

Programme: Macromarketing Conference 2021 12th – 15th July, 2021

The Schedule refers to three time zones:

New Zealand: 12th & 13th July;

- New Zealand Standard Time (NZST; GMT +12)
- (pages 2-5 below)

Wales, UK: 12th & 13th July;

- British Summer Time (GMT +1)
- (pages 6-9 below)

Denver, USA: 13th, 14th, 15th July;

- Mountain Daylight Time (GMT -6)
- (pages 10-15 below)

Zoom links will be provided via e-mail to registered participants on Friday, 9th of June

For Registration, please go to:

<https://www.eventbrite.com/e/2021-macromarketing-global-conference-tickets-156386308659>

or go to www.macromarketing.org and follow links to Conference Registration (Eventbrite tickets)

- If you registered and do not receive a zoom link by Friday (or if you register after Friday), please contact Alexandra Ganglmair-Wooliscroft A.Ganglmair@massey.ac.nz

Questions about the timetable should be directed to the local co-chairs:

- New Zealand:
 - Ben Wooliscroft Ben.Wooliscroft@aut.ac.nz
- Wales, UK:
 - Anthony Samuel SamuelA3@cardiff.ac.uk
- Americas:
 - Francisco Conejo francisco.conejo@ucdenver.edu

AUT: Auckland University of Technology:

New Zealand,

Monday 12th July; Tuesday, 13th July

(New Zealand Standard Time, GMT + 12)

Information for NZ time zone	<p><i>Sessions are treated as one block - the stated order is tentative and no individual presentation start times are available to allow for a flowing session and some flexibility. If you are chairing or presenting in a session, please be there (in person or virtual) a few minutes earlier to set up and organize the session.</i></p> <p><i>Presentations will be approximately 15 minutes, with 5 minutes for discussion. If you are attending in person, please join us for lunches and dinner (at your own expense). Venue details will be provided on Friday, 9th July</i></p>
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AUT; New Zealand: Monday 12th July (NZST)

10.00-10.30	Welcome & Meet and Greet
10.30-12.00	<p>Macromarketing Measurement and Methods I <i>(Session Chair: Ben Wooliscroft)</i></p> <p>Exploring C-OAR-SE Scaling for Macro Phenomena: Development of a Short Sustainable Product Involvement Scale Development of a Short Sustainable Product Involvement Scale Francisco J. Conejo, Wilson Rojas, Ana L. Zamora, Clifford E. Young</p> <p>Investigating the Wicked Problem of Brand Externalities: A Systematic Methodology Shoab M. Farooq Padela, Ben Wooliscroft, Alexandra Ganglmair-Wooliscroft</p> <p>Effectuation and everyday life decisions of people in an economy under stress: Responding to economic stress, pathways to quality of life Masoud Karami, Maryam Hejazinia, Ben Wooliscroft</p> <p>Marketizing New Zealand's WW1 Nurses for a 21st Century Fit Jayne Krisjanous, Christine Hallett</p>
12.00-1.15	Lunch in Auckland: Elliot Stables - at your own expense
1.15-2.45	<p>Ethical Issues and Macromarketing <i>(Session Chair: Jayne Krisjanous)</i></p> <p>Ethical value creation for equity and social justice: Aligning value postures in service systems Jonathan J. Baker, Victoria J. Little, Roderick J. Brodie</p> <p>Faith-based organisation brand equity: improving and sustaining marketing systems for social good Janet Davey, Jayne Krisjanous, Eldrede Kahiya, Lucy Sulzberger</p> <p>Building women's and girl's human rights is part of a macromarketing agenda Katherine Jones</p> <p>Transformative Branding — Exploring the Role of Branding in Marketing for a Better World Jessica Vredenburg, Amanda Spry, Bernardo Figueiredo Lauren Gurrierim Joya A. Kemper</p>
2.45-3.15	Afternoon coffee

3.15-4.30	<p>Measurement and Methods II (<i>Session Chair: Alexandra G-Wooliscroft</i>)</p> <p>Measuring different facets of frugality: Lessons learned from hotel guests' experience Farzana Quoquab, Nur Zulaikha Mohamed Sodom, Jihad Mohammad</p> <p>Studying Thick Concepts Siddharth P K</p> <p>Automated Solution to Laddering Technique for Analysis of Aggregated Consumer Values Sabeehuddin Hasan</p>
6.00 p.m.	Dinner - in Auckland at Commercial Bay - at own expense

AUT; New Zealand: **Tuesday 13th July (NZST)**

<p>Information for NZ time zone</p>	<p><i>Sessions are treated as one block - the stated order is tentative and no individual presentation start times are available to allow for a flowing session and some flexibility. If you are chairing or presenting in a session, please be there (in person or virtual) a few minutes earlier to set up and organize the session.</i></p> <p><i>Presentations will be approximately 15 minutes, with 5 minutes for discussion.</i></p>
<p>9.00-10.30</p>	<p>Social Marketing (Session Chair: Ann-Marie Kennedy)</p> <p>Gamification in Macro-Social Marketing Narratives Afshin Tanouri, Ann-Marie Kennedy</p> <p>Rainbow Cultural Competency Training for Canterbury Police Officers Johnpaul Smith, Ann-Marie Kennedy</p> <p>Meat Consumption and Reduction in China: Institutional and Social Change Joya Kemper, Victoria J. Little</p> <p>“Breast is Best” as a Constrained Marketing System Janine Williams, Jayne Krisjanous, Janet Davey, Ann-Marie Kennedy</p>
<p>10.30-11.00</p>	<p>Morning Coffee</p>
<p>11.00-12.30</p>	<p>Macromarketing in different contexts (Session Chair: Shoaib M. Farooq Padela)</p> <p>Plant-Based Meat: An Exploration of Consumer Adoption of Novel and Innovative Food Products Samantha K. White, Paul W. Ballantine, Lucie K. Ozanne</p> <p>Discouraging overconsumption — What does fashion have to do with it? L Laura Davey, Sommer Kapitan, Jessica Vredenburg</p> <p>Has the Men’s Razor completed a Sustainable Cycle? Ben Wooliscroft</p> <p>Understanding the role of consumption and activism in coping with climate change emotions Laksitha Siriwardena, Joya A. Kemper, Biljana Juric</p>
<p>12.30-1.45</p>	<p>Lunch in Auckland: Elliot Stables - at your own expense</p>
<p>1.45-3.00</p>	<p>Connecting Macromarketing with Industry and Government II (Session Chair: Joya A Kemper)</p> <p>The Scrappy Entrepreneur as Macromarketer Linden Dalecki</p> <p>Environmental Collaboration within a Supply Chain Negin Ahmadi Saber Doust, Mark Glynn, Yingzi Xu, Ivan Russo</p> <p>The Story of Waiau: Promoting Systems Thinking Regarding Hydroelectric Power Generation Ken Hyde</p>
<p>3.00-3.15</p>	<p>Afternoon coffee</p>

3.15-4.45	<p>Connecting Macromarketing with Industry and Government I (<i>Session Chair: Ben Wooliscroft</i>)</p> <p>Connecting Macromarketing with Industry, Government and Stakeholders Ben Wooliscroft</p> <p>Well-being Budgets and Perceived Quality of Life Alexandra Ganglmair-Wooliscroft</p> <p>Mimicking Real-World Systems in Macromarketing Bodo Lang</p> <p>Transvection-Based Marketing: a low-value escape hatch for New Zealand producers James Wilkes</p>
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Cardiff University

Wales, UK

Monday 12th July; Tuesday, 13th July

(British Summer Time, GMT +1)

Cardiff University, Wales UK; Monday 12th July **(British Summer Time)**

9.00-11.00 Track: Social Marketing

Track Chairs: Christine Domegan

9.00-9.25	<p>Unhealthy Food Marketing To Children and Youth: Shifting From Offline to Online.</p> <p>Ulla-Maija Sutinen, Ines Kaivonen, Roosa Luukkonen, Elina Närvänen</p>
9.30-9.55	<p>Coming and Going in Loops: Grasping More System Complexity for Social Marketing.</p> <p>Dmitry Brychkov, Christine Domegan, Patricia McHugh</p>
10.00-10.25	<p>A Design Re-frame to Address Stigma in Help-seeking of Depressed College-goers: A Case Study using Shadow Social Marketing.</p> <p>Paromita Goswami, Jaideep Ghosh</p>
10.30-10.55	<p>Social Marketing: The role of Facebook as a social mechanism for transformative behaviour change.</p> <p>Tina Flaherty, Christine Domegan</p>

11.00-11.30 Morning Break

11.30 - 2.00 Track: Forcibly Displaced Communities & Marketing Systems

Track Chairs: Stefanie Benninger and Beatriz de Quero Navarro

11.30-11.55	<p>Evolving Micro-Meso-Macro Dynamics: Toward refugees' inclusion and marketplace well-being in Lebanon and beyond.</p> <p>Beatriz de Quero Navarro, Karine Aoun Barakat, Clifford J. Shultz II, Rafael Araque Padilla María Jose Montero Simó</p>
12.00-12.25	<p>The Role of Aid-Agencies in Stimulating the Food Retail Market in the Time of Social Conflicts: The Case of Syrian Refugees in Lebanon.</p> <p>Hossein Eslami</p>
12.30-12.55	<p>Ethnonationalism in the Marketplace: An Ethnographic Study on Tibetan Refugee-Run Business in India.</p> <p>Jie G. Fowler, Arindam Das, Himadri Roy Chaudhuri, Ahmet Ekici</p>
1.00-1.25	<p>Integration of Skilled Immigrants (SIs) in Finland: Examining the "Business Lead" Program through the Lenses of Acculturation.</p> <p>Helena Hinke, Dobrochinski Candido, Pia Polska, James Anyan Sanne Bor Maria Sääksjärvi</p>
1.30-1.55	<p>The Marketing Systems of Refugee Settlements</p> <p>Stefanie Benninger</p>

2.00 – 3.00 Lunch break

3.00-5.30 Track: Macromarketing Pedagogy and Measurements and Methods

Track Chairs: Alex Reppel

3.00-3.25	<p>Imparting Values, Challenging Neutrality- Tackling Macromarketers Pedagogical Predicament Sujit Raghunathrao Jagadale</p>
3.30-2.55	<p>An “Expanded Voice” Macro-Sustainability Approach to Teaching Principles of Marketing. Forrest Watson, Stefanie Beninger, Christine Domegan, Alexander Reppel, Stanley Shapiro, Julie Stanton</p>
4.00-4.25	<p>Learning from Poverty through Ethnographic Stories: A macromarketing perspective. Satyam</p>
4.30-4.55	<p>Reimagining Hackathons as a Macromarketing Methodology for Community-Based Co-operative Social Entrepreneurship. Martin Downes, Sarah Evans, Anthony Samuel</p>
5.00-5.25	<p>The Three Dichotomies Model, the Self-understanding of Macromarketing and the Determination of its Domain. Michaela Haase</p>

Cardiff University, Wales UK; Tuesday, 13th July
(British Summer Time)

9.00-11.00 Track: Climate Change and Degrowth

Track Chairs: Vicki Little

9.00-9.25	Changing the Climate in the Classroom: An Enquiry-Based Approach. Vicki Little, Lay Tyng Chan, Stephanie Kay Ann Cheah Soo Yeong Ewe, Vimala Kunchambo
9.30-9.55	No Climate Change in Marketing Classrooms? The View from Best Selling Marketing Textbooks. Sabrina Helm, Vicki Little
10-10.25	Doing Something Simple for the Climate? Consumer Responsibilization and Counter-Conduct 184. Friederike C. Doebbe, Emilia Cederberg
10.30-10.55	Degrowth through the eyes of business students: fostering a sense of perplexity and critical thinking through learning diaries. Maria Ehrnström-Fuentes, Pia Polska
11.00-11.25	Sketching Consumers' Experiences of Access-based Fashion Consumption. Yiqun (Kelly) Wang, Caroline Moraes, Isabelle Szmigin

11.30–12.30 Break

12.30-2.30 Track: Globalization, Neocolonialism and Marketing and Others

Track Chairs: Olga Kravets and Marcus Wilcox Hemais

12.30-12.55	Channelling and Suppressing Subaltern Voices: Tourism Imaginaries and the Colonial Legacies of Spirit Possession in Brazil. Chloe Preece, Victoria Rodner
1.00-1.25	Minerals and their Materiality: A Netnographic Account of Consumer Meaning Making Based on Social Interactions during Instagram Based Commerce Ezhil Priyadharshini Anbu Chezian, Paromita Goswami
1.30-1.55	Multilevel Interventions for Online Pornography in The Marketplace Virginia Mwangi
2.00-2.25	Covid 19 Governance Regime in India and Consumer Identity Work Shreya Talur, Helene Cherrier and Paromita Goswami.

2.30–3.00 Break

3.00-4.30 Track: Gender*Track Chairs: Wendy Hein*

3.00-3.25	Framing gender representations in advertising: An analysis of decisions by the Swedish Advertising Ombudsman Riikka Murto, Johan Nilsson, Hans Kjellberg
3.30- 3.55	Contesting Ideologies Structuring Gender Transgression in the Swedish Marketplace Hossain Shahriar
4.00-4.25	A qualitative study on consumers' quest for well-being: A case of transition from offline to online learning in India during the Covid-19 epidemic Divya Gogia, Shreya Talur, Paromita Goswami, Jaideep Ghosh

University of Colorado Denver, USA

Tuesday, 13th July – Thursday, 15th July

Mountain Daylight Time , GMT-6

Information for Americas time zone

- Regular sessions:
25 min slots: 15 min presentations + 10 min Q/A + 5 min change/cushion
- Those presenting and moderating sessions should arrive 10 min before it starts to coordinate, set up, etc

University of Colorado, Denver USA, Tuesday, 13th July (Mountain Daylight Time, GMT -6)

Track	Early AM	Paper	Authors/Presenters
	<i>Session Chairs</i>	<i>Stanley Shapiro & Julie Stanton</i>	
Macro Pedagogy in Practice	8:30-8:55	Food for Thought: Teaching Food Sustainability through a Macromarketing Lens	Neilson, Banu, Vandenby
	9:00-9:25	Source & Hack: Macromarketing Pedagogy via Co-Created Course-Client Experiential Projects	Dalecki
	9:30-9:55 10:00-10:25	An Expanded Voice: Macro-Sustainability Approach to Teaching Principles of Marketing	Watson, Beninger, Domegan, Reppel, Shapiro, Stanton

10:30-10:40 Morning Break

	Late AM	Panel Discussion	Authors/Presenters
	<i>Session Chairs</i>	<i>Stanley Shapiro & Julie Stanton</i>	
Macro Pedagogy in Practice	10:45-11:10	"Save the Macromarketers!": Insights on Moving Macromarketing into the Business School Curriculum	Shapiro, Peterson, Stanton,
	11:15-11:40		Sirgy, Facca-Miess
	11:45-12:10		
	12:10-12:40		

12:40-1:10 Lunch Break

Track	Early PM	Paper	Authors/Presenters
	<i>Session Chairs</i>	<i>Claudia Dumitrescu & Renée Shaw</i>	
Macro Pedagogy in Practice	1:15-1:40	STIRPAT For Macromarketing Education	Thyroff, Grace, Rapert, Kilbourne
	1:45-2:10	Providing Nutrition Information on Restaurant Menus: A Systematic Review	Abbas, Droms
Food Marketing	2:15-2:40	"Nutritional-Score" Pricing Effects on Food Pantry Selections	Follett, Bryant, Beck, Rice
	2:45-3:10	How Do Agricultural Stakeholders Perform Institutional Work Through AI? – A Macromktg Perspective	Jayashankar, Johnston, Nilakanta

University of Colorado, Denver USA, Wednesday, 14th July
(all Mountain Daylight Time, GMT -6)

Track	Early AM	Paper	Authors/Presenters
	<i>Session Chairs</i>	<i>Olga Kravets & Marcus Wilcox Hemais</i>	
	8:30-8:55		
Globalisation, (Neo) Colonialism & Mktg	9:00-9:25	40 years of racism in advertising: a decolonial perspective on the decisions of the Brazilian National Council of Advertising Self-Regulation	Rodrigues, Costa
	9:30-9:55	Does Consumerism Really Mean for Marketers what Philip Kotler believes it does? A discussion based on the decolonial perspective from Latin America	Hemais, Rodrigues
	10:00-10:25	Decolonizing Marketing Systems	Sauerbronn, Pereira

10:30-10:40 Morning Break

Track	Late AM	Paper	Authors/Presenters
	<i>Session Chairs</i>	<i>Nicky Santos, Cathy McGouran</i>	
Globalisation, (Neo) Colonialism & Mktg	10:45-11:10	Making the Coloniality Visible in the Brazilian Football Marketing Management	Reale, Dalmoro
	11:15-11:40	Between Local or Global Eating: Narratives in Organic Food Market Power Dynamics	Dalmoro
Ethics, Equity, & Social Justice	11:45-12:10	Applying the Integrative Justice Model to Evaluate the Influence of Digital Storytelling on Cultural Perceptions of a Social Issue	Facca-Miess, Emelu
	12:15-12:40	The Papal Encyclical "Fratelli Tutti" and its implications for Macromarketing	Santos, Laczniak

12:45-1:10 Lunch Break

Track	Early PM	Paper	Authors/Presenters
	<i>Session Chairs</i>	<i>Terry Witkowski & Francisco Conejo</i>	
Marketing History	1:15-1:40	The Formation of the Transgenic Food Market in Brazil: A Historical Analysis of the Controversies Reported in O Estado de São Paulo	Oliveira, Barros
	1:45-2:10	How Fast Became Normal: Temporal Rhetoric in 20th Century US Advertising	Grace
Gender	2:15-2:40	Exploring the Drivers of Activism in a Vulnerable Group: How the Same Attributes that Marginalize Women May Empower Resilience	Pavia, De Luca, Ponders
	2:45-3:10	Sexualising and socialising women's inequality: an institutional logics analysis of the user-generated pornography market	McVey, Gurrieri, Tyler

3:15-3:25

Afternoon Break

Track	Late PM	Paper	Authors/Presenters
	<i>Session Chair</i>	<i>Francisco Conejo</i>	
Externalities	3:30-3:55	The Dark Side of Marketing: An Empirical Examination of Marketing's Role in the Opioid Epidemic	Ramey, Bharadwaj
	4:00-4:25	Aggregate Marketing Systems in a Subsistence Context: The Case of Brazilian Rafflees	Silva, Ferreira, Freitas
	4:30-4:55	Thinking Big about Going Small: Conceptualizing Technology Miniaturization Consumption	Thyroff, Hawkins, Akdevelioglu

University of Colorado, Denver USA, Thursday, 15th July
(all Mountain Daylight Time, GMT -6)

Track	Early AM	Paper	Authors/Presenters
	<i>Session Chair</i>	<i>Ann Veeck</i>	
	8:30-8:55	The Effect of Covid-19 on Food	Veeck, Ekici
	9:00-9:25	Consumption Patterns: A Global	
	9:30-9:55	Study of the Pandemic	
	10:00-10:25	and Implications for Food Marketing Systems	

10:30-10:40 Morning Break

Track	Late AM	Special Session 1	Authors/Presenters
	<i>Session Chairs</i>	<i>Cliff Shultz & Andres Barrios</i>	
Social Conflicts & Mkt Dynamics	10:45-11:10	Social Conflicts and Market Dynamics	Barrios, Shultz, Pennington
	11:15-11:40	The Dynamics of Markets and Social Conflicts: The Case of Colombia's 2021 Protest	Barrios, Shultz,
	11:45-12:10	Making Black Lives Matter – Becoming an Anti-Racist Marketing Academy	Francis
		Examining Interactive Value Formation and Beneficiary Value in Development Programmes at the Bottom of the Pyramid	Arantola, Laamanen, Polsa
	12:15-12:40	Social Conflict and Market Dynamics: The Case for Meta- Analysis	Shultz, DeLong

12:45-1:10 Lunch Break

Track	Early PM	Special Session 2	Authors/Presenters
	<i>Session Chairs</i>	<i>Cliff Shultz & Andres Barrios</i>	
Social Conflicts & Mkt Dynamics	1:15-1:40	Market Dynamics of Resilience and Recovery from Social Conflict	Shultz, Mason, Bone
	1:45-2:10	Explosions of Conflict and Corruption: Catalysts for Mutual Prosperity in Lebanon and the Middle East	Shultz, Aoun-Barakat
	2:15-2:40	Consumer Trauma and the Power of Collectivity	Mason, Bone, Greiner, Pounders
		Contributions of Marketing to Restore and Maintain Normality During Persistent Conflict	Malter
	2:45-3:10	Small Businesses: Community Change Agents in Social Movements	Menzel Baker, Rhoads Thomas

3:15-3:25 Afternoon Break

Track	Late PM	Panel Discussion	Authors/Presenters
	<i>Session Chairs</i>	<i>Cliff Shultz & Andres Barrios</i>	
Social Conflicts & Mkt Dynamics	3:30-3:55	The COVID-19 Pandemic & Social Conflict: Perspectives from the Americas	Shultz, Rahtz, Sirgy, Pels, Hemais, Shapiro, Stanton, Barrios
	4:00-4:25		
	4:30-4:55		
	5:00-5:25		