



MACROMARKETING CONFERENCE 2017

19th-22nd June | Queenstown New Zealand

Call for Papers: Marketing Systems' contributions to Society: Past, Present and Potential

Conference Chairs: Ben Wooliscroft and Alexandra Ganglmair–Wooliscroft

ben.wooliscroft@otago.ac.nz alexandra.ganglmair@otago.ac.nz

Macromarketing research concerns itself with the interaction between markets, marketing and society. There is little question that the market economy has contributed significantly to the material well being of most people living in the developed world. That positive contribution may be at a tipping point with an obesity and diabetes epidemic, catastrophic climate change, the casualization of work, or the replacement of work with machinery or artificial intelligence, all on the near horizon. The market economy and marketing as a discipline have come under strong criticism in recent times (Galbraith, 2004; Klein, 2000, 2002) and in the past (Galbraith, 1958) simultaneously with glowing praise (Wilkie and Moore, 1999).

Submissions

The conference invites full papers, extended abstracts and abstracts, though more developed papers will be given priority over abstracts in the case of the conference reaching capacity. Special sessions may also be proposed, directly to the conference chairs.

Papers should be written in your choice of word processing software and sent to the track chairs for review, without author or institution identifiers. A separate file should include author names, without titles, institutional affiliation and email addresses of all authors. Please use Times New Roman 12pt font for the review process and 1.5spacing. The

word limit for full papers is 8000. Extended abstracts should be five pages in length, plus references. Abstracts must be long enough for reviewers to see the potential of the paper.

The conference does not take copyright, which remains with the author. Some papers may be invited to submit to the special issue of the *Journal of Macromarketing* with the same theme as the conference.

Any submission that does not fit one of the tracks below should be sent directly to the conference chairs, chairs@macromarketing.org.

The **deadline for submissions is Thursday January 12th, 2017**. Decisions will be communicated by the middle of February.

The Conference Hotel

We have a very nice hotel, where all sessions and all meals, except the second evening meal, will be shared. The conference fee includes the meals, except the second evening meal. The room rate includes breakfast and 1GB of wireless data per day per room.

We are a paper free conference. The proceedings will be available online before the conference and downloadable at the conference, please bring your device.

Authors are encouraged to book accommodation at the Conference Hotel, *Heritage Queenstown* as soon as possible:

- <http://www.heritagehotels.co.nz/booking>
- select hotel, Queenstown,
- enter your dates, click 'flexible dates',
- enter promo code **MACRO**
- submit.

The dates for the conference are:

- Doctoral colloquium 18th June
- Systems workshop (open to all with supplementary payment) 19th June
- Conference Reception 19th June
- Conference programme 20th—22nd June, with conference awards dinner on evening of the 22nd

Tracks

As well as traditional macromarketing topics, the conference has the following (hyperlinked) tracks:

- [Ethics](#)

- Fashion
- Quality of Life and Well-being
- Macromarketing Measurement and Methods
- Initiating and managing disruptive change in social and macromarketing systems
- Energy, Markets, Public Goods/Infrastructure and Society
- Macromarketing and Health
- Marketing and Minorities: Challenging discrimination, marginalisation and stereotypes in the marketplace
- Sustainable & Ethical Consumption
- Sustainable Business Models: Moving beyond Profit
- Critical Social Marketing
- Beyond Potential — Gender focused research and its relevance to Macromarketing
- Revisiting the Politics of Distribution
- (Macro)marketing History
- Consumer and Community Vulnerability
- Children as Consumers
- John Maurice Clark's concept of social value in contemporary perspective
- Social value, inequality and responsibility
- The sharing economy — visions, opportunities, beneficiaries
- Migration and Macromarketing
- Marketing as Social Science — continuing the debate

Ethics

Ann-Marie Kennedy

Gene R Laczniak,

please send all correspondence to Ann-Marie Kennedy (akennedy@hotmail.co.nz)

This track welcomes papers on all dimensions of ethics, fairness (equity) and justice related issues that have societal manifestations or marketing system implications. Development of ethical approaches or assessments of macromarketing topics including sustainability, developing marketplaces and social marketing are of interest.

Submissions can be theoretical or empirical, interpretive, qualitative or quantitative. Given the conference theme of “marketing systems”, papers that provide ethical, equity or justice related discussion of marketing systems in the past, present or future including historical articles are especially welcome.

Fashion

Lisa McNeill lisa.mcneill@otago.ac.nz

The fashion system as we have understood it in the last two centuries has shifted radically as mass media, digitalisation and consumer power have transformed the norms of buying, wearing and experiencing. Bloggers are the advertisers of the new fashion system and consumers choose to interact with and construct their own marketing materials around fashion, via non–industry exclusive channels such as Instagram, Pinterest and video–blogging. Concept stores and consumer–constructed sales channels have meant that brands are co–created identities, between the consumer and the producer.

Celebrated trend forecaster Lidewij Edelkoort claims that fashion is ‘dead’ and that “marketing of course killed the whole thing. It’s governed by greed and not by vision. There’s no innovation anymore because of that” (2015). Edelkoort notes that the saviour of the fashion system will be the consumer, where “we are [now] in the age of the rise of personal style as the mark of sartorial excellence”. In the modern fashion system, is the diversity of fashion thus testament less to the skill of the marketer, and more to the role of clothing as a psychosocial mechanism for individuals to create a self–evaluative outcome within which they are most secure? Fashion can help us understand shifts in societal norms and the socio– cultural climate of populations around the world, but to do this, we must ask what the nature of the new fashion system is, and explore its likely effects, positive and negative, on consumption.

This track welcomes papers exploring the new fashion system, in the context of marketing. Particular attention could be paid to the role of the consumer in the new fashion system, and the changing nature of fashion marketing in this sense.

Quality of Life and Well–being

Alexandra Ganglmair–Wooliscroft alexandra.ganglmair@otago.ac.nz

Joe Sirgy sirgy@vt.edu

We invite studies relating consumption (in its broadest sense), to quality of life, well–being, happiness, and other related concepts. Submitted papers should explicitly address quality of life, well–being etc. concepts rather than merely implying them.

Macromarketing Measurement and Methods

Francisco Conejo, francisco.conejo@ucdenver.edu

Ben Wooliscroft, ben.wooliscroft@otago.ac.nz

Macromarketing research deals with complex phenomena and often wicked problems, which present many methodological issues when trying to understand those phenomena and solve those problems (see Wooliscroft's 2016, commentary in JMK special issue on Methodology). This track welcomes papers on the ways we can understand macromarketing phenomena and problems. It also welcomes papers on understanding a specific macromarketing phenomena/problem which focus on the methodology used.

Initiating and managing disruptive change in social and macromarketing systems

Sarah Duffy Sarah.Duffy@westernsydney.edu.au

Josephine Previte j.previte@business.uq.edu.au

Laurel Jackson la.jackson@westernsydney.edu.au

Shifts in thinking about social markets, marketing practices and desires to effect positive change are opening new conversations and critiques about systems thinking in social change markets. Social marketers and scholars interested in sustainable enterprise are driving discussion on 'social markets', which are constituted through the evolution of marketplace interactions between targeted citizens, communities, civic, government and commercial institutions engaging in collaborations aimed to create positive social change. Social marketing thinking to date has been constrained by narrow applications and reactionary marketing practice where it is devised as a solution to wicked social problems. What needs discussion is the role of social marketing as a means to initiate and even disrupt interactions and relationships between actors in social markets. This track aims to gather new thinking on the theory and practice of social marketing.

Suggested Topic Areas:

- Is social marketing an initiator of disruptive change?
- How successful are positive approach to social change? (eg. Hello Sunday Mornings)
- Can wicked problems be solved from the bottom up? Are there system characteristics that facilitate this?
- What system characteristics encourage social marketing to move beyond advertising campaigns? (eg. Who gives a crap?)
- What is the role of industry in resolving wicked problems?

- What can be learnt from historical studies of macromarketing systems exploring the origins of change and the consequences?
- Vulnerability in emerging economies
- Are environmental sustainability issues “wicked problems” that social marketing can help to solve?

We believe that understanding the origins and implications of disruptive change is a critical to advance the macromarketing literature. Much can be learned from both systems that have managed to resolve wicked problems and those that seem to perpetuate them and those that are somewhere inbetween. This session seeks to examine how change occurs in macromarketing and social marketing systems with a view to assist policy makers, communities, industry and scholars work towards fairer and more harmonious way of life.

Energy, Markets, Public Goods/Infrastructure and Society

Ben Wooliscroft ben.wooliscroft@otago.ac.nz

Energy is embedded in all our lives. We require electricity, transport fuel, heating fuel, etc. to live in the developed world. How does energy, which is typically provided through a monopoly network, reflect market structures and competition? How should energy and transport (or the internet) be considered when they are ‘essential’? Are, or how could, the benefits of the market be transferred to customers?

In many countries electricity was run as a public good, only to be transferred to markets, with the promise of increased efficiency and lower costs. Those promises have not been realised, at least for New Zealand consumers.

This track welcomes papers that consider public goods, infrastructure, energy, transport, markets and society.

Macromarketing and Health

Jayne Krisjanous Jayne.Krisjanous@vuw.ac.nz

Javlon Kadirov djavlonbek.kadirov@vuw.ac.nz

This track welcomes papers examining the role of marketing in health and healthcare, from both contemporary and historical perspectives. Today’s pressing health issues have led to the proliferation of dedicated market practices (e.g. health service eco-systems, health marketing, health oriented policies, public health campaigns) worldwide. These issues (e.g. obesity, sedentary lifestyles, immunisation, smoking cessation) have been described as complex, recursive, all — encompassing that go beyond the sphere of sterilised market exchanges, and thus call for multi-disciplinary inquiry approaches. The macromarketing and health debate centres on the problematic endurance of such health ‘problems’ that act as systems of practices and discourses within Western society due

to seeming resistance to eradication, high commercial interest, and the enormous social/financial costs borne to individuals, communities and health eco-systems. While the public perception of health dynamically influences marketing, there are many other ways through which markets and marketing in turn impact health eco-systems. For example, the growing medical tourism industry (particularly in developing countries) offers new opportunities to regional economies whilst also substantially changing the way healthcare systems have been structured. Likewise, ageing populations across the Western World call for healthcare approaches that adequately address the issues of resource allocation whilst meeting the needs of aged populations increasing longevity accompanied by complex health issues.

Marketing and Minorities: Challenging discrimination, marginalisation and stereotypes in the marketplace

Mona Moufahim, mona.moufahim@durham.ac.uk

Maria Lichrou maria.lichrou@ul.ie

Aggelos Panayiotopoulos

Marketing institutions and practices have been criticised for marginalising, stereotyping and even stigmatising particular groups (Edelman et al., forthcoming; Mirahito et al., forthcoming; Sinclair, 2009; Borgerson and Schroeder 2002). While some minority groups have gained visibility in the marketplace as marketers recognise and interact with diverse consumer identities (e.g. gay consumers; mixed-raced families), this is often limited to targeted niche or 'ethnic' marketing. Worryingly, consumers are routinely discriminated against based on their racial identity, as the recent Airbnb scandal revealed (The Economist, 2016). The hashtags 'Flying While Muslim', and 'Shopping While Black' have gained traction in social media and demonstrate the pervasiveness of discrimination and marginalisation of certain groups, and how race or racialised identities affect consumers' experiences. The pervasiveness of racism (Tadjadewski, 2012) as well as different forms of discrimination are issues that marketing scholars and practitioners need to confront and critique. Macromarketing, with its focus on marketing systems and their interactions with society and culture, is the appropriate disciplinary space for these conversations to take place.

This track aims to explore issues of racism and discrimination in the marketplace, and the dynamics of their creation, development and reproduction through marketing institutions. In line with the conference theme, we are interested in papers that focus on the marketing system, i.e. the interactions between multiple firms, horizontally or vertically, as well as multiple groups of consumers. Can macromarketing, as a disciplinary discourse that focuses on the interactions between markets and society, challenge unequal power structures and institutionalised forms of discrimination? We also wish to understand how consumers construct and negotiate their identities as minorities. How do consumers challenge stereotypes and negative marketing representations in the marketplace? Does the process of inclusion of minority cultures and identities in the marketplace lead to commodification and forms of cultural appropriation (e.g. 'camp', hip hop culture, Aboriginal material

culture and rituals, so-called 'ethnic products')? We wish to extend the analysis beyond the issue of race and ethnicity to acknowledge the complexity of the phenomenon since individuals' identities are intertwined with other dimensions such as gender, religion, class and sexuality. Discrimination (direct or unintentional) is not restricted to racial characteristics, but affects various groups that deviate from normalised social 'ideals'.

We invite papers that address but are not necessarily limited to the following themes:

- Racism in the marketplace
- Politics of identity and the marketing system
- Visual and discursive constructions of minorities
- Stigma and stereotypes
- Intersectional analysis of marketplace discriminations and consumers experiences
- Brands and material objects as sites of minority identity, collective memory and/or conflict
- Cultural appropriation and commodification

Sustainable & Ethical Consumption

Sabrina V. Helm helm@email.arizona.edu

Humanity's collective resource demand exceeds the limits of the Earth's natural capital and 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. Irrespective of the specific label used, sustainable consumption behaviors include an ethical dimension.

Sustainable & ethical consumption, as shaped by our marketing system, is one of the most critical topics to consider from a macromarketing perspective. The Sustainable & Ethical Consumption track consolidates research on sustainable and ethical consumption to explore the significance of consumption in the context of environmental, economic and social sustainability, to examine how it is being promoted and implemented through marketing practices, to investigate how it is being perceived and received by consumers, and to

explore the impact it has on general societal flourishing as well as the health of the planet. In particular, empirical and conceptual papers are invited that address key concepts and topic areas such as

- Overconsumption and climate change
- Quality-of-life and overconsumption/sustainable/ethical consumption
- Public policy's role in enabling sustainable/ethical consumption
- Marketing's role in enabling (or hindering) sustainable/ethical consumption
- Consumers' moral values and other drivers of ethical decision making
- Consumer attitudes towards resource waste, disposal, and recycling
- Cross-cultural consumer attitudes to ethical behavior and sustainability
- Forms of sustainable consumption, e.g. 'green' consumption, reduced consumption, anti-consumption
- Fair trade consumption
- Social effects of overconsumption
- Collaborative consumption
- Voluntary simplicity and other lifestyle concepts associated with sustainable forms of consumption
- History of sustainable and ethical consumption

References

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Sustainable Business Models: Moving beyond Profit

Ben Wooliscroft ben.wooliscroft@otago.ac.nz

Much research has focussed on how consumers can be more ethical or sustainable, but business clearly has a part to play as a good 'citizen'. This track invites papers discussing:

- new (or old) business models that positively contribute to society
- the ethics and responsibilities of business in society

- frameworks for understanding business in a sustainable world
- the language of business and how it frames expectations and behaviour
- any paper that focusses on the business side of sustainability and ethical consumption in its widest sense.

Critical Social Marketing

Janet Hoek janet.hoek@otago.ac.nz

Karine Gallopel–Morvan

Critical social marketing has much in common with macromarketing; both explore shortcomings of marketing exchanges, examine unintended consequences, and recognise the importance of systemic, rather than individual, behaviour change. Where macromarketing explores how marketing systems shape and improve the quality of life enjoyed by a society, critical social marketing considers how these same systems may also compromise and undermine societal well-being, and examines interventions to ameliorate these adverse effects.

This track continues a highly successful initiative from the 2016 Macromarketing Conference, which featured a critical social marketing track. Topics discussed included:

- The dark side of Corporate Social Responsibility and how CSR may disguise more insidious and harmful behaviours.
- Evaluations of regulatory approaches used to constrain the damage caused by weakly constrained marketing, particularly in relation to alcohol and high sugar foods.
- The effectiveness of policy interventions used to shape consumers' behaviour, including warning labels and excise taxes.
- Investigations of gender role stereotyping and gender-targeted advertising, and the wider societal impacts of these communications.
- The relative power of social marketers, policy makers, and corporations.
- Land degradation and environmental consequences of commercial growth, and strategies for reducing harm.
- Top-down and bottom-up approaches to tobacco endgames.

New Zealand provides a unique context for considering the critical social marketing–macromarketing nexus. Despite our status as a developed nation, we have profound health and social inequalities, and highly inconsistent policies with respect to tobacco, alcohol, food and psycho-active substances. These features merit discussion in their own right and allow for intriguing comparisons with other countries.

The New Zealand social marketing sector, including researchers and practitioners, has recently developed a social marketing group linked to the wider Australian Association of Social Marketing.

Beyond Potential — Gender focused research and its relevance to Macromarketing

Jan Brace–Govan, jan.brace–govan@monash.edu

Shelagh Ferguson shelagh.ferguson@otago.ac.nz

James W. Gentry jgentry@unl.edu

Following the enormous success of gender focused tracks at the Macromarketing conference in Dublin, we welcome papers that respond to the conference theme and examine the potential of gender analyses for Macromarketing scholarship. Open to a wide range of topics with a focus on marketplaces and, particularly, systems or systemic issues (often considered ‘wicked’ problems), we envisage a diversity of methods and theoretical paradigms where the pivotal issue is gender.

By developing this broad canvas, we seek to engage more deeply with contemporary issues and approaches to gender which enlarges and extends the reach and relevance of Macromarketing today. To this end we would be interested in, but not limited to, the following topics:

- Gender research and its contribution to understanding marketing systems
- Past, present and potential gender focused research and the shaping of marketing systems
- Beyond quality of life — the feminization of poverty, body politics, government interventions in/for well-being
- Beyond big data and technology — gender–violence in cyberspace; the potentialities of technology to resolve gendered inequalities
- Beyond market exclusions and vulnerability — challenging gendered disadvantage
- Beyond neoliberalism — examining the political for the personal; identity politics in a globalised networked society; hacktivism and activism
- Beyond equality — gendered social and distributive justice

Revisiting the Politics of Distribution

Stan Shapiro sshapiro@sfu.ca

Kim McKeage kmckeage01@hamline.edu

There is much to be learned from studying how legislation regulating markets and marketing first gets passed and then implemented. How did the idea for such legislation originate? Who championed it? Who opposed it? How, and to what degree, did legislation

evolve from initial proposal to enactment. What role did legislative lobbying, public relation programs and/or social media campaigns play? Finally, why are some campaigns to increase, or decrease, the degree of regulation successful and others not? Examples of relevant topics include: existing marketers threatened by Uber and Airbnb using whatever political influence they can muster to seek what they, but not necessarily others, would call regulatory fair play; Agricultural Marketing Boards and 'Free Trade' Agreements, existing and proposed, and many other areas where politics and markets interact.

Those who wish to study either past events or currently evolving issues through a 'politics of distribution' lens will find useful concepts, insights and approaches in Palamountain's classic study (1955), in Arndt's use of political economy perspectives to study entire marketing systems, (1979, 1981 and 1983), in Achol, Stern and Reeve's more specific focus on the internal politics of the distribution channel (1983), and in Hutt, Mokwa and Shapiro's arguing for the existence of a Parallel Political Marketplace (1986).

Ideally, submissions of either complete manuscripts or detailed abstracts would go beyond the merely descriptive, linking the specific examples provided to some relevant conceptual framework or approach, possibly, but not necessarily, one with a marketing systems or an updated Parallel Political Marketplace focus. Should you have any questions as to the suitability either of your proposed topic or your research approach (or just wish to express interest and let them know you'll be submitting a paper), please feel free to contact the Track Chairs.

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(Macro)marketing History

Robert Crawford Robert.Crawford@uts.edu.au

This track seeks papers dealing with historical research into marketing systems, markets and society.

Consumer and Community Vulnerability

Terri Rittenburg tritt@uwyo.edu

Terry Pavia Teresa.pavia@business.utah.edu

Macromarketers have identified factors that exacerbate the vulnerability of at-risk groups in societies. However, many situations leading to vulnerability are embedded in larger, complex systems with many stakeholders. When complex systems have multiple stakeholders the communications, negotiations and exchanges between the stakeholders can all be viewed as part of the larger marketing system. In this track exploring consumer vulnerability, we will focus on how the larger marketing system works with the more 'local' marketing system to reduce or increase vulnerability. For example, a local marketing system that might reduce consumer vulnerability such as a food bank only exists after successful negotiations in the larger marketing system between not-for-profit groups who work with people experiencing food insecurity, regulatory bodies that set the rules for food handling (especially fresh and prepared foods) and food producers.

Following this example, we seek research that explores consumer vulnerability in the context of local and larger marketing systems. As noted in the preceding example, sometimes the larger system supports activities at the more local level. When this works well, we seek generalizable mechanisms that other vulnerability-reducing efforts may employ. Unfortunately, sometimes the larger system seems intent on perpetuating imbalances of power that work against the consumer (for example, complex hard-to-understand contracts the consumer needs to sign for a loan). In situations like this, we seek knowledge about how and when consumer activism is ignited against the larger market forces that are perceived to perpetuate vulnerability. Finally, actors within the larger system may, for a variety of reasons, change their goals within the larger system. For example, a regulatory agency may change its position on an issue that constrains vulnerability-reduction efforts (for example, regulations may change on loan disclosure transparency). We seek knowledge on marketing system agents that have impact on the ability for some marketing systems (e.g., food banks) to reduce vulnerability but other marketing systems to increase vulnerability (e.g., high interest loans to the impoverished).

Thus, despite substantial progress, many questions remain unanswered. What structural factors in the marketplace exacerbate the vulnerability experience? What marketplace factors resist or stand in the way of vulnerability reduction? What coping mechanisms do consumers use in response to experiencing vulnerability? Does coping get a consumer through a time of vulnerability (for example, living with family while unable to afford an apartment) or does the marketplace provide coping opportunities that reduce the chances of moving out of a vulnerable state (for example, high interest loans to the impoverished)? How and when is consumer activism ignited against market forces that are perceived to perpetuate vulnerability? What public policy responses are effective and appropriate? What levels of protection should be afforded to members of at-risk groups?

This track welcomes papers that build on existing knowledge about the nature and process of consumer vulnerability; examine market and policy solutions to lessen vulnerability, particularly among those already disadvantaged in societies; or identify ways in which marketers can contribute to consumer resilience and well-being. We welcome full papers or

extended abstracts.

Children as Consumers

Rob Aitken rob.aitken@otago.ac.nz

Leah Watkins leah.watkins@otago.ac.nz

This track is designed to provide a forum for academic and research papers responding to the increasing emphasis on children as legitimate (or not) targets for marketers. Marketing is increasingly being directed at children and many spaces and activities for children's education and play carry commercial messages. A recent UN report recommends that all forms of advertising to children under the age of 12 years be prohibited based on the concern that commercial advertising and marketing practices have a detrimental effect on the well-being of children, and impinge of their educational and cultural rights (UN General Assembly Report on Cultural Rights 69th Session 2014).

That advertising positions children as consumers rather than as citizens in contexts where consumption is normalised rather than contested has serious implications both for children's education as independent thinkers and for their socialisation as cultural constituents. In addition, the commercialisation of childhood is at variance with social objectives regarding the promotion of environmental awareness and a sustainable consumption future. Of particular interest, is the increasing intrusion of commercial messages in schools, rather than providing commercial-free public spaces, they too are becoming a further conduit for corporate messages and consumerist values.

There is a gap in understanding the impact cumulative exposure to marketing messages embedded in media, education and other cultural forms may have on children's well-being and their socialisation as citizens and consumers. This is especially true for more vulnerable members of society; prior research has acknowledged that commercialisation may accentuate social inequalities and place further pressure on those who are already disadvantaged and whose cultural rights are most precarious. Thus it is important to explore the wider social and family contexts of class, gender and ethnicity, for example, to identify differences in effects on children of increased exposure to commercialism.

Our knowledge of children's inherent limitations in understanding advertising and their unique susceptibility to commercial persuasion has been well established in prior academic work. However, given the appeal of new forms of technology and communication to children and the integration of marketing messages in public and cultural spaces, it is important to re-consider children's vulnerabilities.

Given the rapidly changing media environment and the growth of advertising targeting children in various domains, empirical investigation into the effect of marketing on children's well-being should be a priority.

List of potential specific topics to be covered:

- Children's rights within the context of consumption
- Public policy and regulation of media aimed at children
- Marketing in schools

- Advertising and the sexualisation of childhood
- Children's media exposure and well-being
- The ethics of advertising to children
- Health impacts of marketing to children
- Stealth marketing techniques aimed at children
- Demographic differences in children's exposure and/or vulnerability to marketing
- Children's influence upon family expenditure
- The unintended consequences of children's reception of marketing communication

John Maurice Clark's concept of social value in contemporary perspective

Michaela Haase Michaela.Haase@fu-berlin.de

William Redmond whredmond9@gmail.com

John Maurice Clark was a leading figure in the institutional economics and a highly recognized scholar within and beyond the discipline of economics (The Academy of Political Science 1964, Markham 1968). He was named the founder of social economics (Rohrlich 1981, Lutz 2009) and behavioral economics (Stewart 2005; see Clark 1918). Notwithstanding, not many are familiar with his works today, especially his views on social value where he compared social value with exchange value; and on economic responsibility and the responsibility of economics (Clark 1916). For this reason, we plan to organize a special session on John Maurice Clark's understanding of social value that shall explore its relevance for contemporary marketing and public policy, respectively.

As an economist, Clark was interested in the (further) development of economics so that it is able to (better) address dynamics or changes in the economy. His view of economics was that of a discipline that generates the knowledge that economic actors and public policy need in order to become able to act responsibly and adequately with respect to the concrete historic circumstances. In a nutshell, Clark (1916) addressed the relationship between responsible economic action (under the conditions of modernity) and an economics of responsibility. Clark's approaches to social value and responsibility are closely related, if not complementary (Stanfield 1981).

The subsequent list of quotes shall illustrate that and how Clark's views relate to issues of relevance for marketing and public policy; the functioning of market economies and social reform; or externalities. They give the impression of an economic discipline that does not shy away from formulating and assessing objectives and reflecting on the values and valuations unavoidably included in such processes:

- “Every measure of economic reform on which he (the economist, session chairs) expresses an opinion, represents an estimate of a social value of one sort or another, different from that of the market” (Clark 1936, p. 53).
- Necessary is the development of “a concept of economic value and valuation with reference to society as a whole, independent of market valuations and capable of scientific application to concrete cases” (Clark 1936, p. 54).
- Exchange values reflect individual utilities but not the value or cost of a marketed entity (conceptualizable as differently as commodity, service, property rights bundle, resource, etc.) to society: It is “impossible to say that market value measures ‘social value’ in the sense of ‘value to society?’” (Clark 1936, p. 50).

At the beginning of the last century, Clark became aware that the complexity of social reality and the interdependency of actions interfere with the classical model of responsibility, the liability model (Young 2004, Haase 2015). From a Clarkean perspective, economics is a theory that generates the knowledge enabling the actors to act responsibly and, with respect to the objectives they want to achieve, adequate. This includes the creation of value to society, not only within society. The study of what Clark called inappropriable values (in today’s terms: externalities) and the study of social value are not the same thing. The latter includes theory about what is of value for society, what society can or does value, not only what it wants to avoid. The clue of an approach to social value is that it is not limited to the assessment of ex–post action consequences; thus, it is an ex–ante approach. Theory about social value also includes or is related to theories of values. Clark was also cognizant of the challenges involved in specifying social value vis–a–vis economic value, difficulties which remain today. He named values which influenced the creation of the American constitution or the bill of rights “organic social values playing a part in the field of commerce” (Clark 1936, p. 56). There is also “the positive value of freedom” that “may deter us from prohibiting the sale of many quack remedies, or outlawing many questionable business practices, which predominant social judgment and sentiment oppose” (Clark 1936, pp. 55 f.).

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Social value, inequality and responsibility

Michaela Haase michaela.haase@fu-berlin.de

William Redmond whredmond9@gmail.com

As Lautermann (2013) has pointed out, the term “social” has no unique and definite counterpart in social reality: In, for example, “social marketing” or “social value,” it refers to supraindividual aspects of analysis ? aspects that are of interest for the communities or societies to which individual or organizational actors belong and for which their actions matter. These actions and their consequences for communities or societies can be assessed with respect to their value for the parties involved in that procedure. This has been done, in particular, in terms of the externalities literature. This leads us to the normative dimension that the term “social” seems to have as well. Often, the word “social” is used to relate normative aspects of actions or analysis to entities or research objects such as market economies, entrepreneurs, or marketing. In line with this characterization, a “social market economy” is one thought to cushion the hardness of untamed capitalism; social entrepreneurs are founders of non-profit organizations motivated by a “social mission”; “social business” strive for profits by the solution of social problems (Driver 2012); or social-marketing policies are thought to align individual decision-making procedures with societal or policy objectives.

Further, the word “social” is used in a categorical sense to indicate substantial differences between the social with, for example, the economic and the ecological. In line with these three categories, “sustainability” has been characterized as a field of research located at their intersection (Thomson 2013). These categories find expression in the distinction (or dichotomy?) between economic value creation and social value creation as well. The marketing-systems approach makes economic value creation a definitional attribute of marketing systems. Compared with that, the creation of social value is contingent; it is something that happens “in many situations” but not by definition (Layton 2016, 2). But what actually happens in these situations? What is created by whom, for whom and by what

procedures? Is there a descriptive content to that the marketing–systems approach refers in this regard and provides vocabulary for its analysis? Layton (2016, 3) gives the following hints: “I believe we need a deep understanding of the way human communities interact in cocreating economic and social value through exchange, and of the causal dynamics producing evolutionary change in the resulting exchange networks.” That economic and social value creation are not the same, does not mean that they exclude each other. Thus, economic and social value creation can result from the same processes but need not. That they need not is an important insight that leads to problems of its own. On the one hand, it objects the invisible–hand metaphor according to which the actors do not need to take explicitly into consideration the potential social value of their actions. On the other hand, it seems to add to the view that the economic and the social dimensions of actions differ. It is for this reason that actors need to take into consideration the social consequences of their actions.

In this track, we invite researchers:

- to reflect on the meaning of the term ‘social’ in expressions such as ‘social value,’ ‘social marketing,’ or ‘social entrepreneurship’ and the reasons for conceiving of the economic and the social as being dichotomic;
- to substantiate or criticize sectoral thinking as expressed in, for the example, the distinction between a business sector and a social sector; or
- to explore the commonalities and differences of economic and social value creation in descriptive and normative respect.

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The sharing economy — visions, opportunities, beneficiaries

Michaela Haase michaela.haase@fu-berlin.de

The sharing economy is a phenomenon indicative of the potential of change inherent in today's capitalist economies. It has created new business opportunities or business models which became a threat to established businesses in some areas such as vacation apartments and the taxi business. Within the sharing economy, digital platforms have been created and established for improving the opportunities of users to coordinate their activities with those of others. Such opportunities encompass, for example, their supply of and demand for vacation apartments or car rentals/carsharing. The suppliers of these digital platforms offer their customers a resource that alleviates the coordination with other resource providers using the same platform. Consequently, these platforms lower the users' transaction costs and risks. As the growth of the sharing economy is indicative of, both the platform providers and their customers are beneficiaries of the sharing economy's new business opportunities. Yet, there are not only beneficiaries in the sharing economy. Since May 2016, in Berlin, it is forbidden to offer vacation apartments via Airbnb and other platforms. Some of the owners of the 23,000 vacation apartments offered via Airbnb in Berlin brought their case to court, and they lost.

There are two aspects of interest in the Airbnb case: first, the freedom of property (this is the freedom of the owners of vacation apartments) can clash with the freedom of the people living in the neighborhood of these vacation apartments. Some of these neighbors became exasperated with lodgers having problems to find their apartments at night-time; who sleep on the stairway, are often drunk when they return to the apartment and have parties there. Second, the collusion of the two freedoms was not the reason for the local government to forbid the practice. The local government's argument was the scarcity of living space offered at an affordable price in Berlin. The local government targets to see these apartments offered on the "regular" rental market. Notwithstanding, the idea of freedom remains relevant for the emergence of sharing economies, but how relevant is it and how many freedoms are to consider? Lusch (2006) refers to Sen (1999) for whom the development of economies' freedom is essential and not to be equated with economic wealth per se. For Sen, there are five freedoms: political, economic, social opportunities, transparency guarantees, and protective security. What kind of freedom does the sharing economy need and for whom? How do laissez-faire or regulation relate to wealth? And how does freedom relate to responsibility? What is responsibility in the context of the sharing economy? The institutional economist John Maurice Clark (1884–1963) addressed "the meaning of responsibility" in his lecture series "Alternative to serfdom": "For our purpose, the term has a two-fold meaning. It implies a range of inner discretion for the individual, which he exercises with a view to the rights of others; and it also implies some accountability to others for the use that is made of this discretion." Do platform providers, suppliers of and demanders for, for example, vacation apartments act responsibly? Is it an irresponsible act, violating the idea of the common good, to book a vacation apartment via Airbnb in Berlin or other cities of the world? Is it an act of moral economic action to book a hotel room instead of a vacation apartment?

The hotel business competes with the platform provider, in our example, with Airbnb. While competition seems to be a taken-for-granted welfare-creating mechanism (see, for example, Aghion and Schankermann 2004; Van de Klundert and Smulders 1997), in some cases the public authorities seem to be at odds with it. According to Clark (1950, p. 70), "(c)ompetition is rivalry for economic goods or gains: rivalry that centers in offering the other party a bargain good enough to induce him to deal with you in the face of his free

option of dealing with others who are freely offering him the same kind of return.” Clark considers competition the most important organizing principle of the market system. This principle implies that there are winners and losers. In Germany, the loser in the competition with Uber, the taxi business, has managed to impact the government in a way that pushed Uber out of the market (the same happened in Spain) while Uber is running very smoothly in London. As Layton (2016) argues, competition is a path-dependent phenomenon; that is, roughly speaking, that actual decisions are related to past decisions by a self-reinforcing process. Institutional change may be difficult and slow as learning, particularly in case of cognitive path dependency, cannot unfold its effects in its entirety. This mechanism may have added to the diversity of regulations in Europe.

In both cases of public policy, the framing of the governmental activities was important: in case of the vacation apartments, it was no misuse of living space while in case of Uber it was no quasi self-employment and protection of a natural monopoly for the public benefit.

A third example of recent governmental intervention in Germany is the foodsharing initiative in Berlin. Foodsharing initiatives want to reduce food waste and connect supply and demand in case of food that supermarkets, households, and others would have thrown away. They distributed fridges at different places in the city into which everyone can put food and from which everyone can take food. 3,000 volunteers in Berlin transfer food, clean the fridges, and so on. In Berlin, the veterinary and food control agency (Veterinär- und Lebensmittel-Aufsicht) argues that the foodsharing initiative has to fulfil the same hygienic standard as firms in the food producing industry: Each fridge has to be controlled by one person who is the only one allowed to put food into the fridge and, all food donations have to be registered in a list and accordingly marked. In case of non-compliance, the local authority threatens the initiative a 50,000 Euros fine and the closing down of the fridges or even the initiative. Do the foodsharing activists act irresponsibly? Are the fridges a threat to the health of those who pick up food from the fridges? Is the veterinary and food control agency protecting the health of Berlin’s citizens?

The emerging sharing economy is a reason to address (the beliefs in) freedom, responsibility, and competition both in sharing economies and in the marketing discipline. For this special session/track we invite papers from scholars that address problems related to freedom, responsibility, and competition within the sharing economy. In addition, we are interested in answers to the question if the sharing economy gives rise to problems for other kinds of economies. The sharing economy, at least in the eyes of some observers, has given rise to promises or expectations that there are alternatives to the way the other economic systems function: an increase of action opportunities and in the flexibility of resource uses on the one hand, and a democratization of the economy and paying attention to sustainability on the other hand (Bala 2015). Does the way, how actors make use of their freedom and responsibility and understand and practice competition, influence the degree to that these promises or expectations have been or can be realized? In addition, are there differences between groups or types of actors within the sharing economy? Is there more than one sharing economy? What do we know about the meaning and values the participants in the sharing economy relate to their actions? Are there differences in the way actors engage in the sharing economy, in their business models, and in their objectives?

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Migration and Macromarketing

Mitra Etemaddar mitra.etemaddar@otago.ac.nz

There are currently more than 244 million international migrants living abroad worldwide. International migration has become an integral part of our economies and societies and is a catalyst for socio–cultural and economic changes. This track welcomes papers on all societal manifestations of international migration and dispersion issues.

Marketing as Social Science — continuing the debate

Helge Löbler loebler@wifa.uni-leipzig.de

Michaela Haase michaela.haase@fu-berlin.de

With his paper “There could be more than marketing you might have thought!” Roger Layton sets out a seminal agenda for marketing (Layton 2016b). The guiding question is “could marketing be repositioned as a discipline within social science?” At the last Macromarketing conference, several academics commented on this agenda. These comments were published in the *Australasian Marketing Journal* (Layton 2016a; Löbler 2016; Maclaran 2016; Mittelstaedt, J. 2016; Mittelstaedt, R. 2016; Palsa 2016; Redmond 2016; Shapiro 2016). The question what marketing is and what marketing can be is not new. 40 years ago Shelby Hunt clearly stated “If marketing is to be restricted to only the profit/micro/normative dimension (as many practitioners would view it), then marketing is not a science and could not become one” (Hunt 1976, p. 27). This track invites all who are interested in

continuing the debate about marketing as a discipline within social science. This is a discussion that touches upon the distinction between micro- and macromarketing and, with it, upon the understanding of macromarketing itself. In addition, we have to acknowledge that the possible objective, marketing as a social science, is itself a debated topic (see, for example, Edmonds and Warburton 2016a and Edmonds and Warburton 2016b).

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