Macromarketing and the Crisis of the Social Imagination
39th Annual Macromarketing Conference

Economic Development, Environmental Sustainability and Social Justice: Despite or Because of Markets?
The 14th Bi-Annual International Society of Markets & Development Special Interest Group Conference

July 2 - 5, 2014
Royal Holloway University of London, UK
Wednesday, 2nd July 2014—Morning Sessions

8.30am
Registration—
Arts Building Foyer

10.00am
Welcome Talk

10.30am
Coffee Break

11.00am
Session 1a—
ISMD: To serve the people? Exploring the market’s role in Chinese development
Chair:
Giana Eckhardt

Session 1b—
ISMD: Theoretical and practical insights from emerging markets (part I)
Chair:
Janice Denegri-Knott

Session 1c—
Art & culture (part I)
Chairs:
Alan Bradshaw & Derrick Chong

1.00pm
Buffet Lunch—
Arts Building Foyer
### Thursday, 3rd July 2014—Morning Sessions

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<tr>
<th>Time</th>
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<th>Session 4a—</th>
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<tr>
<td>8.30am</td>
<td>Moore Building Management Auditorium</td>
<td>Quintessential macromarketing</td>
<td>Quality of life (part I)</td>
<td>Gendered subjectivities and marketplace ideologies</td>
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<td><em>Panel Chair:</em> Cliff Shultz</td>
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Thursday, 3rd July 2014—Afternoon Sessions

2.00pm
Panel Session 6a—
Family, food, and markets
Panel Chair: James W. Gentry

Session 6b—
Sustainability, markets & marketing (part I—developmental)
Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane

Session 6c—
Consumer vulnerability (part I)
Chair: Kathy Hamilton

Session 6d—
The market and the household in times of austerity (part I)
Chairs: Benedetta Cappellini & Liz Parsons

4.00pm
Coffee Break

4.15pm
Panel Session 7a—
The globalisation of marketing ideology
Panel Chair: Giana Eckhardt & Rohit Varman

Session 7b—
Quality of life (part III)
Chair: Sameer Hosany

Session 7c—
Marketing theory (part I)
Chairs: Michael Saren & Georgios Patsiaouras

Session 7d—
The market and the household in times of austerity (part II)
Chairs: Benedetta Cappellini & Liz Parsons

5.45pm
Macromarketing Board Meeting (6.00-8.00pm)—Moore Building Management Auditorium

7.00pm
Dinner—Founders Senior Common Room

9.00pm
Friday, 4th July 2014 — Morning Sessions

8.30am

**Panel Session 8a** — Religion & marketing: is there a crisis in the imagination of macromarketers? (part I)

*Panel Chair: Raymond Benton, Jr.*

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**Session 8b** — Sustainability, markets & marketing (part II — developmental)

*Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane*

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**Session 8c** — Consumer vulnerability (part II)

*Chair: Kathy Hamilton*

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**Session 8d** — Energy consumption and energy policy in Europe: new perspectives and marketing challenges for the “old continent”

*Chairs: Doreén Pick & Stephan Zielke*

10.30am

**Coffee Break**

11.00am

**Session 9a** — Religion & marketing: Is there a crisis in the imagination of macromarketers (part II)

*Panel Chair: Raymond Benton, Jr.*

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**Session 9b** — Sustainability, markets & marketing (part III)

*Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane*

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**Session 9c** — Consumer vulnerability (part III)

*Chair: Kathy Hamilton*

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**Session 9d** — Violence, exploitation and servitude

*Chairs: Norah Campbell & Mandy Earley*

1.00pm

**Lunch** — Founders Dinning Hall
Friday, 4th July 2014—Afternoon Sessions

2.00pm

Panel Session 10a—
Transformative service research roundtable

Chair: Thorsten Gruber & Per Skålén

Panel Chairs: Thorsten Gruber & Per Skålén

2.00pm

Session 10b—
Sustainability, markets & marketing (part IV)

Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane

Session 10c—
Marketing & psychoanalysis

Chair: Robert Cluley & John Desmond

Session 10d—
Complementary currencies and alternative local marketplaces (part II)

Chairs: Mario Campana & Mikko Laamanen

4.00pm

Coffee Break

4.15pm

Session 11a—
Marketing ethics & corporate social responsibility (with macro dimensions)

Chair: Nicky Santos

Session 11b—
Sustainability, markets & marketing (part V)

Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane

Session 11c—
Marketing theory (part II)

Chairs: Michael Saren & Georgios Patsiaouras

5.45pm

Macromarketing Business Meeting (5.45-6.30pm)

7.00pm

BBQ & Best Papers Awards—
Followed by Late-Night DJ Party

9.00pm
Saturday, 5th July 2014—Morning Sessions

8.30am

Moore Building Management Auditorium

**Session 12a—**

Neoliberalism and macromarketing (part I)

*Chairs:* Olga Kravets & James Fitchett

Boiler House Lecture Theatre

**Session 12b—**

Revisiting macromarketing management: Is the view worth the trip? (part I)

*Chair:* Stanley J. Shapiro

10.30am

Coffee Break

11.00am

**Session 13a—**

Neoliberalism and macromarketing (part II)

*Chair:* Olga Kravets & James Fitchett

**Session 13b—**

Revisiting macromarketing management: Is the view worth the trip? (part II)

*Chair:* Christine Donegan

1.00pm

Lunch & Thank You—

Picture Gallery
Wednesday, 2nd July 2014

Session 1a—

ISMD to serve the people? Exploring the market’s role in Chinese development

Chair: Giana Eckhardt

Policy-making on consumer privacy protection in China: A historical review
Zhihong Gao, Susan O’Sullivan-Gavin

The aging population and quality of life in Chinese society: A macromarketing perspective
Jie G. Fowler, James W. Gentry

Consuming education: A longitudinal exploration of the Western market’s role in
Chinese development
Amy Yau, Iain Davies

Revisiting the relationship between financial status and life satisfaction among Chinese
rural-to-urban migrants—the perspective of self-determination theory
Rongwei Chu, Junlin Zhao

Session 1b—

Theoretical and practical insights from emerging markets (part I)

Chair: Janice Denegri-Knott

Colors of culture and politics in a West African market context
Lise Bundgaard, Søren Askegaard, Kira Strandby

Urban consumer culture in Vietnam
Hai Chung Pham, Barry Richards

Culture-centric studies of marketing and consumption in Brazil
Marcia Christina Ferreira, Bernardo Figueiredo, Severino Pereira, Daiane Scaraboto

Marketing constraints and opportunities for CAPS in Eastern Africa:
a market systems perspective
Eric Arnould, Melea Press

Session 1c—

Art & culture (part I)

Chairs: Alan Bradshaw & Derrick Chong

Rain Room: The crisis of the social imagination and the popular contemporary art exhibit
Matthew Waters

“It’s the experience that matters”: Reading techno music vs. sound in marketing
Brigitte Biehl-Missal
Art-based research: Once more, with an artist
Matthias Bode, Max Chauvin, Pierre-Yves Macé

Following the yellow brick road: The twisted history of Wicked
Terri L. Rittenburg, Kent Drummond, Susan Aronstein

Panel Session 2a—
Extending social imagination beyond the social: The role of natural service in marketing systems
Panel Chairs: Helge Löbler & Michaela Haase
Norah Campbell, Aidan O’Driscoll, Michael Saren, Helge Löbler

Session 2b—
Theoretical and practical insights from emerging markets (part II)
Chair: Janice Denegri-Knott
Cross-cultural fashion advertising: Its impact on American and Chinese women
Timothy H. Reisenwitz, Jie G. Fowler, Aubrey R. Fowler III
Culturally relative, or relatively cultural: Reflections on the role of philosophies of sciences in consumer culture research
Kira Strandby, Søren Askegaard

Session 2c—
Macromarketing research methodology
Chair: Ben Wooliscroft
Marketing systems and market failure: A consideration of imperfect information
William Redmond
A method to distinguish Chrematism in marketing systems
Djavlonbek Kadirov, Richard J Varey, Sally Wolfenden-Gull
Reassembling marketing systems: An application of actor-network theory to an illegal online marketplace
Sarah Duffy, Roger Layton
Grounded theory as a macromarketing methodology: Critical insights from researching the marketing dynamics of Fairtrade towns
Anthony Samuel, Ken Peattie

Session 3a—
Extending social imagination beyond the social: The role of natural service in marketing systems
Chairs: Helge Löbler & Michaela Haase
The service of nature and the nature of service—extending the service logic for marketing
Helge Löbler
Sustainable service in the social realm: what can we learn from natural service?

*Michaela Haase*

Session 3b—

**Illegal & dark markets**

*Chair: Mark Tadajewski*

Dark markets and marketing versus social marketing and uninformed moral spaces  
*Ross Coomber*

Revolutionary marketing communications, acculturation and acculturation in situ and the legacy of colonialism  
*Elizabeth Hirschman*

Rough Trade: Corporate social responsibility and the garment industry: Implications for macromarketing  
*John Desmond*

Session 3c—

**New perspectives in macromarketing research**

*Chair: Ben Wooliscroft*

Bayesian Networks: A tool for macro-level analysis  
*Ahmet Ekici, Şule Önsel Ekici*

Exploring scale development using Rasch modelling: The case of brand personality  
*Francisco Conejo, Ben Wooliscroft*

Towards an ecological approach to macromarketing  
*Andrea Lucarelli, Massimo Giovanardi*

A modest proposal towards a societal marketing approach for higher education  
*Ute Jamrozy, Don Eulert*
Thursday, 3rd July 2014

Panel Session 4a—

Quintessential macromarketing

Panel Chair: Cliff Shultz
Discussant: Stanley J. Shapiro

An introduction to quintessential macromarketing
Cliff Shultz

On the Slater Imperative
Mark Peterson

Macromarketing – accelerating relevance in an emergent and post-conflict world
Don Rahtz

The contribution of (macro)marketing to Romania’s welfare
Claudia Dumitrescu

Sustainable marketing for Egypt’s tourism industry
Marwa El-Gebali, Cherie Khalaf

Session 4b—

Quality of life (part I)

Chair: Sameer Hosany

A systematic literature review of quality of life research in marketing
Sujit Raghunathrao Jagadale

Consumer discipline & care of the self: Insights from the chronically ill
James Cronin, Mary McCarthy, Mary Delaney

Shopping well-being and subjective well-being: The role of shopping ill-being
Ahmet Ekici, Dong-Jin Lee, Grace Yu, Michael Bosnjak

Exploring different facets of well-being
Alexandra Ganglmair, Ben Wooliscroft

Session 4c—

Gendered subjectivities and marketplace ideologies

Chairs: Catherine Coleman & Pauline Maclaran

The Halal nail polish: Religion and body politics in the marketplace
Özlem Sandikci
Weekend border crossings: The discursive and (trans) formative consumption of gender and culture negotiators
Gary Paramanathan, Teresa Davis

The conflicting role of consumption in transgender experience:
Exploring the interrelationships among gender identity, consumption, and the marketplace
Elizabeth Crosby Kim McKeage, Elissa Cook

Imagining gender equality: Reflections on the teaching of gender in marketing and consumer research
Wendy Hein

Panel Session 5a—
Macromarketing research in developing countries that can lead to later student involvement there
Panel Chair: Mark Peterson
Magda Hassan, Rajesh Chandy, Cliff Shultz

Session 5b—
Quality of life (part II)
Chair: Sameer Hosany

Understanding the consumer values of self-help: Magic versus logic values
Kaleel Rahman

Importance of faith, national pride and the value of global brands in Turkish consumers’ assessment of their quality of life
Özlem Sandıkçı, Ahmet Ekici, Mark Peterson, Travis Simkins

Using commercial big data to inform social policy: Possibilities, ethics, methods and obstacles
Andrew Smith, Leigh Sparks, James Goulding

Emerging model of Quality-of-Life (QOL) of consumers and producers in relation to an alternative food network in Turkey
Forrest Watson, Ahmet Ekici

Session 5c—
Art & culture (part II)
Chairs: Alan Bradshaw & Derrick Chong

Picturing the nation: The role of public funding for film in shaping visions of the nation
Finola Kerrigan, Douglas Brownlie, Paul Hewer, Faye Jones

Chang social media and music consumption: A case study of a K-pop fan community
Yu-Chien Chang

Consumerism, destruction and value: Ephemeral art by Ai Weiwei, Michael Landy and Banksy
Chloe Preece
The death of cultural institutionalism: Floundering museums break the Venezuelan visual arts value chain
Victoria Rodner

Session 5d—

Complementary currencies and alternative local marketplaces (part I)

*Chairs: Mario Campana & Mikko Laamanen*

Alternative currencies: The reinvention of marketing systems for degrowth transitions
*Javier Lloveras, Nikolaos-Foivos Ntounis*

Complementary currencies as incentives for prosocial behavior
*Susan Steed, Daniel Jones, Michael Sanders*

Silk road, onions, and clean money
*Çagri Yalkin, Finola Kerrigan*

Alternative exchange systems: A study of ‘Chamas’ in Kenya
*Fredah G. Mwiti*

Panel Session 6a—

**Family, Food, and Markets**

*Panel Chair: James W. Gentry*

*Ann Veeck, Hongyan Yu, Xin Zhao, Fang (Grace) Yu, Claudia Dumitrescu, Clifford J. Shultz II, Renee Shaw Hughner, Rafael Bahtavoryan, Victoria Salin, Oral Capps, Jr.*

Session 6b—

**Sustainability, markets & marketing (part I—developmental)**

*Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane*

Investigating a sustainable market orientation in SME strategy management
*Robert Mitchell, Ben Wooliscroft, James Higham*

Marketing and regional integration for food security in the Arab world
*Mohsen A. Bagnied, Mark Speece*

Channel-based determinants and phase-focused traits in the adoption process of a sustainable development strategy for the Hog industry in Québec
*Joanne Labrecque, Bertrand Dulude, Sylvain Charleboisc*

Differences in sustainable tourism communication on social media within a cross-cultural context
*Wided Batat, Sonja Prentović*

Simplifying sustainably during a crisis
*Cathy McGouran*
Session 6c—

**Consumer vulnerability (part I)**

*Chair: Kathy Hamilton*

- Exploring the temporality of consumer vulnerability
  *Philippa Hunter-Jones, Steve Baron, Gary Warnaby*

- Patient, client, user, consumer?: Issues involved with approaching vulnerability with consumer-focused terminology
  *Maria Placentini, Susan Dunnett, Kathy Hamilton*

- Vulnerable desires: Impoverished migrant consumers in Turkey
  *Ozlem Sandikci, Berna Tari, Sahver Omerak*

- In search of vulnerability: Consuming pilgrimage for emotional release
  *Leighanne Higgins*

Session 6d—

**The market and the household in times of austerity (part I)**

*Chairs: Benedetta Cappellini & Liz Parsons*

- Consuming austerity: Media representations
  *Pierre McDonagh, Andrea Prothero*

- Doing family in times of austerity
  *Benedetta Cappellini, Vicki Harman, Alessandra Marilli, Elizabeth Parsons*

- A cross-cultural exploration of austerity-based practices around the home
  *Deirdre O’Loughlin, Belem Barbosa, Maria Eugenia Fernández-Moya, Kalipso Karantinou, Morven McEachern, Isabelle Szmigin*

Panel Session 7a—

**The globalisation of marketing ideology**

*Panel Chairs: Giana Eckhardt & Rohit Varman*

- *Fuat Firat, Russ Belk, Lisa Peñaloza, Janice Denegri-Knott*

Session 7b—

**Quality of life (part III)**

*Chair: Sameer Hosany*

- A macromarketing perspective of the consumer issue of the future:
  The quality of life of the elderly, globally
  *James W. Gentry, Robert A. Mittelstaedt*

- Seeking Halal food in the U.S. through social media
  *Yusniza Kamarulzaman, Ann Veeck, Mushtaq Luqmani, Zahir A. Quraeshi*
New Zealand underdogs: Giving all a ‘Fair Go’
Lee Phillip McGinnis, Robert Andrew Davis, James W. Gentry, Tao Gao, Sunkyu Jun

Session 7c—
Marketing theory (part I)
Chairs: Michael Saren & Georgios Patsiaouras

New philosophical underpinning of macromarketing theories
Hans Skytte

Re-visiting evolutionary explanations of distribution and social exchange
John Desmond

Conceptualisations of consumer orientation in the history of marketing thought:
An analysis with ethical implications
Ann-Marie Kennedy, Gene Laczniak

Session 7d—
The market and the household in times of austerity (part II)
Chairs: Benedetta Cappellini & Liz Parsons

When citizens and households fall below the level of consumption adequacy:
Implications for service in austere and unsettled times
Gary Warnaby, Steve Baron, Philippa Hunter-Jones

How market provision of aged care-related services is changing the institution of the family:
The case of Germany migrating grandparents
Ingrid Becker, Jayne Krisjanous

Food insecurity and the hunger-obesity paradox
Debra M. Desrochers, Stephan Dahl
Friday, 4th July 2014

Panel Session 8a—

Religion & marketing: Is there a crisis in the imagination of macromarketers (part I)

Panel Chair: Raymond Benton, Jr.

Religion & marketing: Is there a crisis in the imagination of macromarketers?
Raymond Benton, Jr.

Marketing and branding God: So what?
Jeaney Yip

On consumerism, branding & religion
Tom Klein

A macromarketer’s reading of “Evangelii-Gaudium”
John D. Mittelstaedt

Can existential consumerism displace spiritually-oriented quality of life?
Mark Peterson

Session 8b—

Sustainability, markets & marketing (part II—developmental)

Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane

Sustainability innovations: Shifting from the dominant social paradigm
Rachael E. Budowle, Terri L. Rittenburg, John D. Mittelstaedt, Robert A. Mittelstaedt

The poor consumer facing sustainable development stakes in Africa: The case of Mali
Sanata Diabaté, Wided Batat

Emergence of sustainable markets: Relations among different actors of the fashion system
Zeynep Ozdamar Ertekin, Deniz Atik, Jeff B. Murray

Session 8c—

Consumer Vulnerability (part II)

Chair: Kathy Hamilton

The role of product and place in the vulnerability of visible difference
Teresa M. Pavia

Care in the community: Vulnerable homebound consumers and the need for surrogates
Hilary Downey, Tim Stone

Customer collectives in healthcare: The transformative potential of service to overcome consumer vulnerability
Julia Rötzmeier-Keuper, Nancy V. Wünderlich
Communicating the prevention of a stigmatised disease: A macromarketing perspective
Beatriz Casais, Joao F. Proenca

Session 8d—

Energy consumption and energy policy in Europe:
New perspectives and marketing challenges for the “old continent”

*Chairs: Doreén Pick & Stephan Zielke*

Get electric vehicles going: A segmentation approach for the adoption of electric vehicles in organisations
*Daniela Mueller, David M. Woisetschlaeger, Nils O. Ommen, Christof Backhaus*

Cost-caused price increases in energy markets: How to frame and communicate them?
*Stephan Zielke, Doreén Pick*

Panel Session 9a—

Religion & marketing: Is there a crisis in the imagination of macromarketers (part II)

*Panel Chair: Raymond Benton, Jr.*

Buddhism and consumption
*Giana Eckhardt*

Being hip and Halal: More than meat and money
*Jonathan A. J. Wilson*

The Easternisation of the West and the role of new age religions in consumption
*Pauline Maclaran, Linda Scott*

The market as civil religion: Macromarketing conversations with Max Weber, Walter Benjamin and Carl Schmitt
*Stefan Schwarzkopf*

Session 9b—

Sustainability, markets & marketing (part III)

*Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane*

Disney as environmental steward? That’s Just Goofy: A critical examination of the relationship between magic, sustainability and corporate practice
*Catherine A. Coleman, Ellen Moore*

Unveiling everyday reflexivity tactics in a sustainable community
*Katherine Casey, Maria Lichrou, Lisa O’Malley*

Exploring the role of modern Confucian values for promoting sustainable consumption in China
*Amy Yau, Iain Davies*

Modeling the adoption of car sharing
*Marius Claudy, Mark Peterson, Travis Simkins*
Session 9c—

**Consumer vulnerability (part III)**

Chair: Kathy Hamilton

- Low income young mothers and the pursuit of ‘socially appropriate’ parenting  
  *Emma N. Banister, Margaret K. Hogg, Kirsty M. Budds*

- The situational vulnerability of new mothers  
  *Andrea Tonner*

- Energy vulnerable consumers  
  *Rob Lawson, Ben Wooliscroft*

- Understanding young consumer competency and vulnerability within the marketplace  
  *Wided Batat*

Session 9d—

**Violence, exploitation and servitude**

Chairs: Norah Campbell & Mandy Earley

- The imperialist ethos of international marketing  
  *Mandy Earley*

- Derealization of subaltern and violence in service encounter  
  *Rohit Varman*

- Advertising nanotechnology: Invisible violence  
  *Norah Campbell, Cormac Deane, Padraig Murphy*

- What is violence?  
  *Dominique Bouchet*

Panel Session 10a—

**Transformative service research roundtable**

*Panel Chairs: Thorsten Gruber & Per Skalen*

- *Heiko Gebauer, Johanna Gummerus, Linda Nasr*

Session 10b—

**Sustainability, markets & marketing (part IV)**

Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane

- Responsibility attribution and consumer behaviour in the light of a Bangladesh factory collapse  
  *Tina Müller, Wencke Gwozdz, Lucia A. Reisch*

- Fairtrade towns: Ethical consumers as architects of a ‘new’ branded place  
  *Anthony Samuel*
A practice theory approach to sustainability issues in fine jewelry consumption
Caroline Moraes, Marylyn Carrigan, Carmela Bosangit, Michelle McGrath

Re-appropriating immaterial value: A manifesto for the new rural economy
Adam Arvidsson, Gennaro Fonatanrosa, Alex Giordano, Eugenia Laghezza, Francesco Martuciello, Agostino Ritano, Michele Sica

Session 10c—
Marketing & psychoanalysis
Chair: Robert Cluley & John Desmond

Games people play with brands: Transactional analysis and the market
Mike Moleworth, Rebecca Jenkins, Georgiana Grigore

The personality continuum
Paul Albanese

Subverting and the uncanny
Alan Bradshaw, Will Large

Confronting the abject in retailscapes
Andrea Davies, Pauline Maclaran, Elisabeth Tissier-Debordes

Session 10d—
Complementary currencies and alternative local marketplaces (part II)
Chairs: Mario Campana & Mikko Laamanen

Availability cascades & the sharing economy—a critical outlook at collaborative consumption
Sarah Netter

The nature of exchange in time banks: Mapping the territory and identifying the phenomenon
Carmen Valor, Eleni Papaikonomou

Narratives of collaborative consumption movements: Imagining social change
Mikko Laamanen, Mario Campana, Stefan Wahlen

Alternative time-based markets and gender: Public policy implications of timebanking in a comparative European context
Lucía del Moral

Session 11a—
Marketing ethics & corporate social responsibility (with macro dimensions)
Chair: Nicky Santos

Operationalizing the constructs of the integrative justice model:
A useful tool for marketers in varied contexts
Tina M. Facca-Miess, Nicolas J.C. Santos
Less shine, more substance:  
Corporate social responsibility, SMEs and the Jewelry industry  
Marilyn Carrigan, Carmela Bosangit, Caroline Moraes, Morven McEachern

Marketing ethics and CSR in the gambling industry: How much is enough?  
June Buchanan, Greg Elliot, Lester W. Johnson

Ethical issues and pharmaceutical marketing in developing economies:  
A study of pharmaceutical promotion in India  
Meenakshi Handa, Vinita Srivastava

Session 11b—  
**Sustainability, markets & marketing (part V)**  
*Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane*

Transforming markets for sustainable development:  
A market-based norm-lifecycle model on company-special interest group interactions  
Paul T.M. Ingenbleek, Peter Knorringa

The role of fashion vs. style orientation on sustainable fashion consumption  
Wencke Gwozdz, Shipra Gupta, Jim Gentry

Emerging water marketing systems:  
The consequences of commercial water trading on sustainable practices and consumption  
Georgios Patsiaouras, Michael Saren, James Fitchett

Session 11c—  
**Marketing theory (part II)**  
*Chairs: Michael Saren & Georgios Patsiaouras*

Indifference in a culture of consumption: Boredom, apathy and the non-consuming subject  
Elizabeth Nixon

The gap between theory and practice in social marketing: A study of positive and negative appeals in European television advertising preventing HIV & AIDS  
Beatriz Casais, Joao F. Proenca

Speak to the leg: A post-Paralympic analysis and re-theorization of consumer-object relations  
Rikke Duus, Andrea Davies, Mike Saren
Saturday, 5th July 2014

Session 12a—

Neoliberalism and macromarketing (part I)
Chair: Olga Kravets & James Fitchett

Macromarketing infrastructures (I)
James Fitchett, Olga Kravets

Neoliberal marketing is ludo-marketing: Gamification as biopolitical extraction
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