



MACROMARKETING
S O C I E T Y

2022 Global
Conference

PROGRAMME
JUNE 20-24, 2022

Version: June 10, 2022

Registration and Contact Information

Zoom links will be provided via e-mail to registered participants on Friday, 17th of June

For Registration, please 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
 - *Please note: We recommend you register early - if you register after Friday 17th, there might be a delay in receiving the Zoom link (due to different time zones ...)*

Questions about the timetable and any last minute inquiries should be directed to the local co-chairs:

- New Zealand, Australia, Pacific, Asia:
 - Ben Wooliscroft Ben.Wooliscroft@aut.ac.nz
- Americas:
 - Sabrina Helm helm@arizona.edu
- Europe, Middle East, and Africa:
 - Stefanie Beninger Stefanie.Beninger@ie.edu

Macromarketing 2022
New Zealand/Australia/Pacific/Asia Time Zones
(all times displayed below are NZ time)

Teams meeting links will be sent to registrants only.
Presentations are 15min maximum

N.B. This schedule is subject to change and adjustment. For any requests and or changes please contact ben.wooliscroft@aut.ac.nz

MONDAY, JUNE 20, 2022 (NEW ZEALAND TIME)

9:00-10:00 - *EARLY ACADEMIC CAREER SCHOLAR SOCIAL HOUR (online and in person)*

Hosts: Sommer Kapitan, Joya Kemper and Shoaib M. Farooq Padela

Are you an Assistant Professor or in your PhD? We welcome you to join us in a virtual social hour where Early Academic Career Scholars will get together to share research, ideas, and experiences in an informal setting with peers. Our co-hosts look forward to meeting you!

10:00-10:30 Morning Tea and Welcome

Trans disciplinary Session in Honour of John Mittelstaedt

10:30-12:30	Richard S. Aquino and C Michael Hall Macromarketing and Tourism: An Overview and Research Framework
	Farzana Quoquab A Bibliometric Analysis of Plastic Pollution in the Tourism Industry
	Sabrina Helm, Samatha White and Joya Kemper The most carbon impactful consumer decision
	Vicki Little Beyond wine and roses: A new manifesto for marketing
	Penny Munro - Challenges to the everyday household shopper in grocery shopping sustainably at the supermarket: A Systematic Literature Review

12:30-1:40 Lunch – Eliot Stables, to suit all food needs

Quality of Life, Ethics and Actors

1:40-3:30	Lim Yee Wen & Juliana French Exploring diasporic ethnic identity through a Malaysian Chinese food documentary
	Rafi Chowdhury How Perceived Income Inequality Affects Consumer Ethics
	Chin, Janie, Vicki Little, Esther Chit Yean Chong, and Motoki Watanabe "Examining Social License to Operate for a Contested Technology: A Case Study of the Palm Oil Industry in Malaysia."
	Ha "Jenny" Tran, Vicki Little, Duc Trinh Tran, Robert McClelland and Minh Huynh Ngoc Song Living just enough for the post-pandemic concrete jungle: How can nature-based solutions support greater urban well-being?
	Masoud, Karami, Ben Wooliscroft and Effectuation in Everyday Life: Responding to Economic Stress, Pathways to Quality of Life

3:30-4:00 Afternoon Tea/Coffee

Macromarketing Shaping

4:00-5:30	Shafiullah Anis & Juliana French Neo-Swadeshi Discourse in India: The Populist Reshaping of a Market
	Jonathan Baker & Suvi Nenonen Shaping plastic markets: (Une)ethical market-shaping
	Janet Davey, Sajith Siriwardana, & Gauri Laud Theorising the role of community-based service organisations – market shaping catalysts

Dinner at Commercial Bay – details will be discussed on the day.

New Zealand/Australia/Pacific/Asia Time Zones
TUESDAY, JUNE 21, 2022 (NEW ZEALAND TIME)

Social Macromarketing, History and Sharing

9:00-10:30	Afshin Tanouri and Ann-Marie Kennedy Blockchain Vaccine Pass: A Human Rights-Based Approach to Balance Verification Service Ecosystem
	Jayne Krisjanous and Annmarie Jutel A Window into the Early Activities of Cancer Health Promotion in New Zealand
	Jamal Abarashi and Prabash Edirisingha Investigating the role of materiality in moving toward a liquid shared mode of consumption within the marketplace
	Andriy Kovalenko Promoting cult of war in Putin's Russia

10:30-11:00 Morning Tea

Macromarketing Systems in honour of Roger Layton

11:00-1:00	Michelle Renton The influence of Institutional Logics and Power Over in a transitioning prescriptive supply system
	Ben Wooliscroft and Francisco Conejo A continuum of exchange from aid, to begging and on to ...
	Shoaib M. Farooq Padela, Ben Wooliscroft & Alexandra Ganglmair-Wooliscroft A Causal Theory of Brand Externalities
	Janet Davey, Ann-Marie Kennedy, Janine Williams, Jayne Krisjanous Marketing System Failure: Regulatory Intervention and Interacting Provisioning Systems
	Ben Wooliscroft and Jim Wilkes The Extended Transvection

Wrap Up, Lunch and More Macromarketing Thoughts

Europe, Middle East, & Africa Zone

Chair: Stefanie Beninger, IE Business School, Madrid, Spain, Stefanie.Beninger@IE.edu

June 22 and 23, 2022 - Central European Summer Time/Madrid time

WEDNESDAY, JUNE 22, 2022 (CENTRAL EUROPEAN SUMMER TIME/MADRID TIME)

8:50am – Welcome & Opening of European, Middle East, & African Time Zone

9:00-10:00 – TRACK: Globalization, Neo(Colonialism), and Marketing

9:00-9:20	Olga Kravets & Eminegül Karababa - (Hi)stories Otherwise: A Postcolonial Perspective on Heritage Tourism Marketing
9:20-9:40	Orçun Turan - Queer on Hold: Global Cultural Products and Queerness
9:40-10:00	Ozlem Sandikci - The Scalar Politics of Difference: Researching Consumption and Marketing Outside the West

10:00-10:20 – BREAK

10:20-11:40 – TRACKS: Social Marketing for Global Change
Climate Change Adaption & Mitigation

10:20-10:40	Tina Flaherty & Christine Domegan- Social Marketing: The Role of Facebook as a Technology for Social Mechanisms and Transformative Behaviour Change
10:40-11:00	Dmitry Brychkov, Ronan Fahy, Galina Brychkova, Ivan Kelly, Patrick Murphy, Tina Flaherty, Christine Domegan & Charles Spillane - Introduction of sustainability considerations into the workings of agricultural provisioning systems: A case study of farmers' education
11:00-11:20	Anthony Samuel & Cathy MacGouran - Changing Football Ideology Through Place
11:20-11:40	Naveen Gudigantala & Pelin Bicen - Firms' Marketing Strategy Response to Global Climate Change: R-A Theory Explanation

11:40-13:00 – LUNCH – Social lunch – feel free to stay on Zoom

13:00-13:50 – TRACK: Macromarketing Pedagogy

13:00-13:50	Julie Stanton & Alex Reppel – Lend Your Voice: Introducing <i>Journal of Macromarketing's</i> Pedagogy section and Macromarketing's Pedagogy Place online repository
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13:50-14:30 – TRACK: Shaping Markets for a New Normal

13:50-14:10	Stefanie Beninger - Creation of Resilient Markets: A Theoretical Exploration
14:10-14:30	Cemre Serbetcioglu, Zeynep Ozdamar Ertekin, & Bengu Sevil-Oflac - MSD Approach to Changes in Fashion Consumption Process: Emerging Practices and Approaches during Covid-19

14:30-15:00 – BREAK – Social break – feel free to stay on Zoom

15:00-16:30: The COVID-19 Pandemic: Evolving Perspectives from Europe - *SPECIAL PANEL SESSION*

15:00-16:30	Clifford Shultz, Don Rahtz, Joseph Sirgy, Dario Miočević, Petteri Repo, Michaela Haase, Alexander Krasnikov, María José Montero-Simó, Rafael A. Araque-Padilla, Ira Haavisto, Ahmet Ekici, Nicholas Santos
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16:30-17:30 - *EARLY ACADEMIC CAREER SCHOLAR SOCIAL HOUR*

Hosts: Hafize Beysimoğlu Çelik & Stefanie Beninger

Are you an Assistant Professor or in your PhD? We welcome you to join us in a virtual social hour where Early Academic Career Scholars will get together to share research, ideas, and experiences in an informal setting with peers. Our co-hosts look forward to meeting you!

Europe, Middle East, & Africa Zone

Chair: Stefanie Beninger, IE Business School, Madrid, Spain, Stefanie.Beninger@IE.edu

June 22 and 23, 2022 - Central European Summer Time/Madrid time

THURSDAY, JUNE 23, 2022 (CENTRAL EUROPEAN SUMMER TIME/MADRID TIME)

9:00-10:00 – TRACKS: Trans and Cross-disciplinary Macromarketing in Honour of John Mittelstaedt
The Importance of Transformative Capabilities

9:00-9:20	Irem Tastan - Marketing, Sociology, and Biology: The Mushrooming of a Discussion
9:20-9:40	Stefanie Beninger & Karen Robson - Flying High or Freefalling? Transformation of Marketing Systems by Commercial Drones
9:40-10:00	Jan Lies - Evolving Brands as Agile Systems: Branding to Organize “St(R)Agility

10:00-10:10 – BREAK

10:10-11:10 – TRACKS: Macromarketing & Systems
Macromarketing Measurement and Methods
Food Marketing

10:10-10:30	Forrest Watson, Yinglu Wu, Farid Rajabov, Alaattin Kaan Guclu - Uneven Information Flows and Marketing Systems Outcomes
10:30-10:50	Andrea Lučić, Marija Uzelac & Ivan Balabanić- Revealing Elements of the Financial Capability and Behaviour of Young Adults
10:50-11:10	Patricia Wowra, Tina Joanes & Wencke Gwozdz -Who, What, When, Where and How? An Exploratory Cluster Analysis of Eating Contexts

11:10-12:00 – LUNCH - Social lunch – feel free to stay on Zoom

12:00-12:40 – TRACK: Ethics, Equity & Social Justice

12:00-12:20	Joseph Robert Daniel, Elizabeth Parsons, & Cathy McGouran - Higher Education as a Route to Empower Consumers' Market Participation in Emerging Economy: A Macromarketing and Consumer Culture Theory Dialogue
12:20-12:40	Jiahui Zhao, James Freund, Gillian Hopkinson - The Ethics of Care for Animals in the Food Market: Vegans' Moral Considerations with Respect to Cultured Meat

12:40-13:40 – TRACK: Macromarketing Utopia – *INTERACTIVE SESSION*

12:40-13:40	Finola Kerrigan - Imagining an Alternative Future: An Interactive Session
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13:40-14:00 – BREAK – Social break – feel free to stay on Zoom

14:00-15:30 – TRACK: Macromarketing & China *SPECIAL SESSION*

14:00-15:30	Special Session: Jeff Wang, Russell Belk, Pia Polska, & Mark Peterson
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15:30-15:40 – Closing of European, Middle East, & Africa Time Zone






16:00 - Americas Time Zone schedule starts on a different Zoom link at 8:00MST/16:00CET

The Americas Time Zone
Chair: Sabrina Helm, University of Arizona, USA
June 23 and 24, 2022 – Mountain Standard Time (MST)

IMPORTANT INFORMATION ABOUT THE TIME ZONE:

(ARIZONA TIME/MOUNTAIN STANDARD TIME IS NOT THE SAME AS MDT)

To avoid confusion, below are some applicable time conversions

 Madrid, Spain * <small>CEST (UTC +2)</small>	Thu, Jun 23, 2022	5:00 pm
 Tucson, AZ, USA <small>MST (UTC -7)</small>	Thu, Jun 23, 2022	8:00 am
 Los Angeles, CA, USA * <small>PDT (UTC -7)</small>	Thu, Jun 23, 2022	8:00 am
 New York, NY, USA * <small>EDT (UTC -4)</small>	Thu, Jun 23, 2022	11:00 am
 Auckland, New Zealand <small>NZST (UTC +12)</small>	Fri, Jun 24, 2022	3:00 am

The Americas Time Zone
Chair: Sabrina Helm, University of Arizona, USA
June 23 and 24, 2022 – Mountain Standard Time (MST)

THURSDAY, JUNE 23, 2022 (MOUNTAIN STANDARD TIME/ARIZONA TIME)

9:20-9:30 – Welcome & Opening of The Americas Time Zone

9:30-10:30 – TRACKS: Quality of Life & Well-being, Social Marketing for Global Change & Food Marketing

9:30-9:50	Carly Drake, Jeff Anstine, Mehdi Mourali & Kelly James Pender - Mental Health as Consumer Vulnerability: Ambivalent Attachment to the College Campus
9:50-10:10	Hu Xie, Hongyan Yu & Ann Veeck - Consumer Self-Efficacy, Healthy Food Consumption, and Subjective Well-Being in Stressful Times
10:10-10:30	Jiyoon An - Analyzing #Get_Vaccinated Twitter data for insights design and evaluate multi-level interventions

10:30-10:40 – BREAK

10:40-11:40 – SPECIAL SESSION: Utopia

10:40-11:40	Stan Shapiro & Julie Stanton - Where should macro go from here to reach utopia?
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11:40-11:50 – BREAK

11:50-13:10 – TRACK: Globalization, Neo(Colonialism), and Marketing

11:50-12:10	Anne Zehoul - ‘Sustainable Development’: Alternative Visions for an Oxymoron
12:10-12:30	Marcus Hemais & Laís Rodrigues - Decolonization of Marketing without the Decolonial Perspective: a critical discussion from Latin America
12:30-12:50	Marlon Dalmoro - Shaping Alternatives to the Globalization of Agri-food Markets: The Rise of Localized Agroecological Markets
12:50 – 13:10	Kelen Duarte & Ronan Quintão - Consumption praxis: a study of the search for gender oppression liberation in the online games context

13:10-14:00 – LUNCH - Social lunch – feel free to stay on Zoom

14:00-15:20 – TRACKS: Globalization, Neo(Colonialism), and Marketing & Race, Racism and Marketplace Inequities and Resistance

14:00-14:20	Lilian Fernandes & Ronan Quintão - How Consumers Transform Public Spaces into Emancipated Spaces: a Longitudinal Study on the Street Carnival
14:20-14:40	Bill Pereira & Marcelo Rezende - Consumption and Culture Brazil: Alternative path or colonization of knowledge?
14:40-15:00	Adam Collin Silva Da Costa, Getúlio Reale & Denise Franca Barros - The Cannabis Repression as a Eugenic Practice
15:00-15:20	Cleber Reis & Denise Franca Barros - Precarious X Decent Work in the Neoliberal Context: The Vision of Gastronomic Entrepreneurs on the Work Reality of App Delivery Workers

15:20-15:30 – BREAK

15:30-16:50 – TRACK: Race, Racism and Marketplace Inequities and Resistance

15:30-15:50	Adjua Akinwumi, Shanice V. Hudson & June N.P. Francis - Freedom versus Fear: The Impact of Identity Propaganda on COVID-19 Misinformation Discourse
15:50-16:10	Denise Franca Barros, Ana Raquel Rocha & Flavia Galindo - 'We Are by Ourselves': Vulnerability and Resilience Facing Covid-19 in a Favela in Rio de Janeiro
16:10-16:30	Jade Fuchs Scisínio Ferreira, Ana Raquel Coelho Rocha & Débora Bogea da Costa Tayt-son - Representations of Colorism in a Mixed-Race Country
16:30-16:50	Jade Fuchs Scisínio Ferreira, Ana Raquel Coelho Rocha, Débora Bogea da Costa Tayt-son - Racism-driven Market Formation

16:50-17:00 – BREAK

17:00-18:00 - *EARLY ACADEMIC CAREER SCHOLAR SOCIAL HOUR*

Hosts: Charlene Dadzie & Marcus Wilcox Hemais:

Are you an Assistant Professor or in your PhD? We welcome you to join us in a virtual social hour where Early Academic Career Scholars will get together to share research, ideas, and experiences in an informal setting with peers. Our co-hosts look forward to meeting you!

The Americas Time Zone
Chair: Sabrina Helm, University of Arizona, USA
June 23 and 24, 2022 – Mountain Standard Time (MST)

FRIDAY, JUNE 24, 2022 (MOUNTAIN STANDARD TIME/ARIZONA TIME)

8:00-9:00 – PANEL: The Role of Actors in Macromarketing

8:00-9:00	Panelists: Michaela Haase, Olga Kravets, Mark Peterson, William Redmond & Katherine Sredl
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09:00-09:10 – BREAK

9:10-11:00 – TRACK: Macromarketing Pedagogy

9:10-9:55	Stan Shapiro & Forrest Watson – Macromarketing Pedagogy: A “Controversies-based Approach”
9:55-10:40	Forrest Watson & Stefanie Beninger - Workshop: Leveraging the Power of Macromarketing “Controversies”
10:40-11:00	Julie Stanton & Alex Reppel – Lend Your Voice: Introducing <i>Journal of Macromarketing</i> ’s Pedagogy section and Macromarketing’s Pedagogy Place online repository

11:00-11:10 – BREAK

11:10-12:30 – TRACKS: Trans and Cross-disciplinary Macromarketing & Conflict, Resolve and Rebirth in Profoundly Distressed Economies

11:10-11:30	Heather Patterson, R. Bret Leary, Clifford J. Shultz II & John D. Mittelstaedt - COVID-19 and the Agora: Systems, Causes and Consequences
11:30-11:50	Karine Aoun Barakat, Clifford J. Shultz II & Amy Greiner Fehl - The Good, The Bad and The Entrepreneurial: Navigating the COVID-19 Pandemic in a Multi-Crisis Environment
11:50-12:10	Ann Veeck & Yu-Buck - Mary Douglas Predicted the Anti-Masking Movement: What Interpretations of Risk During the SARS-CoV-2 Pandemic Teaches Us About Social Marketing in the Risk Society of the 2020s
12:10-12:30	Ray Benton - A Pedagogical Approach and Research Agenda for Critical and Political Macromarketing

12:30-13:30 – LUNCH - Social lunch – feel free to stay on Zoom

13:30-14:50 – TRACK: Conflict, Resolve and Rebirth in Profoundly Distressed Economies

13:30-13:50	Clifford J. Shultz II & Andrés Barrios Fajardo - Conflict, Resolve and Rebirth in Profoundly Distressed Economies
13:50-14:10	Clifford J. Shultz II, Maiwand Mayar, Adi Medina & Samiullah Naeemi- Afghanistan, from Cautious Optimism to Calamity: Perspectives from the Field, Considerations for the Future
14:10-14:30	Rebecca A. Davidson & Don Rahtz - Facilitating Empowerment of Women in Today’s Afghanistan by Leveraging Islamic and Afghan Family Values
14:30-14:50	Barrios Fajardo & Stefania Modesto - A Gender Approach on the Economic Reincorporation of Ex-combatants

14:50-15:00 – BREAK

15:00-15:40 – TRACK: Macromarketing & Systems & The Role of Actors in Macromarketing & History

15:00-15:20	João Felipe Rammelt Sauerbronn & Márcio Müller - On the borders of marketing systems: a framework mode
15:20-15:40	Katherine C. Sredl - News Images as Actors in Macromarketing
15:40-16:00	Débora Bogea da Costa Tayt-son& Ana Raquel Coelho Rocha - Unfolding of Covid-19 in Ontological (In)Security: Threat, Disruption, and Voluntary and Involuntary Adaptive Consumer Responses
16:00-16:20	Terry Witkowski - Marketing the Tactical Lifestyle: Firearms, Fashions, and Attitude

16:20-16:30 – Closing of The Americas Time Zone