Little - Monash Malaysia: Actually NZ is the same except expressed differently.
16:01:54 From Vicki Little - Monash Malaysia: Maori have been saying all this stuff for many years, with different governments variously paying attention.
16:02:05 From Cristian Sepulveda (Colorado, US): Good point
16:02:26 From Hellen Taynan: I think it will be a Global change that we will not see. It will take centuries perhaps.
16:04:40 From polsa: Marcos, indeed collaboration in systems
From Kumar to Andres Barrios (Privately): I have a question for Joe. What made you think about identity issue or human race going back to tribal way wrt micromarketing? What was the trigger point?

From Kumar to Andres Barrios (Privately): *macromarketing

From Ricardo Veiga: Mark raised an interesting issue about the use of Hunt and Morgan's R-A theory in macromarketing due to the importance given to competition. Even now, countries are competing in the development of an effective vaccine to Covid-19. Conversely, many countries, companies and labs are also cooperationg. So, coopetition seems to describe better the current scenarios as that this concept must be adopted as the basis of a general marketing theory.

From Vicki Little - Monash Malaysia: we do seem to need a more pluralistic way of viewing human activities ... perhaps coopetition could be a more useful lens ...

From Emily Moscato: Eudaimonic theory - correct? I don't know if I have ever heard anyone pronounce it the same way

From Emily Moscato: "eudaimonia" i.e. self-realization

From Hellen Taynan: Macromarketing involves cooperation, however, considering the already known crises faced globally, I agree that coopetition is a closer reality at the moment.

From Cristian Sepulveda (Colorado, US): I will have to do my homework on that theory

From Marcos F. Santos: I guess we have all three models working at the momento nuanced by the different politics around the world. So a good discussion would be based on examples of the implications and results of competition, coopetition and cooperation.

From Emily Moscato: @Cristian it is the basis of Self-determination theory -- Ryan & Deci

From Cristian Sepulveda (Colorado, US): @Emili, got it, thanks!

From Cristian Sepulveda (Colorado, US): * Emily

From Hellen Taynan: I believe that we always looking for a global change that brings us closer to cooperation. The case of vaccines against the corona virus, how said to Ricardo, is a good example of cooperation.
16:14:48 From Ricardo Veiga: My plan is to elaborate a synthesis of R-A theory (Competition) with S-D logic (cooperation) based on a dialectical approach based on "coopetition". Vicky, Cristian and Hellen, let's work together on this avenue.

16:15:42 From Liam Pomfret: When it comes to the specific example of vaccine production, I would have thought competition was itself a form of cooperation. They all have the same goal, but there's not so much duplication of research, as each lab is taking a different approach to the creation of a vaccine, because nobody knows which approach will result in the quickest, and/or the most effective solution.

16:16:01 From Cristian Sepulveda (Colorado, US): @Ricardo, that is an interesting project. Let's talk

16:16:16 From Vicki Little - Monash Malaysia: Indeed!

16:16:50 From Ricardo Veiga: Indeed there are many alternative ways of approaching vaccine development...

16:17:51 From Hellen Taynan: The big challenge is to align with the perspective of S-D Logic, an understanding of macromarketing. All studies involving SDL are micro. I hope that our Project has success, Ricardo!

16:18:15 From Vicki Little - Monash Malaysia: There's a fantastic paper coming out soon in JBIM integrating SD-L, institutional theory and innovation - that is the kind of broader thinking we need to start addressing these challenges.

16:18:21 From Vicki Little - Monash Malaysia: (not mine sadly :-)

16:18:51 From Marcos F. Santos: Thanks for the heads up Vicky. I will look for it.

16:19:01 From Cristian Sepulveda (Colorado, US): Yes, thanks

16:19:12 From Ricardo Veiga: Thanks, Vicki, for letting me know about this incoming paper...

16:19:35 From Hellen Taynan: Yes, @Vicki, thanks!

16:19:48 From polsa: Richard and others, that is a good idea. "coopetition" is mainly discussed between economic actors, companies but other actors should be included.

16:20:20 From Vicki Little - Monash Malaysia: yes - one of my colleagues is looking at NFPs...

16:20:47 From Vicki Little - Monash Malaysia: it's a 'flavour' of network behaviour...
16:20:51 From Andres Barrios: If someone have a question for one or all of the panellist please send me a message

16:20:58 From Emily Moscato: @Mark Thanks for sharing your experience and perspective.

16:21:30 From Marcos F. Santos to Andres Barrios (Privately): Maybe hear the opinión of Professor Stan Shapiro?

16:22:00 From Andres Barrios to Marcos F. Santos (Privately): will ask him

16:22:45 From Liam Pomfret: I've had that exact issue with my final year marketing students, when I start to talk to them about taking a hard form stakeholder orientation. Placing the onus on the markets to correct is like placing the onus on a victim to prevent abuse, effectively assuming that just because a victim hasn't spoken out that nothing is wrong.

16:22:45 From Ricardo Veiga: Yes we should focus on the ecosystems. I strongly recommend a book by Donna Meadows ("Thinking in systems - a primer"

16:23:56 From Hellen Taynan to Andres Barrios (Privately): A question for "polsa": There was talk of opportunities for economic and technological flows due to an environmental crisis. But aren't we also facing a crisis of humanity? How can macromarketing contribute in search of a new mindset?

16:24:12 From Claudia Dumitrescu: I agree with Cliff! I always receive skepticism when I discuss about CSR, with my students...and then I tell them about 'being smart (engage in CSR) and making money.'

16:24:50 From Claudia Dumitrescu: Companies CAN make money by developing/selling better products and promoting them!!

16:24:51 From Emily Moscato to Andres Barrios (Privately): I'm curious about parallels and differences the panel may see between about "unseeable" market systems and micro organisms

16:25:48 From Cristian Sepulveda (Colorado, US): Today I saw a TV ad from Amazon, they are advertising that they are going to be carbon neutral by 2040

16:26:04 From Vicki Little - Monash Malaysia: 2040 - hmmm ... might be a bit late!

16:26:18 From JULIE STANTON: ANDRES: Question: Could the panel talk about "critical marketing" in the current context of Covid-19 and racial disparities? Do
we desire a change in system to that level (whatever that means to the panelists)?:
Just curious, since I know many people don't understand CM well. :-)

16:26:46 From Cristian Sepulveda (Colorado, US) : True @Vicki
16:27:05 From Marcos F. Santos : Julie - That would be a good question to Mark Tadajewski if hes present
16:27:15 From Marcos F. Santos : and Professor Michael Saren
16:27:17 From Vicki Little - Monash Malaysia : the question is how we can 'change the script' in the business school. so that instead of confirming dis-eudaimonic thinking (erk!) we can start to open minds and hearts.
16:27:25 From Emily Moscato : @Ricardo and others. I'm going to use this opportunity to plug a call for papers for our Journal of Marketing Education on sustainability and macromarketing in marketing education bit.ly/JMEmacroCFP
16:27:43 From Marcos F. Santos : Emily - can you share to our email list?
16:27:59 From Ricardo Veiga : There is good news, Emily!
16:28:11 From Cristian Sepulveda (Colorado, US) : Or add it to slack
16:28:26 From Ricardo Veiga : That is...
16:28:41 From Emily Moscato : @Macros and @Cristain yep.
16:29:03 From Cristian Sepulveda (Colorado, US) : @Ricardo. The message board that Emily posted here a while ago
16:29:12 From stan shapiror : A little bit too much of God Blessz enlightened free enterprise don'tyou think.
16:29:15 From João Felipe Sauerbronn : Great, Emiy
16:29:28 From Emily Moscato : Vicki has a special issue coming up too! I'll add that and we'll be plugging on the 9th!
16:29:42 From Ricardo Veiga : Thanks!!
16:29:50 From Liam Pomfret : I just fear that we're continuing to breed marketers who would still go through with creating Jurassic Park. Who hold no real commitment to doing the right thing, who only do so when they see profit potential from it, and will gladly act in unethical ways so long as they think they can profit and get away with it.
16:30:14 From Vicki Little - Monash Malaysia : Which is why we need the rule of law.
16:30:23  From Marcos F. Santos : I like this take Liam. We have to think Macro, but also within ethics implications of Macro actions

16:30:27  From Cristian Sepulveda (Colorado, US) : @Liam, I can relate to that, some of my CB students want to learn to trick consumers

16:30:50  From Vicki Little - Monash Malaysia : Just to reassure people - my lovely students are 80% around wanting to give back.

16:30:59  From Vicki Little - Monash Malaysia : They are looking for leadership. Let's provide it.

16:31:04  From Cristian Sepulveda (Colorado, US) : yes

16:32:44  From bwooliscroft : When we look at the history of the US economy it has grown through government intervention, high taxes and avoiding monopoly. We have moved from that to low taxes, increasing monopolies (companies that are supranational like FB, Apple). A return to responsible government, all around the world, would enable a more balanced society.

16:33:21  From Emily Moscato : @Vicki That is great and I find similar… but when asking priorities for jobs in the U.S. with little safety nets, money and benefits wins out.

16:33:37  From Ricardo Veiga : Many of the ethical implications of macromarketing are in fact technology implications. Philosophy of technology has been an arena to debate such ethical issues.

16:33:47  From Vicki Little - Monash Malaysia : True - however they are also inspired by social entrepreneurs …

16:34:09  From Vicki Little - Monash Malaysia : they really want to be good people. somehow some parts of the b-school is beating that out of them …

16:34:51  From Emily Moscato : @Vicki Absolutely! And we need to be better at giving them those tools.

16:35:13  From Vicki Little - Monash Malaysia : and exposing them to wider thinking vs those tiny pieces … vive the humanities!

16:35:29  From Cristian Sepulveda (Colorado, US) : That is why is important to address that in the Intro to Marketing class

16:35:40  From Hellen Taynan : @Ricardo, if you want, we could think about developing an elective discipline focused on macromarketing for CEPEAD. I'm very interested!
16:35:45 From Liam Pomfret: @Vicky Indeed. Though I don’t think it’s just the business school beating it into them. The idea of shareholder primacy, that the primary responsibility of a company is the generation of shareholder profits, has become ingrained in society. Students are being socialised into this idea before they ever step foot into their first business school class.

16:36:01 From Vicki Little - Monash Malaysia: how might we change that? that is the question.

16:36:19 From Claudia Dumitrescu: Thank you for great discussion and chat ideas! I have to go to the next session! All the best and stay healthy, everyone!

16:36:42 From Hellen Taynan: @Vicki, don't will change easily.

16:36:44 From Ricardo Veiga: Yes, Hellen, let's think it over.

16:36:55 From bwooliscroft: Vicki, not just the business school, inflated housing markets, second homes, multiple cars, unrealistic expectations that are held/promoted throughout society

16:37:24 From Vicki Little - Monash Malaysia: yup very sad ... priorities ... but also other movements - tiny homes etc.


16:37:42 From Ricardo Veiga: The biggest problem with this pandemic it that it will not be the last...

16:37:51 From bwooliscroft: Polio in the 1950s?

16:38:07 From Marcos F. Santos: Tuberculosis epidemics...

16:38:17 From Cristian Sepulveda (Colorado, US): The problem this time is the polarization

16:38:34 From Cristian Sepulveda (Colorado, US): Here wearing a mask or nor is a matter of politics

16:38:37 From Vicki Little - Monash Malaysia: or perhaps this is a crucible situation?

16:38:44 From Marcos F. Santos: Everytime an global issue is politicized this happens...

16:38:50 From Cristian Sepulveda (Colorado, US): agree
16:38:57  From  Ricardo Veiga : Yeah, polarization is underlying and propagated by social media.
16:39:42  From  Jie G Fowler : Thank you all….Have to leave for Food session….See you later.
16:40:10  From  Ricardo Veiga : see you latter, ty
16:41:16  From  Daniel Merabet : Great point!
16:41:33  From  Andres Barrios : https://zoom.us/j/2061706795?pwd=WVdjamsVjQWZrVEoxaE9KQVBFZzJKQT09
16:41:44  From  Andres Barrios : This is the link for the foodmarkeitng session
16:41:49  From  Tom Klein : Must leave now. Back tomorrow afternoon. Good to see everyone.
16:41:55  From  Andres Barrios : 762289 pasword
16:42:45  From  Cristian Sepulveda (Colorado, US) : Thanks Andres
16:42:55  From  JULIE STANTON : Thanks to the panelists!!!
16:42:58  From  Beatriz de Quero : Thank you for a great panel!
16:43:04  From  Vicki Little - Monash Malaysia : Thanks everyone! Great discussion!
16:43:10  From  Emily Moscato : Thanks!
16:43:11  From  macbookair : Thank you
16:43:17  From  Kumar : Suprb session
16:43:19  From  hectorgodoy : Thank you
16:43:23  From  Joseph Daniel : Thank you very much.