

## 37<sup>th</sup> Annual Macromarketing Conference

June 13 – June 16, 2012

Doctoral Colloquium, June 11 – 12, 2012

Freie Universität Berlin, Berlin, Germany

### Track Descriptions

#### **Arts and Culture**

*Track Chair:* Alan Bradshaw, Royal Holloway, University of London, UK  
Alan.Bradshaw@rhul.ac.uk

The macromarketing analysis of art and culture marks a dialectical interface of aesthetics and commercial practice and has, up to now, included a diverse range of methodological and analytical approaches ranging from the empirical, the art historic, the critical and beyond.

In this track we particularly welcome papers which deal with the following areas:

- The use of aesthetics as a resource for managerial and marketing practice
- The marketing of art
- The aesthetics of marketing
- The consumption of art
- Culture industry and critical theory analyses which raise macro concerns.

#### **CSR and Corporate Identity & Corporate Reputation**

*Track chairs:* Klaus-Peter Wiedmann & Nadine Hennigs, Leibniz Universität Hannover, Germany  
wiedmann@m2.uni-hannover.de, nhennigs@m2.uni-hannover.de

In this track we particularly welcome papers which deal with issues in the following areas:

- Identity & Reputation as Prerequisites for successful Macromarketing & CSR Programs
- Macromarketing & CSR Programs as Resources of Change Management establishing a strong Corporate Identity (CI)
- CI-oriented Planning of Macromarketing & CSR Programs
- The Impact of Macromarketing & CSR Programs on Corporate Reputation

#### **Cultural Differences in Food & Beverage (F&B) Consumption and Implications for Macro- and Social-Marketing Initiatives**

*Track chairs:* Stephane Ganassali & Jean Moscarola, University of Savoie, France;  
Carmen Rodriguez Santos, University of Leon, Spain  
carmen.santos@unileon.es, Jean.Moscarola@univ-savoie.fr, Stephane.Ganassali@univ-savoie.fr

In this track we particularly welcome papers which deal with issues in the following areas:

- Analyzing F&B consumption behaviors across different (European) cultures

- Approaches of evaluating F&B consumption behaviors from a societal perspective regarding health, fair trade, ecological issues, cultural issues, etc.
- Identifying the relevant drivers of F&B consumption behaviors - what is more important: national or regional cultures or life styles?
- Programs of influencing F&B consumption behaviors according sustainability values and societal goals - which social marketing activities macromarketing approaches might be successful in ensuring specific F&B consumption styles
- The "Consumer Behavior Erasmus Network" (COBEREN) as an example for a macromarketing initiative empowered by the EU Commission within the "Lifelong Learning Programme"

### **Cultural influences on marketing systems and market-making: looking at the Middle East**

*Track chairs:* Yavuz Köse, Universität Hamburg, Germany;  
Relli Shechter, Ben-Gurion University, Israel  
yavuz.koese@uni-hamburg.de, rellish@exchange.bgu.ac.il

The track seeks submissions on past and present (c.1850-2011) markets, marketing and consumption in the Middle East. It would investigate local and foreign influences on marketing systems, market-making and consumption patterns of the region: What are the specific socio-economic and cultural influences, which shape local marketing systems and market-making in the Middle East? What role does religion play in the way goods are marketed and consumed? How did politics influence markets? What changes took place within specific countries and between different countries in the region over time?

In this track we particularly welcome papers which deal with issues in the following areas:

- Local marketing systems
- From bazaar to malls? (Retail practices)
- Advertising the local
- State(s) and their role on market-making
- Islam and its impact on consumption practices
- Middle Eastern companies and their marketing in the region
- Middle Eastern companies and their global marketing practices
- Marketing of international firms in the region

### **Emerging Economies**

*Track chair:* Jaqueline Pels, Universidad Torcuato Di Tella, Argentina  
jpels@utdt.edu

In this track we particularly welcome papers which deal with issues in the following areas:

- Can conventional marketing theories be applied in emerging markets?
- Which are the ecosystems in these markets?
- Inclusive business models (or social businesses)
- How to address the new middle classes
- How to address the underserved (or BOP)
- Co-creation in emerging markets business models

Both conceptual and empirical papers are welcome.

### **Historical Perspectives on the Practice and Politics of Marketing**

*Track chair:* Stefan Schwarzkopf, Copenhagen Business School, Denmark  
ssc.lpf@cbs.dk

The application of historical methods to the analysis of market-, marketing- and consumption-related phenomena is beginning to move from the neglected margins into the accepted mainstream of research on marketing theory and practice. Historical research is increasingly appreciated for example by scholars interested in the ways in which multiple and conflicting market-

ing ethics have been created, re-shaped, contested, made visible or made invisible in marketing as science and practice over the course of the last three centuries. This track, thus, invites papers that explicitly use quantitative and/or qualitative historical research methods to investigate the various political, social and cultural dimensions of marketing. The track specifically invites scholars to expose their historical findings to the question of how specific forms and norms of markets, market-making and marketing were shaped, by whom, and for what purpose. In addition, scholars submitting to this track are encouraged to provide comparative perspectives on the various historical trajectories of marketing in “the West”, the previously socialist economies in “the East”, and in the developing economies of the “global South”.

### **Macromarketing Education**

*Track chair:* Terri Rittenburg, University of Wyoming, Laramie  
TRitt@uwyo.edu

In this track, we particularly welcome papers that deal with issues in the following areas:

- How to incorporate macromarketing content at undergraduate and graduate levels
- How macromarketing research informs the education process and vice versa
- Cross-cultural issues in macromarketing education
- Historical perspectives on macro content in marketing education
- Recruiting the next generation of macromarketers through Ph.D. education
- Disseminating macromarketing knowledge to the broader public

### **Marketing Ethics**

*Track chair:* Alexander Nill, University of Nevada, Las Vegas  
prof.a.nill@googlemail.com

In this track we particularly welcome papers which deal with issues in the following areas:

- The interplay between markets and society from an ethical perspective
- Normative ethical issues: The quintessential question what ought to be done?
- Impact of globalization on fairness and equity
- Ethics and functional areas of marketing

### **Marketing Systems**

*Track chair:* Roger Layton, The University of New South Wales, Sydney, Australia  
r.layton@unsw.edu.au

The Marketing Systems track welcomes papers on topics including these:

- Empirical studies of marketing systems
- Reconstructing marketing systems - evidence from archaeology, anthropology, history.
- Evolutionary change in marketing systems
- Planning for resilience and sustainability in a marketing system
- Using agent based modelling in the study of multi-level marketing systems
- Can marketing systems collapse? Is the GFC an example?
- Resilience and stability in marketing systems
- Efficiency and effectiveness in marketing systems - the interplay of micro, meso and macro systems
- Where to draw the boundaries of a marketing system?
- Modelling marketing systems as complex adaptive systems
- Competition and cooperation within and between marketing systems

### **Marketing Theory**

*Track chair:* Michael Saren, University of Leicester Management School, UK  
majs1@le.ac.uk

In this track we particularly welcome papers which deal with issues in the following areas:

- The nature of theory and the value of macro-theoretical contributions.
- Analyses of the theoretical arguments put forward to promote specific and generic research methodologies
- Explorations of the scope and domain of macromarketing theory and its legitimate areas of application
- Theoretical aspects and roles of consumers, relationships and ethics in macromarketing

### **Quality of Life**

*Track chairs:* Anton Meyer & Silke Bartsch, Ludwigs-Maximilians-Universität München, Germany  
marketing@bwl.lmu.de

In this track we particularly welcome papers which deal with issues in the following areas:

- Measurement of Quality-of-Life in a management or marketing context
- Quality-of-Life as competitive advantage for institutions, nations, places, etc.
- Quality-of-Life and organizational performance / quality of companies, NPOs, health care networks etc.
- Quality-of-Life trade-offs between different stakeholders e.g. in companies, tourism, public projects
- Quality-of-Life marketing and marketing ethics or CSR
- Quality-of-Life and cultural differences

### **S-D Logic Perspectives on Service (Eco)Systems and Sustainability: Linking Micro, Meso, and Macro levels**

*Track chairs:* Helge Löbler, University of Leipzig, Germany;  
Stephen L. Vargo, University of Hawai'i at Manoa, Honolulu, Hawaii, USA  
loebler@wifa.uni-leipzig.de, svargo@hawaii.edu

Papers in this track are especially welcome on, but not limited to, the following topics:

- Resource integration, S-D logic and sustainable development
- Sources of resources and market systems
- Sources of resources and service systems
- Value in use and context in service ecosystems and sustainability
- Sustainable development inside and outside markets
- Structuration theory and service ecosystem development and sustainability
- Practice-theoretical perspectives on service ecosystems
- Service ecosystems linking macro, meso and micro levels
- ...

### **Southeastern Europe**

*Track chairs:* Marko Grünhagen, Eastern Illinois University, USA; Sanda Renko, University of Zagreb, Croatia  
mgrunhagen@eiu.edu, srenko@efzg.hr

The "Southeastern Europe" Track seeks submissions that focus on macromarketing issues as they relate to the different stages of economic development in the region. The geopolitical, historic and socioeconomic context of the greater Balkan Peninsula have created new opportunities for macromarketing researchers to investigate a wide range of issues, some of which may include but are not limited to:

- Sustainability in transitional economies
- The "Euro Crisis" and its impact on consumption practices

- Distribution networks in an environment dominated by SMEs
- Branding in the context of former state-owned enterprises
- Changed consumer behavior after a decade of close alignment or integration with the Euro Zone
- The co-existence of traditional values and Western marketing influx
- Food Marketing – “Fast Food” vs. “Slow Food”
- Marketing practices in response to remnants of war, ethnic conflict or territorial disputes
- Advertising directed at EU integration

### **Sustainable Business Models**

*Track chair:* Michael Ehret, Nottingham Trent University, UK  
michael.ehret@ntu.ac.uk

This track provides a platform for papers that deal with topics in the following areas:

- Marketing and ecological and social impacts of business activity
- Business models for social and ecological sustainability
- Theories of business model design
- Empirical studies of the performance of business models

### **Sustainability Marketing and Innovation**

*Track chair:* Frank-Martin Belz, Technische Universität München (TUM School of Management), Germany  
frank.belz@tum.de

In this track we particularly welcome papers, which deal with issues in the following areas:

- Sustainability marketing strategies, including sustainability segmentation, targeting, positioning, and partnering
- Types and timing of sustainability innovations
- New sustainable product development
- Sustainability open innovation, including co-creation and co-design
- Sustainability communications on corporate and product levels: How to build trust and credibility?
- The role of online and social media in sustainability marketing
- Sustainability branding
- Success factors of sustainable products and services
- Prices of sustainable products and the total cost of ownership

### **Transactions, Relationships and Market Processes in B2B**

*Track chair:* Michael Kleinaltenkamp, Freie Universität Berlin, Germany  
michael.kleinaltenkamp@fu-berlin.de

In this track we particularly welcome papers which deal with issues in the following areas:

- Institutional designs of transactions and business relationships
- Interdependences between marketing and market processes in B2B markets
- Impact of globalization on value chains and B2B marketing
- Usage of market process theory for B2B marketing

### **Open Track**

*Track chairs:* Michaela Haase & Michael Kleinaltenkamp, Freie Universität Berlin, Germany  
michaela.haase@fu-berlin.de

In this track we welcome all submissions which relate to the field of macromarketing but do not fit one of the tracks listed above.