

Call for Papers - Macromarketing 2021 Global Conference Tracks:

Conference Chairs:

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We live in challenging times. Covid 19 has severely impacted on international travel, challenged supply chains and market systems. Those market systems have adapted, by and large, and so have we, the Macromarketing Society.

In 2021 the Macromarketing Society Inc. will offer its first Global Conference – one conference hosted across multiple locations and at least three time zones. Where possible macromarketers will meet in person. When that is not possible participants will take part in a virtual conference stream(s) appropriate to their time zone. We anticipate there will be a blend of in person meeting and online presentations in most time zones.

All presentations will be recorded and uploaded to the Macromarketing Society Inc. website.

A single global Proceedings will be produced, with ISSN, and hosted on the Macromarketing Society website and indexed by scholar.google.com. As usual, the Macromarketing Society will not take copyright of your work.

The nature of the global conference means that authors may be accepted into a track but present in a combined track appropriate to their time zone. Every effort will be made to place sympathetic and stimulating presentations and papers together in their appropriate place/time zone and sessions.

Presenters and conference attendees are to be paid members of the Society in 2021. Where macromarketers meet in person there may be a small charge to cover catering.

Due date for paper/abstract submissions: **14th March 2021**

Due date for special sessions/panels: **28th February 2021**

Conference dates: **12-16th July 2021** (note each time zone will set its own day(s) during these days closer to the date).

All submissions should be formatted as for submission to the *Journal of Macromarketing*

As well as the tracks listed below the conference invites any papers/abstracts which are macromarketing in focus. Submissions that don't fit one of the tracks below should send them directly to the conference chairs.

Tracks:

- [DEGROWTH](#)
- [Quality of Life and Wellbeing](#)
- [Macromarketing Measurement and Methods](#)
- [Public Values](#)
- [Macromarketing Education](#)
- [Non-Consumptive Market Systems](#)
- [Interactions between Markets and Societies: Foundations and Varieties of Interrelatedness](#)
- [Catastrophic Climate Change or Sustainable Consumption, Marketing and Education? Challenges and Opportunities for Macromarketers](#)
- [Ecological and Social Injustice as the Impetus for Ethical Marketing and Consumption](#)
- [Globalisation, \(Neo\)Colonialism, and Marketing](#)
- [Social Conflicts and Market Dynamics](#)
- [The next normal for Social Marketing: Transformative Holistic Change](#)
- [Ethics, Equity and Social Justice](#)
- [Historical Research in Marketing Track](#)
- [Branding and Society: How can brands be leveraged as agents of transformational change and forces for societal good?](#)
- [Externalities](#)
- [Gendered dynamics: Building visibility of the interrelationships between genders, markets, marketing and society](#)
- [Food Marketing Track](#)
- [Forcibly Displaced Communities & Marketing Systems](#)

DEGROWTH

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Quality of Life and Wellbeing

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This track invites papers dealing with QOL and Well-being in the context of consumption and/or other macromarketing topics. Well-being and Quality of Life (QOL) have become buzzwords with companies and public policy makers, with numerous well-being initiatives, well-being budgets and well-being (or QOL) indices proposed around the world. The relationship between issues of consumption and QOL / Well-being issues is complex. We encourage quantitative and qualitative research that explores these (complex) relationships. Papers submitted to this track should treat QOL/Well-being as a key variable / concept rather than as implicit outcome.

Macromarketing Measurement and Methods

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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.

Wooliscroft, B. (2016). Introduction to the Special Issue on Research Methodology in Macromarketing: Macromarketing Research; it's not rocket science. . . it's much harder, *Journal of Macromarketing* 36(1): 8–10.

Macromarketing Education

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Recent years have seen increasing interest in how macromarketing is or could be taught. The June 2019 Macro Conference's Pedagogy Track featured three dedicated sessions, and the Journal of Macromarketing's Ruby Issue had a review article on the subject that went on to discuss four current teaching initiatives. That article also introduced Pedagogy Place, a new online repository of Open Source Macro teaching material. And there will soon be a Journal of Marketing Education special issue on how macromarketing is being used to "Hack" traditionally micro-oriented marketing courses.

But while some progress has been made, much more remains to be done. We believe there are others out there who have also been teaching macromarketing, either overtly or covertly. This track welcomes contributions from all of you who are indeed now, one way or another, "walking the macro talk". We encourage you to share with the broader macromarketing community your context, your approach, your degree of success and, yes, even your frustrations as you try to introduce students to marketing matters that really matter. If interested but need a few questions answered, feel free to contact either Track Chair.

Non-Consumptive Market Systems

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Taking the long-view responsibilities of business and marketing (Bolton, 2020), the continued extraction of raw materials from the earth to produce new goods will kill our planet. No matter how revolutionary the design of manufacturing process and technological solutions to production, a reliance on consumption to drive infinite growth has left consumers wanting more and businesses producing more. Yet the earth cannot sustain this. This makes the further development of non-consumptive market systems a necessity to bridge the gap between a paradigm of growth and exploitation of resources and an evolving view that privileges considerations of the bioenvironment and intergenerational equality (Kennedy, McGouran and Kemper, 2020).

The buy-use-toss linear view of consumption limits innovation and hampers a broader market system view. Yet acquisition does not have to arise from purchase of newly manufactured goods; people buy used, lease, borrow, postpone, or buy refurbished or upcycled (Luchs et al., 2011). The use stage often involves idle resources or single-use items that fast outlive their usefulness, yet market systems have evolved to embrace commercial sharing and to facilitate consumer in-sharing, to repair, to reduce usage, and/or to facilitate the reusability of goods. In the disposal stage, market systems also facilitate donation, second-hand sales, composting and recycling efforts. The general environmental stressors of the COVID-19 pandemic brought some commonplace alternatives to acquisition to light as well. During the pandemic, individuals reinvigorated a focus on self-production from gardening and home repair to creation of art, baking, and making by hand. What are the non-consumptive parts of the circular economy that macromarketing scholars can develop thinking, theorization, and macro-social marketing solutions (Kennedy, 2016) for? This track welcomes abstracts and papers that address non-consumptive market systems. Contributions might include studies of the evolution of market systems or the institutional powers at play in market systems that facilitate alternatives to acquisition of newly manufactured goods via an extended life cycle or redistribution of idle resources, including sharing, repair, second-hand exchange, donation, and self-production capabilities.

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Interactions between Markets and Societies: Foundations and Varieties of Interrelatedness

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That there is a relationship between markets and society is a major concern of macromarketing scholarship (Benton 2020; Layton 2019; Varman and Costa 2008; Fisk 1981). What are the fundamentals of this relationship and do specific phenomena, patterns, or orders arise from it? What does the social ontology of macromarketing include beyond society and markets? Searching the *Journal of Macromarketing* for ‘society’ obtained 899 hits, for ‘market’ 1154, and for ‘community’ 625 hits (November 2020). These results are indicative of the conjecture that the social ontology of the macromarketing does include social entities other than markets and society, i. e. community. Thus, researching the social or social developments (Ekici et al. 2020) and researching society do not fall into one. Ferdinand Tönnies (1855-1936), the nestor of German sociology, held the view that society and community coexist (Tönnies 2018 [1934]).

Polanyi (2001 [1944]) gave expression to the idea of ‘always embedded markets’ but did not further develop it (Block 2003). Sociologists have filled the gap, using/creating their own agenda (Dequech 2003; Granovetter 1985). In light of the above-mentioned distinctions between the social and society on the one hand, and markets and society on the other hand, the track’s objective is

- (i) to identify and compare theories or approaches addressing ‘interactions between markets and society’,
- (ii) to explore the variety of these theories/approaches or their commonalities and differences and
- (iii) to investigate the potential contribution of these theories/approaches to the overall discussion of ‘always embedded markets’ in the social sciences.

The track invites papers that critically reflect on theories or approaches and their underlying ideas that are present in macromarketing thought, or have influenced it, or can develop from it.

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Catastrophic Climate Change or Sustainable Consumption, Marketing and Education? Challenges and Opportunities for Macromarketers

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In 2019, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) reported that the current pace of environmental decline is unprecedented in human history (IPBES, 2019). The report reinforces warnings issued by the Intergovernmental Panel on Climate Change (IPCC) one year earlier, that the Earth's climate is changing at a faster rate than previously thought (IPCC, 2018). Activist group Extinction Rebellion highlight concerns about a tipping point, where catastrophic environmental changes including sea level rise, super storms and wild fires will adversely affect all human populations, and possibly pose an existential threat to humanity. The problem is entrenched systems of resource extraction. These systems support increasingly materialistic consumer cultures and lifestyles; in turn legitimized by changing cultural norms, institutions, and marketing actions. The result is overconsumption, population movements, social unrest and climate change.

The marketing discipline has been a powerful actor in these developments, supporting business and consumption growth. However, business is also well placed to tackle climate change through innovations addressing both cause (greenhouse gas emissions) and effects (Wright & Nyberg 2017). Supporting businesses, public policymakers and consumers in mitigating and adapting to climate change is arguably the most critical issue for macromarketers today. Traditional marketers focusing on "business as usual", growth and profit are part of the problem, not the solution (Kemper et al., 2019; Little and Helm, 2019). However, the solution will require us to "think different", and to challenge the routines of today: How can economies, businesses and people thrive *and* reduce damaging production and consumption? How can the dominant social paradigm be challenged in support of that goal? How can citizen-consumers and businesses be mobilized to switch to carbon neutral practices? Can degrowth be a financially viable marketing strategy, or offer new and creative opportunities to gain competitive advantage? 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? And, how can marketing educators prepare future business leaders and employees to become vanguards of a new social consumer and economic paradigm which supports people and planet rather than merely profit?

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 (i.e. macro) vs individual firm, brand, or consumer behavior (i.e. micro) implications*. Examples of possible topics include, but are not limited to the following:

Marketing and Business

1. Business responses to overconsumption
2. Marketing strategies addressing climate change adaptation / mitigation
3. The role of marketing in affecting climate change-related public policy
4. CEO / Manager activism and climate change / overconsumption
5. Global and local marketing responses to climate change
6. Macro-social marketing in support of carbon neutrality

Consumption

7. Impacts of reduced (sustainable) consumption on current economic systems
8. Sustainable (de)growth for high, mid and low-income countries

9. Climate change-related consumer activism and boycotts of businesses
10. Consumer vulnerability and quality of life in the context of climate change
11. Climate change impacts on consumer wellbeing
12. Macromarketing implications of carbon-neutral (green) products and services

Education

13. Climate change mitigation and adaptation in marketing education
14. Integrating climate change concerns into marketing case studies
15. Curriculum and pedagogical innovations in support of climate consciousness

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Ecological and Social Injustice as the Impetus for Ethical Marketing and Consumption

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Perpetuated social injustice is a burning issue for modern societies, amplified by global environmental threats and climate change. These injustices are shaped by historical trajectories. Many countries' economic prosperity and consumer cultures, including the United States, England and the Netherlands, were built on a foundation of enslavement and near genocide of indigenous peoples, and the theft of Native land. For example, the Doctrine of Discovery specifies that land "discovered" by Christians was theirs by right owing to the inherent inferiority of non-Christian peoples (Miller, 2019; US Supreme Court). Compound interest on profits from enslavement became the basis of intergenerational wealth for white communities—the wealth that perpetuates race-based economic inequality to this day (Economic Policy Institute, 2017). Overconsuming consumer lifestyles for the few immiserate the many. The effects of climate change and pollution on traditional ways of life, together with limited access to clean water, nutritious food, education and healthcare mostly affect poor (colored) people. The results are environmental destruction, mass population movements, growing social unrest, and erosion of trust in institutions.

Today, how and what we consume, and who has, and does not have, access to resources requires critical examination. Beyond racial injustice, the role of policy, markets and marketing in perpetuating or resolving the complex, systemic, glocalised, institutionalized, and embodied nature of gender injustices requires consideration from an

ethical consumption perspective (Hein et al. 2016). Also, marketing can serve to endorse stereotypes of minority groups or underrepresenting these groups, including for example the LGBTQI community (Tsai, 2010), or women who are non-white, overweight, and over 40 (Shinoda et al., 2020), magnifying inequalities based on perceived differences based on, among others, ethnicity, age, gender, gender identity, and socio-economic class.

The Ethical Consumption track invites conceptual thought leadership and empirical studies that explore marketing and consumption in the context of environmental, economic, and social justice; that examines how ethical consumption is being prevented, or promoted, through marketing and public policy practices; and that explores the impact sustainable & ethical consumption and marketing have on social equality, and societal flourishing for all. Examples of possible topics include, but are not limited to the following:

1. Marketing's role in and responsibility for systemic social and environmental injustice
2. Reframing marketing ethics from a social justice perspective
3. CEO/managerial social and climate activism
4. Racial, gender, class and other forms of social injustice and quality of life in the context of consumption
5. Overconsumption and climate justice
6. Racism and marketing
7. Ethical and sustainable consumption by indigenous people, and people of color
8. Religion, ethical consumption and overconsumption
9. Historical accounts of ethical marketing and consumption
10. Historical accounts of social, economic and environmental injustices
11. Social and climate justice in marketing education
12. Curriculum and pedagogical innovations in support of social and climate consciousness.

References:

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Globalisation, (Neo)Colonialism, and Marketing

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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/resisting to the current configuration of such global market. We therefore welcome papers engaging with the questions of post- and neo-colonialism, and decolonisation/decoloniality, as alternative proposals to the contemporary order of globalisation and global markets today.

The topics of interest include, but are not limited to, the following:

- marketing practices of global/transnational/multinational corporations (MNCs);
- workings of global non-for-profit/NGO/corporate philanthropy industrial complex;
- 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;
- decolonial thinking in marketing; and
- decolonial responses to the Covid-19 pandemic.

This track is open to submissions that approach the subject of globalisation, market and (neo)colonialism from a range of perspectives and diverse theoretical traditions, with aims to advance and update the debate on globalization, development, and global marketing in Macromarketing. We therefore invite contributions from scholars working in and from any epistemological and geographic spaces that seek to promote such discussions.

Social Conflicts and Market Dynamics

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Markets, small and large, can engender social conflict or reduce it. This reality begs important questions about the interactions among markets, marketing, policy, consumption and society that lead to peaceful and prosocial outcomes in/for markets or hostility and lose-lose outcomes. The purpose of this track is to explore these quintessentially macromarketing issues, and to consider ways markets and marketing can be instruments of conflict resolution and sustainable prosperity. Some details follow.

Social conflict occurs when persons, groups, or social sub-segments pursue mutually exclusive or incompatible objectives (Kriesberg 1998). Studies of social conflict include Marx's work on class struggles (Marx and Engels 1848) and the emergence of western (e.g., Homer 750 BCE / 1950) and eastern civilization (Mo Tzu 5th BCE in Watson 1967). Manifestations of social conflicts are legion, including for example, resources conflict, social movements, and violent conflict such as riots and war (e.g. Deutsch 2006; Shultz 2015); conflict between organizations in the market (e.g. Lewin, Strutton, and Paskwan 2011), and in in customers' dissatisfaction with services (e.g. Weiermair, 2000).

In some cases, social conflicts have been used to promote a particular market (e.g., Chaudhury, Nafees, and Perera 2020), in others social conflicts diminish the market. The consequences of unchecked social conflict can vary; social conflict that escalates can retard investment and decrease market productivity (Burkink and Marquardt 2009), creating social ideological divisions that foment distrust (De Dreu and Knippenberg 2005, Barrios et al.

2020), and reduce the probability of mutually satisfying conflict resolution (Manfredo and Shultz 2007). Such outcomes adversely affect the well-being of producers, distributors, retailers, consumers, and society in general (e.g., Barrios et al. 2016; Shultz et al. 2005; Sredl, Shultz and Brečić 2017).

Marketplaces, when well managed, have the capacity to resolve conflicting ideologies and/or to buffer the impact of conflict on individual's well-being (e.g., Barrios et al. 2019). Evidence in war-ravaged countries reveals policies and systemic coordination of market-based solutions can help to end the cycle of violence by creating civic institutions and employment opportunities, building businesses, and rebuilding peaceful and prosperous communities and societies. Examples includes agribusiness in the countries of former Yugoslavia (Shultz et al. 2005); international tourism in Vietnam (Nguyen, Rahtz, and Shultz 2014); coffee production in Rwanda (Tobias, Mair, and Barbosa-Leiker 2013) and Colombia (Barrios et al. 2016); and retailing and distribution in Bosnia (Sredl, Shultz, and Brečić 2017).

The track co-chairs invite scholars to discuss different macro perspectives regarding how and why markets create and exacerbate, exploit, or reduce and resolve social conflicts, and the outcomes on societal and consumer well-being. We welcome the submission of competitive papers, working papers, abstracts, and proposals for special sessions and roundtables.

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The next normal for Social Marketing: *Transformative Holistic Change*

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The next normal for social marketing is to contribute to crises such as the pandemic, climate change and growing social inequalities. The crises and challenges facing social marketing are no longer simple problems lending themselves to simplified decision making. They are complex, multi-level and multi-stakeholder based problems demanding complex decision making in local-to-global contexts. Social marketing's response should be equally complex, multifaceted, impactful and evolving. It needs to be transformative (Previte and Robertson, 2019). We therefore challenge social marketers to not simply equate transformation to the advancement of wellbeing, but to draw from macromarketing knowledge to explain and theorise "uplifting changes among individuals and collectives in the marketplace" (Blocker and Barrios, 2015, p. 269).

The reality is straightforward. If social marketing is to survive and prosper for another 50 years, social marketing needs to get into the business of *big change* - social change, system change, and systemic disruption (Laczniak and Murphy 2012., Hillebrand et al. 2015., Layton 2015 and Kennedy 2016, 2017). Social marketing driven discussions 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) and looking beyond the individual to see the human collectives, actions, and choices in ever wider time and space (Layton, 2015, Duffy, 2016; Duffy et al., 2018). We call for social marketers to engage in

discussion and reflection on how to continue and extend this work to guide the next 50 years of social marketing theory and practice.

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 to advance our understanding of social and systemic change. Specifically we call for papers that:

- align social marketing with macromarketing
- address the pandemic, climate change, crisis problems, and ramifications
- account for systemic factors in social marketing
- design and evaluate multi-level interventions
- use distributive justice, systems thinking or gender and other macromarketing themes and theories to guide social marketing in its big change agenda.
- transformative social marketing
- bottom up social marketing through social movements

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Ethics, Equity and Social Justice

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In a tumultuous year, 2020 has rallied against the COVID-19 pandemic, as well as devastating wildfires; faced systemic racism with the Black Lives Matter movement, and discrimination/abuse with the continued acknowledgment of #MeToo. Businesses have fought to survive during lockdowns and also been accused of 'wokewashing' (Vredenburg, Kapitan, Spry and Kemper, 2020) for in-authentically using movements in their marketing. These, and other major local and global issues have shone a spotlight on the need for social justice, fairness and ethical behavior in businesses as well as the whole marketing system.

Social justice (SJ) assumes people have equal worth and an innate dignity and should be treated as having such. SJ entails respecting creation and upholding principles such as stewardship, participation, the common good, solidarity, subsidiarity, and the preferential option for the poor and vulnerable (Caritas, 2020). Overall, SJ seeks to create a society where all are treated fairly and justly (Caritas, 2020; Laczniak and Santos, 2011). In a year with so many issues coming to the fore that highlight or bring on unfair treatment, the role of marketers and business in these issues needs to be addressed.

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 "Putting the local into global", papers that offer strategies and solutions having local versus global components for meaningfully addressing ethical questions 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. Ann-Marie Kennedy is the primary contact for this track.

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Historical Research in Marketing Track

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The very first issue of the *Journal of Macromarketing* explicitly mentioned history as one of Macromarketing's main foci (Fisk 1981). Historical research later became quite prevalent within the journal and today accounts for about ten percent of content. A significant body of literature, including a number of special issues, has been published. It has grown in terms of diversity and now addresses a rich variety of topics (Jones and Shaw 2006).

As in prior Macromarketing Conferences, we are organizing a track on historical research in marketing. The track's importance resides in historical research being able to inform macromarketers about the persistence, change, and disappearance of marketing phenomena (Hollander, Nevett, and Rassuli 1996). By gaining insights as to how and why markets evolve, researchers will be better poised to understand present and future market conditions. These insights are especially valuable in today's complex environment, for researchers who neglect the past have an incomplete picture of marketing phenomena (Fullerton 1987). As Jones and Shaw (2006, p. 190) stated, historical research helps macromarketers "look back to see ahead."

In line with how the field of marketing history is generally understood, the track will cover the history of both marketing thought and practice, as well as the environmental conditions that influenced their evolution over time (Nevett and Hollander 1994). Specifically, topics to be addressed include, though are not limited to,

- Bodies of literature, books, articles, or influential scholars,
- Philosophies, schools of thought, theories, and concepts,
- Marketing functions, activities, and techniques,
- Product categories and individual brands,
- Consumer behavior and aggregate consumption patterns,
- Industries, companies, organizations, or individuals,
- Particular regions, countries, and cities,
- Socio-economic conditions and trends,
- Socio-cultural norms and values,
- Government intervention and regulation,
- Innovative research methodologies,
- Environments, participants, and flows of marketing systems, and
- The impact of globalization and technological development on all the above.

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Branding and Society: How can brands be leveraged as agents of transformational change and forces for societal good?

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Decreasing levels of consumer trust in traditional institutions over recent years (Pew Research 2017) suggests that individuals may increasingly rely on other entities with power to address social problems and guide societal life. One such focus has been corporations; whereby growing expectations of corporate social responsibility have shifted responsibility to business to contribute to the welfare of society (Edelman 2018).

Branding, in particular, has garnered increasing attention when it comes to challenges and opportunities for marketing to more fully engage with its societal responsibilities. As the scope of branding is widened to include green and sustainable branding (Hartmann, Apaolaza Ibáñez, and Forcada Sainz 2005), brand activism (Moorman 2020; Sarkar and Kotler 2018; Vredenburg et al. 2020), and corporate social marketing (Hoeffler and Keller 2002), all of which demonstrate how branding endeavours can contribute to environmental, social, and political good, the opportunities to extend related work in societal marketing (Lazer 1969, Kotler and Levy 1969), welfare marketing (Varey 2010), proactive marketing (Samli 1992), and positive marketing (Gopaldas 2015) is evident.

This track invites papers that examine branding's role in contemporary society as an agent for encouraging both market and societal change. It welcomes a wide range of conceptualizations including brands as semiotic systems (Conejo and Wooliscroft 2015), integrative branding and branding as a capability (Brodie, Benson-Rea, and Medlin 2017).

In particular, relating to the theme of the conference, we welcome papers reflecting on how brands and branding respond both locally and globally to issues of social good. These may be, but are not limited to issues around the ongoing global pandemic COVID-19. We are open to all methods and approaches and both extended abstracts (2-5 pages) and full papers will be considered for inclusion.

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Externalities

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Externalities, occurring in production and consumption situations (Hartwick & Olewiler, 1986), are the uncalculated costs and benefits of exchange, accruing to the transacting parties themselves and/or parties external to the transaction (Mundt, 1993; Mundt & Houston, 2010; Nason, 1989). The social externalities that impact people are an essential macromarketing concern (Fisk, 1981) and frequently described as a system's problem (Laczniak, 2017; Meade & Nason, 1991). The externalities in marketing systems are not only environmental; they are also symbolic and expressive affecting individuals, societies and cultures around the world (Klein, 1999; Padela, Wooliscroft, & Ganglmair-Wooliscroft, 2020). This track aims to advance the discussion on societal consequences of marketing practices on a local, regional,

national or global level. The track focuses on research studying the ubiquitous externality phenomenon that has or could have an effect on the environment, culture, society and respective systems. Submissions can be theoretical, empirical, interpretive, qualitative or quantitative. Full papers and research-in-progress (extended abstracts) are equally encouraged.

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Gendered dynamics: Building visibility of the interrelationships between genders, markets, marketing and society

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The recently published Gender special issue in the Journal of Macromarketing (Prothero, Gurrieri and Previte, 2020) called to members of the macromarketing community to think more deeply about consequences and implications of gender intersecting with contemporary inequalities of race, ethnicity, disability, nationality (or postcolonialism), social class, etc., all of which influence everyday interactions of consumers and their marketplace relationships. What this special issue equally highlights is that “gender and intersectionality” have become an established field in Macromarketing that builds on critical engagements with existing topics, such as ‘quality of life’, vulnerability, ethics and marketing systems. Focusing

discussion on genders and these themes are even more urgent and present in light of the current global pandemic, which has amplified existing inequalities, exacerbated by calls to austerity as international markets and economies grapple with the fallout, and quality of life implications as “COVID normal” practices unfold in markets and society.

In continuing conversations around gender dynamics we encourage submissions to this track that engage with questions and critiques of markets and policies that maintain, and reproduce gender inequalities and resulting injustices of women and children in local and global economies as employees, employers, producers, and consumers (Hein et al., 2016). We also seek papers that present men’s market experiences and roles in these gender dynamics, including those that highlight potential gender transformations (Ostberg, 2019), and studies that continue discussions of how new challenges – changing work relationships, involvement in extremist politics and acts of marketplace aggression, etc - will impact demonstrations of masculinity through consumption and market relationships (Witkowski, 2020). In exploring such issues, we see opportunities to present research and critiques that challenge market stereotypes of men, women and genderqueers, and the marketed ideals that constrain and stigmatize their lived experiences.

In calling for submissions we also encourage papers that build visibility of the growing insights from feminist and intersectional praxis (Kravets et al., 2020; Rome and Lambert, 2020; Steinfield et al., 2019) that will extend gender research in the macromarketing field through the lens of ‘missing feminisms’ such as queer theory, critical race, material-discursive feminism, intersectional feminisms and critical studies of men and masculinities (Hearn and Hein, 2015). In doing so, our goal is to encourage gender research in macromarketing that engages and further develops gender theory based on insights of gendered experiences in markets and society.

We welcome papers for this track that respond to the conference theme and examine gender and intersectional theories to advance understanding of the interrelationships between genders, markets, marketing and society. We seek papers on issues (but are not limited to):

- Gender, intersectionality and market inequalities, including experiences and inequalities as a result of the Covid 19 pandemic
- Gender, intersectionality and market injustices
- Genders and (self-)transformations
- Caring genders, in particular women and men at work and home
- (Trans)patriarchy, violence, the market and gender relations politics
- Feminisation of poverty and dispossessions
- Gender and intersectionality across other Macromarketing topics; and/or
- Feminist contributions to expanding knowledge in Macromarketing.
- Toxic masculinity and sustainable consumption
- Gendered dimensions of gun cultures

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Food Marketing Track

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Efficient food marketing systems are important for the global economic and societal well-being. Our purpose as Macromarketers is to identify the challenges/inefficiencies of the global food marketing systems and recommend potential solutions. The following topics represent just a few examples of such challenges:

- **Food access:** e.g., Food deserts in developed countries such as the United States of America; rural populations - approximately 16 % - in developing nations with no convenient access to a market and only one third of farmers who can sell to markets (Kaushik et al., 2015).
- **Sustainability issues in agricultural practices:** e.g., Land management techniques that include monoculture, livestock management, and chemical usage, are major sources of natural resource depletion and contributors to the degradation of farmable land and environment.
- **Food waste/loss:** an issue for both production and consumption components of the food marketing systems – “almost 30% of the food produced around the world annually ends up lost or wasted at some point along the global agricultural value chain” and food waste, at the consumer level, is common when “the food is discarded due to safety or quality concerns” (Gustafson 2016, para. 5).
- **Food consumption:** e.g., global diet trends such as overconsumption of calories or proteins and increased demand for resource-intensive beef products, all of which have a negative impact on human health and the environment (Gustafson 2016).

We encourage scholars to submit competitive papers, working papers, and/or abstracts. Topics for the *Food Marketing Track* may include, **but are not limited to**, the challenge areas listed above.

References: available upon request.

Forcibly Displaced Communities & Marketing Systems

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Human migration has reached its highest level on record: over 70.8 million people have been displaced from their home and over 25.9 million are considered to be refugees. Refugees are a worldwide problem that impacts countries around the world. Among the top refugee hosting countries are Turkey, Colombia, Pakistan, Uganda, Sudan and Germany (OEA 2019; UNHCR 2019).

Refugees are those who have crossed into other countries in the face of humanitarian crisis such as war, persecution, natural disasters, and climate change effects. In addition to cross-border migration, an increase of internal forced migration has been reported lately due to environmental disasters and climate change related phenomena (Warner 2009; Henly-Shepard, McNamara, and Bronen 2018). Internal forced migration now represents 41.3 million people worldwide (UNHCR, 2019).

Recovery from issues, such as war and other forms of social conflict, requires a multidisciplinary perspective (Barakat 2005; Barrios et al. 2016). Marketing itself is an important lens given calls for increased understanding of community (re)building in postwar situations (Shultz 2016). In the same vein, adaptation into a new host society after being forcibly displaced requires a holistic lens to analyze the challenges the refugees and the marketing systems approach during the time of hosting, whether is temporary or permanent, to facilitate well-being of both communities (Shellito 2016; Shultz, Rathz, and Sirgy 2016).

Given the complexity of this area of inquiry, macromarketing could be quite useful conceptual lens, especially related to marketing systems, which are comprised of exchange linkages within social matrices (Layton 2011). Key system actors can include refugees themselves, governments, nongovernmental organizations, supranational organizations (e.g., UNHCR), and businesses, among others, and there are a myriad of issues requiring dedicated research. For example, forcibly displaced people often live in systems facing widespread challenges with provisioning of infrastructure, housing, food, and water access, among other products and services. They also often face serious challenges in relation to structural inequality, exclusionary employment policies, consumer vulnerability, learning new market literacy, cultural acculturation as a consumer, etc. Despite the importance of investigating this phenomenon within (macro)marketing, not enough academic work has been published in response to the increasing social importance of this global forced migration phenomenon.

To address this gap, we invite both theoretical and empirical paper that address a wide range of questions regarding refugees, forcibly internal displaced people and communities and marketing systems. Some suggestions regarding topics, among others, are as follows:

- Refugees as vulnerable consumers
- Refugees as local agents of marketplace change and integration policies
- The role of entrepreneurship for refugees
- The market for refugee-run businesses
- Macromarketing related public policy issues related to forcibly displaced peoples and/or communities
- The role of education for expanding refugee market opportunities
- Inequalities experienced by refugees and the impact on market systems
- Service systems and refugee provision in displacement settlements

- Marketing systems and macromarketing actions for refugee relief

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