



## CALL FOR PAPERS

### 50th Macromarketing Conference, 2025



#### Conference Theme:

Questioning markets and marketing: advancing Macromarketing from multiple worldviews

#### Conference Location and Dates:

Rio de Janeiro, Brazil  
June 22<sup>nd</sup> – 25<sup>th</sup>, 2025

#### Conference Co-Chairs:

Marcus Wilcox Hemais, Pontifical Catholic University of Rio de Janeiro, Brazil  
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#### Conference Website:

<https://iag.puc-rio.br/curso/macromarketing-conference-2025/>

To advance macromarketing from multiple worldviews, the 2025 Macromarketing Conference will move for the first time to the Global South – to the beautiful and sophisticated city of Rio de Janeiro, Brazil.



Photos by Agustin Diaz Gargiulo on Unsplash

The conference will be held at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio). The university has a beautiful campus, with a shallow river and plenty of green areas. A bonus is that, depending on where you are on the campus, you can see an amazing view of the Christ the Redeemer statue, one of the New Seven Wonders of the World. All in all, PUC-Rio's campus is a delightful and very inspiring location for holding the event.



Join us in Rio, at PUC-Rio, from June 22<sup>nd</sup> to 25<sup>th</sup>, 2025, where we will share research and engage in meaningful conversations about societies, markets, and marketing, while we solidify bonds between academics from the Global South and Global North.

### **Important Dates:**

Paper Submission Deadline: **January 31<sup>st</sup>, 2025**

Notification of Reviewer Decisions: **March 15<sup>th</sup>, 2025**

Deadline for Revised Papers: **April 15<sup>th</sup>, 2025**

Conference Registration:

- Early: **March 24<sup>th</sup> – April, 21<sup>st</sup>, 2025**
- Regular: **April 22<sup>nd</sup> – May 18<sup>th</sup>, 2025**
- Late: **May 19<sup>th</sup> – May 31<sup>st</sup>, 2025 (final date for registration)**

Preconference Session for Early Career Scholars: **June 22<sup>nd</sup>, 2025**

Opening Reception: **June 22<sup>nd</sup>, 2025 (end of day)**

Main Conference: **June 23<sup>rd</sup> – 25<sup>th</sup>, 2025**

## Submissions:

All submissions are due **January 31st, 2025**. We invite full papers, extended abstracts, short abstracts, and proposals for special sessions to be submitted to the conference.

Accepted papers/abstracts will be published in the Conference Proceedings. The Macromarketing Society will not take copyright of the authors' work. Final accepted papers/abstracts are due **April 15th, 2025**. Also, in order for the paper/abstract to be published in the Proceedings, **at least one author will need to register for the conference and present the work, in person, in Rio de Janeiro.**

We encourage submissions in **two ways**:

1. Submissions of papers/abstracts **related to the tracks** presented in this call for papers. If your research relates to any of the tracks in this document, please submit your full papers, extended abstracts, or short abstracts through the submission platform: <http://macromarketing.allscripts.com.br/>, for review.

If you have any questions regarding the tracks, please e-mail the Track Chairs directly (see the table below for information).

2. Please send proposals for **special sessions** to: [macromarketing.conference2025@iag.puc-rio.br](mailto:macromarketing.conference2025@iag.puc-rio.br).

If you have doubts as to which track your paper is better suited for, please reach out to us, so we can help you: [macromarketing.conference2025@iag.puc-rio.br](mailto:macromarketing.conference2025@iag.puc-rio.br).

## Submission Format:

All accepted papers and abstracts must comply with the style guidelines to be published in the Conference Proceedings. Please prepare your submission either as a full paper or as a short or extended abstract including a title page, the main text, and a reference list with figures and tables in the body text (in Word or LibreOffice file format). All accepted submissions will be published in the same form as submitted, i.e. there is no option of having an abstract/full paper reviewed but a full paper/only an abstract published.

**Full papers should be double-spaced**, including references, and formatted for A4 paper with 1-inch margins on all four sides. Do not use single spacing anywhere except on tables and figures. Place page numbers in the upper right-hand corner of every page. Full paper manuscripts ordinarily should be between 8,000 and 12,000 words (inclusive of references and all other items) using Times New Roman 12-point type. Articles of shorter length are also acceptable and encouraged.

**Extended Abstracts** should be submitted in the same format and should be around 5 pages long.

**Short Abstracts** should be submitted in the same format and are restricted to 1000 words.

Each **table and figure** should be positioned in the body text. The data in tables should be arranged so that columns of like materials read down, not across. Non-significant decimal places in tabular data should be omitted. The tables and figures should be numbered in Arabic numerals, followed by brief descriptive titles. Additional details should be footnoted under the table, not in the title. In the text, all illustrations and charts should be referred to as figures. Figures must be clean and crisp and visually appealing. Please be sure captions are included.

**Citations in the text** should include the author's last name and year of publication enclosed in parentheses without punctuation (Smith 2013). If practical, the citation should be placed immediately before a punctuation mark. Otherwise, insert it in a logical sentence break. If a particular page, section, or equation is cited, it should be placed within the parentheses (Smith 2013, p. 350). For multiple authors, use the full citation for up to three authors, for example, (Smith and DuPont 2013) or (Smith, DuPont, and Meier 2013). For more than three authors, use the first author's name with "et al." (Smith et al. 2013). When two or more citations are within the same parentheses, they should be in alphabetical order by lead author surnames.

List **references** alphabetically, principal author's surname first, followed by publication date. The reference list should be double-spaced with a .5 inch hanging indent. Do not number references. Please see the reference examples below as well as reference lists in recent issues. Be sure that all titles cited in the text appear in the reference list and vice versa. Please provide translations for non-English titles in references, page ranges for articles and book chapters, and all author/editor names unless they appear as "et al." in the publication.

**Books:**

Smith, Jane R. and John Q. Public (2013), Reference List Style Guidelines. Thousand Oaks, CA: Sage.

**Edited books:**

DuPont, Jean, ed. (2013), Handbook of Reference List Style Guidelines. Thousand Oaks, CA: Sage.

**Periodicals:**

Horval, Ivan (2013), "An Analysis of Reference Style Guidelines," Journal of Guidelines, 31(2), 2-7 [or 31(June), 2-7].

**Excerpts from books or proceedings:**

Normalverbraucher, Otto (2013), "Be Sure You Proofread Your Submission," in Reference Style Guidelines, Jean P. DuPont, ed. Thousand Oaks, CA: Sage, 155-62.

**Journal Articles:**

Horval, Ivan (2013), "An Analysis of Reference Style Guidelines," Journal of Guidelines, 31(2), 2-7 [or 31 (June), 2-7].

**Unpublished works, such as dissertations, presented papers, research reports, and working papers:**

Doe, John S. (2013), "A History of Reference Style Guidelines," doctoral dissertation, Royal Holloway University of London.

Kowalski, Jan V. (2013), "A Citation for Every Reference, and a Reference for Every Citation," paper presented at the 2011 meeting of the Reference Guidelines Association, London, UK (January 6-9).

Meier, Hans (2013), "Toward the Standardization of Reference Style Guidelines," research report, Austrian Reference Guidelines Association (March 4).

Pérez, Juan C. (2013), "Reference Style Guidelines in Latin America," Working Paper No. 9, Office of the Americas, Reference Guidelines Association.

## Conference Tracks:

Conference Tracks and their respective Chairs and E-mails are listed below alphabetically. A detailed description of each track is presented after the list.

Tracks	Track Chairs	E-mails
<a href="#">A macromarketing perspective on consumer transformation</a>	Larissa Becker	larissa.becker@hanken.fi
	Pia Polsa	pia.polsa@hanken.fi
<a href="#">Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls</a>	Petteri Repo	petteri.repo@helsinki.fi
	Alex Reppel	alexander.reppel@rhul.ac.uk
<a href="#">Agribusiness and Food Marketing</a>	Claudia Dumitrescu	Claudia.Dumitrescu@cwu.edu
	Renée Shaw Hughner	renee.shaw@asu.edu
<a href="#">Consumers as Change Agents</a>	Mahsa Ghaffari	mahsa.ghaffari@port.ac.uk
	Lin Su	Lin.su@surrey.ac.uk
<a href="#">Degrowth, Post-Growth, and Equitable Growth</a>	Handan Vicdan	vicdan@em-lyon.com
	Pii-Tuulia Nikula	pnikula@eit.ac.nz
	Stefanie Beninger	s.beninger@nyenrode.nl
<a href="#">Designing healthcare ecosystems, innovation in life sciences and market access principles for a more sustainable, efficient and inclusive health future</a>	Frédéric Jallat	jallat@escp.eu
<a href="#">Ethics, Equity and Social Justice</a>	Cathy McGouran	C.Mcgouran@liverpool.ac.uk
	Ann-Marie Kennedy	Marie.Kennedy@canterbury.ac.nz
	Nicky Santos	NicholasSantos@creighton.edu

Tracks	Track Chairs	E-mails
<a href="#">Externalities</a>	Shoaib M. Farooq Padela	s.padela@bradford.ac.uk
<a href="#">“Interesting! How Relevant Is It?”: Research Relevance From a Macromarketing Perspective</a>	Benjamin Rosenthal	benjamin.rosenthal@fgv.br
	Roberta Campos	roberta.campos@espm.br
<a href="#">Globalization, (Neo)colonialism and Marketing</a>	Olga Kravets	Olga.Kravets@rhul.ac.uk
	Marcus Hemais	marcus.hemais@iag.puc-rio.br
<a href="#">Healthcare Marketing: Challenges and Opportunities in a Global Landscape</a>	Mark Peterson	markpete@uwyo.edu
	Jeff Wang	jeff.wang@monash.edu
<a href="#">Historical Research in Marketing</a>	Francisco Conejo	francisco.conejo@incae.edu
	Oksana Domina	oksana.domina@helsinki.fi
	Jayne Krisjanous	jayne.krisjanous@vuw.ac.nz
	Terrence H. Witkowski	terrence.witkowski@csulb.edu
<a href="#">Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations</a>	Isabela Morais	isabela.morais@ufop.edu.br
	Jaqueline Pels	jpels@utdt.edu
	Marlon Dalmoro	marlon.dalmoro@ufrgs.br
<a href="#">Macro Approaches on Markets, Organizations and Digitization</a>	Fernando R P Marques Vianna	fernandovianna@utfpr.edu.br
	Renata Couto de Oliveira	renata.coutoazevedo@unigranrio.edu.br

Tracks	Track Chairs	E-mails
<a href="#">Macromarketing Methods and Measurement</a>	Ben Wooliscroft	ben.wooliscroft@aut.ac.nz
	Francisco Conejo	francisco.conejo@incae.edu
	Anthony Samuel	samuela3@cardiff.ac.uk
<a href="#">Macromarketing Pedagogy</a>	Julie V. Stanton	jvs11@psu.edu
	Stanley J. Shapiro	stanley_shapiro@sfu.ca
	Forrest Watson	watsonf@dickinson.edu
<a href="#">Marketing Systems from the Global South</a>	Sujit Jagadale	sujitj@iimamritsar.ac.in
<a href="#">Meaningful Consumption Systems</a>	Amy Errmann	amy.errmann@aut.ac.nz
<a href="#">Moving beyond the 'stigma turbine'? Contributions from macromarketing</a>	Himadri Roy Chaudhuri	himadri@xlri.ac.in
<a href="#">Poverty and Consumption</a>	Caroline Moraes	c.moraes@bham.ac.uk
	Morven G. McEachern	m.mceachern@chester.ac.uk
	Deirdre O'Loughlin	Deirdre.OLoughlin@ul.ie
<a href="#">Pricing and Societal Welfare: The Macromarketing Perspective</a>	Jose Mendoza	jose.mendoza@nyu.edu
<a href="#">Quality of Life and Wellbeing</a>	Alexandra Ganglmair-Wooliscroft	A.Ganglmair@massey.ac.nz
	Ahmet Ekici	ekici@bilkent.edu.tr



Tracks	Track Chairs	E-mails
<a href="#">Race, Racism and Marketplace Inequities and Resistance</a>	June Francis	francis@sfu.ca
	Ana Raquel Rocha	anaraquelrocha@id.uff.br
	Denise Franca Barros	denisefb@id.uff.br
	Flavia Luzia O C Galindo	flaviagalindo@uol.com.br
<a href="#">Scams, Scammers, and (Macro)marketing</a>	Olga Kravets	Olga.Kravets@rhul.ac.uk
	Benjamin Rosenthal	benjamin.rosenthal@fgv.br
	Victoria Rodner	victoria.rodner@ed.ac.uk
<a href="#">Social Conflict, Marketing and Well-Being</a>	Clifford J. Shultz, II	cjs2@luc.edu
	Andres Alberto Barrios Fajardo	andr-bar@uniandes.edu.co
<a href="#">Society, Politics, and Branding: Macromarketing Views on Activism</a>	Christian Koch	christian.koch@hkr.se
	Antonella Cammarota	antonella.cammarota@unitelmasapienza.it
<a href="#">Sustainability and Climate Action</a>	Sabrina Helm	helm@arizona.edu
	Joya Kemper	joya.kemper@canterbury.ac.nz
	Vicki Little	vicki.little@rmit.edu.vn
<a href="#">Violence, Markets and Marketing</a>	Maira Lopes	maira.lopes@rhul.ac.uk
	Luciana Velloso	l.velloso@gold.ac.uk
	Rohit Varman	r.varman@bham.ac.uk

## Track Descriptions:

### A Macromarketing Perspective on Consumer Transformation

#### Track Chairs:

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**Pia Polsa**, Hanken School of Economics, Finland

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Consumer behaviors are impactful in that they can alleviate or increase suffering for consumers themselves and the world (Mick et al., 2006). Think of healthy eating, sustainable consumption behavior, and compulsive consumption: these consumption behaviors not only impact consumers themselves but also society (e.g., through healthcare costs). Marketing (e.g., consumer and service research) has traditionally adopted a more micro and predominantly individualistic perspective on consumer behavioral transformation (e.g., focused on goals, mindsets, etc.) with significant advances. However, micro perspectives do not reveal the full picture of consumer transformation. Consider the impact of prohibition of smoking in closed spaces in Europe and the decline of smoking or the rapid increase of vaping as a phenomenon in an era where information has been more available than never. Consumer transformations—whether positive or negative ones—can be seen through a psychological, more individualistic perspective; however, we are interested in the macro, systemic, structural, and cultural aspects that support consumer transformations (e.g., Shove et al., 2012). While macromarketing literature has addressed the transformation of market systems (e.g., Klein, 2017; Renton et al., 2024), also the interest in consumer transformation seems to be increasing (e.g., Pham et al., 2024; Soule & Sekhon, 2022). We call for papers that adopt a macromarketing, systemic, or cultural perspective on significant consumer transformations (e.g., addiction, responsible consumption, healthy consumption, anti-consumption, etc.) as well as papers that address the intersection of macro, meso, and micro aspects. Potential topics include:

- How can service systems enhance or prevent consumer behavior transformation?
- How do regulations enhance or prevent consumer behavior transformation?
- How can co-operation and interactions between different levels of society—from micro to macro—support positive consumer behavior transformations?
- What are the tensions between the levels that prevent consumer behavior transformation?
- What alternative systems that question neoliberal assumptions could support positive consumer behavior transformations?
- How can the responsibility for consumer transformation be shared beyond the individual consumer?
- What role do societal actors play in the normalization, legitimization, and diffusion of negative consumer behaviors (e.g., vaping)?

- How can practices be targeted as sites of intervention for changes in consumer behavior?

**References:**

- Klein, K. (2017). Entrepreneurship, identity, and the transformation of marketing systems: Medical cannabis in California. *Journal of Macromarketing*, 37(1), 85-101.
- Mick, D. G. (2006). Presidential address: Meaning and mattering through transformative consumer research. In C. Pechmann & L. Price (Eds). *NA - Advances in Consumer Research* (Volume 33, pp. 1-4). Duluth, MN: Association for Consumer Research.
- Pham, H. N., Thai, N. T., Heffernan, T. W., & Reynolds, N. (2024). Environmental policies and the promotion of pro-environmental consumer behavior: A systematic literature review. *Journal of Macromarketing*, 44(1), 30-58.
- Renton, M., Hooper, V., & Renton, A. (2024). Extending Layton's marketing systems for future transformation - Deepening connections between marketing and provisioning systems: A case-based approach. *Journal of Macromarketing*, 44(2), 441-452.
- Shove, E., Watson, M., & Pantzar, M. (2012). *The dynamics of social practice: Everyday life and how it changes*. SAGE Publishing.
- Soule, C. A. A., & Sekhon, T. S. (2022). Signaling nothing: Motivating the masses with status signals that encourage anti-consumption. *Journal of Macromarketing*, 42(2), 308-325.

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## Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls

### Track Chairs:

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**Alex Reppel**, Royal Holloway, University of London, United Kingdom

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AI's integration into macromarketing isn't merely about leveraging new tools; it's about fundamentally changing the landscape of how we understand and interact with societal marketing challenges. The initial fascination with the capabilities of AI has now matured into a more nuanced exploration of its applications, implications, and innovations in the sphere of macromarketing.

As AI becomes increasingly entrenched in macromarketing practices — at the intersection of marketing, markets, and society — it brings forth a unique blend of opportunities and imperative ethical considerations. The conversation now extends beyond the promise of AI, to include the complex realities of its implementation, the potential for unintended consequences, and the need for robust ethical frameworks.

The evolving discourse on AI and macromarketing underscores a continuous need for interdisciplinary research and collaborative efforts. This track encourages participants to examine the nuances around AI applications, addressing not just the 'how' but also the 'why' and 'what if' questions that accompany technological advancements.

We invite papers that critically address the following and any other interesting themes:

- Expanded Topics for Upcoming Exploration
- Consumer Behavior and Socioeconomic Impact
- Ethics and Regulatory Frameworks
- AI and Marketing Ecosystems
- Innovative Research Methodologies
- AI, Public Policy, and Social Good
- Sustainability and Ethical Sourcing
- Future Challenges and Directions

As we move forward, the ethical use and accountability of AI will remain at the forefront of our discussions. We hope to generate concrete strategies to ensure that AI enhances not only marketing efficiency but also societal well-being.

By addressing these emerging themes and fostering a community focused on sustainable and ethical AI practices, we aim to contribute to a macromarketing landscape that better serves society in a responsible and forward-thinking manner.

(The writing of this track description has been aided by CurreChat that applied gpt-4o with a request to accentuate creativity)

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## **Agribusiness and Food Marketing**

### **Track Chairs:**

**Claudia Dumitrescu**, Central Washington University, United States

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**Renée Shaw Hughner**, Arizona State University, United States

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We encourage scholars to submit competitive papers, working papers, short/extended abstracts, and/or proposals for special sessions that relate (but are not limited) to the following topics:

- The role of consumers, consumer organizations, governments, food industry, and agribusinesses in identifying solutions for sustainable agri-food systems: e.g., consumer information/awareness/behavior regarding food preparation, food origin, food storage, expiration dates, food disposal, food packaging, food waste, recycling and composting; marketing strategies across the agri-food value chains; digital innovations; investments and policies for the sustainable development of agrifood value chains.
- The role of governments and food/agricultural corporations in rewarding consumer (sustainable) behavior; subsidies/incentives; making food systems more efficient; reducing loss and waste; regulating for informative and accurate labelling of food produce; promoting organic and local produce; investing in sustainable and alternative agriculture.
- The role of consumers in demanding government and corporation actions that ensure food and nutrition security, access to food products that offer healthy diets and nutrition, and sustainable rural development.
- Agriculture and food systems impacted by natural disasters, wars, pandemics, etc.
- The role of producers, wholesalers, distributors, and/or retailers in addressing food waste and lower environmental footprint.

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## Consumers as Change Agents

### Track Chairs:

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In this track, in line with the aim of the macromarketing conference, the aim is to reinforce the importance of macro structure in marketing practices, however the question here is whether the individuals shape their structures or the structure shape their behaviours. This idea stems from the so called 'collaborative marketing approach' and the rise of creative consumers where the aim has shifted from 'marketing to consumers' to 'market with them' (Cova and Cova 2012). In this approach, consumers are considered as "market partners" (Peppers and Rogers 2005; Prahalad and Ramaswamy 2000). This led to the advent of prosumers (producer-consumers), the blurred line between producers and consumers to the extent that scholars developed the concept of "consumer agency" (Arnould and Thompson 2005). In this school of thought consumers resist the meanings that institutions and companies try to force upon them either individually or as part of a group (Fiske 1989).

In line with that in 2006 Lusch and Vargo developed the idea of value co-creation where consumers are considered as "consumer actors" or post-consumers (Firat and Dholakia 2006). This idea has been transcended to the notion of 'governmentalised consumers' (Shankar, Cherrier, and Canniford 2006) in which consumers are empowered and become capable of resource integration (see Vargo and Lusch 2016).

This idea, coupled with the rise of the internet and the fact that individuals around the world, irrespective of their geographical and societal boundaries, are connected and can use their collective power to shape and reshape the structures they live in (see Labrecque et al., 2013; Spero and Stone 2004), makes the concept of consumers' agency and their role as a source of change more paramount.

However, the question here is to understand the role of consumers in this governmentality process, what competences they need and what strategies they need to rely on to actively form and reform the market especially in less democratic markets where their autonomy in initiating the change is hindered (see Ghaffari, Svystunova, and Jarvis 2022). In other words, if consumers now have been accorded a role in shaping markets, how do they engage with this and what are the strategies they deploy which can be in their everyday consumption practices.

Hence, it is important to instead of merely focusing on how macro structures shape consumptions practices, to look at how individuals through their consumptions can form or reform the structure and the macro environment they are living in.

This endeavour stems from the importance of micro practices in initiating change in a broader level. This can be seen in institutional work literature (see Lawrence, Suddaby, and Leca 2009), where instead of previous belief that individuals are the dupe agents of the discipline or structure they are living in, see individuals as active and creative consumers and the agent of change and consider their everyday practices to form and reform the structures they are operating in.

Thus, the aim here is to show the recursive nature of consumption and market and try to contribute to the discussion regarding the dyadic view of consumption and production (see Tapscott and Williams 2006). Therefore, in this view consumption is a form of production as it is inherently a transforming process (Firat et al. 1996) and companies should not be considered as the unique active agent in markets. Rather, marketing scholars should pay attention to the process through which consumption practices can lead to the construction and reconstruction of the macro level conditions.

### **1. Potential topics**

We invite theoretical and empirical works that explore consumption practices and how consumer creativity can challenge established practices, leading to the emergence of market-mediated practices that reinforce changes in the market. Additionally, we are interested in how individuals construct, revive, and, in some cases, disrupt markets. Potential topics include, but are not limited to:

- 1.1 Consumer creativity in highly constraint societies
- 1.2 Power structures and processes of change
- 1.3 Structural change through micro practices of individuals
- 1.4 How consumers create their desired realities
- 1.5 How consumers legitimize their behaviours and disrupt the status quo
- 1.6 Culture and habitus: which comes first?

### **2. Define the area of research**

- Consumer creativity
- Co-creation
- Value generation
- Exchange values Consumption as opposed to use values consumptions (see Humphreys and Grayson 2008)
- Market formation and reformation
- Prosumption

### **3. Discuss the topics and show how they align with the macromarketing theme.**

Looking at how individual consumers can actively be involved with their consumption practices to ultimately form market mediated practices and initiate a change in the market is important to see how simple consumption practices can get together to formulate a more complex network of practices and together initiate a change in the market.

We believe this track can stimulate interesting discussions about markets and marketing, including their formation and reformation, which aligns with the conference theme of "Questioning Markets and Marketing: Advancing Macromarketing from Multiple Worldviews."

### **References:**

- Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868-882.
- Cova, B., & Cova, V. (2012). On the road to prosumption: marketing discourse and the development of consumer competencies. *Consumption Markets & Culture*, 15(2), 149-168.

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- Fuat Firat, A., Dholakia, N., & Venkatesh, A. (1996). 'Marketing in a postmodern world'. *European Journal of Marketing*, 29(1), 40-57.
- Ghaffari, M., Svystunova, L., & Jarvis, L. (2022). Cracking the box or stretching its walls? Exploiting institutional plasticity in Iranian creative advertising. *Human Relations*, 75(9), 1707-1740.
- Humphreys, A., & Grayson, K. (2008). The intersecting roles of consumer and producer: A critical perspective on co-production, co-creation and prosumption. *Sociology Compass*, 2(3), 963-980.
- Labrecque, L. I., Vor Dem Esche, J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013). Consumer power: Evolution in the digital age. *Journal of interactive marketing*, 27(4), 257-269.
- Lawrence, T. B., Suddaby, R., & Leca, B. (2009). *Institutional work: Actors and agency in institutional studies of organizations*. Cambridge university press.
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- Prahalad, C. K., & Ramaswamy, V. (2000). Co-opting customer competence. *Harvard business review*, 78(1), 79-90.
- Shankar, A., Cherrier, H., & Canniford, R. (2006). Consumer empowerment: a Foucauldian interpretation. *European Journal of Marketing*, 40(9/10), 1013-1030.
- Spero, I., & Stone, M. (2004). Agents of change: how young consumers are changing the world of marketing. *Qualitative Market Research: An International Journal*, 7(2), 153-159.
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5-23.

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## Degrowth, Post-Growth, and Equitable Growth

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In the face of escalating environmental crises and socio-economic inequalities, scholars and practitioners alike are reconsidering the traditional focus on (economic) growth. They are questioning the limits of growth-centric approaches to living and doing business on a planet with finite resources. Interest is growing in degrowth and post-growth concepts, where existing production and consumption modes would be transformed (Froese et al., 2023) so that well-being for all could be realized. Specifically, Hickel (2021) argues that degrowth means “a planned reduction of energy and resource use aimed at bringing the economy back into balance with the living world in a way that reduces inequality and improves human well-being” (p. 1106). Hence, degrowth does not necessarily require economic contraction, but may be a likely outcome of an economic system which meets the needs of people without overshooting its biophysical limits. Scholars emphasize that such a transition in the current economic system necessitates not only an economic, but also a sociocultural, value-driven transformation (D’Alisa et al., 2014).

While scholars stress the role of marketing as perpetuating overconsumption, and where advertising would be futile in a degrowth world (Parrique, 2022), such views may fall short on analyzing the intricacies of consumption, market systems, and cultures. Marketing is indeed well poised to play a significant role in contributing to degrowth discussions (Rémy et al., 2024), especially as marketing has deep insights into consumption, communication, as well as distribution flows and networks, while tackling many critical issues that intersect with degrowth. These issues include regulation and public policy, anti-consumption, ethical and responsible consumption and production, social marketing, and transformative consumer research, among others, which put the well-being of people and the environment at the heart of public policy and marketing practices.

Marketing scholars have recently considered the possibilities and complexities of the degrowth debate and brought in critical perspectives on how to transform marketing as usual to raise a consciousness that acknowledges the sheer impossibility of endless growth given ecological and economic crises (Chatzidakis et al., 2014; Varey, 2010). Particularly macromarketing, with its focus on marketing systems would have much to add to discussion on degrowth (Becker, 2015). In macromarketing, related concepts, such as arguing that the dominant social paradigm focuses on (over)consumption (e.g., Kilbourne et al., 1997) and the role of alternative economies in degrowth (Becker, 2015; Lloveras and Quinn, 2017), as well sufficiency (Gossen et al., 2019) and conservation (Shapiro, 1978) have been put forward.

We invite papers that focus on topics at the intersection of marketing and degrowth, post-growth, and equitable growth. Broadly, how can Macromarketing scholars address the advancement of sustainable and just systems that support degrowth, while acknowledging the limits of growth of any kind (e.g., sustainable, green growth)? What challenges await us in doing so? Some potential topics could include papers focused on degrowth in relation to other crucial concepts such as sustainability, sustainable development, resilience, critical approaches to green growth and circular economy, equity, decolonization, demarketing, hyperconsumerism, and/or overconsumerism, as well as relation of degrowth to marketing strategy, ethics and social marketing (etc.). We also welcome papers focused on teaching about degrowth/post-growth in marketing.

Potential additional questions include (please note that this not an exhaustive list):

- What marketing strategies do we need to encourage consuming less and more consciously?
- How can alternative economies and markets embrace and advance degrowth and/or equitable growth?
- How can we transform marketing pedagogy to teach and inform about degrowth in marketing and business education?
- What cultural transformations are required to support a degrowth agenda?
- Critical perspectives on mainstream marketing theories and propose alternative theoretical frameworks that support degrowth ideals of consumption and production.
- What is the scalability of the degrowth agenda? What measures of success and metrics do we need, which focus on social and environmental well-being?
- What critical and ethical issues exist related to degrowth, including the 'dark side' of the degrowth approaches (critical concerns addressing localism, global south, technology and innovation, etc.)?
- What are regulations and policies that align with degrowth (e.g., repair, 4-day-week work) and what are their impacts?

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**Designing healthcare ecosystems, innovation in life sciences and market access principles for a more sustainable, efficient and inclusive health future.**

**Track Chair:**

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Beyond pandemics, health crisis management, patient-centric innovation and more balanced health ecosystems are probably among the most burning socio-political issues, alongside climate change and environmental degradation, rising economic inequality, social justice, political polarization, access to education and the digital divide.

From a macro-marketing perspective, health crises not only strain financial and medical resources, but also have profound socio-economic and political consequences, revealing inequalities between citizens and questioning governance systems for public institutions and private companies.

Therefore, designing sustainable, efficient and inclusive health ecosystems constitutes a major and crucial socio-political issue and faces many challenges, including the need for interoperability between systems, navigating complex regulatory frameworks and ensuring privacy and data security.

How can societies address a stagnant productivity since the outlook for reimbursement erodes in major markets (especially in the United States as the Inflation Reduction Act takes effect), the impact of patent expirations for major franchises is expected to be significant (propelled by increasing biosimilar penetration), and pipeline competition intensifies (with increasing herding in high-potential disease areas and targets)?

Facing the challenges of designing healthcare ecosystems, fostering innovation in life sciences, and improving market access principles for a more sustainable, efficient and inclusive healthcare future, several complex and interrelated questions arise.

Equitable access to care remains a complex equation to resolve, as does the sustainability of health systems and the integration of emerging technologies.

Patient-centered innovation and technological convergence are essential to meeting diverse healthcare needs, but managing costs / price and moving to value-based care present significant obstacles. At the same time, technology-enabled patients could reshape the whole healthcare landscape, putting new pressures on some of its current stakeholders.

Effective collaboration across sectors (between the public and private sectors, academia, nonprofit organizations such as patient associations, etc.) is essential to foster innovation, particularly to adapt to demographic changes such as rapidly aging populations.

Any contribution (work in progress, poster, research article) attempting to address the topics of interest including (but not limited to) one or more of these (interrelated) challenges will be welcome.

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## **Ethics, Equity and Social Justice**

### **Track Chairs:**

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**Ann-Marie Kennedy**, University of Canterbury, New Zealand

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**Nicky Santos**, Creighton University, United States

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The times remain tumultuous. War, natural disasters, COVID-19, as well as devastating wildfires; facing systemic racism with the Black Lives Matter movement, and discrimination/abuse with the continued acknowledgement of #MeToo. Equity and inclusion continue to be sought by many groups, including Neurodiverse, LGBTQIA++, and Indigenous and First Nations peoples. Businesses have also fought to survive and been accused of 'wokewashing' (Vredenburg, Kapitan, Spry and Kemper, 2020) for inauthentically using social, equity and inclusion movements in their marketing. Socially responsible marketing has been suggested as one solution (Laczniak and Shultz, 2021). However, still, these and other prominent local and global issues have shone a spotlight on the need for social justice, fairness, and ethical behaviour in businesses as well as the whole marketing system. Social justice (SJ) assumes people have equal worth and 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 with 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.

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. Usually, one-page abstracts do not provide sufficient background for evaluators to render judgment about the paper's conference suitability.

Cathy McGouran is the primary contact for this track.

### **References:**

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## Externalities

### Track Chair:

**Shoaib M. Farooq Padela**, University of Bradford, United Kingdom

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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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## **“Interesting! How Relevant Is It?”: Research Relevance From a Macromarketing Perspective**

### **Track Chairs:**

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**Roberta Campos**, Escola Superior de Propaganda e Marketing, Brazil

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### Track Overview

The academic field is increasingly being asked for improving the relevance of research outputs. This track seeks to re-examine the notion of academic research relevance, emphasizing its implications for multiple stakeholders at the micro, meso and macro level. This track will focus on the practices of conducting research hardwired by the many definitions of relevance. This track will also focus on communicating research with impact (e.g., by focusing on form and matter for different stakeholders), and on understanding impact (i.e., the usability of academic research for social purposes). The track invites academic inquiry into relevance, including (but not limiting to) research that fosters diversity, equity, inclusion (DEI), and sustainable production and consumption. This track invites submissions that address the various dimensions of practical relevance, from developing meaningful research questions to implementing applicable and easily interpretable methodologies that generate both academic and practical impact, offering substantive and conceptual advancements, including empirical research and conceptual papers.

### Track Objective:

The primary objective of this track is to foster a debate on how marketing research can effectively address the problems faced by consumers and businesses, with an emphasis on creating knowledge that is useful for societal issues. By bringing together academics, practitioners, and policymakers, we aim to explore ways to enhance the practical relevance of research, promoting insights that are accessible and applicable within the macromarketing perspective. The insights generated from this track are expected to influence both academic discourse and practical applications in global markets.

### Key Themes and Topics:

#### Practical Relevance in Consumer Research:

- Investigations into how research can be more focused on everyday challenges faced by consumers and managers.
- Case studies demonstrating the application of academic insights in real-world scenarios.

#### Transforming Academic Research into Concrete Actions:

- Analyses of how academic research can directly impact business and public policy decisions.



- Evaluation of research models that offer practical solutions to issues such as social inequality in consumption and consumer well-being.

#### Measuring the Social and Economic Impact of Research:

- Studies that demonstrate the tangible impact of academic research on communities or social groups, especially in emerging economies.
- Innovative research methods that facilitate data collection and practical application of findings.

#### Platforms of collaboration between Academia and Market Practitioners:

- Discussion on the gap between academic theory and market needs, proposing solutions to bridge this divide.
- Examples of collaborations between academia and industry that resulted in tangible benefits for consumers, businesses or society.

#### Sustainable Development and Public Policy:

- Exploration of the role of consumer research in supporting public policies focused on sustainable development.
- How academic insights can influence the development of more inclusive and equitable business practices and regulations.
- Academic research that supports public policy initiatives or regulatory debates.

#### Target Audience:

This track is designed for academics, marketing practitioners, and policymakers interested in exploring and enhancing the practical relevance of marketing research.

#### Track Chairs and Review Process:

Submissions will undergo a rigorous double-blind peer review process to ensure the highest academic standards. Accepted papers will be presented in a session, followed by a moderated discussion to facilitate understanding and networking among participants.

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## **Globalisation, (Neo)Colonialism, and Marketing**

### **Track Chairs:**

**Olga Kravets**, Royal Holloway, University of London, United Kingdom

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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;
- critical reflections on the reproduction of Western colonialism and orientalist views in non-hegemonic contexts;
- critical reflections on the reproduction of Western modernity in marketing thought;
- transmodernization in marketing;
- decolonial praxis from non-Eurocentric epistemes, especially in Africa, Asia and Latin America; and
- decolonial criticism of coloniality in marketing.

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.

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## Healthcare Marketing: Challenges and Opportunities in a Global Landscape

### Track Chairs:

**Mark Peterson**, University of Wyoming, United States

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Healthcare is not just a market; it's a vital system that touches lives and communities across the globe. As the global healthcare landscape continues to evolve, the role of marketing within healthcare systems becomes increasingly critical. The 50th Macromarketing Conference offers a unique opportunity for scholars to engage with pressing issues at the intersection of healthcare, marketing, and society. This track aims to address critical questions, such as:

- How can healthcare marketing help stakeholders—including patients, providers, caregivers, and policymakers—create value, build trust, and foster long-term loyalty?
- What are the economic, ethical, social, and environmental implications of healthcare marketing practices?
- How can healthcare marketing strategies be aligned with broader societal goals, including equity, sustainability, and public health?

The Healthcare Marketing track invites submissions that explore these and related questions. We welcome conceptual, empirical, and methodological papers that explore the role and impact of healthcare marketing. We are particularly interested in research that delves into the following areas:

- Family caregiving and its role in healthcare systems
- Healthcare consumer behavior, decision-making, and satisfaction
- Consumer engagement, education, and empowerment in healthcare
- Branding, positioning, and communication strategies in healthcare
- The impact of healthcare technology and digital transformation
- Innovation in healthcare products and services
- Pricing strategies and value assessment in healthcare markets
- Healthcare distribution, access, and quality assurance
- Ethical considerations and social responsibility in healthcare marketing
- The role of healthcare marketing in policy-making and regulation
- Sustainability and the social impact of healthcare marketing practices

We invite interdisciplinary research that transcends boundaries and cultural contexts, offering fresh insights into healthcare marketing from macromarketing perspectives. By fostering dialogue and collaboration, this track seeks to advance theory, support practice, and contribute to policymaking. Join us at the 50th Macromarketing Conference as we collectively explore the challenges and opportunities in healthcare marketing to make a meaningful impact on individuals and communities worldwide.

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## Historical Research in Marketing

### Track Chairs:

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**Terrence H. Witkowski**, California State University, Long Beach, United States

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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 five 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, data sources, and archives

- Environments, participants, and flows of marketing systems
- The impact of globalization and technological development on all the above

Since the conference will be meeting in awesome Rio de Janeiro (22-25 June 2025), histories of markets and marketing in Latin America and the Global South are definitely encouraged (see, e.g., Witkowski 2016, 2022).

**References:**

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## Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations

### Track Chairs:

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**Marlon Dalmoro**, Federal University of Rio Grande do Sul, Brazil

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This track engages with Global South and emerging marketing perspectives to study macromarketing phenomena in Latin America. In particular, we welcome submissions that approach Latin American perspectives across three key axes:

(1) **Latin America as a context for macromarketing theorization** We invite studies examining the cultural, social, political, and economic dynamics of Latin America in relation to marketing and consumption practices. This includes exploring:

- The impact of the market(ing) on local ways of life, culture, and the environment.
- Agencies and institutions, including their transformations, as well as local actors' resistance, empowerment, and activism.
- Market shaping and marketing systems.
- How global market players navigate the specific contextual challenges of Latin America.

(2) **Application of Southern epistemologies** We encourage submissions that articulate the theoretical perspectives and epistemologies of the South to study macromarketing phenomena. These approaches are crucial for understanding the distinctive political, social, and cultural dynamics that shape markets in the region, contributing to both regional and global theorization in macromarketing. This track is open to contributions that engage with:

- Decolonial, neocolonial, and postcolonial theories.
- Latin American social thought, communication, and cultural studies.

(3) **Practical implications of macromarketing in the region** We invite submissions that examine the application of macromarketing knowledge in the Latin American context, particularly from an educational perspective. This includes:

- Case studies.
- Pedagogical approaches.
- Critical analyses that offer insights into how marketing theories, epistemologies, and practices are operationalized and reproduced in Latin American settings. By focusing on these axes, this track aims to foster a deeper understanding of the role of macromarketing in shaping and reflecting Latin American realities, while also uncovering the potential of Latin America/ns to contribute to the broader field of macromarketing knowledge.

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## Macro Approaches on Markets, Organizations and Digitization

### Track Chairs:

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### Track Overview and Objective:

Information and communication technologies (ICTs) are associated with capitalist advances of the last two decades. Concepts such as communicative capitalism (Dean, 2009, 2016), platform capitalism (Srnicsek, 2017), surveillance capitalism (Zuboff, 2015; 2022), infocracy (Han, 2022) and Big Data capitalism (Chandler & Fuchs, 2019) approach these same phenomena from different angles. Furthermore, the diffusion of digital technologies such as data and media reinforce their role as fundamental tools for the rationalization of organizational processes (Alaimo & Kallinikos, 2021) and the reorganization of the relationships that permeate and structure our society (Lindgren, 2021).

Technological rationality impacts both the world of work and consumption, capturing human experiences in both arenas, and managing them while positioning its media as neutral mediators capable of solving all sorts of social and economic dilemmas (Morozov, 2013). In other words, “ICTs simultaneously obscure the view of things and invite a fetishistic belief in technological efficacy to change the world” (Kravets, 2017: 331).

The new socio-political and economic order can be exemplified through extractive (Sadowski, 2019) and predictive (Bruno, Bentes & Faltay, 2019; Andrejevic, 2014) models as well as activities that configure personal data markets (Charitsis, Zwick & Bradshaw, 2018), involving legal and sovereignty disputes, in addition to guiding debates on new forms of colonialism (e.g., Thatcher, O’Sullivan & Mahmoudi, 2016; Couldry & Mejias, 2020, 2023; Silveira, Souza, Cassino & Machado, 2021). Furthermore, recent discussions highlight a “reactive democracy” (Gerbaudo, 2022) characterized by a so-called “plebeian” online mobilization with significant ramifications for contemporary democracy.

In this sense, these phenomena present many side effects, such as accentuating the (re)production of inequality, exclusion and social discrimination. Problematizing the ethics of digital technologies, revealing their predispositions to (re)produce privileges and their commitments to maintaining hegemonic logics becomes a necessary agenda that contributes to the discussion of discrimination based on gender, race, among other important issues denounced in social relations.

This track aims to bring together plural approaches and methods and intends to instigate the development of research on the digitalized world and organizational and consumption studies, focusing on asymmetries of power between users, workers, digital platforms, as well as the role of the State in mediating, controlling and regulating these relationships.



### Key Themes and Topics:

Seeking to deepen discussions on how digital technologies (re)produce the social world and human ties and its many byproducts and externalities, we hope to receive papers that address the indicative themes below, but that are not limited to them:

1. The Global South and data sovereignty;
2. Localized data, the data divide and data extractivism;
3. Big Tech, social marketing and soft power;
4. ICTs and Feminist approaches;
5. Biopolitical Marketing and Surveillance;
6. ICTs and Colonialities;
7. Online and techno resistance

### Review Process:

Submissions will undergo a rigorous double-blind peer review process to ensure the highest academic standards. Accepted papers will be presented in a series of sessions, each followed by a moderated discussion to facilitate in-depth analysis and networking among participants.

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## Macromarketing Methods and Measurement

### Track Chairs:

**Ben Wooliscroft**, Auckland University of Technology, New Zealand

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**Francisco Conejo**, INCAE Business School, La Garita, Costa Rica

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**Anthony Samuel**, Cardiff University, United Kingdom

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Macromarketing deals with wicked problems, systems, multiple and competing outcomes and humans (who are moody, messy and inconsistent) interacting with other humans. Macromarketing research deals with phenomena embedded in context and time, which are not ignored, or set to *ceteris paribus*. As such, macromarketing scholarship requires different techniques to reductionist marketing research, techniques capable of capturing the richness and complexity of our central phenomena. There is no presumption of quantitative or qualitative approaches, but there is a focus on the quality of methods and their fit for purpose.

The variables that go into our research are often complex, too often poorly defined, and measured using narrowly defined instruments. Measurement of macromarketing variables has included the application of IRT, the Rasch model and carefully constructed measures using CTT. We encourage the presentation of new, or updated, measurement instruments that are relevant to macromarketing research.

This track welcomes papers that focus on the methods, or measurement instruments, used or proposed for use in macromarketing research. The paper should discuss the merits and weaknesses of the method and measures along with their potential contribution to macromarketing, while potentially, but not necessarily, being illustrated by research.

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## **Macromarketing Pedagogy**

### **Track Chairs:**

**Julie V. Stanton**, Penn State University, United States

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As macromarketers, we regularly and purposefully engage students in situations, dilemmas, controversies and concerns that extend beyond traditional micromarketing teaching. As in recent conferences, we wish to continue sharing the techniques honed by macromarketers to produce graduates with a commitment to bringing positive change to the world. Consistent with this year's conference theme, we hope to see pedagogical contributions that "question markets and marketing" and continue to develop critical thinkers with diverse worldviews.

This track thus calls for teaching innovations that provide students with experiential understanding related to macromarketing. Submissions to this track can range from classroom exercises to written assignments to course design decisions, and can be in an early stage of implementation or already rigorously evaluated for effectiveness. The goal is to spark interest by other macromarketers in replicating your work in their own classes. In particular, contributors are asked to address the factors which influence their successes or challenges in achieving their goals for the pedagogical tool.

Pedagogy Track presentations at Macro 2025 may also be a first step to having your contribution subsequently considered for the Pedagogy section of the *Journal of Macromarketing*. If interested but you have additional questions, feel free to contact any of the track chairs.

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## Marketing Systems from the Global South

### Track Chair:

**Sujit Raghunathrao Jagadale**, Indian Institute of Management Amritsar, India

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The first-ever macromarketing conference held in the Global South, in its fifty-year history, raises the question of whether we should re-examine the very concept of the marketing system—the cornerstone of macromarketing thought—from the perspective of the Global South.

Recent systemic shocks, such as the coronavirus pandemic, the worsening climate emergency, the imminent crisis in the Middle East, and the toppling of the government in Bangladesh, have once again highlighted the systemic unevenness at the core of the global economy. Interestingly, despite not being the primary cause of these crises, lower and middle-income nations are particularly susceptible to their effects. Many countries in the Global South are grappling with massive debts, rising poverty and hunger, and the escalating impacts of the climate crisis. Achieving the overall SDG vision of more equitable and inclusive development is impossible without addressing the challenges faced by this culturally diverse group that include roughly 130 countries across Africa, Latin America, Oceania, Asia and many island countries.

Arturo Escobar has called on thinkers to seek alternatives to the Western-oriented discourse of development, which he argues is a tool for controlling the Global South. Notably, this has resulted in the valorization of the Global North and the devalorization of the Global South through various disciplinary mechanisms.

Against this backdrop, marketing systems become increasingly vital as a key source of provisioning for individuals or groups in these countries. With states withdrawing from welfare role or failing to provide adequate support, and markets taking over under the neoliberal agenda, marketing systems may be structured in various ways—balanced or even distorted and skewed (e.g., Jagadale, Kadirov, and Chakraborty 2018). The ever-evolving political and economic challenges, such as those in Venezuela, coupled with technological advancements in already inequitable populations, further complicate these systems. Societal well-being increasingly depends on the outcomes of these complex marketing systems, a reality that is especially relevant in the 'neoliberal' Global South, which is historically disadvantaged by colonial power structures. In this complex environment, path dependency plays a crucial role in the formation, growth, and stability of marketing systems.

This track centres on marketing systems in the Global South. It invites papers that, through any critical, non-critical, macromarketing, or historical lens, explore and shed new light on how marketing systems in the Global South are formed, adapt, grow, and decline/fail.

Specifically, topics to be addressed include, though are not limited to:

- Why have some marketing systems in the Global South succeeded while many others have failed?
- Marketing systems that prioritize dignity, equity, and inclusivity in the Global South.
- How does historicity shape the roots and structure of marketing systems in Global South countries?

- The role of state, non-state, market, and non-market actors, as well as formal and informal norms, in shaping marketing systems in the Global South.
- How power dynamics influence the structure of marketing systems, and how marketing systems, in turn, influence power structures (chrematistics).
- Examining marketing systems through a critical lens.
- Post-development marketing systems, if they exist.
- Comparative analysis of marketing systems in the Global North and Global South.
- The role of non-human factors, such as local climate and material objects, in shaping marketing systems in the Global South.
- Indigenous marketing systems and marketing systems centred on indigenous people.
- Policy responses to emerging or failing marketing systems.
- Beyond formality: The role of informality in marketing systems in the Global South.
- The intersection of marketing systems with other provisioning systems in the Global South.
- Technological marginalization and its impact on marketing systems.

Any other topic that author/s feel appropriate to be discussed under this theme, not mentioned above, are welcome.

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## **Meaningful Consumption Systems**

### **Track Chair:**

**Amy Errmann**, Auckland University of Technology, New Zealand

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This track invites research exploring the evolution of systems around meaningful consumer experiences. From the practices of bereavement, sustainable burials, and digital afterlife planning to engaging in challenging endeavours such as marathons, mountaineering, or consuming spicy foods, these systems shape how we navigate life's most profound and intense moments. We seek studies that investigate how systems can better engage and contribute to these rituals and practices from a holistic, systems-based perspective, enhancing both consumer experiences and societal well-being.

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## Moving beyond the 'stigma turbine'? Contributions from macromarketing

### Track Chair:

**Himadri Roy Chaudhuri**, Xavier Institute of Management, India

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Macromarketing has persistently occupied a prominent position in scholarly discourse on marginalization and market structures for over fifty years. Although the existing literature has undergone thorough revisions and reviews (for instance, DeQuero-Navarro, Stanton, & Klein, 2021; Ekici et al., 2021), macro marketing, as a discipline, and the Journal, to be particular, have made remarkable contributions in this specific domain of the marketplace, particularly when compared to other fields within marketing and business research (Uduehi et al., 2024). Within this comprehensive market framework, it is imperative to acknowledge the pervasive influence of transformative designs that validate the perpetuation and reinforcement of inequities and injustices (Tyler & Slater, 2018).

While the Goffman paradigm has significantly shaped marketing and consumer research (Crockett, 2017; Sandikci & Ger, 2010), the theoretical discussions surrounding stigma and the materiality of the marketplace continue to provide compelling and contentious perspectives (Rocha & Veloso, 2024) as consumer and provider vulnerability thrives at the intersection of stigma, identity negotiation, and mortality (Mirabito et. al., 2020). The literature is overtly biased toward the experiences of consumer vulnerability and stigma, but it will be of particular interest to see how the experiences of the other market actors (workers and providers) differ from those of the consumers (Mitra et.al., 2022). Here, it is noteworthy that even *inside* the realm of marketing academia, an individual protagonist may encounter experiences of stigma, vulnerability, and debasement (Prothero, 2023), an experience that the author suggests as 'death by a million cuts.' Thus, often a combination of stigma and vulnerability denies individuals of the agency to offer resistance.

This Track posits that stigma arises via a teleological connection between social imaginaries, contexts, and the lived experiences of individual market actors. In this spirit, the Track looks forward to having the following contributions in the following, but not restricted to

- Macromarketing and the current state of stigma research
- Consumer vs. provider stigma
- Historiography of marketplace stigma
- Can the market system accommodate stigma?
- Stigma across markets-experiences in the connected world
- Stigma and consumer agency
- Stigma and alternative economies
- Stigma and the quality of life
- Stigma and public policy
- Autoethnography and self-narratives of the experience of marketplace stigma



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## Poverty and consumption

### Track Chairs:

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Poverty is a complex, systemic challenge to sustainable development (UN, 2024). Intertwined social, economic, and political factors and power dynamics contribute to how poverty is structured in society, and to the widening social inequalities that we witness across the world. Data suggest that the wealthiest 1% of the global population “have captured nearly twice as much new wealth as the rest of the world combined since the pandemic, (...) increasing their share of new wealth from 50% to two-thirds” (Malik, 2023, p.1).

A period of “fifty years of neoliberalism – a variant of racial [colonial] capitalism characterized by austerity, deregulation, and financialization – has undermined the redistributive function of the Northern welfare states and hamstrung burgeoning social state capacities across the Global South” (Tucker and Anantharaman, 2020, p.293). In the UK, for example, and reflecting many other European states, the combined effects of ongoing austerity measures (O’Loughlin et al., 2017; Shaw, 2019), welfare reforms (DWP, 2015), and the COVID-19 pandemic (Summers et al., 2021; Whitehead et al., 2021) have contributed to increasing levels of poverty and deprivation (Moraes et al., 2024).

Poverty can be conceptualised as involving a deficit of material and social capital (Moser, 1996; Panori et al., 2019), which engenders vulnerabilities that anyone can experience at a particular point in time (Baker et al., 2005; Hamilton et al., 2014). Beyond factors such as war and natural environmental disasters, poverty can be caused by micro-level factors such as burdensome internal states, for example grief, difficult moods and dispositions, challenging transitions in life (Baker et al., 2005), and complex or enduring health issues. It can also be caused by meso-level factors such as low-wage employment and lack of opportunities, as well as macro-level, externally imposed conditions, such as repression, systemic discrimination, and inequitable distribution of resources (Baker et al., 2005; Hamilton et al., 2014). These conditions are challenging and stigmatising for individuals (Garthwaite, 2016; Purdam et al., 2016; Peterie et al., 2019) and exclude people from participating fully in normalised social and market-mediated activities (Hamilton, 2009; Hutton, 2019; Moraes et al., 2024; Saren et al., 2019).

For example, new research by the Joseph Rountree Foundation (JRF, 2024) suggests a bleak future for people on low or no incomes in the UK, as benefits are not in par with rising prices, employment is falling, earning levels are lower than in 2008, disposable income continues to fall, housing costs continue to increase, and inflation remains significantly above target. This challenging socio-economic context means that millions of people in the UK will remain excluded from accessing food through the marketplace. When access to food through market-based spaces is only partially possible and/or no longer an option due to financial and/or socio-cultural circumstances, people

are pushed into liminality (Moraes et al., 2021), and to the margins of the marketplace. People rely instead on segregating spaces of food access (McEachern et al., 2024), such as foodbanks, but can also utilise other types of liminal, occasionally progressive, and caring kinds of food access spaces and systems, which sometimes also offer additional types of social support and services to help people transition out of poverty. These spaces include social supermarkets (also known as community shops, pantries, larders, community supermarkets, citizen supermarkets, grub hubs or food clubs), subsidised fresh food spaces (Relton et al., 2022), community kitchens (Smith and Harvey, 2021), social eating spaces (Smith, 2024), among others.

In Latin America, Brazilian consumers on low or no incomes face diverse types of precarity, including inadequate public services and lack of food (Frid et al., 2024). In “a society in which the poor has obtained goods through hierarchical and servile relationships, the possibility of buying things provides a micro sphere for recognition,” where “status goods became vehicles of an emergent subjectivity,” namely “the right to shine” (Pinheiro-Machado and Scalco, 2022, p.312). This is a subjectivity that involves class-based and racialised forms of empowering self-worth, which reflects interclass defiance through consumption (Pinheiro-Machado and Scalco, 2022).

This track welcomes new research that speaks to, and/or that seeks to redress, the challenges of lived experiences of poverty as well as the socio-cultural and market-based factors that impact how poverty manifests in consumers’ lives, including the neoliberal marketing machinery that is geared towards “the perpetuation of consumer insecurity” (Tadajewski, 2010: 779-780). We are also interested in the positive transformations, resilience, empowerment, responsibility, and creativity that these challenging circumstances and experiences can generate – and what the implications might be for consumers and marketing systems. Further, we are particularly interested in perspectives from the Global South, especially Latin America.

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

- New perspectives, theories, and alternative methods for examining poverty and precarity in consumer culture, particularly those emerging from Latin America.
- Consumers’ lived experiences of poverty, precarity and inequalities, and implications for marketing systems.
- Environmental (in)justices and the effects of changing climate conditions on the wellbeing of low- or no-income consumers.
- Historical approaches to understanding the structural evolutions of poverty and of consumption under precarious conditions in diverse socio-cultural contexts.
- Market interconnections and interactions and how they create, perpetuate, and/or solve consumers’ experiences of poverty.
- Inequalities in consumption and consumer culture, and approaches to addressing such inequalities.
- Interlinkages between marketing, consumption vulnerability and resilience, empowerment, and disempowerment, precarity and creativity.
- Issues of marketing responsibility in addressing consumption under precarious conditions.
- The role of temporality, space, place, and/or scale in shaping and addressing consumption under precarious circumstances.

Please send any pre-submission queries to Caroline Moraes (c.moraes@bham.ac.uk).

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## Pricing and Societal Welfare: The Macromarketing Perspective

### Track Chair:

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### Track Overview

This track will critically examine the intersection of pricing strategies and societal welfare, emphasizing the implications for emerging economies, including Latin America and other developing regions. As pricing decisions have far-reaching consequences on market dynamics and social outcomes, this track invites rigorous academic inquiry into how pricing can be leveraged to foster equity, inclusion, and sustainable development.

We encourage submissions that offer theoretical advancements, empirical research, and case studies that highlight the role of pricing in addressing the complex challenges faced by developing markets.

### Track Objective:

The primary objective of this track is to advance our understanding of how pricing can be a powerful tool for promoting societal welfare in emerging economies. By integrating diverse perspectives from academia, industry, and policy, this track seeks to contribute to developing pricing strategies that are both economically viable and socially and environmentally responsible. The insights generated from this track are expected to influence both academic discourse and practical applications in global markets.

### Key Themes and Topics:

- Ethics and Equity in Pricing:
  - o Exploration of ethical considerations in pricing strategies, such as value-based pricing, price discrimination, and differential pricing.
  - o Examination of how pricing practices can contribute to or mitigate economic inequalities, particularly in low-income and vulnerable populations.
- Pricing for Sustainable Development:
  - o Analysis of pricing models supporting environmental sustainability, including green, carbon, and fair-trade pricing.
  - o Case studies on how pricing strategies can be aligned with Sustainable Development Goals (SDGs) in developing regions.
- Cultural and Regional Perspectives on Pricing:
  - o Research on how cultural values, social norms, and regional economic conditions influence pricing strategies and consumer perceptions of price fairness.
  - o Comparative studies of pricing practices across different cultural contexts, focusing on Latin America and other developing regions.
- Regulatory and Policy Implications:
  - o Investigations into the role of government policies in shaping pricing strategies, including the regulation of essential goods, anti-competitive practices, and consumer protection.
  - o Discussions on the impact of international trade policies on pricing dynamics in emerging markets.
- Innovative Pricing Models for Emerging Markets:

- o Exploration of the role of artificial intelligence in enabling dynamic pricing strategies tailored to the economic realities of developing regions.
- o Examination of payment methods for electronic transactions, including mobile payments, digital wallets, and social payments (i.e., Venmo, Cash App, Zelle, Alipay) and their influence on pricing strategies in emerging markets.
- o Empirical studies on how AI-driven pricing and new payment technologies can enhance accessibility and affordability of goods and services for underserved populations.

**Target Audience:**

This track is designed for academics, practitioners, and policymakers interested in the broader implications of pricing strategies within a macromarketing framework. It will be particularly relevant to researchers focused on emerging markets, social welfare, and sustainable development. This track aims to foster interdisciplinary dialogue and generate actionable insights for both theory and practice by bringing together a diverse group of scholars and professionals.

**Submission Types:**

We invite a wide range of submission types, including:

- **Theoretical Papers:** Advancing conceptual frameworks or offering new theoretical insights into the relationship between pricing and societal welfare.
- **Empirical Studies:** Presenting original research that uses quantitative or qualitative methods to explore pricing strategies in developing regions.
- **Case Studies:** Show practical examples of how innovative pricing models have been implemented and their impact on social and economic outcomes.
- **Policy Analyses:** Offering critical evaluations of existing policies or proposing new regulatory approaches to ensure fair and equitable pricing practices.

**Track Chairs and Review Process:**

Submissions will undergo a rigorous double-blind peer review process to ensure the highest academic standards. Accepted papers will be presented in a series of sessions, each followed by a moderated discussion to facilitate in-depth analysis and networking among participants.

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## Quality of Life and Wellbeing

### Track Chairs:

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Quality of Life and wellbeing research, as well as related business and government initiatives have boomed since the turn of the millennium. Wellbeing and QOL are also buzzwords in popular media. People frequently strive to be happy and that happiness can be supported or hindered by markets, marketing and consumption. Big advances have been made to capture the wellbeing of people on an individual, communal and national level, but the relationships between marketing/consumption and QOL are complex and numerous questions and issues remain unexplored. We encourage quantitative and qualitative research that use a macro marketing lens to investigate these (complex) relationships.

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## Race, Racism and Marketplace Inequities and Resistance

### Track Chairs:

**June Francis**, Simon Fraser University, Canada

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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 as 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 reparations 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 which Black 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 capacitativist views.
- Research proposals that recognize the epistemic privilege that is reinforced by eminently white and Eurocentric curricula at both under and postgraduate levels.

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## Scams, Scammers, and (Macro)marketing

### Track Chairs:

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Every year, billions of dollars are lost to scams globally. Experts warn that losses are likely more than double this year as scammers increasingly use artificial intelligence to rip off customers (e.g., *Outseer* 2024). Scams not only advancing at the speed of technology but pervading an ever-greater range of human endeavours, from dating and education to biohacking and cryptocurrency (e.g., Pope 2023; Poster 2022; Swartz 2022). Old as markets themselves, scams tend to thrive in the industries and markets where institutional norms have eroded, e.g., the case of Myanmar's land scams on Facebook (Faxon and Wittekind 2023), or in markets where norms are opaque, e.g., financial services and Madoff's investment pyramid (Chernow 2009). While scams are the bane of many businesses, they turned out to be a boon for the culture industry. Film and TV streaming services offer an endless queue of "schemers and scammers" series, featuring fictionalised stories about fake entrepreneurs, fake heiresses, and fake gurus. Podcasts with "scam" in their titles count in their thousands and consistently top the popularity charts. Media stories, exposing scammers, reliably go viral. Indeed, a figure of a scammer appears to an (anti)hero of our times, marked by a cost-of-living crisis and a global economic uncertainty (Bluestone 2021; Lewis 2020; Rodriques and Williamson 2022).

Yet, marketing scholarship has been rather disinterested in this phenomenon. This lack of interest is particularly curious given marketers' historic affiliation with peddlers, snake oil salesmen, showmen, and other masters of that craft of telling tall tales. This track then is a provocation to a debate. The aim is to provide the initial impetus to study the science and the art of market deception, including in relation to marketing own history and practice.

This track invites submissions that consider scam in its many dimensions, from diverse perspectives (economic, technological, social, ideological, etc.) and centring on various actors (consumer, businesses, media, platforms, communities, governments, etc.) or a combination thereof. We encourage empirical papers as well as conceptual work and polemic pieces, including the work that draws on the discussions ongoing in other scholarly fields. We welcome work at different stages of development and in different formats, from short abstracts to full papers.

Examples of potential topics include, but are not limited to, the following:

- defining core concepts in (macro)marketing context
- history of scams/scammers and marketing
- role of technology; scammy technology and technologies of scamming
- consumer and market scams; techniques, types, and taxonomies
- scammy business models, network selling and multi-level marketing

- consumer experience, response, and resistance to scams; consumer vigilantism
- scams, scammers, and scamming as a cultural phenomenon
- scams, influencer industry, and attention economy
- conditions and consequences, including in socio-historic and ideological terms
- scams and scamming as 'weapons of the weak' and ways of managing within systems of inequality
- political economy of scams; questions of power, policy, and justice

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## Social Conflict, Marketing and Well-Being

### Track Chairs:

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This track invites scholars to contribute ideas and solutions to end, mitigate or resolve social conflict, and to enhance quality-of-life (QOL) and well-being through understanding and applications of macromarketing principles and tools.

Social conflict occurs when persons, groups, factions and/or countries pursue mutually exclusive or incompatible objectives (Deutsch 1973; Coleman). Social conflict is not inherently negative, in many cases is seen as necessary for social evolution (Marx and Engels 1848) and for motivate positive economic exchanges (Levy and Zaltman 1975). It is the escalation of social conflicts, particularly when they yield a violent path, diminishing individuals' well-being, what makes social conflict problematic. Social conflict can escalate to violence, even war, with deleterious consequences for people, societies, nation-states, eco-systems and, in a nuclear age, the entire planet. Violent conflict can create ideological divisions that foment distrust, exclusion, and discrimination in communities (De Dreu and Knippenberg 2005); it can discourage investment, development and recovery (Manfredo and Shultz 2007); in its worst manifestations, it can lead to horrifying atrocities, including genocide (e.g., Shultz and Rahtz 2022). Unresolved violent conflicts and systemic violence chronically plague communities, nations and life-sustaining marketing systems costing trillions of dollars annually (Institution for Economics and Peace 2021) which in turn damages or devastates individual QOL and societal well-being at an unconscionable and inhumane scale (e.g., Barrios et al. 2016; Opatska and Shultz 2022; De Quero-Navarro et al. 2020).

For more than five decades, Macromarketers have analyzed how systemic coordination of markets, marketing, policies and consumption can help to end cycles of discord, conflict and violence (see Shultz et al 2022 for a summary); they/we create understanding, reduce conflict, and enhance sustainable peace and prosperity by empowering/including adversaries in commercial and social enterprises, creating civic institutions, offering employment opportunities, and rebuilding peaceful and prosperous communities and societies that promote inclusion, justice, prosperity and well-being (e.g., Alderson 1955; Barrios, Shultz and Montes 2019; Kumcu and Firat 1988; Slater 1968; Nguyen, Rahtz, and Shultz 2014, Shultz and Peterson 2020). Indeed, Macromarketers are called to constructively engage distressed and devastated marketing systems to ensure said systems provide, sustain, and flourish (Laczniak and Shultz 2021; Shultz 2015; Shultz, Rahtz and Sirgy 2022).

The opportunities for constructive engagement are many and varied, from deterring hate speech in social media, to ending systemic violence (e.g., against women, and ethnic/religious groups) and ongoing wars, military operations, or terrorism (e.g., Ukraine, Middle East), to facilitating long and precarious recoveries from systemic violence and wars (e.g., Cambodia, Colombia, Rwanda, Sri Lanka). For this track, we invite papers that explore social conflict, and its resolution through deliberate and guided interactions among markets, marketing, and consumption. We encourage and welcome

completed manuscripts, working papers, or abstracts, and are open to manuscripts from different quantitative, qualitative, or innovative methodologies.

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## Society, Politics, and Branding: Macromarketing Views on Activism

### Track Chairs:

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Socio-political brand activism has emerged as a significant marketing phenomenon, reflecting supposedly deeper business commitments to societal causes, such as climate change and social (in)justice. By taking a stance and acting on controversial socio-political issues, brands often aim to mobilize discourse or challenge consumption and production ideologies – frequently using strong, even hostile tones (Cammarota et al., 2023; Koch, 2020; Korschun et al., 2020; Moorman, 2020; Vredenburg et al., 2020).

Conversation topics for brands include, for example, civil rights, climate change, racism, gender equality, immigration, and even ongoing wars (Kipnis et al., 2024). Taking a stance on such issues is often deliberately used as a brand positioning strategy (Koch, 2020; Mirzaei et al., 2022; Sibai, 2021). Scholarly research has even analyzed the impacts of sociopolitical activism on consumers, investors, and employees (e.g., Ahamad et al., 2024; Bhagwat et al., 2020; Walter et al., 2024) and how the authenticity of brands' activist stances is perceived (Guha & Korschun, 2024). While this answers why brands engage in these matters and how consumers respond to such practice and communication, it raises critical questions about the evolving role of marketing and brands in society: What are the broader impacts of activism for markets and societies?

Fueled by an increasingly polarized political landscape where the market increasingly monetizes the conflicts accompanying this polarization (Ulver, 2022), does socio-political brand activism advance or undermine societal well-being? From a critical macromarketing perspective, market actors' conflict framing and activism could have depoliticizing effects that may hinder positive societal change (Koch and Ulver, 2022). An alternative view suggests that deeper levels of brand activism and politicization may be possible, through mobilizing people and resources, while not threatening 'the market' itself (Koch, 2020).

In this context, other actors, like universities, are also mobilizing in the activist landscape, adopting actions distinct from those of brands yet more targeted and focused on engaging stakeholders to drive social change (Cammarota et al., 2024). Can universities really succeed in achieving social goals where brands seem to fall short?

**Papers in this track explore macromarketing perspectives on socio-political brand activism to better understand the dynamics and consequences of an increasingly 'political' market.**

This track welcomes a wide spectrum of research contributions to advance our understanding of macromarketing issues, opportunities, and challenges in the context of socio-political brand activism. We invite full papers, extended abstracts, short abstracts, and proposals for special sessions. Potential topics include, but are not limited to the following:

- Activism and the Global South
- Activism in sourcing and supply chains



- Activism and new consumption patterns
- Activism and artificial intelligence (AI)
- Activism and Democracy
- Activism and Academia
- Activist-oriented collaborations and partnerships
- Activism beyond Western World brands
- Activism and the shaping of cultural values and political ideologies
- Activism and policy implications
- Activism and the effects of (de)politicization on society
- Anti-activism actions and movements

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## Sustainability and Climate Action

### Track Chairs:

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Macromarketing works toward sustainable peace, prosperity, and well-being for every person on the planet (Cliff Shultz); however, these goals will remain unattainable in perpetuity if our collective response to the climate crisis remains sluggish. Headlines about floods, heat waves, storms, droughts, and fires have become commonplace as the frequency and intensity of these disasters increase due to global warming driven by human-induced GHG emissions. Indeed, we may have surpassed the 1.5°C threshold, beyond which catastrophic effects are inevitable. While the pace of warming is debated, progress toward net-zero carbon is painfully slow. This lack of urgency is concerning, given the immense and unpredictable risks of climate change; the transition to net-zero carbon must happen now.

Any shift toward effective climate action will involve systems change to facilitate a drastic reduction of resource overuse and carbon emissions. Such a shift will involve curbing consumption in high-income countries while improving the quality of life in lower-income countries through sustainable, low-carbon development strategies. Exploring the connections between market provisioning systems, consumption systems, sustainability, climate change, and climate action is critical for macromarketing, as well as all contemporary and future societies. Macromarketing is well-equipped to spearhead the necessary transition in marketing, where promising signs of a broader sustainability focus are emerging, building on a rich history of critical macromarketing scholarship. This shift is pivotal, as marketing graduates, who form a powerful business elite, can either lead or hinder change toward effective climate action in corporations.

The Sustainability and Climate Change track invites papers investigating the role of macromarketing vis-à-vis climate change and sustainability by presenting conceptual or empirical research with *a higher-level of aggregation (i.e. macro) systems view 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. Global and local marketing responses to climate change
2. Market and marketing systems change for a sustainable future
3. Sustainable supply and demand through adapted economic systems and business models (degrowth/agrowth)
4. Macromarketing implications of zero/low carbon/sustainability-oriented innovations
5. Macromarketing implications of carbon-neutral (green) products and services
6. Macromarketing and circularity

7. Corporate climate action and activism

**Marketing, Consumers, and Societies**

8. Macrosocial marketing approaches to implant zero/low carbon mindsets
9. Sustainable Development and quality of life in post-carbon economies
10. Consumer culture and sustainable/low-carbon consumption
11. Macromarketing, climate action, and climate activism
12. Macromarketing approaches toward environmental/climate equity
13. Macromarketing approaches toward sustainable consumption
14. Macromarketing approaches toward improving climate resilience
15. Adoption of circular practices and their interplay with the micro-meso-macro levels, such as consumption reduction/refusal, reusing, repurposing, repairing, and disposal

**Marketing Education**

16. Sustainability and climate change as topics in marketing education
17. Curriculum and pedagogical innovations in support of sustainability and climate consciousness

Five-page abstracts are preferred; however, please be advised that only full papers qualify for the conference's best paper award.

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## Violence, Markets and Marketing

### Track Chairs:

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The Macromarketing Conference convening for the first time in the Global South presents an indispensable opportunity to discuss violence, an issue deeply relevant to Latin America and other Souths of the world, including the Souths in the North (Mbembe 2019; Smolski and Lorenzen 2021). As Varman (2018, p. 903) observes, despite the ubiquity of violence, “the roles of markets and capitalism are rarely interrogated and are typically either openly endorsed or tacitly accepted as the *sine qua non* of human welfare.” Violence through derealization and maldistribution has been kept largely invisible and inaudible with the prevalence of capitalist-colonial normativities (Magalhães Lopes 2023; Varman and Al-Amoudi 2016; Varman and Srinivas 2023; Velloso et al. 2024). Moreover, markets and consumption are arenas laden with violence against those who are made vulnerable (Varman and Vijay 2018). Violence in such sites can be both objective or subjective (Zizek 2009). Objective violence is structurally normalized in the regular functioning of capitalism in such a way that it is not attributed to an entity. On the other hand, subjective violence is accounted and attributed to specific actors who inflict it. It is imperative that marketing scholarship addresses the oversight of violence by critically examining how it unfolds within markets and marketing as well as the injured sociality that it produces. In doing so, there is a need to understand violence not as primarily a problem of individual behaviour but embedded in social structures and organized through social relations (Butler 2004; Ray, 2011) that are furthered by corporations and markets.

In this track, we welcome conceptual and empirical works that interrogate violence and its relationship with markets, corporate practices, marketing, consumption, and society. We invite studies that (a) explore how markets can be sources of violence, (b) investigate how marketing contributes to the spread of violence and the (re)production of multiple inequalities, or (c) analyse how corporations naturalise capitalist-colonial normativities to exacerbate derealization and maldistribution.

We encourage papers that explore a range of topics, including but not limited to the following:

- corporate violence, expropriation, and dispossession;
- marketisation as a source of violence that denies access to basic amenities of life;
  - the role of state and governmental bodies in (re)producing violence (e.g., public policies and police apparatus supporting gentrification and space marketization; penal populism);
- marketplace responses to crime (e.g., privatisation of security, development of gated communities);

- violence undermining democratic institutions (e.g., riots, disinformation, political microtargeting);
- consumptive sovereignty over nature (e.g., land grabbing, privatisation of water, environmental degradation, biopiracy);
- decolonial criticism of neoliberal-colonial normativities in markets; and, more broadly, violences related to:
  - gender, race, ethnicity, sexuality, and intersectionality;
  - othering and silencing processes;
  - spatial, migratory, and environmental issues;
  - epistemicides and hierarchies of knowledge;
  - conditions under which products and brands being marketed are produced/co-created.

In sum, this track invites submissions that engage with the topic of violence defined broadly and question the role of markets and marketing in engendering and sustaining violence, oppression, and inequalities. To advance macromarketing conversations through a plurality of worldviews, this invitation is open to studies at any stage of development, from researchers working in any epistemology or geographic region.

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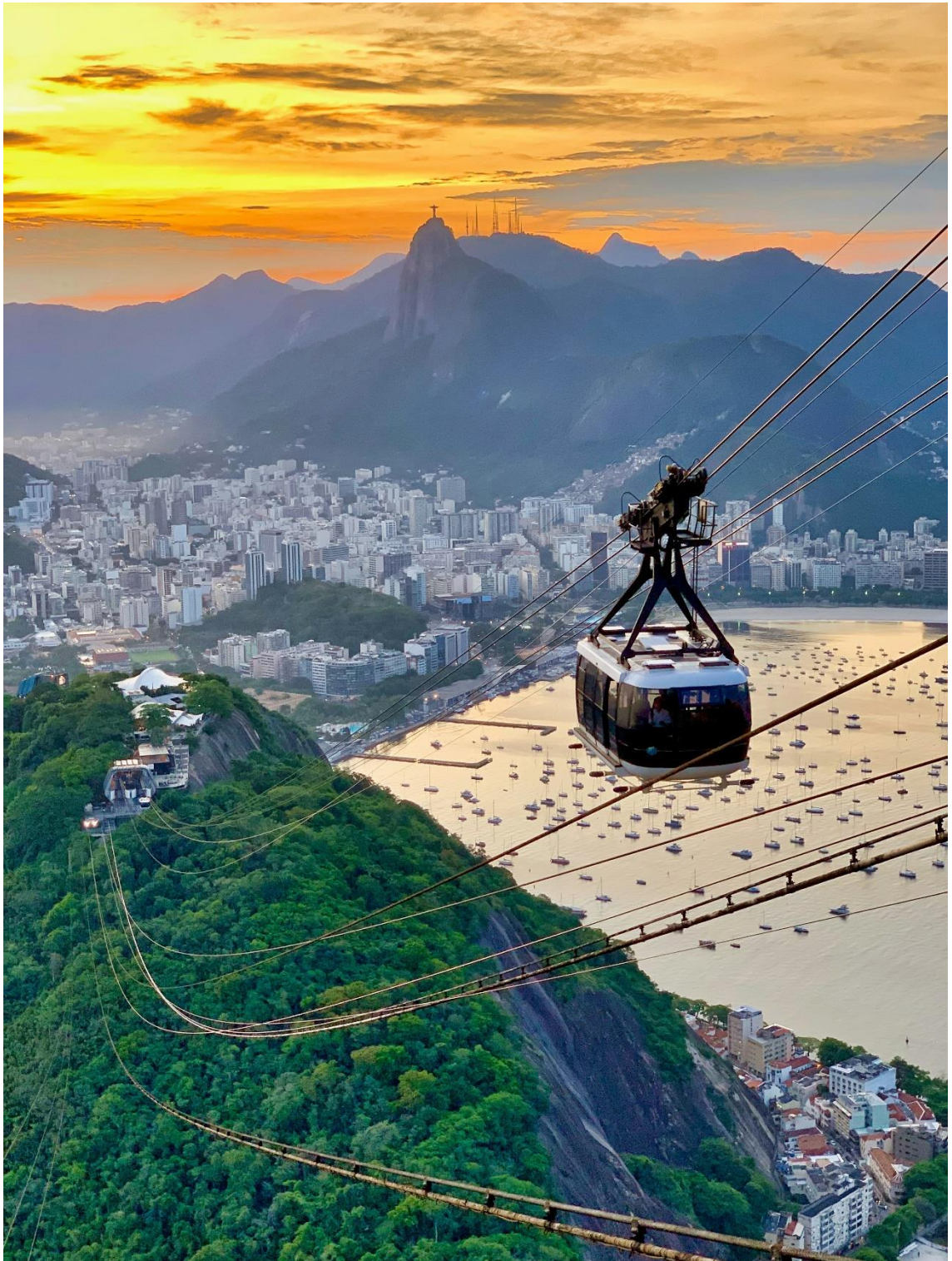


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