

Call for Papers - Macromarketing 2022 “The New Normal”

Conference Chairs:

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Covid-19 continues to ravage the world, its people and their markets. Supply chains are disrupted, products are delayed, workers are locked at home/working at home/working in dangerous conditions, children are schooled at home online, elderly members of society are isolated from their friends and families, and travel is severely disrupted. Inequality has widened around the world and within countries. Citizens continue to get sick and die, health systems are strained, while vaccine roll outs have frequently stalled below claimed effective levels.

At the same time we are at a pivotal time in the need to change our relationship with the climate and how people impact upon it. Covid has demonstrated that major changes can be made in very short time periods, that transport related carbon can be reduced dramatically and that science can lead society's response to a crisis.

When the conference is held we will be in the third Covid year. It is time to ask ourselves:

- What is the new normal? Is it normal? Or is it, as some have said the new abnormal?
- What should the new normal be? And how do we get there?
- What are the roles for government and business?
- What has changed that we should keep?
- What has changed that we should remove as quickly as possible?

In 2022 we will hold our second, and hopefully last, global conference. It will, again, be largely online and organized by time zones. There is one time zone for the Americas, a second for the UK/Europe/Africa and a third for Asia/Australia/Pacific/New Zealand. Researchers outside of those time zones can choose the time zone that fits them better.

In 2022 presentations will be recorded and hosted on the Society's website. Participation includes permission to host the video.

We accept; abstracts (one page), extended abstracts (five pages plus references) and full papers (6-8 000 words). Preference will be given to full papers and extended abstracts. If a full paper is submitted and reviewed only a full paper will be published in the proceedings. Similarly extended abstracts if reviewed and accepted will be published as an extended abstract. There is not an option of having an extended abstract or full paper reviewed but only an abstract published. Copyright remains the authors for

all abstracts and papers in the Proceedings. A single proceedings will be published, with ISSN, and hosted on the Macromarketing Society website.

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.

As in 2021 attendees are required to be members of the Society. An additional small fee will be charged to cover typesetting the proceedings.

Due date for paper/abstract submissions: **1st February 2022**

Due date for special sessions/panels: **1st February 2022**

Final Accepted abstracts and papers due by the **30th April 2022**

Planned release of draft proceedings **1st June 2022**

Conference dates: **20th-24th June 2022** (note each time zone will set its own day(s) during these days closer to the date).

The Macromarketing Conference considers:

- Abstracts (1 full page)
- Extended abstracts (approximately 5 pages)
- Full papers (20 pages)

All submissions should be formatted as for submission to the *Journal of Macromarketing* and include references.

All accepted submissions will be published in the same form as submitted. There is not an option of having an extended abstract or full paper reviewed but only an abstract published.

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 be sent directly to the conference chairs.

Any proposals for special sessions and/or panels should be sent directly to the conference chairs.

[Macromarketing and Systems – in Honor of Roger Layton](#)

[Trans and Cross disciplinary Macromarketing – seeking inspiration from outside – in Honor of John Mittelstaedt](#)

[Macromarketing Measurement and Methods](#)

[Globalisation, \(Neo\)Colonialism, and Marketing](#)

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[The Role of Actors in Macromarketing](#)

[Shaping markets for a new normal of a better world](#)

[Historical Research in Marketing Track](#)

[How does the Notion of Nation influence the Market? Exploring the Market and Nationalism Intersectionality](#)

[Race, Racism and Marketplace Inequities and Resistance](#)

[Social Marketing for Global Change: Aligning Social Marketing with the UNSDGs](#)

[Ethics, Equity and Social Justice](#)

Macromarketing and Systems – in Honor of Roger Layton

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Roger Layton's academic career highlights a commitment to understanding and developing our understanding of marketing systems; their development, and their contribution to quality of life. This track invites submissions that build on Roger's contributions. Topics include, but are not limited to:

- How do market systems develop
- Market systems "evolving" to monopolies and other power asymmetric systems
- The settings for just provisioning systems
- Insightful examples of market systems

Trans and Cross disciplinary Macromarketing – seeking inspiration from outside – in Honor of John Mittelstaedt

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Marketing is a synthetic discipline – made up of elements from other disciplines – as is macromarketing. John Mittelstaedt was noted for the insights that he brought to macromarketing from his experience of other disciplines.

This track invites research that explicitly brings elements from other disciplines / world views to macromarketing – to better/differently inform our view of the central phenomena associated with macromarketing. Papers that are metaphorical in their basis might be particularly suitable. If you've seen something else in your life that made you think about macromarketing differently this is the track that welcomes those connections.

Macromarketing Measurement and Methods

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Francisco Conejo, University of Colorado, Denver,

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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 Macro- marketing: Macromarketing Research; it's not rocket science. . . it's much harder, *Journal of Macromarketing* 36(1): 8–10.

Globalisation, (Neo)Colonialism, and Marketing

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The track invites conceptual and empirical works that seek to understand the state of globalization, global markets, and global consumption today, and explore the ways that marketing is implicated in the current configuration of global interconnections, interdependencies, and inequalities. We welcome papers engaging with the questions of global and international aspects of marketing from post- and neo-colonial perspectives, as well as from decolonial perspectives/decoloniality, as alternative proposals to the contemporary order of globalisation.

The topics of interest to this track 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;
- transmodernization in marketing;

- decolonial praxis from non-Eurocentric epistemes, especially in Africa, Asia and Latin America;
- decolonial criticism of coloniality in marketing; and
- decolonial responses to the Covid-19 pandemic.

This track is open to submissions that approach the subject of globalisation and (neo)colonialism from diverse theoretical perspectives and knowledge traditions, with aims to advance and update the debate on globalisation in Macromarketing. We therefore invite contributions, that are at any stage of research development, from scholars working in any epistemology or geographic region, who seek to engage with the topic of globalization defined broadly.

Climate Change Adaptation and Mitigation: Challenges and Opportunities for Macromarketing

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Victoria J. Little, RMIT Vietnam vicki.little@rmit.edu.vn

Marketing is embedded in the business systems that provision society, and that at the same time damage life-sustaining natural systems and cause global warming. The IPCC (2021) report's message is unequivocal: as long as we continue emitting CO₂ the climate will continue to warm. “Thankfully we know what to do: stop emitting CO₂” (Science Media Centre, 2021, p. 1). We must evolve industrial logic into net zero carbon logic urgently and transition to a new Dominant Social Paradigm (DSP). For the marketing discipline, this includes critical discussion and reconfiguration of the linkages between marketing, a culture of overconsumption, and climate change. As macromarketing is the study of marketing systems, the effects of marketing on society, and the effects of society on marketing (Hunt, 1981), it presents an ideal lens for supporting climate adaptation and mitigation strategies (Mittelstaedt, Shultz, Kilbourne, & Peterson, 2014).

As we enter a “new normal” in terms of a raging climate emergency, macromarketing solutions are needed for entrenched systems of resource extraction that support increasingly materialistic consumer cultures and lifestyles. In the wider picture, lock-ins and path dependencies that frame consumer choices, and further reinforce current practice (Layton & Duffy, 2018) need to be dissolved. System rigidities that constrain change to marketing practice, marketing research, and marketing instruction, need to be challenged. Supporting businesses, public policymakers and consumers in mitigating and adapting to climate change is arguably the most critical issue for macromarketers today.

Papers in this track explore the role of macromarketing 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. Business opportunity in degrowth
3. Impacts of reduced (sustainable) consumption on current economic systems
4. Marketing strategies addressing climate change adaptation / mitigation
5. The role of marketing in affecting climate change-related public policy
6. Global and local marketing responses to climate change
7. Macro-social marketing in support of carbon neutrality

Marketing, Consumers and Societies

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
13. Climate change, social inequities and macromarketing responses

Marketing Education

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

Literature:

- Hunt, S. D. (1981). Macromarketing as a multidimensional concept. *Journal of Macromarketing*, 1(1), 7-8.
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- Layton, R., & Duffy, S. M. (2018). Path Dependency in Marketing Systems-where History Matters and the Future Casts a Shadow. *Journal of Macromarketing*, 38(4), 400-414.
- Mittelstaedt, J. D., Shultz, C. J., Kilbourne, W. E., & Peterson, M. (2014). Sustainability as megatrend: Two schools of macromarketing thought. *Journal of Macromarketing*, 34(3), 253-264.
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Macromarketing Pedagogy

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Efforts to advance the practice of macromarketing pedagogy have led to well-attended sessions at recent Macromarketing conferences, a related article in the Ruby issue of the *Journal of Macromarketing*, the establishment of an online repository for macromarketing teaching tools called *Pedagogy Place*, and a new section of the *Journal* dedicated exclusively to practical and researched pedagogical innovations suitable for teaching macromarketing. This year's conference track seeks to build on that momentum by offering a call for research and teaching innovations that contribute directly to enhancing success in engaging students with macromarketing in the classroom.

Contributions to the conference can include practical examples of exercises and projects that illustrate how macromarketing learning occurs; case studies with instructive guides for how they could be applied to specific learning contexts; teaching models which infuse macromarketing into traditional business classrooms; rigorous research studies of methods that yield macromarketing learning, etc. Contributors are particularly encouraged to identify sources of success or hurdles in applying their methods to various contexts. Pedagogy Track presentations at Macro 2022 may also be a first step to having your contribution subsequently published or cited at length in the new Macromarketing Pedagogy section of the *Journal of Macromarketing*. If interested but you have additional questions, feel free to contact either track chair.

Macromarketing Utopia

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After years of relative neglect of the subject, there has recently been, within and throughout academic marketing, considerable interest in “Marketing for a Better World”. However, so far only limited progress has been made in defining just what that better world would look like. And, carried to extremes, what would a truly Utopian macromarketing society be like? Could such a society really exist or is it rather a conceptual ideal toward which we should all strive? If the latter, how should and could we measure progress in that direction? What would be the quantitative metrics used to measure the degree of progress made in building such a society? What role would concepts like Socially Responsible Marketing, Socially Responsible Consumption and Socially Desirable Public Policy play? Does, for example, Nordic capitalism provide us with a route to a macromarketing Utopia? (Kotler 2020)

Some years ago, Morris Holbrook (Holbrook, 1997) authored a retrospective (“hundred years plus” after the fact) macromarketing assessment of Edward Bellamy's *Looking Backward* which was first published in 1888 and long generally considered one of the most socially influential Utopian novels ever published (Bellamy, 1982). While Holbrook is no admirer of the socialistic society Bellamy proposed as ideal, he very favourably comments on that author's assessment of the myriad shortcomings of late nineteenth century marketing. He also notes how admittedly modernized versions of these shortcomings still existed more than a century later. Most “Better World”-oriented macromarketers will find both Bellamy's classic and the Holbrook review well worth reading.

However, Bellamy is only one of a very large number of authors who have written Utopian fiction over the centuries. Does any of this literature provide a framework for a far more ideal macromarketing society? If it does, how relevant is it or could it be in today's world? This track welcomes papers, or at least extended (5-page) abstracts, which explore this idea. Perhaps you have your own views of what an “ideal” or Utopian macromarketing world would be like. Such papers would be just as well received. After all, each one of us is entitled to our own view of a better world and our own ideas of how to get there. If you have such views, why not share them?

Contributions should focus, at least in part, on how in the society being advocated you would deal with the central concerns of macromarketing. How would such global issues as sustainability and the climate crisis be resolved? How would provisioning systems function (both market driven systems and prescriptive government ones) and how “just” or equal would income distribution be? What about overall Quality-of-Life? Attention might also be paid to the UN's Sustainable Development Goals both in designing your Utopia and measuring your degree of progress in getting there. Within this context, feel free to propose your own vision of the kind of society that would indeed be a macromarketing Utopia.

Those who live in different parts of the world at various stages of economic development may well have very different views of what would constitute a “good, true and beautiful” macromarketing world. We look forward to learning from your submissions to what extent this is true. We are also eager to receive enough geographically diverse submissions to present Macromarketing Utopia sessions in each of the three regions, Pacific, European and North American, in which the 2022 Macromarketing Conference will be centered. Hopefully, these sessions will also be the launching point for further research and publication on this topic.

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Kotler, Philip (2020). Is America ready for Nordic Capitalism? Available online at <https://4pkotler.medium.com/is-america-ready-for-nordic-capitalism-e9756c85210b>. 97566c852106talism e9756c852106. downloaded Sept 26, 2021.

Food Marketing

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It has been more than 18 months since the world has been shattered by COVID-19. Our lives, work, daily habits have changed (perhaps forever). Most important - especially for macromarketing researchers, food marketers, and policy makers - the food system has been disrupted at unprecedented levels (e.g., the way food was/is distributed, sold, obtained, prepared and consumed) (Leone et al., 2020). In addition to an overwhelmed health system and life losses, COVID-19 has caused various issues for the global food system. Panic buying led to food scarcity in grocery stores and large food retailers; restaurants and food service outlets have been closed down, which resulted in people – all over the world – starting to cook at home for the first time, learning how to cook, and/or returning to *at home* meal cooking/preparation. Online food shopping, curbside pickup, and/or home delivery have become the new *norm*. In fact, it is expected that the online food purchase behavior will remain dominant even after the pandemic (Nielsen, 2020). “It will be conceivable any products and services which involved “high touch” or close proximity to others will be permanently impacted by the pandemic” (Zwanka and Buff, 2020, p. 4). These changes in consumer purchase behavior (and the way in which food is prepared/consumed), in addition to government-mandated business closures, had a negative impact on food growers and producers (Leone et al., 2020).

At the same time, one might argue that food has been an important coping tool during the pandemic. Food has helped families to come together at the ‘dinner table’, has become a great distraction - people learned how to cook/cooked at home for the first time, tried new recipes, exchanged food ideas and experiences via social media, etc. If the ability (and willingness) to cook and prepare meals at home will become the new practice - which could have a positive effect on family life - remains to be seen/researched. Perhaps, demand for ready-to-cook food will increase for years to come, if people continue to eat home more often (Robobank, 2020).

The food supply chain has been affected in many ways. One issue was the absence of local or migrant workers - necessary for seasonal employment. Many countries (e.g., France, Britain) called for their unemployed individuals to work in the

fields and help with the harvest; nevertheless, due to illness and/or other restrictions, the workforce shortage continued. This crisis undermined the ability of farms and agribusinesses to work, caused delayed food and agricultural inputs deliveries, and disrupted the food supply to markets (ILO, 2020; Aday and Aday, 2020).

Food insecurity is another problem, which COVID-19 has only exacerbated. In the United States of America (U.S.), health issues such as diabetes, obesity, and coronary heart disease - just to name a few - have been strongly correlated with food insecurity. “Currently, data are still lacking to determine with certainty whether or not COVID-19 health outcomes are worse among the food insecure. However, since food insecurity has been shown to worsen COVID-19 comorbidities, it is likely that food insecurity also affects the severity of COVID-19 outcomes” (Smith and Wesselbaum, 2020, p. 2856). Although the projections of increased food insecurity rates in the U.S. are worrisome, Gundersen et al. (2021, p. 160) argue that:

“they would have been far worse were it not for the resiliency of the agricultural supply chain in the face of COVID-19. Given that food prices are a key determinant of food insecurity (e.g., Gregory and Coleman-Jensen, 2013; Courtemanche et al., 2019), if there had been price increases due to agricultural supply chain breakdowns, the food insecurity rates we have estimated would have been much higher. In other words, the projected increase in food insecurity is due to projected increases in unemployment and poverty and not problems within the agricultural sector.”

Food insecurity transcends the U.S. borders and the food distribution system plays a major role globally. International coordination therefore is necessary to avoid or reduce disruptions to global and local trade flows (Smith and Wesselbaum, 2020).

The discussion above reveals just a few of many problems of the global food system caused by this global pandemic. Therefore, we invite scholars to submit their research that sheds light on these (or any other) issues caused by COVID-19. The dust has (somewhat) settled and we need to have a more thorough grasp of the lessons learned and challenges going forward. As we (hopefully) prepare to depart the pandemic times, what are the positives and negatives, which ones are here to stay and which ones are pandemic-related and will disappear? What policies, marketing practices, individual behaviors are needed to curb the negatives and sustain the positives? Will COVID-19 prompt structural changes across local, national, international governments and food industry players? Future disasters due to climate change and/or pandemics are rather imminent; how can we use the disruptions/challenges we faced, due to COVID-19, to be (better) prepared?

We encourage scholars to submit competitive papers, working papers, and/or abstracts

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Macromarketing in the Middle east

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The Middle east, due to its contextual characteristics, present both challenges and opportunities for both its domestic populations as well as the larger global community. Middle east is important in several aspects. First, it holds some of the oldest civilizations in the world with deeply rooted cultures and cultural identities. Second, the region is extremely rich in natural resources with a great amount of wealth, and finally it has been of great interest and attention by other countries of the world during the contemporary history.

Against this critical importance, there is few studies about the Middle eastern countries in macromarketing literature. The few existing studies were also more or less based on the western perspective, overlooking *subtle cultural and ideological* differences (Bruton et al. 2021). Developing indigenous theories based on the unique characteristics of the local contexts may provide a more realistic picture of the region, and therefore, more humane and acceptable solutions for the issues of the region.

Developing indigenous theories can also enable scholars to develop and contextualize research methodologies (Bruton et al. 2021).

We invite papers with focus on the topics such as:

- Culture and macromarketing in the Middle east
 - Culture and consumption in the Middle east
 - Culture and business practices Middle east
- Political economics and macro marketing in the Middle east
 - International sanctions and consumers' everyday life in the Middle east
 - International sanctions and consumers' perception of globalization
 - Global brands in the Middle east
 - Postcolonial theories and macromarketing in the Middle east
- Religion and macromarketing in the Middle east
 - Religious beliefs and consumption/business practices in the in the Middle east
 - Spirituality and consumption/business practices in the in the Middle east
- Methodology
 - Anthology and epistemology of research on/in the Middle east
 - New methods for data collection and interpretations

Quality of Life and Wellbeing

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Ahmet Ekici (Bilkent University, Ankara, Turkey; ekici@bilkent.edu.tr)

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.

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, 2021). 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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The Role of Actors in Macromarketing

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Marketing systems are a traditional focus of macromarketing (Peterson 2016).

Marketing systems are multilayered consisting of macro logics and institutions in which

micro actors are embedded (Layton 2010). The term actor within marketing, including the *Journal of Macromarketing*, has been used loosely and takes on many meanings pending the theoretical framing.

For instance, in expanding an understanding of marketing systems, Layton (2019) defined actors as, “The individuals and entities... (that) each bring differing sets of capabilities, such as capital – economic, social and political – to an exchange” (p. 215). Leaning into institutional theory, Coskuner-Balli et al. (2021) view market actors as individuals, organizations, and brands. Borrowing from actor-network theory and new materialisms literature, Scott et al. (2014) view actors as human, non-human and material objects that have power to shape the social world. In-line with service-dominant logic, Vargo (2011) define actors as social (human) individuals and collections that interact to cocreate value.

What these definitions have in common, when viewed from macromarketing, is that actors do not exist on their own. Instead, they are interacting within an ever shifting and evolving market system (Layton 2019). In tandem with the conference theme of “Macromarketing in the new normal” where the hope is to “improve the world,” this track invites papers that continue to advance discussions on what it means to be an actor within macromarketing, and how actors are viewed within a multi-level and dynamic market system. We welcome manuscripts with diverse philosophical understanding of actors to help advance these conversations. Examples of possible topics and research questions include, but are not limited to the following:

- What is an actor in macromarketing?
- What roles do actors play in macromarketing?
- How do actors embed resources in macromarketing?
- Theoretical and ontological reviews of actors in macromarketing.
- Technology as an actor.
- The role of actors and well-being.
- How is social responsibility enacted by marketing actors?
- How are actors changing as a result of the pandemic?
- How are whistleblower actors making dynamic change within marketing systems?
- How can social actors be change agents in the spread of inclusive concepts?
- Historical actors that continue to impact present marketing system dynamics.

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Shaping markets for a new normal of a better world

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Building on foundational work in macromarketing (Layton, 2007; 2019) and elsewhere (Vargo et al., 2015), scholarly interest in market-shaping has increased dramatically in the last two decades (Sprong et al., 2021). Market-shaping is defined as the intentional efforts of firms (Kindström et al., 2018), consumers (Diaz Ruiz & Makkar, 2021), regulators (Kaartemo, Nenonen, & Windahl, 2020), NGOs (Ruiz et al., 2020) collectives (Baker & Nenonen, 2020; Maciel & Fischer, 2020), and other actors to create, transform, disrupt, or maintain markets (Hawa, Baker, & Plewa, 2020; Nenonen et al., 2019). The market-shaping perspective abandons the traditional view, predominant in most business literature, that markets are exogenous entities. Instead, markets are seen as complex adaptive systems, performed by the actors embedded within them. By extension, as markets are performed by embedded actors, deliberately changing what actors do, think, believe, assume and accept, can lead to changed markets.

However, until now market-shaping research has largely remained focused on research into commercial consumer or business markets, where improved competitive success is the goal. Research into how markets that deliver improved social or environmental outcomes might be shaped is only recently emerging. For example, some attention has been paid to market-shaping to promote sustainable practices in the case of biogas in Sweden (Ottosson et al., 2020), and how unsustainable market practices are reproduced in Swedish supermarkets (Yngfalk, 2019). But a more comprehensive understanding of how markets can be shaped for a new normal of improved social and environmental outcomes is needed.

This track welcomes any submissions broadly related to the deliberate shaping or maintaining of market systems. However, submissions relating to shaping markets for improved social or environmental outcomes are especially welcome.

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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,
- Representations of indigenous peoples in marketing
- 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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How does the Notion of Nation influence the Market? Exploring the Market and Nation/alism Intersectionality

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The relationship between markets and society is now fundamental to our understanding of macromarketing scholarship (Layton 2019). However, the possibility to extend the scope of the market concept beyond the social concerns and include nation/alism is not only compelling but may also offer a more intriguing comprehension of the market itself. A quick search of the *Journal of Macromarketing* obtained negligible treatment on the topic (see O’Shaughnessy and O’Shaughnessy 2000; Kerrigan et al. 2012; Rodner and Preece 2015; Vorster et al. 2019) and, this perhaps indicate the failure of the current literature to include ‘nation’ as an ontological construct. Political theories like the one by Anderson (1983/1991) famously described a nation as an ‘imagined community’; Gellner’s (1983) and Hobsbawm’s (1991) consider ideological construction of a nation where none existed before through the discourses and performances of the nation. It would not be unfair to presume that one of the dominant sites for the national performances/discourses (i.e., nationalism) is the market and its systems themselves (Fowler et al. 2021.) Thus, market systems, themselves being embedded in the notion of the nation, demand special critical attention. Although a handful of literature exists in the macro domain that addresses the issues of the community (Ekici et.al. 2020,) the agenda of exploring the intersectionality of market and nation would remain tantalizingly *new* (sub) paradigm. Such critical paradigm of intersectionality between the market and the nation becomes relevant with the rising growth of primordialist and perennialist perspectives of nationalism and the resultant insulated, bigoted and myopic perspectives (viz. many Malaysian government projects require the companies submitting tenders to be owned by *Bumiputera*—the indigenous people of Malaysia—only. “This requirement has led to non-bumiputras teaming up with bumiputra companies to obtain projects, in a practice known as “Ali Baba”. Ali, the bumiputra, is included solely to satisfy this requirement, and Baba (the non-bumiputra) pays Ali a certain sum in exchange.” [*Bumiputera* 2021]). At the same time, the non-western perspective of the nation—Anthony D. Smith’s concept of “ethnic nationalism” (2009)—emphasizes the positivist identity articulation-affirmation of minorities in the face of the hegemonic nation-state. This attempt to claim self-determinism, based on ethnic identity, can also form a part of the market system (Fowler et al. 2021). From the perspective of the Third/Fourth World Global South and its attempts at alternate epistemologies of postcolonial/decolonial/anticolonial negotiations and resistances to the (neo)colonizing hegemonic Global North, the market and its systems had responded uniquely (DaCosta 2007; Al-Kassimi 2018). Considering the distinctions at the intersectionality of the market and nation/alism, this track explores the role of nation/alism in influencing the structure and functioning of the markets. The track invites papers that critically reflect on the possibilities and paradigm of the market primarily from the lens of the intersectionality of ‘nation/alism’ and macromarketing. Suggestive themes may include (not necessarily limited to):

- Market & Nation-State
- Market as an expression of nation/alism
- Modern/Western theories of nationalism and the macro discourses of the market
- Macromarketing and ethnonationalism

- Market systems as nationalism discourse
- Colonial performances from the lens of macromarketing
- Postcolonial/decolonial/anti-colonial discourses and the market

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Race, Racism and Marketplace Inequities and Resistance

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This track calls for paper that interrogate the persistence and institutionalization of marketplace racism in all its manifestations as well as papers that expand our understanding of marketplace systems of resistance.

Papers can address the significant gaps in research that address race and racism in a variety of industries and contexts including:

- Critical Race Studies that examine marketplace racism drawing on theoretical perspectives such as CRT, Afro-Pessimism, Anti-racism, post-colonial theories, Afro-feminism, decoloniality Whiteness studies among other critical perspectives
- Studies that Re-Historicizing the Roots of Marketing Systems
- “The mechanisms through which racism operates in the marketplace cannot be fully understood without historicizing marketing within the context of the enduring effects of the transatlantic slave trade, the institution of slavery, and colonization. Hence there is a need for historical (including critical) analyses that explicitly situate racism, markets, and marketing in these historical and broader contexts.” (Francis, 2021, p. 139).
- Studies focusing on racism operating in a range of industries/sectors such Healthcare, Housing, Education, Banking, Technology, Media, Advertising
- Resistance movements, including case studies on consumer movements exemplified by Black natural hair resurgence the subject of Chris Rock’s documentary *Good Hair* but can also include include reparation and redress initiatives such as the Oklahoma Lawsuit that seeks Reparations In Connection To 1921 Tulsa Massacre. Papers could also look at the ways in Blacks Consumers use consumption or affect market systems to frame their own or their collective identities.
- Effect and effectiveness of new market systems to counter existing racism such as the emergence of new brands (e.g Rihanna brands), new marketplace actors, marketing platforms
- Impact and examination of brand and marketing organizations diversity initiatives and anti-racism stances, examining performative/transformational impacts.
- Examination of the mechanisms and effectiveness of “Allyship” in marketplace justice.
- Studies that explore racism perpetuation from a cultural perspective, such as how concepts such as race, blackness, whiteness, colorism and others apply to everyday situations.
- Studies that investigate how intersectionalities can operate and/or can be reinforced in market relations.
- Research based on different perspectives and loci of enunciation that can contribute to less racist, sexist, misogynistic, xenophobic and/or capacitivist views.

- Research proposals that recognize the epistemic privilege that is reinforced by eminently white and Eurocentric curricula at both under and postgraduate levels.

Social Marketing for Global Change: Aligning Social Marketing with the UNSDGs

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For social marketing to make a macro difference, social marketing needs to aim to make global change. Aligning social marketing goals with the UN's Sustainable Development Goals provides a straight forward approach to achieving this. Zero hunger, no poverty, good health and well-being, along with gender equality, decent work, responsible consumption and production, and reducing inequalities are nothing if not wicked problems. 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) and ultimately macro in its impact. The reality is straightforward. Achieving these goals requires 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 we might approach and achieve the UNSDGs through social marketing interventions, theory, and methodologies.

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 UNSDGs
- 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 couple of years, 2020 & 2021 have 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. Ann-Marie Kennedy is the primary contact for this track.

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