PANEL: INTRODUCTION TO MACROMARKETING IDEAS AND RESEARCH

16:54:20 From Jie G Fowler: We will make it up in the future.
16:55:49 From Cristian Sepulveda: I have one: What are senior faculty current projects? (What is ‘hot’ in Macromarketing?)
16:57:52 From JULIE STANTON: Love that question!
16:58:07 From Breanne Mertz: Great question!
16:58:13 From Pedro C. Pimentel: Tks for the question Cristian!
16:59:21 From Emily Moscato: What are people’s favorite macro primers -- for academics and (if different) for their classes?
17:01:43 From Emily Moscato: Any favorite introduction case studies or illustrations on macromarketing that helps classes have ‘aha’ understanding and application?
17:02:03 From Stefanie Beninger: @Emily - I’ve used Ethical Marketing from Murphy et al. - not a strict micromarketing text, but one that is useful for some aspects of micromarketing (https://books.google.es/books/about/Ethical_Marketing.html?id=7lxEAAAAYAAJ&redir_esc=y)
17:02:08 From Carly Drake: I am interested in hearing thoughts on those questions too, Emily!
17:02:13 From Pedro C. Pimentel: What should be the first readings on macromarketing for the freshmen?
17:03:13 From Emily Moscato: @Stefanie - I’m copying this to put in the Slack channel for reference!
17:03:28 From Tom Klein: An historical note: It’s important to recognize that the earliest macromarketing scholarship, notably Chuck Slater’s, focused on economic development in less developed nations of Africa and Latin America!

From Pedro C. Pimentel: Great! Thank you Stefanie (:)

From Cristian Sepulveda: Thanks @Tom, I am working in sustainable development in South America, that helps a lot

From João Felipe Sauerbronn: That's true, Tom. Also one of the first marketing campaigns published in Portuguese was Macro Marketing by Reed Moyer

From João Felipe Sauerbronn: marketing books, I mean


From bwooliscroft: Marketing and the Ecological Crisis - George Fisk.

From Hellen Taynan: @Liam, thank you!

From Cristian Sepulveda: Thanks @Liam

From Carly Drake: Thanks Liam!

From Pedro C. Pimentel: Many thanks Liam!

From Katherine C. Sredl, PhD: i introduce the students to concepts of consumer normalcy and consumer vulnerability in class. Then students do a store visit or a website visit with a guide with questions that ask about the two concepts.

From Katherine C. Sredl, PhD: so what's implied in how sites and stores are built about normalcy and vulnerability
17:09:14 From bwooliscroft: Why the poor pay more (book and journal articles)
17:09:36 From Breanne Mertz: Aw I took this photo!
17:10:09 From Kumar: @Breanne: Very nice click
17:11:57 From JULIE STANTON: Love this slide! So many angles, subtle and obvious! Thanks, Mark!
17:12:39 From Carly Drake: Stefanie, that's a goldmine - thank you!
17:13:05 From Liam Pomfret: Huh, I wasn't aware she'd talked about privacy issues. I'll have to look that paper up.
17:13:42 From Denise Barros: 27 articles in more than 40 years of Journal seems quite a small number. Just a thought.
17:13:46 From Clifford Shultz: Kotler, Lusch and Belk all publish or published in the Journal of Macromarketing
17:17:51 From bwooliscroft to Andres Barrios(Privately): Can I drop a quick comment in. Then I have to go to a meeting.
17:18:08 From Katherine C. Sredl, PhD: would be super useful to have these slides on the slack or somewhere accessible please. they are very concise and informative.
17:20:03 From Andres Barrios to bwooliscroft(Privately): yes
17:20:39 From Forrest Watson: Thanks Mark always inspiring!
17:20:47 From Cristian Sepulveda: True
17:20:50 From Cristian Sepulveda: :)
17:20:56 From Breanne Mertz: Great video!
17:21:00 From Vicki Little: Thank you Mark!
17:21:13 From Tuğba Özbek: Great :)
17:21:36 From Hellen Taynan: @Mark thank u! Nice presentation!
17:21:55 From Breanne Mertz: What great advice @bwooliscroft! Thank you!
17:21:56  From Emily Moscato: Great sentiment in the video! Maybe you can update this with another movie to include women and BIPOC in the battle!
17:22:49  From Acer: perfect video
17:22:54  From Hellen Taynan: WOW @Emily, with Trinity of Matrix, maybe...
17:24:34  From Clifford Shultz: Good point, Emily: Opportunity!
17:24:41  From Tom Klein: Re: Hot topics - I think Covid 19 and BLM presents challenges some of us should respond to
17:25:13  From JULIE STANTON: @Tom -- couldn't agree more. Macromarketing is in a great position to say something meaningful about Covid19 and BLM -- institutional changes needed, and so on.
17:27:44  From Anastasia Thyroff: It's a good text @Mark! Bill's chapter is the last one, I believe
17:27:59  From Cristian Sepulveda: The list that Stan mentioned is: A JMM-Based Macromarketing Doctoral-Level Reading List
November 2006 Journal of Macromarketing 26(2):250-255?
17:28:32  From Andres Barrios to june(Privately): hello June. Can I throw a question for you? is related to exclusion, postcolonialism ...
17:29:14  From Pedro C. Pimentel: Thank you all!
17:29:59  From Tuğba Özbek: And refugee!
17:30:05  From Breanne Mertz: What advice do you have for a doctoral candidate who is interested in macromarketing? I am new to this area, (this is my first conference) but I love the aim behind it. Any tips on how to tie macromarketing into a dissertation topic?
17:30:40  From Cristian Sepulveda: What is your dissertation about?
17:31:21  From Breanne Mertz: To be determined. I just received news that I passed my comprehensive exam!
17:31:38  From Cristian Sepulveda: Well, congratulations are in order then!
17:31:40  From Kelley Anderson: Congratulations Bre!!
17:31:42  From Stefanie Beninger: Hi Breanne - for me, familiarizing myself with marketing systems was a good first step, to see how aspects can maybe be integrated into the dissertation.

17:31:48  From Don Rahtz: Take a look at "A Splendid Exchange: How Trade Changed the World" by William J. Bernstein. It is a good overview of trade/business and the changes in the world over the millennia.

17:32:03  From Breanne Mertz: Thank you very much everyone!

17:32:04  From Katherine C. Sredl, PhD: https://www.palgrave.com/gp/book/9783030117108

17:32:25  From Katherine C. Sredl, PhD: https://www.rimnetwork.net/

17:32:28  From Dr Anthony Samuel: I have a question for Terry

17:32:30  From Katherine C. Sredl, PhD: Geri Henderson

17:34:18  From Carly Drake: I have something to add on this after Jim! :)


17:36:31  From Terri Rittenburg: Breanne, I would recommend you look at whatever topic you are considering and think about the broader relationships and issues of that topic, what marketing systems are involved. Think about the broad sectors or business, government, and consumers as a whole, and consider how your topic fits within and among those sectors. What are the relationships? As Jim is saying now, look at the history. Examine who is affected by the topic or interest and how do other forces affect it.

17:37:29  From Terri Rittenburg: Oops, I've used "or" twice when I meant "of". I hope you can decipher!

17:37:33  From Stefanie Beninger: This is great advice, Terri!

17:37:36  From Carly Drake: I love that advice, Terri

17:37:53  From Cristian Sepulveda: Thanks Terri

17:38:20  From Katherine C. Sredl, PhD: I just copied and pasted teri's comment into my notes on how to research!

17:38:26  From Tuğba Özbek: Dear Professors thank you so much for your contributions, especially for our young academic. There are many problems to be
handled as societal about forcibly displaced persons, and Turkey hosts about 5 million refugees. What contexts do you suggest us to study?

17:39:38 From Tom Klein: Cliff mentioned/implied that “critical marketing” studies need to go beyond analyzing the shortcomings of existing practices and structural deficiencies to proposing remedies.

17:39:41 From Terri Rittenburg: There certainly have been pieces related to immigrants and consumer vulnerability which may be one perspective to consider.

17:39:46 From Anastasia Thyroff: @Katherine, great idea to keep documents on notes for conducting research!

17:39:58 From Anastasia Thyroff: Keep a document*

17:40:05 From João Felipe Sauerbronn: Kadirov

17:40:06 From Hellen Taynan: @Breanne, there are several topics that may interest you involving consumption, poverty, refugee crisis, collaborative economy, obesity problem, malnutrition, quality of life, old age ... a companie that impact the society

17:40:29 From Katherine C. Sredl, PhD: @anastasia thank you!!

17:40:58 From Irfan Ahmed: There’s a developing subsistence markets literature that may have a bearing on Kumar’s question.

17:41:54 From Anastasia Thyroff: @Katherine I think I will start one now :) 

17:42:10 From Stefanie Beninger: @Tuğba I am working on a project that looks at businesses run by people with a refugee background. The topic of forcibly displaced peoples is a critical one to Macromarketing. There are scholars in Turkey working on that topic, including those with a macromarketing focus. I can put you in contact with them, if helpful.

17:42:41 From Katherine C. Sredl, PhD: @anastasia let’s share them every few months!! ready to learn.

17:43:11 From Carly Drake: @Katherine @Anastasia I’m making one too. This is genius.

17:43:20 From Stefanie Beninger: Here is the paper Cliff is discussing: https://journals.sagepub.com/doi/10.1177/0276146717712359

17:43:32 From Kelley Anderson: @Katherine & @Anastasia Thank you - that would be wonderful!
From Mark Peterson: I sent a copy of my PowerPoint slides to Andres for distribution. Please send me an email markpete@uwyo.edu if you have questions or need the slides anytime.

From Cristian Sepulveda: Thanks!

From Katherine C. Sredl, PhD: @stefanie thanks!

From Jie G Fowler: @Kumar, pls say hi to Himadri.

From Tuğba Özbek: @Stefanie Thank you a lot. Yes, I would be so happy. I am studying on my phd thesis, and I have some questions related to practice problems.

From RVeiga: Thanks for slides and presentations!

From Dr Anthony Samuel to Andres Barrios (Privately): I have a history question for Terry

From Anastasia Thyroff: Thanks @Mark!

From Tom Klein: BTW - One of my most memorable macro memories was the conference we held in Croatia shortly after the Serbian war, when railroads and roofs were still showing its results - and we were able to attract local scholars to our program

From Terri Rittenburg: Indeed, that was an incredible conference.

From Katherine C. Sredl, PhD: we should probably go back to croatia :)

From Katherine C. Sredl, PhD: @Terri seriously glad it was memorable


From Emily Moscato: Thanks Carly!

From Liam Pomfret: Thanks for the link Emily, appreciated.

From Emily Moscato: Should say *free download

From RVeiga: TY Carly!

From Carly Drake: Contexts of contexts: http://mtq.sagepub.com/content/11/4/381

From Irfan Ahmed: Thanks for the book!

From Cristian Sepulveda: Thanks Carly!
17:54:20  From Carly Drake: If you are a PhD student and want to connect, or if you are just a friendly person who likes talking, feel free to connect with me on social media or by email at: cdrake@noctrl.edu

17:56:54  From Tuğba Özbek: @Carly Thank you a lot.

17:57:16  From Liam Pomfret: @Anthony Is there another angle on the issue there with respect to the potential for health insurance firms treating COVID related future illnesses as a related to a "pre-existing condition" that they won't cover?


17:58:08  From Tuğba Özbek: Yes!

17:58:20  From Kumar to Andres Barrios (Privately): How are special issues decided?

17:58:32  From Kumar to Andres Barrios (Privately): What is the trigger?

17:58:47  From Kumar to Andres Barrios (Privately): Why a particular topic is chosen?

18:00:28  From Tuğba Özbek: Unfortunately It is broken I tried :(

18:01:01  From Stefanie Beninger: My thoughts on choosing a research context is to pick a context that you are interested in - but from a practical perspective, also a context you have access to. Research access can be extremely hard to get.

18:01:06  From Andres Barrios: No worries Tugba. Thank you for question.

18:02:10  From Vicki Little: Sometimes the context can drive the topic and sometimes it's the other way around ... working in one's own context critically is perhaps the most challenging context of all!

18:02:17  From Tuğba Özbek: I am sorry. :( Thank you.

18:02:19  From Emily Moscato: I must go. Wonderful to see you all and all the various research and voices. Keep the community strong! I'll be posting reference links mentioned in this chat over at the Slack.

18:02:29  From Vicki Little: Thanks Emily!

18:02:38  From Jie G Fowler: Good to see ya.
18:02:38  From Cristian Sepulveda: Thanks Emily
18:02:58  From Liam Pomfret: Thanks Emily!
18:03:05  From Irfan Ahmed: Thanks, Emily. Nice to 'meet you.
18:03:30  From Katherine C. Sredl, PhD: @emily - thank you!!!
18:04:01  From Tuğba Özbek: Thank you professor
18:04:24  From Stefanie Beninger: I am off too. It is 1am here in Madrid. Thank you for an interesting session.
18:04:37  From Kelley Anderson: Unfortunately, I must go as well. Thank you all for allowing me to be a sponge of your intellect! This has been such an inspiring conference - thank you for making this happen virtually!
18:04:44  From Cristian Sepulveda: Thanks for the great session Stefanie!
18:04:45  From Forrest Watson: Thanks Cliff for those valuable thoughts, a good reminder we need to work with people who know the context.
18:05:57  From Breanne Mertz: Yes, this is has been one of my fears.
18:06:10  From hectorgodoy: Thank you for the session!
18:06:11  From Breanne Mertz: This has been*
18:06:13  From Forrest Watson: Thank you to all!
18:06:35  From Pedro C. Pimentel: I appreciate your time and insightful thoughts tonight(or today, lol). Thank you so much!
18:07:07  From Hellen Taynan: Thank you!
18:08:20  From Terri Rittenburg: Wonderful to see you all, excellent sessions, virtual setting worked better than I had imagined. Go Macro!
18:08:52  From Joseph Daniel to Andres Barrios(Privately): Prof Andres, I have a question for Prof Cliff, if I may?
18:09:55  From Cristian Sepulveda: Thanks Terri
18:10:05  From Cristian Sepulveda: Your insight is invaluable
18:10:20  From Andres Barrios: Gracias Irfan, te esperamos mañana a las 5 PM (Colombian time)
18:13:48 From João Felipe Sauerbronn: Thanks to everyone, especially Andres, for organizing the webinar. I hope we have another chance to have the conference held in Colombia soon

18:14:20 From João Felipe Sauerbronn: And we should have a session in Spanish/Portuguese

18:15:01 From Hellen Taynan: Yes, @JoãoFelipe!

18:15:07 From Terri Rittenburg to Andres Barrios(Privately): Terrific job organizing and managing this conference. Bravo! I hope we have the opportunity to come to Colombia at some point. Thanks for all your efforts.

18:15:54 From JULIE STANTON: Thank you for a great discussion!

18:24:26 From Pedro C. Pimentel: https://www.akadeus.com/ have some opportunities too

18:24:41 From Liam Pomfret: The person running marketingphdjobs.org is about to retire from the job and pass it on.

18:24:43 From João Felipe Sauerbronn: Could I make a comment?

18:24:50 From Liam Pomfret: An opportunity there to influence things.

18:24:51 From João Felipe Sauerbronn: My câmera is not working

18:26:02 From Anastasia Thyroff: @Liam, interesting!

18:26:14 From Anastasia Thyroff: Maybe it will get away from 3 categories

18:26:19 From Katherine C. Sredl, PhD: thank you everyone!!!

18:26:32 From Breanne Mertz: Thank you everyone!!!

18:26:39 From Anastasia Thyroff: Thanks all!

18:26:43 From Marlon Dalmoro: Thanks Andres!

18:26:44 From Mehmoosh (Mary) Reshadi: Thanks everyone!

18:26:47 From Cristian Sepulveda: Thanks

18:26:47 From Tuğba Özbek: Thank you!

18:26:53 From Joseph Daniel to Andres Barrios(Privately): Thank you for this session