

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

Arts Building
Lecture Theatre 1

Session 1a—

ISMD: To serve the people?
Exploring the market's role in
Chinese development

Chair:
Giana Eckhardt

Arts Building
Lecture Theatre 2

Session 1b—

ISMD: Theoretical and
practical insights from
emerging markets (part I)

Chair:
Janice Denegri-Knott

Arts Building
Lecture Theatre 3

Session 1c—

Art & culture
(part I)

Chairs:
Alan Bradshaw
& *Derrick Chong*

1.00pm

Buffet Lunch—
Arts Building Foyer

Wednesday, 2nd July 2014 — Afternoon Sessions

Arts Building
Lecture Theatre 1

Panel Session 2a —

Extending social imagination
beyond the social: the role of
natural service in marketing
systems

Panel Chairs:
Helge Löbler
& *Michaela Haase*

2.00pm

Arts Building
Lecture Theatre 2

Session 2b —

ISMD: Theoretical and
practical insights from
emerging markets
(part II)

Chair:
Janice Denegri-Knott

4.00pm

Arts Building
Lecture Theatre 3

Session 2c —

Macromarketing
research methodology

Chair:
Ben Wooliscroft

Coffee Break & Registration

Arts Building
Lecture Theatre 1

Session 3a —

Extending social imagination
beyond the social: the role of
natural service in marketing
systems

Chairs:
Helge Löbler
& *Michaela Haase*

4.15pm

Arts Building
Lecture Theatre 2

Session 3b —

Illegal
& dark markets

Chair:
Mark Tadjewski

5.45pm

Arts Building
Lecture Theatre 3

Session 3c —

New perspectives in
macromarketing research

Chair:
Ben Wooliscroft

7.00pm

ISMD Board Meeting (6.00-8.00pm) — Arts Building Lecture Theatre 1

Dinner —

Picture Gallery

9.00pm

Thursday, 3rd July 2014 — Morning Sessions

Moore Building
Management Auditorium

Panel Session 4a —

Quintessential
macromarketing

Panel Chair:
Cliff Shultz

Boiler House
Lecture Theatre

Session 4b —

Quality of life
(part I)

Chair:
Sameer Hosany

Moore Building
Executive Seminar Room 1

Session 4c —

Gendered subjectivities and
marketplace ideologies

Chairs:
Catherine Coleman
& *Pauline Maclaran*

Moore Building
Executive Seminar Room 2

Panel Session 5a —

Macromarketing research
in developing countries that
can lead to later student
involvement there

Panel Chair:
Mark Peterson

Session 5b —

Quality of life
(part II)

Chair:
Sameer Hosany

Session 5c —

Art & culture
(part II)

Chairs:
Alan Bradshaw
& *Derrick Chong*

Session 5d —

Complementary currencies
and alternative local
marketplaces
(part I)

Chairs:
Mario Campana
& *Mikko Laamanen*

Coffee Break & Registration

Lunch —
Founders Dinning Hall

8.30am

10.30am

11.00am

1.00pm

Thursday, 3rd July 2014 — Afternoon Sessions

	Moore Building Management Auditorium	Boiler House Lecture Theatre	Moore Building Executive Seminar Room 1	Moore Building Executive Seminar Room 2
2.00pm	Panel Session 6a — Family, food, and markets <i>Panel Chair:</i> <i>James W. Gentry</i>	Session 6b — Sustainability, markets & marketing (part I — developmental) <i>Chairs:</i> <i>Andreas Chatzidakis,</i> <i>Laura J. Spence,</i> <i>& Andrew Crane</i>	Session 6c — Consumer vulnerability (part I) <i>Chair:</i> <i>Kathy Hamilton</i>	Session 6d — The market and the household in times of austerity (part I) <i>Chairs:</i> <i>Benedetta Cappellini</i> <i>& Liz Parsons</i>
4.00pm	Coffee Break			
4.15pm	Panel Session 7a — The globalisation of marketing ideology <i>Panel Chair:</i> <i>Giana Eckhardt</i> <i>& Rohit Varman</i>	Session 7b — Quality of life (part III) <i>Chair:</i> <i>Sameer Hosany</i>	Session 7c — Marketing theory (part I) <i>Chairs:</i> <i>Michael Saren</i> <i>& Georgios Patsiaouras</i>	Session 7d — The market and the household in times of austerity (part II) <i>Chairs:</i> <i>Benedetta Cappellini</i> <i>& Liz Parsons</i>
5.45pm	Macromarketing Board Meeting (6.00-8.00pm) — Moore Building Management Auditorium			
7.00pm	Dinner —			
9.00pm	Founders Senior Common Room			

Friday, 4th July 2014—Morning Sessions

	Moore Building Management Auditorium	Boiler House Lecture Theatre	Moore Building Executive Seminar Room 1	Moore Building Executive Seminar Room 2
8.30am	<p>Panel Session 8a—</p> <p>Religion & marketing: is there a crisis in the imagination of macromarketers? (part I)</p> <p><i>Panel Chair:</i> <i>Raymond Benton, Jr.</i></p>	<p>Session 8b—</p> <p>Sustainability, markets & marketing (part II—developmental)</p> <p><i>Chairs:</i> <i>Andreas Chatzidakis,</i> <i>Laura J. Spence,</i> <i>& Andrew Crane</i></p>	<p>Session 8c—</p> <p>Consumer vulnerability (part II)</p> <p><i>Chair:</i> <i>Kathy Hamilton</i></p>	<p>Session 8d—</p> <p>Energy consumption and energy policy in Europe: new perspectives and marketing challenges for the “old continent”</p> <p><i>Chairs:</i> <i>Doreén Pick</i> <i>& Stephan Zielke</i></p>
10.30am	<p>Coffee Break</p>			
11.00am	<p>Session 9a—</p> <p>Religion & marketing: Is there a crisis in the imagination of macromarketers (part II)</p> <p><i>Panel Chair:</i> <i>Raymond Benton, Jr.</i></p>	<p>Session 9b—</p> <p>Sustainability, markets & marketing (part III)</p> <p><i>Chairs:</i> <i>Andreas Chatzidakis,</i> <i>Laura J. Spence,</i> <i>& Andrew Crane</i></p>	<p>Session 9c—</p> <p>Consumer vulnerability (part III)</p> <p><i>Chair:</i> <i>Kathy Hamilton</i></p>	<p>Session 9d—</p> <p>Violence, exploitation and servitude</p> <p><i>Chairs:</i> <i>Norah Campbell</i> <i>& Mandy Earley</i></p>
1.00pm	<p>Lunch— Founders Dinning Hall</p>			

Friday, 4th July 2014 – Afternoon Sessions

	Moore Building Management Auditorium	Boiler House Lecture Theatre	Moore Building Executive Seminar Room 1	Moore Building Executive Seminar Room 2
2.00pm	<p>Panel Session 10a—</p> <p>Transformative service research roundtable</p> <p><i>Panel Chairs: Thorsten Gruber & Per Skåln</i></p>	<p>Session 10b—</p> <p>Sustainability, markets & marketing (part IV)</p> <p><i>Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane</i></p>	<p>Session 10c—</p> <p>Marketing & psychoanalysis</p> <p><i>Chair: Robert Cluley & John Desmond</i></p>	<p>Session 10d—</p> <p>Complementary currencies and alternative local marketplaces (part II)</p> <p><i>Chairs: Mario Campana & Mikko Laamanen</i></p>
4.00pm				
Coffee Break				
4.15pm	<p>Session 11a—</p> <p>Marketing ethics & corporate social responsibility (with macro dimensions)</p> <p><i>Chair: Nicky Santos</i></p>	<p>Session 11b—</p> <p>Sustainability, markets & marketing (part V)</p> <p><i>Chairs: Andreas Chatzidakis, Laura J. Spence, & Andrew Crane</i></p>	<p>Session 11c—</p> <p>Marketing theory (part II)</p> <p><i>Chairs: Michael Saren & Georgios Patsiaouras</i></p>	
5.45pm				
Macromarketing Business Meeting (5.45-6.30pm)				
7.00pm	<p>BBQ & Best Papers Awards— Followed by Late-Night DJ Party</p>			
9.00pm				

Saturday, 5th July 2014 — Morning Sessions

Moore Building
Management Auditorium

Boiler House
Lecture Theatre

8.30am

Session 12a —
Neoliberalism
and macromarketing
(part I)
Chairs:
Olga Kravets
& *James Fitchett*

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 Khallaf

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 Sandıkcı

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 Sandıkcı, 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

Change 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 Charlebois

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 Piacentini, Susan Dunnett, Kathy Hamilton

Vulnerable desires: Impoverished migrant consumers in Turkey
Ozlem Sandikci, Berna Tari, Sahver Omeraki

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, María 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 Laczniaik

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. Wunderlich

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

Subvertising 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 Papaoikonomou

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

Marylyn 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
Adnan Selimovic, Detlev Zwick

Social marketing and neo-liberal governance
Effi Raftopoulou

The reputation economy and the aftermath of neoliberalism
Alessandro Gandini

Session 12b—

**Revisiting macromarketing management: Is the view worth the trip? (part I)
21st century macromarketing management—more on the building blocks**

Chair: Stanley J. Shapiro

Macromarketing & social marketing: From tunes to symphonies
Christine Donegan

Aldersonian macromarketing management?
Ben Wooliscroft

Managerial macromarketing
Mark Peterson

Revisiting marketing as constructive engagement: Linking policies and managerial practices
Cliff Shultz

Session 13a—

Neoliberalism and macromarketing (part II)

Chair: Olga Kravets & James Fitchett

Macromarketing infrastructures (II)
Olga Kravets, James Fitchett

Counternarratives to delegitimation in the market
Anil Isisag

To be or not to be Baltic, that is the question:
An exploration of nationalist antinomies in collaborative nation branding
Warren Pinto, Sylvain Charlebois, Brent McKenzie, Stacia Elliot

The polymorphous nature of place branding: A comparison of Stockholm and Turin
Andrea Lucarelli, Massimo Giovanardi

Session 13b—

Revisiting macromarketing management: Is the view worth the trip? (part II)
Macromarketing management: Additional perspectives and critiques

Chair: Christine Domegan

Reconstructing macromarketing management: The progress(?) to date
Stanley J. Shapiro

Social business & macromarketing: A commentary
Michael Baker

On the (near) impossibility of managing a macromarketing system
Roger Layton

Macromarketing management: A critical marketing perspective
Shona Bettany