



50th Macromarketing Conference, 2025



Detailed Conference Program

2025 Macromarketing Conference Program

	Date	Time	Program
Day 1	June 22nd	9 am – 4:30 pm	Pre-Conference Early Career Scholar Event
		5 pm – 6 pm	Conference Registration
		6 pm – 7 pm	Opening session
		7 pm - 9 pm	Cocktail
Day 2	June 23rd	8:30 am - 10:00 am	1 st parallel sessions of paper presentations
		10 am – 10:30 am	Coffee-Break
		10:30 am – 12 pm	2 nd parallel sessions of paper presentations and Panel 1
		12 pm – 1:30 pm	Lunch at "Couve Flor"
		1:30 pm – 3:30 pm	Keynote Speech
		3:30 pm – 4 pm	Break
		4 pm – 7 pm	Macromarketing Society Board Meeting
		7:30 pm - 10:30 pm	Dinner at "Rio Brasa Lagoa"
Day 3	June 24th	9 am – 10:30 am	Meet-the-Editor Session
		10:30 am – 11 am	Coffee-Break
		11 am – 12:30 pm	3 rd parallel sessions of paper presentations and Panel 2
		12:30 pm – 2 pm	Lunch at "Couve Flor"
		2 pm – 3:30 pm	4 th parallel sessions of paper presentations
		3:30 pm – 4 pm	Coffee-Break
		4 pm – 5:30 pm	5 th parallel sessions of paper presentations and Panel 3
		7 pm – 12 am	Gala Dinner at "Sociedade Germânia"
Day 4	June 25th	9 am - 10:30 am	6 th parallel sessions of paper presentations
		10:30 am - 11 am	Coffee-Break
		11 am – 1 pm	Closing Session with Panel 4
		1 pm – 3 pm	Lunch at "Couve Flor"

Macromarketing Early Career Scholars Event 2025

Sunday, June 22, 2025

The **Macromarketing Early Career Scholars (ECS) Event 2025** is a dedicated hybrid gathering designed to support PhD students and early-career scholars in macromarketing. This interactive event provides a unique opportunity to engage with leading scholars, gain insights into publishing, research, and explore the intersection of marketing and society.

Hosted by **Dr. Anne Zehoul** and **Dr. Charlene Dadzie**, this event will feature sessions, roundtable discussions, and networking opportunities.

Schedule:

What?	Who?	When?
Opening and icebreaker	Dr. Charlene Dadzie Dr. Anne Zehoul	9:00-9:20 (20 min)
Welcome from the President of the Macromarketing Society	Dr. Stefanie Beninger	9:20-9:30 (10 min)
From the Co-Editor: Introduction to the <i>Journal of Macromarketing</i>	Dr. Ben Wooliscroft	9:30-10:00 (30 min)
Making a Difference: From Macromarketing Research to Impact	Dr. June Francis	10:00-10:40 (40 min)
Break		10:40-10:55 (15 min)
Roundtable Discussions		10:55-11:55 (60min)
Lunch – Buddy System		11:55-13:25 (90min)
Decolonialism in Macromarketing: Opening Spaces for Latin American Theorizations in Marketing	Dr. Marcus Wilcox Hemais	13:25-14:05 (40 min)
Teaching Marketing in a Macro Way	Dr. Mark Peterson	14:05-14:45 (40 min)
Break		14:45-15:00 (15 min)
Visualising and Communicating Results	Dr. Alex Reppel	15:00-15:40 (40 min)
Unconventional Contexts for Macromarketing Research: Insights from Colombia	Dr. Andrés Barrios Fajardo	15:40-16:20 (40 min)
Group photo and closing	Dr. Charlene Dadzie Dr. Anne Zehoul	16:20-16:30 (10 min)
Opening of the 2025 Macromarketing Conference		Registration opens: 17:00 Evening programming: 18:00

1st Parallel Sessions of Paper Presentations
June 23rd - 8:30 am - 10:00 am

Paper Presentation Session 1

Track: Globalization, (Neo)colonialism and Marketing

Session Chair: Marcus Hemais

Time	Paper Title	ID	Authors
8:30 am - 8:50 am	Reinforcement of Whiteness by Virtual Influencers: A critical study in marketing, using semiotics, about Lu da Magalu	20	Lucas Costa Lima; Marcus Wilcox Hemais; Luís Alexandre Grubits de Paula Pessôa
8:50 am - 9:10 am	Consumption, perceptions and expectations: a comparative analysis of Brazilian national teams fans	40	Ana Cristina Picinin de Rezende Costa
9:10 am - 9:30 am	Vernacularization: Exoticism or Empowerment?	134	Krishanu Rakshit; Saurabh Shinde
9:30 am - 9:50 am	Persistence against The New Means of Consumption in Japan	118	Masaaki Takemura

***The Session Chair can use the 10 extra minutes as he sees fit**

Paper Presentation Session 2

Track: Violence, Markets and Marketing

Session Chairs: Maíra Lopes & Luciana Velloso

Time	Paper Title	ID	Authors
8:30 am - 8:50 am	Firearms as Cultural Objects	129	Benjamin Rosenthal; Massimo Airoidi
8:50 am - 9:10 am	Cancel Culture as Digital Marketplace Violence: Consumer Activism, Corporate Strategies, and the Paradox of Resistance	86	Najla Shariff Omar Al-Baiti; Carolina Redolfi
9:10 am - 9:30 am	Consumers' enjoyment as social symptoms of corporate violence and the foreclosure of politics of change	57	Renata Couto de Azevedo de Oliveira; Eduardo André Teixeira Ayrosa
9:30 am - 9:50 am	Understanding Doing Difference and Performativity A Critique and Guide for Marketing Studies	130	Yuri Marcel Dallabrida; Delane Botelho

***The Session Chairs can use the 10 extra minutes as they see fit**

1st Parallel Sessions of Paper Presentations
June 23rd - 8:30 am - 10:00 am

Paper Presentation Session 3

Track: Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations			
Session Chairs: Isabela Morais, Jaqueline Pels & Marlon Dalmoro			
Time	Paper Title	ID	Authors
8:30 am - 8:50 am	Expanding the Concept of Entrepreneurship as a Boundary Object: Space and Community in Low-Resource entrepreneurship fairs in Latin America	108	Thiago Gomes de Almeida; Camila Braga Soares Pinto; Tatiana Dornelas de Oliveira Mendes; Cristina Sayuri Côrtes Ouchi Dusi; Giovani Peterson Alves mendes; Giovana Pedrette; Victoria Santos; Luiza Crispin Murta
8:50 am - 9:10 am	Consuming Otherness: the anthropophage in marketing	135	Victoria Rodner; Chloe Preece
9:10 am - 9:30 am	Systematic Literature Review: Place Branding in the Brazilian Context	166	Juliana Turano; Alessandra Baiocchi
9:30 am - 9:50 am	Making the Wrong Bet: How Male Bettors Believe in Winning	176	Marcelo Praxedes da Silva; Andres Rodriguez Veloso; Marcos Praxedes da Silva

***The Session Chairs can use the 10 extra minutes as they see fit**

Paper Presentation Session 4

Tracks: Degrowth, Post-Growth, and Equitable Growth + Sustainability and Climate Action			
Session Chairs: Stefanie Beninger & Vicki Little			
Time	Paper Title	ID	Authors
8:30 am - 8:50 am	Enriching Marketing Education with Non-Growth Centric Approaches: A Pilot Study	58	Annette Hoxtell
8:50 am - 9:10 am	Scarcity, limits, and degrowth: which way forward?	156	Kristoffer Wilén
9:10 am - 9:30 am	The “Do-Bem” effect - Deconstructing the influence of sustainability claims on food healthiness perceptions	53	Ana Beatriz Aquino; Anuja Bhattacharjya; Lucia Barros
9:30 am - 9:50 am	Second-Hand Clothing Consumption and Circular Economy	165	Aline Souza Magalhães; Isabela Carvalho de Morais; Karin Brondino-Pompeo

***The Session Chairs can use the 10 extra minutes as they see fit**

1st Parallel Sessions of Paper Presentations
June 23rd - 8:30 am - 10:00 am

Paper Presentation Session 5

Track: Social Conflict, Marketing and Well-Being

Session Chairs: Cliff Schultz & Andres Barrios

Time	Paper Title	ID	Authors
8:30 am - 8:45 am	Civil Society Constructive Engagement for Peacebuilding: "The Third Agreement" Coffee Brand	148	Héctor Erlendi Godoy Hernández; Andres Barrios
8:45 am - 9 am	Macromarketing systems and social conflict in South America	79	Cristian Sepulveda; Mark Peterson
9 am - 9:15 am	Microfranchises for war victims and victimizers' social and economic (re)integration	37	Andres Barrios; Adriano Cano-Cuervo
9:15 am - 9:30 am	Towards Market Inclusion and Social Flourishing in Post-Alassad Syria	147	Forrest Watson; Gökçe Balaban; Ziad Alahmad
9:30 am - 9:45 am	Entrepreneurship for Peace in Post-Conflict Colombia: Social, Female, and Ex-Combatant Entrepreneurship in Chocó and Montes de María	186	Ulf Thoene; Roberto García; James Pérez

***The Session Chairs can use the 15 extra minutes as they see fit**

2nd Parallel Sessions of Paper Presentations and Panel 1
June 23rd - 10:30 am – 12 pm

Panel 1

Time	Panel Title	Panelists
10:30 am – 12 pm	Social Conflict – New and Nuanced Spaces for Marketing Research Panel Chairs: Cliff Schutz & Andres Barrios	Taylor Ball; Doug Cook; Marcus Hemais; Oscar Naranjo; Jaqueline Pels; Don Rahtz; Cliff Schutz

Paper Presentation Session 1

Tracks: Moving beyond the ‘stigma turbine’ ? Contributions from macromarketing + Scams, Scammers, and (Macro)marketing			
Session Chairs: Himadri Roy Chaudhuri, Benjamin Rosenthal & Victoria Rodner			
Time	Paper Title	ID	Authors
10:30 am – 11 am	Advertising as Institutional Work: The Case of Casteless Collective in India	132	Krishanu Rakshit; Saurabh Shinde
11 am - 11:30 am	Colorism in India: Emerging Counternarratives	163	Krishanu Rakshit; Saurabh Shinde
11:30 am - 12 pm	Infoproducts: Beware of the Scam!	184	Livia Rizzuto Gallo; Benjamin Rosenthal

Paper Presentation Session 2

Track: Macromarketing Measurements and Methods			
Session Chairs: Ben Wooliscroft & Francisco Conejo			
Time	Paper Title	ID	Authors
10:30 am – 10:50 am	Sports Fandom as a Marketing System: Examining Group Identity, Reciprocity, and Market Externalities from a Macromarketing Perspective	30	Ken Sumida; Takayuki Kubota; Akihiko Taniguchi
10:50 am - 11:10 am	How to update Aldersonian methodology? Towards a solution to “micro-macro link issue”	38	Yoji Matsuo; Kazuo Kikuchi; Hanseob Yeo
11:10 am - 11:30 am	Understanding markets and marketing from a non-Western perspective	42	Masoud Karami; Ben Wooliscroft
11:30 am - 11:50 am	Exploring open-ended survey answers in (macro-)marketing research: Seeking Societal Insights	188	Alexandra Ganglmair-Wooliscroft

*The Session Chairs can use the 10 extra minutes as they see fit

2nd Parallel Sessions of Paper Presentations and Panel 1
June 23rd - 10:30 am – 12 pm

Paper Presentation Session 3

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

Session Chairs: Isabela Morais, Jaqueline Pels & Marlon Dalmoro

Time	Paper Title	ID	Authors
10:30 am – 10:50 am	Profane-Sacred Duality in Public Goods: Consumers Sacralised a Culturally Ingrained Consumption Practice	21	Elisa Priori de Deus; Leticia Moreira Casotti; Ana Raquel Coeho Rocha
10:50 am - 11:10 am	The human-animal relationship through the perspective of Brazilian homes: a proposal for tropicalization of the measurement strategy.	27	Pedro Paulo Santos Cavalcante; Evandro Luiz Lopes; Eduardo Mesquita
11:10 am - 11:30 am	Postcolonial Conditions Enabling Consumers' Collective Political Agency in Latin America	33	Marlon Dalmoro
11:30 am - 11:50 am	Queer Theory and Decolonialism: a discussion on deepening the understanding of the queer individual when viewed through a decolonial lens	56	Beatriz Gloria Hossmann

***The Session Chairs can use the 10 extra minutes as they see fit**

Paper Presentation Session 4

Track: Ethics, Equity and Social Justice

Session Chair: Ricardo Zagallo Camargo

Time	Paper Title	ID	Authors
10:30 am – 11 am	Corporate Social Irresponsibility in Sports Mega-Events: A Systematic Literature Review and Avenues for Future Research	70	Reynald Brion; Renan Petersen-Wagner; Mariana Bassi-Suter
11 am - 11:30 am	From Attachment to Aversion: Consumers' Perspectives on Consumer-Brand Relationship Deterioration	77	Julio Cesar Leandro; Delane Botelho
11:30 am - 12 pm	Racism at the Point of Sale and Its Impact on the Shopping Experience of Black Consumers in São Paulo, Brazil	183	Denise Pereira dos Santos; Patricia Santos; Jéssica Marinzeck; Isabella Cacace Gomes; Ricardo Zagallo Camargo; Roberta Dias Campos

3rd Parallel Sessions of Paper Presentations and Panel 2
June 24th - 11 am – 12:30 pm

Panel 2

Time	Panel Title	Panelists
11 am – 12:30 pm	Macromarketing Research in Latin America: Opportunities and Challenges for Sustainable Development Panel Chair: Francisco Conejo	Andres Barrios; João Felipe Sauerbronn; Flavia Cardoso; Francisco Conejo; Jaqueline Pels

Paper Presentation Session 1

Tracks: Agribusiness and Food Marketing + Meaningful Consumption Systems			
Session Chairs: Renée Shaw Hughner & Amy Errmann			
Time	Paper Title	ID	Authors
11 am - 11:20 am	Gastronomy as a Driver of Development: Connections Between Place Branding, Gastronomic identity and Local Agro-Food Value Chains	158	Diogo Lannes Mello; Alessandra Baiocchi
11:20 am - 11:40 am	Exploring Indigenous Food Systems in Arizona: Challenges in the Path Towards Food Sovereignty	187	Renée Shaw Hughner; Lauren Chenarides; Ashok Mishra; Claudia Dumitrescu
11:40 am - 12 pm	Sacred Choices Amid Profane Systems: Autonomy in Pre-Mortem End-of-Life Planning	14	Amy Errmann
12pm - 12:20 pm	Why do we give human names to pets? A study on the anthropomorphism process of pets	28	Pedro Paulo Santos Cavalcante; Evandro Luiz Lopes; Eduardo Mesquita

*The Session Chairs can use the 10 extra minutes as they see fit

Paper Presentation Session 2

Track: Macromarketing Pedagogy			
Session Chair: Forrest Watson			
Time	Paper Title	ID	Authors
11 am - 11:30 am	Harnessing and Taming AI for the Classroom	80	Mark Peterson
11:30 am - 12 pm	Unconstructiveness: The Ethics of Academic Commenting	91	Pia Polsa; Taija Townsend
12 pm - 12:30 pm	GenAI Literacy & the New Product Development Process in the Classroom	149	Maya Kumar; Julie Stanton; Forrest Watson; Alex Reppel; Stefanie Beninger

3rd Parallel Sessions of Paper Presentations and Panel 2
June 24th - 11 am – 12:30 pm

Paper Presentation Session 3

Track: Race, Racism and Marketplace Inequities and Resistance

Session Chairs: June Francis, Ana Raquel Rocha, Denise Barros & Flavia Galindo

Time	Paper Title	ID	Authors
11 am - 11:20 am	Race, Representation and Reality in UK Higher Education: Narratives from a London Business School	55	La Toya Quamina; Yasmin Kulasi; Kate Ingsa; Unvan Atas
11:20 am - 11:40 am	Balancing Traditions with Modernity: How Indian Women Practice Karwa Chauth	119	Geetakshi Girotra; Mahsa Ghaffari
11:40 am - 12 pm	Moralities of Self-Tracking in Sports and Fitness: A CRT Perspective on Dominant Narratives	144	Federico Garcia Baena; Miriam Leite Farias
12pm - 12:20 pm	Becoming the black body: how affective atmospheres drive empowerment practices in Brazilian black activism	146	Vanessa Arcoverde; Flavia Zimmerle; Miriam Leite Farias; Bianca Ferreira Silva

***The Session Chairs can use the 10 extra minutes as they see fit**

Paper Presentation Session 4

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

Session Chair: Frédéric Jallat

Time	Paper Title	ID	Authors
11 am - 11:30 am	An anticipated dystopia. Responsibilization and obesity in the Ozempic era	39	Clara Freire Filgueiras Faro; Eliane Pereira Zamith Brito; Isabela Carvalho de Moraes
11:30 am - 12 pm	Bridging the Gap: Addressing Women's Health and the Role of FemTech	179	Kim Brunel; Frédéric Jallat
12 pm - 12:30 pm	Information asymmetry in the healthcare sector – Assessing its harmful effects and exploring potential strategies for mitigation	181	Regina Alvarado Mujica; Frédéric Jallat

4th Parallel Sessions of Paper Presentations
June 24th - 2 pm – 3:30 pm

Paper Presentation Session 1

Track: Globalization, (Neo)colonialism and Marketing

Session Chair: Marcus Hemais

Time	Paper	ID	Authors
2 pm - 2:30 pm	Low-Resource Entrepreneurship and Global Competition Asymmetry: A Theoretical Reflection on the Effects of the Mercosur-European Union Agreement on the Dynamics of Subsistence Markets in South America from a Post-Abyssal Analysis	103	Camila Braga Soares Pinto; Thiago Gomes de Almeida; Tatiana Dornelas de Oliveira Mendes; Cristina Sayuri Côrtes Ouchi Dusi; Giovani Peterson Alves mendes; Giovana Pedrette; Victoria Santos; Luiza Crispin Murta
2:30 pm - 3 pm	"Lutar, construir, reforma agrária popular": decolonial analysis of the convergence between the Landless Workers' Movement with the traditional food market	69	Pilar Petrasi Guahnon Fleck; Marcelo Jacques Fonseca; Marcus Wilcox Hemais
3 pm - 3:30 pm	Reflexive Decoloniality Means Boycotting the Myth of a Balanced Globalization System: Unsilencing the Indigenous Past of a Free People's Republic (1791-1825)	180	Jonathan Bowman; June Francis

Paper Presentation Session 2

Track: A macromarketing perspective on consumer transformation

Session Chairs: Larissa Becker & Pia Polsa

Time	Paper Title	ID	Authors
2 pm - 2:20 pm	Opening The Gates: Bringing Gatekeeping Theory To Marketing	125	Ricardo Gomes do Amaral Filho; Lucia Barros; Benjamin Rosenthal
2:20 pm - 2:40 pm	Credit Consumption and Indebtedness: Challenges and Implications for Macromarketing	153	Danielli Leite Campos Monteiro; Verónica Peñaloza; Luiz Alves Cruz
2:40 pm - 3 pm	Easy money? How digital influencers promote online gambling to Brazilian consumers	59	Luiz Arthur Neves Lopes; Lucia Barros
3 pm - 3:20 pm	How to advance the study of compulsive consumption in macromarketing?	142	Larissa Becker

***The Session Chairs can use the 10 extra minutes as they see fit**

4th Parallel Sessions of Paper Presentations
June 24th - 2 pm – 3:30 pm

Paper Presentation Session 3

Tracks: Ethics, Equity and Social Justice + Historical Research in Marketing

Session Chair: Francisco Conejo

Time	Paper Title	ID	Authors
2 pm - 2:20 pm	Faith-Consistent Investing and Transformative Justice: Evaluating Mensuram Bonam through the Integrative Justice Model	161	Tina Facca-Miess; Nicholas Santos; Dominic Chai
2:20 pm - 2:40 pm	Dark Sides of Financial Inclusion: Examining the Buy Now, Pay Later (BNPL) Industry through the Lens of the Integrative Justice Model (IJM)	178	Neleen Leslie Piper; Ficawoyi Donou-Adonsou; Tina Facca-Miess
2:40 pm - 3 pm	Revisiting the Resource-Advantage Theory: Incorporating Wroe Alderson's Insights and Service-Dominant Logic	72	Noriaki Saito; Masato Shoji; Kazuo Kikuchi
3 pm - 3:20 pm	Commercial Education and Its Influence on the Formation of the Marketing Discipline in Brazil: A Historical Analysis from the Perspective of Macromarketing	105	Marta Cristina Nunes Cruz Fleming; João Felipe Sauerbronn

***The Session Chair can use the 10 extra minutes as he sees fit**

Paper Presentation Session 4

Track: Consumers as Change Agents

Session Chair: Mahsa Ghaffari

Time	Paper Title	ID	Authors
2 pm - 2:30 pm	"Cooperate to win together": a scientometric review of prosumers on cooperative platforms	171	Alexandre Borba da Silveira; Arnaldo Rizzardo Filho; Jefferson Marlon Monticelli
2:30 pm - 3 pm	Unbolting consumer power: Bypassing tactics for reshaping markets	22	Karin Brondino-Pompeo; Isabela Carvalho de Moraes
3 pm - 3:30 pm	Why Do People Live Alone Around the World? A Study on Sociodemographic Variables and Cultural Dimensions That Explain This Phenomenon.	26	Pedro Paulo Santos Cavalcante; Miguel Al Behy Kanaan Coelho; Evandro Luiz Lopes; Suzane Strehlau; Vivian Iara Strehlau; Eduardo Mesquita

4th Parallel Sessions of Paper Presentations
June 24th - 2 pm – 3:30 pm

Paper Presentation Session 5

Track: Social Conflict, Marketing and Well-Being

Session Chairs: Cliff Schultz & Andres Barrios

Time	Paper Title	ID	Authors
2 pm - 2:20 pm	Unlocking the Growth Potential for Women-led Lebanese MSMEs: The Role of Society, Institutions, and Support Systems	34	Hossein Eslami
2:20 pm - 2:40 pm	Exploring Strength-based Approaches for Social Conflict Resolution: Hedonic Consumption Practices and Well-being Among Syrian Refugees in Türkiye	143	Zeynep Baktir; Ahmet Ekici
2:40 pm - 3 pm	How cognitive strategies and decision-making processes support the leader's ability to identify and respond to unpredictable events through the interaction of effectuation and bricolage logic. - Nigerian case studies	189	Lorenzo Coronati; Frédéric Jallat
3 pm - 3:20 pm	Comparing developments in market and transitional economies - Introducing a periodization analysis to examine two contrasting country cases	85	Oksana Domina; Alla Starostina; Petteri Repo

***The Session Chairs can use the 10 extra minutes as they see fit**

Paper Presentation Session 6

Track: Quality of Life and Wellbeing

Session Chair: Alexandra Ganglmair-Wooliscroft

Time	Paper Title	ID	Authors
2 pm - 2:20 pm	Gifted Bonds and Projects: Their Influence on Wellbeing and Quality of Life	94	Carolina Redolfi; Suzane Strehlau
2:20 pm - 2:40 pm	Beyond Age: Technology, Identity, and the 60+ Consumer	136	Daniel Probaos Crisafulli; Eliane Pereira Zamith Brito; Clara Freire Filgueiras Faro; Daniela Zacarchenco Paredes
2:40 pm - 3 pm	Saving Gaia: a macromarketing research agenda for the symbiocene	75	Sabrina Helm; Vicki Little
3 pm - 3:20 pm	Responsibilisation in markets: multiple perspectives of menopause discourse	93	Shaba Ismail; Lay Tyng Chan; Nur Shazwani Rosli; Vicki Little

***The Session Chair can use the 10 extra minutes as she sees fit**

5th Parallel Sessions of Paper Presentations and Panel 3
June 24th - 4 pm – 5:30 pm

Panel 3

Time	Title	Panelists
4 pm – 5:30 pm	Designing healthcare ecosystems, innovation in life sciences and market access principles for a more sustainable, efficient and inclusive health future Panel Chair: Frédéric Jallat	Andrés Barrios; Clara Freire Filgueiras Faro; Cliff Shultz; Frédéric Jallat; Jeff Wang; Pia Polska

Paper Presentation Session 1

Track: Moving beyond the ‘stigma turbine’ ? Contributions from macromarketing			
Session Chair: Himadri Roy Chaudhuri			
Time	Paper Title	ID	Authors
4 pm - 4:20 pm	Secondhand Luxury: De-stigmatization Through Negotiation	29	Jie Fowler; Mengxi Gao
4:20 pm - 4:40 pm	Sapeur Culture: De-stigmatizing themselves through the lens of clothing	45	Shipra Gupta
4:40 pm - 5 pm	Betting on Knowledge: Framing Sports Gambling as a Legitimate Behavior	78	Gabriela Nogueira Rauber; Daniela Zacarchenco Paredes; José Sarkis Arakelian; Lilian Soares Pereira Carvalho; Eliane Pereira Zamith Brito
5 pm - 5:20 pm	From Stigma to Strength: How Body-Positive Advertising Empowers Consumers	112	Debasis Pradhan; Debashree Roy Bhattacharjee; Tapas Ranjan Moharana

*The Session Chair can use the 10 extra minutes as he sees fit

Paper Presentation Session 2

Track: Society, Politics, and Branding: Macromarketing Views on Activism			
Session Chair: Antonella Cammarota			
Time	Paper Title	ID	Authors
4 pm - 4:20 pm	Reversing the Tide: Corporate DEI Rollbacks in Response to Cultural Backlash	110	Francesca Avallone; Antonella Cammarota
4:20 pm - 4:40 pm	How Social Media Influencers and Audiences Co-Create Online Brand Crises	124	Benjamin Rosenthal; Ana Mott
4:40 pm - 5 pm	Travel Proud or Just Hotels? Examining the Destination-Level Impact of Inclusivity Badges	140	Mario D'Arco; Giovanni Baldi
5 pm - 5:20 pm	Losing Confidence in Global Supply Chains: The Exploitation of Tariffs in a New Era of Isolationism	145	Omar J. Khan

*The Session Chair can use the 10 extra minutes as she sees fit

5th Parallel Sessions of Paper Presentations and Panel 3
June 24th - 4 pm – 5:30 pm

Paper Presentation Session 3

Track: Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls

Session Chairs: Petteri Repo & Alex Reppel

Time	Paper Title	ID	Authors
4 pm - 4:20 pm	Can AI confront inappropriate behavior?	18	Gabriela Rauber; Lucia Barros; Julia Schuckmann; Ana Valenzuela
4:20 pm - 4:40 pm	Supervising AI for Macromarketing: Contrasting logics in coding ambiguous and contextual data	98	Mikhail Bogach; Petteri Repo; Päivi Timonen
4:40 pm - 5 pm	"What, me worry?"—Exploring the need for regulation to address uncertainties around generative artificial intelligence	128	Alex Reppel; Julie Stanton; Stefanie Beninger; Forrest Watson
5 pm - 5:20 pm	The Impact of AI-Mediated Anti-Scamming Revenge Actions on Customer-based Organizational Reputation: The Moderating Roles of Perceived Ethicality and Moral Credit	137	Oluwatobi Ogunmokun; Emmy Yeung

*The Session Chairs can use the 10 extra minutes as they see fit

Paper Presentation Session 4

Tracks: Macro Approaches on Markets, Organizations and Digitization + Marketing Systems from the Global South

Session Chairs: Renata Couto & Sujit Jagadale

Time	Paper Title	ID	Authors
4 pm - 4:20 pm	Narratives of Belonging: Exploring #BookTokBrasil as a Digital Consumer Community	141	Thaysa Costa do Nascimento; Isabela Carvalho de Moraes; Beatriz de Lourdes Santos Pereira
4:20 pm - 4:40 pm	Evolution of public administration: from the theory of bureaucracy to digital transformation	46	Moacir Santana de Almeida; Ana Carolina Gouvêa Dantas Motta
4:40 pm - 5 pm	A Multilevel Analysis of the Reverse Logistics Marketing System Using the Provisioning Systems Approach	41	Anne Zehoul; Marcus Hemais
5 pm - 5:20 pm	Transforming Marketing Systems in Global South through Equity: The Pioneering Role of Academic Institution/s	84	Sujit Raghunathrao Jagadale

*The Session Chairs can use the 10 extra minutes as they see fit

6th Parallel Sessions of Paper Presentations
June 25th - 9 am - 10:30 am

Paper Presentation Session 1

Track: Society, Politics, and Branding: Macromarketing Views on Activism			
Session Chair: Antonella Cammarota			
Time	Paper Title	ID	Authors
9 am - 9:20 am	"Nett Hier!" But have you ever seen what stickers in tourist destinations are saying? – An Exploratory Analysis	64	Giovanni Baldi
9:20 am - 9:40 am	The Impact of Corporate Sacrifice on Perceived Moral Authority and Authenticity in Brand Activism	66	Lucia Barros; Cristiane Pizzutti; Nathalia Mello; Giuliana Isabella; Paulo de Paula Baptista; Marcos Severo de Almeida
9:40 am - 10 am	From Ethics to Influence: The Rise of Corporate Moral Authority in Social Advocacy	87	Giuliana Isabella; Carlos Eduardo Lourenco; Nathalia Mello; Lucia Barros; Cristiane Pizzutti
10 am - 10:20 am	Corporate Activism: A Measurement Proposal	102	Luiza Dazzi Braga; Matheus G. Tardin; Marcelo G. Perin

***The Session Chair can use the 10 extra minutes as she sees fit**

Paper Presentation Session 2

Tracks: Healthcare Marketing: Challenges and Opportunities in a Global Landscape + Macromarketing Pedagogy			
Session Chairs: Mark Peterson, Jeff Wang & Forrest Watson			
Time	Paper Title	ID	Authors
9 am - 9:20 am	Psychological factors in vaccine hesitancy behaviors of parents and caregivers regarding HPV vaccines in children and adolescents: a systematic literature review and implications for social marketing	139	Caroline Graebin; Kavita Miadaira Hamza
9:20 am - 9:40 am	Macromarketing of Services for Family Caregivers	81	Mark Peterson; Jeff Wang
9:40 am - 10 am	A Sociocultural Praxis Framework for Transforming Marketing Education	12	Chahna Gonsalves; Lucy-Gill Simmen; Teresa Pereira Heath; Sarah Montano; Nicki Newman; Laura Chamberlain
10 am - 10:20 am	Listening to youth talk: psychoterratic stressors from multiple worldviews	90	Catherine Frethey-Bentham; Vicki Little; Sabrina Helm

***The Session Chairs can use the 10 extra minutes as they see fit**

6th Parallel Sessions of Paper Presentations
June 25th - 9 am - 10:30 am

Paper Presentation Session 3

Track: A macromarketing perspective on consumer transformation

Session Chairs: Larissa Becker & Pia Polsa

Time	Paper Title	ID	Authors
9 am - 9:20 am	Whose responsibility is overconsumption?	113	Pia Polsa
9:20 am - 9:40 am	Consumption as a Way to Retain Lost Identities: New Forms of Wine Consumption Among Generation Z Consumers in Greece	115	Zoe Liakou; Mahsa Ghaffari
9:40 am - 10 am	Food Labels that (Dis)inform Consumers: A Study on Ultra-Processed Foods	175	Marcos Praxedes da Silva; Andres Rodriguez Veloso; Marcelo Praxedes da Silva
10 am - 10:20 am	Coletivo Perifa Alimenta: production and consumption of transformative food	177	Ricardo Zagallo Camargo; André Krassuski Fonseca; Ana Clara Soares Rasquel de Oliveira; Fernanda Cury; Fernanda Guarany Teixeira; Luana Sandrault Schwab; Luca de Ascensão Dias Lopes; Maria Vitória de Oliveira Silva; Marcos da Silva e Silva; Fernando Jorge Silva

***The Session Chairs can use the 10 extra minutes as they see fit**

Paper Presentation Session 4

Track: Poverty and Consumption

Session Chair: Sujit Jagadale

Time	Paper Title	ID	Authors
9 am - 9:30 am	Consumption and Intersectionality: Exploring Subsistence Consumers' Lived Realities in Neo-liberal India	116	Javed M. Shaikh; Sujit Raghunathrao Jagadale
9:30 am - 10 am	Addressing poverty in Brazil through socially responsible marketing: a research agenda proposal	83	Guilherme Torres; Ana Carolina Vitor; Ramon Silva Leite
10 am - 10:30 am	Investigating Take-Up Discrepancy in the Healthy Start Scheme: A Machine Learning Approach	31	Kuzivakwashe Makokoro; Gavin Long; John Harvey; Andrew Smith; Simon Welham; Evgeniya Lukinova; Roberto Mansilla; James Goulding

6th Parallel Sessions of Paper Presentations
June 25th - 9 am - 10:30 am

Paper Presentation Session 5

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

Session Chairs: Isabela Morais, Jaqueline Pels & Marlon Dalmoro

Time	Paper Title	ID	Authors
9 am - 9:20 am	Beyond Competition: Complementary Institutional Logics in the Globalization of Soccer Markets	63	José Sarkis Arakelian; Eliane Pereira Zamith Brito; Isabela Carvalho de Morais
9:20 am - 9:40 am	Opportunity and Exclusion: Recognition of Exclusion as a Trigger for Low-Resource Entrepreneurship in the Global South	65	Thiago Gomes de Almeida; Tatiana Dornelas de Oliveira Mendes; Cristina Sayuri Côrtes Ouchi Dusi; Camila Braga Soares Pinto; Giovana Pedrette; Giovani Peterson Alves Mendes; Victoria dos Santos; Luiza Crispim Murta Machado
9:40 am - 10 am	Value dynamics in collective mega-events	95	Jannsen Santana; Daiane Scaraboto; Flavia Cardoso
10 am - 10:20 am	Unpaid Care work: Resisting affectively through the 'ethics of care'	96	Adriana Guedes Arcuri; Tânia Modesto Veludo de Oliveira; Gretchen Larsen

***The Session Chairs can use the 10 extra minutes as they see fit**

Closing Session with Panel 4
June 25th - 11 am – 1 pm

Panel 4

Time	Title	Panelists
11 am – 1 pm	From Extraction to Collaboration: Building New Academic Relationships in Macromarketing with the Global South	Andrés Barrios; Denise Barrros; Jaqueline Pels; June Francis; Sujit Jagadale

Participant's Activities During the Conference

	Conference Participant	Sessions	Activity
1	Adriana Guedes Arcuri	Session 06 - June 25th	Paper Presentation
2	Alessandra Baiocchi	Session 01 - June 23rd	Paper Presentation
		Session 03 - June 24th	Paper Presentation
3	Alex Reppel	Session 03 - June 24th	Paper Presentation
		Session 05 - June 24th	Session Chair & Paper Presentation
4	Alexandra Ganglmair-Wooliscroft	Session 02 - June 23rd	Paper Presentation
		Session 04 - June 24th	Session Chair
5	Alexandre Borba da Silveira	Session 04 - June 24th	Paper Presentation
6	Amy Errmann	Session 03 - June 24th	Session Chair & Paper Presentation
7	Ana Beatriz Aquino	Session 01 - June 23rd	Paper Presentation
8	Ana Cristina Picinin de Rezende Costa	Session 01 - June 23rd	Paper Presentation
9	Ana Raquel Coeho Rocha	Session 02 - June 23rd	Paper Presentation
		Session 03 - June 24th	Session Chair
10	Andres Barrios	Session 01 - June 23rd	Session Chair & Paper Presentation
		Session 02 - June 23rd	Panel Chair
		Session 03 - June 24th	Panelist
		Session 04 - June 24th	Session Chair
		Session 05 - June 24th	Panelist
11	Andreza de Sousa Oliveira Paiva	-	Volunteer
12	Anne Zehoul	Session 05 - June 24th	Paper Presentation
13	Annette Hoxtell	Session 01 - June 23rd	Paper Presentation
14	Antonella Cammarota	Session 05 - June 24th	Session Chair & Paper Presentation
		Session 06 - June 25th	Session Chair
15	Beatriz Gloria Hossmann	Session 02 - June 23rd	Paper Presentation
16	Ben Wooliscroft	Session 02 - June 23rd	Session Chair & Paper Presentation
17	Benjamin Rosenthal	Session 01 - June 23rd	Paper Presentation
		Session 02 - June 23rd	Session Chair & Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 05 - June 24th	Paper Presentation
18	Camila Braga Soares Pinto	Session 01 - June 23rd	Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 06 - June 25th	Paper Presentation
19	Carlos Eduardo Lourenco	Session 06 - June 25th	Paper Presentation
20	Carolina Redolfi	Session 01 - June 23rd	Paper Presentation
		Session 04 - June 24th	Paper Presentation
21	Caroline Graebin	Session 06 - June 25th	Paper Presentation
22	Chahna Gonsalves	Session 06 - June 25th	Paper Presentation
23	Clara Freire Filgueiras Faro	Session 03 - June 24th	Paper Presentation
		Session 05 - June 24th	Panelist
		Session 04 - June 24th	Paper Presentation
24	Cliff Shultz	Session 01 - June 23rd	Session Chair
		Session 02 - June 23rd	Panel Chair & Panelist
		Session 04 - June 24th	Session Chair
		Session 05 - June 24th	Panelist
25	Cristian Sepulveda	Session 01 - June 23rd	Paper Presentation

Participant's Activities During the Conference

26	Cristina Sayuri Côrtes Ouchi Dusi	Session 01 - June 23rd	Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 06 - June 25th	Paper Presentation
27	Daniela Zacarchenco Paredes	Session 04 - June 24th	Paper Presentation
		Session 05 - June 24th	Paper Presentation
28	Danielli Leite Campos Monteiro	Session 04 - June 24th	Paper Presentation
29	Debasis Pradhan	Session 05 - June 24th	Paper Presentation
30	Denise Franca Barros	Session 03 - June 24th	Session Chair
31	Denise Pereira dos Santos	Session 02 - June 23rd	Paper Presentation
32	Diogo Lannes Mello	Session 03 - June 24th	Paper Presentation
33	Emily Geraldine Condori Penaloza	-	Volunteer
34	Flavia Cardoso	Session 03 - June 24th	Panelist
		Session 06 - June 25th	Paper Presentation
35	Flavia Galindo	Session 03 - June 24th	Session Chair
36	Forrest Watson	Session 01 - June 23rd	Paper Presentation
		Session 03 - June 24th	Session Chair & Paper Presentation
		Session 05 - June 24th	Paper Presentation
		Session 06 - June 25th	Session Chair
37	Francisco Conejo	Session 02 - June 23rd	Session Chair
		Session 03 - June 24th	Panelist
		Session 04 - June 24th	Session Chair
38	Frédéric Jallat	Session 03 - June 24th	Session Chair & Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 05 - June 24th	Panel Chair & Panelist
39	Giovanni Baldi	Session 05 - June 24th	Paper Presentation
		Session 06 - June 25th	Paper Presentation
40	Guilherme Torres	Session 06 - June 25th	Paper Presentation
41	Himadri Roy Chaudhuri	Session 02 - June 23rd	Session Chair
		Session 05 - June 24th	Session Chair
42	Hossein Eslami	Session 04 - June 24th	Paper Presentation
43	Isabela Carvalho de Morais	Session 01 - June 23rd	Session Chair
		Session 02 - June 23rd	Session Chair
		Session 03 - June 24th	Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 05 - June 24th	Paper Presentation
		Session 06 - June 25th	Session Chair & Paper Presentation
44	Jade Fuchs Scisinio Ferreira	-	Volunteer
45	Jannsen Santana	Session 06 - June 25th	Paper Presentation
46	Jaqueline Pels	Session 01 - June 23rd	Session Chair
		Session 02 - June 23rd	Session Chair
		Session 03 - June 24th	Panel Chair & Panelist
		Session 06 - June 25th	Session Chair
47	Jeff Wang	Session 05 - June 24th	Panelist
		Session 06 - June 25th	Session Chair & Paper Presentation
48	Jie Fowler	Session 05 - June 24th	Paper Presentation
49	João Felipe Sauerbronn	Session 03 - June 24th	Panelist
		Session 04 - June 24th	Paper Presentation

Participant's Activities During the Conference

50	Juliana Turano	Session 01 - June 23rd	Paper Presentation
51	Julio Cesar Leandro	Session 02 - June 23rd	Paper Presentation
52	June Francis	Session 03 - June 24th	Session Chair
		Session 04 - June 24th	Paper Presentation
53	Kazuo Kikuchi	Session 02 - June 23rd	Paper Presentation
		Session 04 - June 24th	Paper Presentation
54	Ken Sumida	Session 02 - June 23rd	Paper Presentation
55	Krishanu Rakshit	Session 01 - June 23rd	Paper Presentation
		Session 02 - June 23rd	Paper Presentation
56	Kristoffer Wilén	Session 01 - June 23rd	Paper Presentation
57	Kuzivakwashe Makokoro	Session 06 - June 25th	Paper Presentation
58	La Toya Quamina	Session 03 - June 24th	Paper Presentation
59	Larissa Becker	Session 04 - June 24th	Session Chair & Paper Presentation
		Session 06 - June 25th	Session Chair
60	Livia Rizzuto Gallo	Session 02 - June 23rd	Paper Presentation
61	Lorenzo Coronati	Session 04 - June 24th	Paper Presentation
62	Lucas Costa Lima	Session 01 - June 23rd	Paper Presentation
63	Lucia Barros	Session 01 - June 23rd	Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 05 - June 24th	Paper Presentation
		Session 06 - June 25th	Paper Presentation
64	Luciana Velloso	Session 01 - June 23rd	Session Chair
65	Luís Alexandre Grubits de Paula Pessôa	Session 01 - June 23rd	Paper Presentation
66	Luiza Dazzi Braga	Session 06 - June 25th	Paper Presentation
67	Mahsa Ghaffari	Session 03 - June 24th	Paper Presentation
		Session 04 - June 24th	Session Chair
		Session 06 - June 25th	Paper Presentation
68	Maíra Magalhães Lopes	Session 01 - June 23rd	Session Chair
69	Marcos Praxedes da Silva	Session 01 - June 23rd	Paper Presentation
		Session 06 - June 25th	Paper Presentation
70	Marcus Wilcox Hemais	Session 01 - June 23rd	Session Chair & Paper Presentation
		Session 02 - June 23rd	Panelist
		Session 04 - June 24th	Session Chair & Paper Presentation
		Session 05 - June 24th	Paper Presentation
71	Mariana Bassi-Suter	Session 02 - June 23rd	Paper Presentation
72	Mark Peterson	Session 01 - June 23rd	Paper Presentation
		Session 03 - June 24th	Paper Presentation
		Session 06 - June 25th	Session Chair & Paper Presentation
73	Marlon Dalmoro	Session 01 - June 23rd	Session Chair
		Session 02 - June 23rd	Session Chair & Paper Presentation
		Session 06 - June 25th	Session Chair
74	Masaaki Takmeura	Session 01 - June 23rd	Paper Presentation
75	Míriam de Souza Ferreira	-	Volunteer
76	Miriam Farias	Session 03 - June 24th	Paper Presentation
77	Moacir Santana de Almeida	Session 05 - June 24th	Paper Presentation
78	Morgany Leite	-	Volunteer

Participant's Activities During the Conference

79	Noriaki Saito	Session 04 - June 24th	Paper Presentation
80	Oluwatobi Ogunmokun	Session 05 - June 24th	Paper Presentation
81	Omar J. Khan	Session 05 - June 24th	Paper Presentation
82	Pedro Paulo Santos Cavalcante	Session 02 - June 23rd	Paper Presentation
		Session 03 - June 24th	Paper Presentation
		Session 04 - June 24th	Paper Presentation
83	Petteri Repo	Session 04 - June 24th	Paper Presentation
		Session 05 - June 24th	Session Chair & Paper Presentation
84	Pia Polsa	Session 03 - June 24th	Paper Presentation
		Session 04 - June 24th	Session Chair
		Session 05 - June 24th	Panelist
		Session 06 - June 25th	Session Chair & Paper Presentation
85	Radassa Araújo	-	Volunteer
86	Rayanne Christine dos Santos Vargas	-	Volunteer
87	Renata Couto de Azevedo de Oliveira	Session 01 - June 23rd	Paper Presentation
		Session 05 - June 24th	Session Chair
88	Renee Hughner	Session 03 - June 24th	Session Chair & Paper Presentation
89	Ricardo Gomes do Amaral Filho	Session 04 - June 24th	Paper Presentation
90	Ricardo Zagallo Camargo	Session 02 - June 23rd	Session Chair & Paper Presentation
		Session 06 - June 25th	Paper Presentation
91	Saurabh Shinde	Session 01 - June 23rd	Paper Presentation
		Session 02 - June 23rd	Paper Presentation
92	Shipra Gupta	Session 05 - June 24th	Paper Presentation
93	Stefanie Beninger	Session 01 - June 23rd	Session Chair
		Session 03 - June 24th	Paper Presentation
		Session 05 - June 24th	Session Chair
94	Stephanie Oneto	-	Conference Participant
95	Sujit Raghunathrao Jagadale	Session 05 - June 24th	Session Chair & Paper Presentation
		Session 06 - June 25th	Session Chair & Paper Presentation
96	Tania Modesto Veludo de Oliveira	Session 06 - June 25th	Paper Presentation
97	Tatiana Dornelas de Oliveira Mendes	Session 01 - June 23rd	Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 06 - June 25th	Paper Presentation
98	Thiago Gomes de Almeida	Session 01 - June 23rd	Paper Presentation
		Session 04 - June 24th	Paper Presentation
		Session 06 - June 25th	Paper Presentation
99	Tina Facca Miess	Session 04 - June 24th	Paper Presentation
100	Ulf Thoene	Session 01 - June 23rd	Paper Presentation
101	Unvan Atas	Session 03 - June 24th	Paper Presentation
102	Victoria Rodner	Session 01 - June 23rd	Paper Presentation
		Session 02 - June 23rd	Session Chair
103	Vicky Little	Session 01 - June 23rd	Session Chair
		Session 04 - June 24th	Paper Presentation
		Session 06 - June 25th	Paper Presentation
104	Wellington dos Santos Fortunato	-	Volunteer

Participant's Activities During the Conference

105	Yoji Matsuo	Session 02 - June 23rd	Paper Presentation
106	Yuri Marcel Dallabrida	Session 01 - June 23rd	Paper Presentation
107	Zeynep Baktir	Session 04 - June 24th	Paper Presentation
108	Zoe Anastasia Liakou	Session 06 - June 25th	Paper Presentation

Papers per Conference Tracks

	Conference Tracks	# Papers
1	A macromarketing perspective on consumer transformation	8
2	Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls	4
3	Agribusiness and Food Marketing	2
4	Consumers as Change Agents	3
5	Degrowth, Post-Growth, and Equitable Growth	2
6	Designing healthcare ecosystems, innovation in life sciences and market access principles for a more sustainable, efficient and inclusive health future	3
7	Ethics, Equity and Social Justice	5
8	Globalization, (Neo)colonialism and Marketing	7
9	Healthcare Marketing: Challenges and Opportunities in a Global Landscape	2
10	Historical Research in Marketing	2
11	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations	12
12	Macro Approaches on Markets, Organizations and Digitization	2
13	Macromarketing Measurements and Methods	4
14	Macromarketing Pedagogy	5
15	Marketing Systems from the Global South	2
16	Meaningful Consumption Systems	2
17	Moving beyond the 'stigma turbine' ? Contributions from macromarketing	6
18	Poverty and Consumption	3
19	Quality of Life and Wellbeing	4
20	Race, Racism and Marketplace Inequities and Resistance	4
21	Scams, Scammers, and (Macro)marketing	1
22	Social Conflict, Marketing and Well-Being	9
23	Society, Politics, and Branding: Macromarketing Views on Activism	8
24	Sustainability and Climate Action	2
25	Violence, Markets and Marketing	4
		106

Papers per Conference Participants

Conference Participant	Paper Title	Conference Track
Adriana Guedes Arcuri	Unpaid Care work: Resisting affectively through the ‘ethics of care’	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Alessandra Baiocchi	Gastronomy as a Driver of Development: Connections Between Place Branding, Gastronomic identity and Local Agro-Food Value Chains	Agribusiness and Food Marketing
Alessandra Baiocchi	Systematic Literature Review: Place Branding in the Brazilian Context	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Alex Reppel	“What, me worry?”—Exploring the need for regulation to address uncertainties around generative artificial intelligence	Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls
Alex Reppel	GenAI Literacy & the New Product Development Process in the Classroom	Macromarketing Pedagogy
Alexandra Ganglmair-Wooliscroft	Exploring open-ended survey answers in (macro-)marketing research: Seeking Societal Insights	Macromarketing Measurements and Methods
Alexandre Borba da Silveira	"Cooperate to win together": a scientometric review of prosumers on cooperative platforms	Consumers as Change Agents
Amy Errmann	Sacred Choices Amid Profane Systems: Autonomy in Pre-Mortem End-of-Life Planning	Meaningful Consumption Systems
Ana Beatriz Aquino	The “Do-Bem” effect - Deconstructing the influence of sustainability claims on food healthiness perceptions	Sustainability and Climate Action
Ana Cristina Picinin de Rezende Costa	Consumption, perceptions and expectations: a comparative analysis of Brazilian national teams fans	Globalization, (Neo)colonialism and Marketing
Ana Raquel Coelho Rocha	Profane-Sacred Duality in Public Goods: Consumers Sacralised a Culturally Ingrained Consumption Practice	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Andres Barrios	Civil Society Constructive Engagement for Peacebuilding: "The Third Agreement" Coffee Brand	Social Conflict, Marketing and Well-Being
Andres Barrios	Microfranchises for war victims and victimizers’ social and economic (re)integration	Social Conflict, Marketing and Well-Being
Anne B. Zehoul	A Multilevel Analysis of the Reverse Logistics Marketing System Using the Provisioning Systems Approach	Marketing Systems from the Global South

Papers per Conference Participants

Annette Hoxtell	Enriching Marketing Education with Non-Growth Centric Approaches: A Pilot Study	Degrowth, Post-Growth, and Equitable Growth
Antonella Cammarota	Reversing the Tide: Corporate DEI Rollbacks in Response to Cultural Backlash	Society, Politics, and Branding: Macromarketing Views on Activism
Beatriz Gloria Hossmann	Queer Theory and Decolonialism: a discussion on deepening the understanding of the queer individual when viewed through a decolonial lens	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Ben Wooliscroft	Understanding markets and marketing from a non-Western perspective	Macromarketing Measurements and Methods
Benjamin Rosenthal	Opening The Gates: Bringing Gatekeeping Theory To Marketing	A macromarketing perspective on consumer transformation
Benjamin Rosenthal	Infoproducts: Beware of the Scam!	Scams, Scammers, and (Macro)marketing
Benjamin Rosenthal	How Social Media Influencers and Audiences Co-Create Online Brand Crises	Society, Politics, and Branding: Macromarketing Views on Activism
Benjamin Rosenthal	Firearms as Cultural Objects	Violence, Markets and Marketing
Camila Braga Soares Pinto	Low-Resource Entrepreneurship and Global Competition Asymmetry: A Theoretical Reflection on the Effects of the Mercosur-European Union Agreement on the Dynamics of Subsistence Markets in South America from a Post-Abyssal Analysis	Globalization, (Neo)colonialism and Marketing
Camila Braga Soares Pinto	Expanding the Concept of Entrepreneurship as a Boundary Object: Space and Community in Low-Resource entrepreneurship fairs in Latin America	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Camila Braga Soares Pinto	Opportunity and Exclusion: Recognition of Exclusion as a Trigger for Low-Resource Entrepreneurship in the Global South	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Carlos Eduardo Lourenco	From Ethics to Influence: The Rise of Corporate Moral Authority in Social Advocacy	Society, Politics, and Branding: Macromarketing Views on Activism
Carolina Redolfi	Gifted Bonds and Projects: Their Influence on Wellbeing and Quality of Life	Quality of Life and Wellbeing
Carolina Redolfi	Cancel Culture as Digital Marketplace Violence: Consumer Activism, Corporate Strategies, and the Paradox of Resistance	Violence, Markets and Marketing

Papers per Conference Participants

Caroline Graebin	Psychological factors in vaccine hesitancy behaviors of parents and caregivers regarding HPV vaccines in children and adolescents: a systematic literature review and implications for social marketing	Healthcare Marketing: Challenges and Opportunities in a Global Landscape
Chahna Gonsalves	A Sociocultural Praxis Framework for Transforming Marketing Education	Macromarketing Pedagogy
Clara Freire Filgueiras Faro	An anticipated dystopia. Responsibilization and obesity in the ozempic era	Designing healthcare ecosystems, innovation in life sciences and market access principles for a more sustainable, efficient and inclusive health future
Clara Freire Filgueiras Faro	Beyond Age: Technology, Identity, and the 60+ Consumer	Quality of Life and Wellbeing
Cristian Sepulveda	Macromarketing systems and social conflict in South America	Social Conflict, Marketing and Well-Being
Cristina Sayuri Côrtes Ouchi Dusi	Low-Resource Entrepreneurship and Global Competition Asymmetry: A Theoretical Reflection on the Effects of the Mercosur-European Union Agreement on the Dynamics of Subsistence Markets in South America from a Post-Abyssal Analysis	Globalization, (Neo)colonialism and Marketing
Cristina Sayuri Côrtes Ouchi Dusi	Expanding the Concept of Entrepreneurship as a Boundary Object: Space and Community in Low-Resource entrepreneurship fairs in Latin America	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Cristina Sayuri Côrtes Ouchi Dusi	Opportunity and Exclusion: Recognition of Exclusion as a Trigger for Low-Resource Entrepreneurship in the Global South	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Daniela Zacarchenco Paredes	Betting on Knowledge: Framing Sports Gambling as a Legitimate Behavior	Moving beyond the 'stigma turbine' ? Contributions from macromarketing
Daniela Zacarchenco Paredes	Beyond Age: Technology, Identity, and the 60+ Consumer	Quality of Life and Wellbeing
Danielli Leite Campos Monteiro	Credit Consumption and Indebtedness: Challenges and Implications for Macromarketing	A macromarketing perspective on consumer transformation
Debasis Pradhan	From Stigma to Strength: How Body-Positive Advertising Empowers Consumers	Moving beyond the 'stigma turbine' ? Contributions from macromarketing
Denise Pereira dos Santos	Racism at the Point of Sale and Its Impact on the Shopping Experience of Black Consumers in São Paulo, Brazil	Ethics, Equity and Social Justice
Diogo Lannes Mello	Gastronomy as a Driver of Development: Connections Between Place Branding, Gastronomic identity and Local Agro-Food Value Chains	Agribusiness and Food Marketing
Flavia Cardoso	Value dynamics in collective mega-events	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations

Papers per Conference Participants

Forrest Watson	“What, me worry?”—Exploring the need for regulation to address uncertainties around generative artificial intelligence	Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls
Forrest Watson	GenAI Literacy & the New Product Development Process in the Classroom	Macromarketing Pedagogy
Forrest Watson	Towards Market Inclusion and Social Flourishing in Post-AI Assad Syria	Social Conflict, Marketing and Well-Being
Frédéric Jallat	Bridging the Gap: Addressing Women's Health and the Role of FemTech	Designing healthcare ecosystems, innovation in life sciences and market access principles for a more sustainable, efficient and inclusive health future
Frédéric Jallat	Information asymmetry in the healthcare sector – Assessing its harmful effects and exploring potential strategies for mitigation	Designing healthcare ecosystems, innovation in life sciences and market access principles for a more sustainable, efficient and inclusive health future
Frédéric Jallat	How cognitive strategies and decision-making processes support the leader’s ability to identify and respond to unpredictable events through the interaction of effectuation and bricolage logic - Nigerian case studies	Social Conflict, Marketing and Well-Being
Giovanni Baldi	“Nett Hier!” But have you ever seen what stickers in tourist destinations are saying? – An Exploratory Analysis	Society, Politics, and Branding: Macromarketing Views on Activism
Giovanni Baldi	Travel Proud or Just Hotels? Examining the Destination-Level Impact of Inclusivity Badges	Society, Politics, and Branding: Macromarketing Views on Activism
Guilherme Torres	Addressing poverty in Brazil through socially responsible marketing: a research agenda proposal	Poverty and Consumption
Hossein Eslami	Unlocking the Growth Potential for Women-led Lebanese MSMEs: The Role of Society, Institutions, and Support Systems	Social Conflict, Marketing and Well-Being
Isabela Carvalho de Moraes	Unbolting consumer power: Bypassing tactics for reshaping markets	Consumers as Change Agents
Isabela Carvalho de Moraes	Beyond Competition: Complementary Institutional Logics in the Globalization of Soccer Markets	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Isabela Carvalho de Moraes	Narratives of Belonging: Exploring #BookTokBrasil as a Digital Consumer Community	Macro Approaches on Markets, Organizations and Digitization
Isabela Carvalho de Moraes	Second-Hand Clothing Consumption and Circular Economy	Sustainability and Climate Action
Jannsen Santana	Value dynamics in collective mega-events	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations

Papers per Conference Participants

Jeff Wang	Macromarketing of Services for Family Caregivers	Healthcare Marketing: Challenges and Opportunities in a Global Landscape
Jie Fowler	Secondhand Luxury: De-stigmatization Through Negotiation	Moving beyond the 'stigma turbine' ? Contributions from macromarketing
João Felipe Sauerbronn	Commercial Education and Its Influence on the Formation of the Marketing Discipline in Brazil: A Historical Analysis from the Perspective of Macromarketing	Historical Research in Marketing
Juliana Turano	Systematic Literature Review: Place Branding in the Brazilian Context	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Julio Cesar Leandro	From Attachment to Aversion: Consumers' Perspectives on Consumer-Brand Relationship Deterioration	Ethics, Equity and Social Justice
June Francis	Reflexive Decoloniality Means Boycotting the Myth of a Balanced Globalization System: Unsilencing the Indigenous Past of a Free People's Republic (1791-1825)	Globalization, (Neo)colonialism and Marketing
Kazuo Kikuchi	Revisiting the Resource-Advantage Theory: Incorporating Wroe Alderson's Insights and Service-Dominant Logic	Historical Research in Marketing
Kazuo Kikuchi	How to update Aldersonian methodology? Towards a solution to "micro-macro link issue"	Macromarketing Measurements and Methods
Ken Sumida	Sports Fandom as a Marketing System: Examining Group Identity, Reciprocity, and Market Externalities from a Macromarketing Perspective	Macromarketing Measurements and Methods
Krishanu Rakshit	Vernacularization: Exoticism or Empowerment?	Globalization, (Neo)colonialism and Marketing
Krishanu Rakshit	Advertising as Institutional Work: The Case of Casteless Collective in India	Moving beyond the 'stigma turbine' ? Contributions from macromarketing
Krishanu Rakshit	Colorism in India: Emerging Counternarratives	Moving beyond the 'stigma turbine' ? Contributions from macromarketing
Kristoffer Wilén	Scarcity, limits, and degrowth: which way forward?	Degrowth, Post-Growth, and Equitable Growth
Kuzivakwashe Makokoro	Investigating Take-Up Discrepancy in the Healthy Start Scheme: A Machine Learning Approach	Poverty and Consumption
La Toya Quamina	Race, Representation and Reality in UK Higher Education: Narratives from a London Business School	Race, Racism and Marketplace Inequities and Resistance

Papers per Conference Participants

Larissa Becker	How to advance the study of compulsive consumption in macromarketing?	A macromarketing perspective on consumer transformation
Livia Rizzuto Gallo	Infoproducts: Beware of the Scam!	Scams, Scammers, and (Macro)marketing
Lorenzo Coronati	How cognitive strategies and decision-making processes support the leader's ability to identify and respond to unpredictable events through the interaction of effectuation and bricolage logic - Nigerian case studies	Social Conflict, Marketing and Well-Being
Lucas Costa Lima	Reinforcement of Whiteness by Virtual Influencers: A critical study in marketing, using semiotics, about Lu da Magalu	Globalization, (Neo)colonialism and Marketing
Lucia Barros	Opening The Gates: Bringing Gatekeeping Theory To Marketing	A macromarketing perspective on consumer transformation
Lucia Barros	Easy money? How digital influencers promote online gambling to Brazilian consumers	A macromarketing perspective on consumer transformation
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Luís Alexandre Grubits de Paula Pessôa	Reinforcement of Whiteness by Virtual Influencers: A critical study in marketing, using semiotics, about Lu da Magalu	Globalization, (Neo)colonialism and Marketing
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Marcus Wilcox Hemais	"Lutar, construir, reforma agrária popular": decolonial analysis of the convergence between the Landless Workers' Movement with the traditional food market	Globalization, (Neo)colonialism and Marketing
Marcus Wilcox Hemais	Reinforcement of Whiteness by Virtual Influencers: A critical study in marketing, using semiotics, about Lu da Magalu	Globalization, (Neo)colonialism and Marketing
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Mariana Bassi-Suter	Corporate Social Irresponsibility in Sports Mega-Events: A Systematic Literature Review and Avenues for Future Research	Ethics, Equity and Social Justice
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Pedro Paulo Santos Cavalcante	Why do we give human names to pets? A study on the anthropomorphism process of pets	Meaningful Consumption Systems
Petteri Repo	Supervising AI for Macromarketing: Contrasting logics in coding ambiguous and contextual data	Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls
Petteri Repo	Comparing developments in market and transitional economies - Introducing a periodization analysis to examine two contrasting country cases	Social Conflict, Marketing and Well-Being
Pia Polska	Whose responsibility is overconsumption?	A macromarketing perspective on consumer transformation
Pia Polska	Unconstructiveness: The Ethics of Academic Commenting	Macromarketing Pedagogy
Renata Couto de Azevedo de Oliveira	Consumers' enjoyment as social symptoms of corporate violence and the foreclosure of politics of change	Violence, Markets and Marketing
Renée Shaw Hughner	Exploring Indigenous Food Systems in Arizona: Challenges in the Path Towards Food Sovereignty	Agribusiness and Food Marketing
Ricardo Gomes do Amaral Filho	Opening The Gates: Bringing Gatekeeping Theory To Marketing	A macromarketing perspective on consumer transformation
Ricardo Zagallo Camargo	Coletivo Perifa Alimentar: production and consumption of transformative food	A macromarketing perspective on consumer transformation
Ricardo Zagallo Camargo	Racism at the Point of Sale and Its Impact on the Shopping Experience of Black Consumers in São Paulo, Brazil	Ethics, Equity and Social Justice
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Saurabh Shinde	Colorism in India: Emerging Counternarratives	Moving beyond the 'stigma turbine' ? Contributions from macromarketing
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Stefanie Beninger	“What, me worry?”—Exploring the need for regulation to address uncertainties around generative artificial intelligence	Advancing Macromarketing through Artificial Intelligence: Prospects and Pitfalls
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Sujit Raghunathrao Jagadale	Transforming Marketing Systems in Global South through Equity: The Pioneering Role of Academic Institution/s	Marketing Systems from the Global South
Sujit Raghunathrao Jagadale	Consumption and Intersectionality: Exploring Subsistence Consumers’ Lived Realities in Neo-liberal India	Poverty and Consumption
Tânia Modesto Veludo de Oliveira	Unpaid Care work: Resisting affectively through the ‘ethics of care’	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Tatiana Dornelas de Oliveira Mendes	Low-Resource Entrepreneurship and Global Competition Asymmetry: A Theoretical Reflection on the Effects of the Mercosur-European Union Agreement on the Dynamics of Subsistence Markets in South America from a Post-Abyssal Analysis	Globalization, (Neo)colonialism and Marketing
Tatiana Dornelas de Oliveira Mendes	Expanding the Concept of Entrepreneurship as a Boundary Object: Space and Community in Low-Resource entrepreneurship fairs in Latin America	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Tatiana Dornelas de Oliveira Mendes	Opportunity and Exclusion: Recognition of Exclusion as a Trigger for Low-Resource Entrepreneurship in the Global South	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Thiago Gomes de Almeida	Low-Resource Entrepreneurship and Global Competition Asymmetry: A Theoretical Reflection on the Effects of the Mercosur-European Union Agreement on the Dynamics of Subsistence Markets in South America from a Post-Abyssal Analysis	Globalization, (Neo)colonialism and Marketing
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Thiago Gomes de Almeida	Opportunity and Exclusion: Recognition of Exclusion as a Trigger for Low-Resource Entrepreneurship in the Global South	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Tina Facca-Miess	Dark Sides of Financial Inclusion: Examining the Buy Now, Pay Later (BNPL) Industry through the Lens of the Integrative Justice Model (IJM)	Ethics, Equity and Social Justice

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Tina Facca-Miess	Faith-Consistent Investing and Transformative Justice: Evaluating Mensuram Bonam through the Integrative Justice Model	Ethics, Equity and Social Justice
Ulf Thoene	Entrepreneurship for Peace in Post-Conflict Colombia: Social, Female, and Ex-Combatant Entrepreneurship in Chocó and Montes de María	Social Conflict, Marketing and Well-Being
Unvan Atas	Race, Representation and Reality in UK Higher Education: Narratives from a London Business School	Race, Racism and Marketplace Inequities and Resistance
Vicki Little	Saving Gaia: a macromarketing research agenda for the symbiocene	Quality of Life and Wellbeing
Vicki Little	Listening to youth talk: psychoterratic stressors from multiple worldviews	Macromarketing Pedagogy
Vicki Little	Responsibilisation in markets: multiple perspectives of menopause discourse	Quality of Life and Wellbeing
Victoria Rodner	Consuming Otherness: the anthropophage in marketing	Latin American Perspectives in Macromarketing: Theories, Contexts, and Transformations
Yoji Matsuo	How to update Aldersonian methodology? Towards a solution to “micro-macro link issue”	Macromarketing Measurements and Methods
Yuri Marcel Dallabrida	Understanding Doing Difference and Performativity A Critique and Guide for Marketing Studies	Violence, Markets and Marketing
Zeynep Baktir	Exploring Strength-based Approaches for Social Conflict Resolution: Hedonic Consumption Practices and Well-being Among Syrian Refugees in Türkiye	Social Conflict, Marketing and Well-Being
Zoe Anastasia Liakou	Consumption as a Way to Retain Lost Identities: New Forms of Wine Consumption Among Generation Z Consumers in Greece	A macromarketing perspective on consumer transformation

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	Conference Participant	University	Country
1	Adriana Guedes Arcuri	Fundação Getúlio Vargas - Escola de Administração de Empresas de São Paulo	Brazil
2	Alessandra Baiocchi	Pontifícia Universidade Católica do Rio de Janeiro	Brazil
3	Alex Reppel	Royal Holloway, University of London	United Kingdom
4	Alexandra Ganglmair-Wooliscroft	Massey University Auckland	New Zealand
5	Alexandre Borba da Silveira	Universidade do Vale do Rio dos Sinos	Brazil
6	Amy Errmann	Auckland University of Technology	New Zealand
7	Ana Beatriz Aquino	Fundação Getúlio Vargas - Escola de Administração de Empresas de São Paulo	Brazil
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10	Andres Barrios	Universidad de Los Andes	Colombia
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22	Chahna Gonsalves	King's College London	United Kingdom
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24	Cliff Shultz	Loyola University Chicago	United States
25	Cristian Sepulveda	Fort Lewis College	United States
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