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**14<sup>TH</sup> BIENNIAL  
CONFERENCE  
Lima, Peru  
August 9–11, 2016**



**Theme: Challenging Development and Markets**

Host: Universidad Del Pacífico, Lima, Peru

Conference hotel: Melia Lima <http://www.melia.com/en/hotels/peru/lima/melia-lima/index.html>

Regular fee: 400 USD  
Local fee/Fee from less affluent countries: 200 USD  
Doctoral student fee: 300 USD

**Funding for attendance costs can be applied after paper acceptance confirmation**

**Conference Co-Chairs:**

Pia Polsa HANKEN Helsinki, Finland	Rosario Mellado Universidad del Pacifico Lima, Peru	Gina Pipoli Universidad del Pacifico Lima, Peru	Janice Denegri-Knott Bournemouth Uni. Bournemouth,UK
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**Conference organizing team:** Rosario Mellado, Pia Polsa, Finola Kerrigan, Janice Denegri-Knott, Gina Pipoli, Cecilia Montes, Leyla Montes De Oca Fernandez, Mikko Laamanen

The world has undergone significant transformations over the past few decades. Emerging economics, global South or developing nations are those whose economic development measured in GDP has increased most in relative terms. Therefore, the entire notion of “development” and “markets” may it be economic or social can be challenged. Recent research provides useful insights towards this very challenge; Buen vivir (Gudynas, 2011; Balch, 2013), market plasticity (Nenonen, Kjellberg, Pels, Cheung, Lindeman, Mele, Sajtos, & Storbacka, 2014), fair development (Ding, 2014), transformative consumer research (Figueiredo, Chelekis, DeBerry-Spence, Firat, Ger, Gedefroit-Winkel, Kravets, Moisander, Nuttavuthisit, and Penalzoza, 2015) to name the few. However, much remains to be uncovered in the broader socio-economic, political, cultural and other areas that work to define

contemporary development in the era of the market, market places and market formation. This conference seeks to mobilize diverse and multidisciplinary perspectives in this regard toward a better understanding of the processes of practices of development in contemporary society.

Part of the goal for this conference then is to bring together traditional and emerging thoughts on the new era of markets and its connection to human development in all its forms. In this regard, we encourage papers and sessions on a redefinition of development grounded in contemporary understanding of markets from a multidisciplinary perspective. That is, we seek works that explore the current nature of development and the role that markets play in it. Historical and traditional treatments of marketing and development are also welcome. Some questions that are worth pondering for purposes of the conference are: Who are the beneficiaries of contemporary development efforts? Who are marginalized by these efforts? And what can be done to enhance development benefits and mitigate the negative effects?

As with earlier ISMD conferences, we anticipate thinking and investigations that rely on existing models to suggest new avenues for enhancing development around the world. We invite even challenge the essence of the term “development” and “markets”!

To this end, we are inviting submissions to 14th topical conference tracks described below but not limited to these topics. Each paper or panel submission should be addressed to only one specific track. Please select the track closest to your submission. For special session proposals or topics that are not captured by the identified tracks, please send proposals to Pia Polsa ([pia.polsa@hanken.fi](mailto:pia.polsa@hanken.fi))

#### **References:**

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## **Tracks and Chairs**

### **Track 1: Critical Perspectives of (Post) Development in the Age of Markets**

**Chairs:** Alan Bradshaw ([Alan.Bradshaw@rhul.ac.uk](mailto:Alan.Bradshaw@rhul.ac.uk), Royal Holloway University of London) and Detlev Zwick, York University ([DZwick@shulich.yorku.ca](mailto:DZwick@shulich.yorku.ca))

Of all the 20<sup>th</sup> century ideas, few have generated the kind of passionate and drawn-out controversy as that of Western ‘development’. Since Arturo Escobar’s book *Encountering Development* (1995), which made him the iconic face of the post-development movement, many theorists have built upon the monograph’s main ideas and looked at Western development as a pervasive cultural discourse with profound consequences for the production of social reality in the so-called Third World. Critical of the actions of states, markets and international aid organizations, some scholars, including Escobar, have examined possibilities for social change that is led by new and often local social movements and progressive non-governmental organizations. For many critical scholars, however, (post)development studies have reached an impasse. In the final analysis, critical development work is the work of imagining alternatives to the mainstream discourse of Western developmentalism and imagining a role for markets that is not overdetermined by self-interested capitalist states or by neoliberal ideologies of

supra-national organizations such as the IMF, the World Bank and others. This track seeks both theoretical and empirical papers that look critically at how markets and marketing (capitalism generally) close down or perhaps open up spaces for alternative paths of development.

### **Track 2: Imagining Alternatives**

**Chairs:** Finola Kerrigan, University of Birmingham ([f.kerrigan@bham.ac.uk](mailto:f.kerrigan@bham.ac.uk)) and Andreas Chatzidakis, Royal Holloway, University of London ([Andreas.Chatzidakis@rhul.ac.uk](mailto:Andreas.Chatzidakis@rhul.ac.uk))

This track invites papers which report on alternative models of ‘development’ from that which dominate the mainstream within the context of globalization and predatory capitalism. In the shadow of talks on the Trans Pacific Partnership, where (neo)liberalization of global markets and economies of scale dominate discussions on stimulating economic growth, there are alternative visions of well-being and development being enacted around the world. Through everyday praxis, various alternative economies, bottom-up organizations and broader “here and now” experimentations with doing things differently are cultivating their own vocabulary, foregrounding ideas around degrowth, small scale, solidarity, and socio-environmental justice. Ultimately, our track aims to provide a space for collective reflection on alternative visions for the future and their prefiguration in the present.

### **Track 3: Buen vivir and markets**

**Chairs:** Maria Ehrnström-Fuentes ([maria.ehrnstrom@hanken.fi](mailto:maria.ehrnstrom@hanken.fi)) Hanken School of Economics, Eija Ranta, ([eija.ranta@helsinki.fi](mailto:eija.ranta@helsinki.fi)) University of Helsinki, Linda Annala ([linda.annala@hanken.fi](mailto:linda.annala@hanken.fi))

Buen vivir is an alternative movement and academic discourse to traditional development that calls for “any alternative to development must open paths to move beyond the modern Western culture” (Gudynas, 2011:441). This track calls for papers that discuss the concept of buen vivir and its relationship to markets and business in both global and local level. What do markets look like in places where buen vivir is the dominant social imaginary? Is there even a place for ‘markets’ in such a setting or should the interchange between humans be conceptualized in a different way? What is needed to transition from the dominant capitalist market perspective to markets built on a deeply relational ontological view on nature and community engagement?

- “Truques”, (Mapuche community in Chilean used to have seed sharing markets/harvest sharing markets where no money were involved, mutual trust etc)
- Sharing economy (what is the role of sharing and how are surplus value of trade dealt with)
- Role of money transactions (the need of money for interchange– and the problems related to it)
- The premises of international trade

#### **References:**

Gudynas E., (2011), Buen Vivir: Today’s tomorrow, *Development*, 54(4), 441-447.

### **Track 4: Fair Development**

**Chairs:** Qingyun Jiang ([qyjiang@fudan.edu.cn](mailto:qyjiang@fudan.edu.cn)) Fudan University, China, and Lixian Qian ([Lixian.Qian@xjtlu.edu.cn](mailto:Lixian.Qian@xjtlu.edu.cn)) Xi’an Jiaotong-Liverpool University, China

In the past few decades, sustainable development (SD) has been widely accepted by the world as one of the key development philosophies and principles. More recently, the concept of “Fair Development” (FD) has been proposed by Ding (2014) in place of SD as a better human development principle, in that FD is clearly defined and more actionable with less room for conspiracy than SD. Specifically, “Fair Development” is defined as “human development that strives to ensure distributive, procedural, and restorative fairness related to the opportunities, resources, and outputs of human development to the extent they are compatible in any particular application, between a benchmark entity and X, where X is a well-defined entity that either exists now or will exist Y years from now” (Ding, 2014, p.35). This

track invites both theoretical and empirical articles in a wide range of topics related to FD at individual, organizational, national, and/or international levels.

**References:**

Ding M. (2014), *The Bubble Theory Towards a Framework of Enlightened Needs and Fair Development*, Cham: Springer.

**Track 5: Alternative economies and liberal development in (post-)conflict areas**

**Chairs:** Aurelie Broeckerhoff, Coventry University, [ab9569@coventry.ac.uk](mailto:ab9569@coventry.ac.uk) and Mikko Laamanen, Grenoble Ecole de Management, ([Mikko.LAAMANEN@grenoble-em.com](mailto:Mikko.LAAMANEN@grenoble-em.com))

A dominant approach in transforming conflict and (post-)conflict societies around the world focuses on building (Western) liberal market economic structures within affected countries and regions. This “liberal peace” agenda rests partly on the assumption that the introduction of democratic and liberal market economies evokes stability and peace, enhances democracy and empowerment, and hence makes violent conflict less likely (Gartzke 2007).

Evidence from (post-)conflict societies around the world suggests that the effects of liberal peace have been differential, partly because marketization as an externally driven process exposes and creates power imbalances within countries, often for the benefit of the few rather than the many (Ozerdem 2015). Further, research suggests that these liberal market societies can often become perpetrators of other forms of violence driven by commercial interests and economic growth (Wenar & Milanovic 2009). The impact on people’s lived experience in (post-)conflict societies and their individual and collective responses to marketisation have to date not been sufficiently understood. As such, this track seeks to explore how the citizen emerges as a consumer within the context of liberal development, and how consumption becomes a political act as an individual and collective expression of both obedience and resistance to conflict, violence, and liberalisation.

Various forms of social organization may take a critical stance towards these peacebuilding efforts by engaging in alternative consumption and exchange practices. These alternatives draw critical input from various civil uprisings and (social) movements against (neo)liberal developments, their underlying politico-economic hegemonies and adverse impact on everyday lives (Gibson-Graham, 2006; Laamanen & Skålén, 2014; Snow & Soule, 2010). As social action in the present - both at individual and collective levels - creates future outcomes, the politics and organisation of these alternatives takes into consideration how change requires not only a future focus, but also an embeddedness in present everyday practices (Parker et al., 2014; Yates, 2015). Consequently, alternative economic practices of individuals and collectivities reject models that promise empowerment but in the process reproduce systems of conflict, violence and hegemony.

In the context of liberalisation and subsequent consumerisation of conflict areas, we ask, what role can alternative economies play in challenging the dominance of the liberal development of conflict regions, what challenges emerge in practice (their goals, practices and processes), and under which circumstances do the various alternatives cede to liberal development and become mainstream? Submissions to the track are welcome around the three topics of liberal peace and development, political and collective forms of consumption, and alternative economies, and their conjuncture in current or historical contexts.

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- Yates, L. (2015). Rethinking Prefiguration: Alternatives, Micropolitics and Goals in Social Movements. *Social Movement Studies: Journal of Social, Cultural and Political Protest*, 14 (1), 1-21.

### **Track 6: Markets, Marketing and Development**

**Chair:** Sammy Bonsu ([sbonsu@gimpa.edu.gh](mailto:sbonsu@gimpa.edu.gh)) Ghana Institute of Management and Public Administration (GIMPA)

In a groundbreaking piece in the *Journal of Marketing*, Peter Drucker (1958) argued that marketing is the most effective engine of socio-economic development through its ability to rapidly develop entrepreneurs and managers. Several scholars (Chuck Slater and his intellectual progeny, for instance) have since supported this view, outlining practices, processes and specific activities that facilitate these processes. Now there is no doubt at all that marketing and markets have had tremendous impact on socio-economic development around the world. Submissions in this track will contribute conceptually or empirically to the body of knowledge on the nature of the relationship between markets, marketing and socio-economic development. Historical analysis of markets and marketing are also welcome.

### **Track 7: Theoretical and practical insights from emerging markets**

**Chair:** Janice Denegri-Knott ([JDKnott@bournemouth.ac.uk](mailto:JDKnott@bournemouth.ac.uk)) Bournemouth University, Gina Pipoli ([pipoli\\_gm@up.edu.pe](mailto:pipoli_gm@up.edu.pe)) Universidad del Pacífico

There is growing proliferation of marketing paradigms- from relationship marketing, tribal marketing, experiential marketing to the service dominant logic. However, these competing perspectives continue to be largely underpinned by Western thought (Carù, Cova and Dalli 2014). American ideas in particular have had a steering effect in determining best marketing practice and in outlining the theoretical boundaries of the discipline. This dependency has been noted in the marketing and development literature (Arnould 2014, Tadajewski et al. 2014), postcolonial critiques of marketing education (Bradshaw and Tadajewski 2011, Varman and Saha 2009) and in culture-centric studies of marketing and consumers (e.g. Ger and Belk 1996, Kjeldgaard and Askegaard 2006, Witkowski 2005). There is growing momentum for enriching the established marketing canon by bringing to the fore new cultural perspectives to frame our study of consumers, markets and marketing (e.g. Cova 2005, Carù et al. 2014). Existing efforts have coalesced in competing orientations, such as Meridian, Confucian, European and Scandinavian approaches.

Taking into account the growing role of marketing in the development of emerging markets, it is opportune to chart marketing thought and application in these contexts and appraise ways in which knowledge generated there may provide new conceptual and practical insights into the discipline. In order to address the limited presence of 'other orientations' in marketing and consumer research, we invite papers that consider the potential of theoretical and practical insights from emerging markets. We welcome submissions that consider, but are not limited to, the following areas:

- Marketing practice in emerging markets
- Marketing theory from emerging markets
- Strategic marketing in emerging markets

- Insights for marketing and sustainable development
- Mapping out ‘other marketing orientations’
- New ideas for marketing and consumer research
- Historical accounts of the emergence of the marketing discipline in emerging markets

Theoretical insights generated in emerging markets and their potential in re-framing our understanding

### **Track 8: Marketplace Justice and Consumption**

Chair: Gretchen Larsen ([gretchen.larsen@durham.ac.uk](mailto:gretchen.larsen@durham.ac.uk)), Durham University.

The notion of justice is concerned with the concept of moral rightness, and in the context of markets involves the pursuit of fairness in exchange and in the distribution of social and economic benefits. A key constituency of marketplace justice is the consumer, whose rights and interests must be addressed and who must perform certain duties, in order to ensure a fully functioning and just marketplace. However, markets and consumers alike do not always behave as various stakeholders might argue that they should, particularly when the macro environment is in a state of transition or flux. Consequently, a full understanding of the ways in which markets enable or disable justice for consumers has not yet been reached. Therefore this track invites both theoretical and empirical papers from diverse philosophies, practices, and methodologies to tackle the complexities and intricate nature of this field of inquiry as it relates to matters of development.

### **Track 9: Neo-demographics? Big Data and the practice and impact of marketing in developing economies**

Chair: Andrew Smith ([Andrew.P.Smith@nottingham.ac.uk](mailto:Andrew.P.Smith@nottingham.ac.uk)) University of Nottingham

Many developing economies have a limited data infrastructure in terms of what we might term ‘traditional’ data (e.g. geodemographic data linked to zip codes). Such data are commonly used as a basis for segmentation and market modelling in economies in the US and Europe but are sparse or non-existent in many economies in Asia and Africa. However developing economies often have digital footprint data in abundance. For example, the normalization of mobile money transfer in many African countries and the ubiquitous use of mobile phones. This track will explore the opportunities that such digital footprint data provides for understanding developing markets, the potential policy implications and the ethical and regulatory issues.

### **Track 10: Violence, Development, and Marketing**

Chairs: Rohit Varman, ([rohit.varman@gmail.com](mailto:rohit.varman@gmail.com)) Indian Institute of Management Calcutta and Per Skålen, ([per.skalen@kau.se](mailto:per.skalen@kau.se)) Karlstad University

Violence is ubiquitous in the contemporary social world. Violence can be symbolic or physical in nature (Bourdieu 1977; Zizek 2009), and is dominant in different parts of the Third World (Sassen 2014). Many have argued that violence is inherent in the current trajectory of neoliberal capitalism as businesses extract profits by violently dispossessing and displacing people through the logic of markets (Harvey 2003; Sassen 2014). In fact, this prompted Banerjee (2011) to coin the term necrocapitalism that shows how profit-making and violence or death are intertwined (see also Banerjee 2013). In emphasizing necropolitics, Membe (2003, 34) points out that, “the extraction and looting of natural resources by war machines goes hand in hand with brutal attempts to immobilize and spatially fix whole categories of people.” Accordingly, necropolitics creates death worlds in which vast populations are subjected to extreme violence.

Several theorists arguing from the post-development perspective have questioned the idea of development as a form of violence against people who are pathologized as under-developed (e.g. Escobar 1995; Illich 1969; Rahnema 1997; Sahlins 1972). These scholars critique development as a discourse that creates the ‘underdeveloped’ as a dependent subject of the ‘developed’.

Development becomes a process of normalization, which forces populations across the world to follow the models of development created by the privileged in order to ‘catch up’ and to ‘modernize’. This perspective not only totalizes and subsumes plurality and diversity, but also leads to violent displacement and dispossession of people with different ways of living (Sassen 2014; Varman and Costa 2013). Violence in the name of development often leads to popular resistance by subaltern groups and subversion of growth models imposed from outside.

Ideology of marketing is often utilized to justify violence against underprivileged groups (Eckhardt, Dholakia, and Varman 2013). For example, discourse of marketing is deployed to valorize the position of consumers, who can become sovereigns entitled to create different forms of violence against underprivileged sellers of goods and services. Some researchers suggest that service is one space in which privileged consumers unleash violence against disadvantaged service providers (McColl-Kennedy et al. 2009). However, such studies fail to analyze how marketing discourse by (re)producing the sovereign consumer legitimizes consumer violence. Thus, it needs to be understood how marketing can reinforce class-based privileges, and becomes a tool to create and legitimize violence against under-classes.

A wide variety of topics will be suitable for this track and may include (but not limited to) the following:

- Different forms of violence that prevail in markets
- Mechanisms of justification of violence in markets
- Violence in service encounters
- Development as a process of violence
- Role of corporations, markets, and marketing in creating violence
- Postdevelopment critique of development models and its limitations
- Critical analysis of management and marketing concepts used to legitimize violence
- Alternate views and practices of development
- Different ideas of non-violence
- Resistance to violence

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### **Track 11: Humanitarian Logistics and Development**

**Chairs:** Ira Haavisto ([ira.haavisto@hanken.fi](mailto:ira.haavisto@hanken.fi)) and Gyöngyi Kovács ([kovacs@hanken.fi](mailto:kovacs@hanken.fi)), HUMLOG Institute, Hanken School of Economics, Finland

Humanitarian logistics supports the delivery of humanitarian and development aid programs. Such delivery can amount up to 80% of program costs and thus influence greatly both the output and the outcome of humanitarian and development aid programs. A significant community has embraced the topics of logistics and supply chain management in the humanitarian and development contexts as to improve the service to people and communities in need. But challenges related to development and humanitarian activity causing more harm than good, have not as of yet been studied within humanitarian logistics and supply chain management. This track calls for papers addressing critically challenges in humanitarian and development aid distribution and what implications e.g. prolonged aid dependency might have on humanitarian supply chain management. This track also calls for papers where the challenges have been successfully address, through long term thinking, including papers addressing aspects of sustainability as well as local actors as active decision makers.

### **Track 12: Aging Consumers, Consumption, and Market Development**

**Track Chairs:** Lisa Peñaloza ([lisa.penaloza@kedgebs.com](mailto:lisa.penaloza@kedgebs.com)) KEDGE Business School, Anu Helkkula ([anu.helkkula@hanken.fi](mailto:anu.helkkula@hanken.fi)) Hanken School of Economics, Carol Kelleher ([carol.kelleher@ucc.ie](mailto:carol.kelleher@ucc.ie)) University College Cork, Raquel Castaño ([rcastano@itesm.mx](mailto:rcastano@itesm.mx)) EGADE Business School Monterrey

Across the globe people are living longer. By 2050, one of every five Latin Americans will be 65 years of age or older (World Bank 2011). However, even within Latin America and other developing markets, the current and projected rates for population aging still vary dramatically between countries and continents (Global Age Watch 2015). Therefore the situations and challenges faced will vary in many interesting ways, even within Latin America. This track seeks to better understand the social, personal, and market dimensions and challenges accompanying such rapid demographic change across regions. While we are particularly focused on original scholarly and policy oriented research and creative endeavors dealing with aging-related consumption and market development in Latin America and in other developing nations, we also welcome such work carried out in nations with high levels of socio-economic, technological-infrastructure and market development.

Suggested topics include, but are not limited to:

- Consumption meaning and identity transitions for elderly persons
- Aging challenges and rewards in extended/ nuclear/reconstituted families
- Culturally distinct elderly consumption ensembles (Barnhart and Peñaloza 2013)
- Elderly communities off/online
- Elderly product and service development, market infrastructure
- Health, sexuality, and wellbeing
- Financial decisions/discourse/practice theory approaches to financial consumption
- The adoption of technologically innovative products and services
- The (changing) role of the nation state/public policy accommodating elderly persons
- Material culture, folklore/traditions, rituals, world views
- Migration



- Human rights, age related discrimination / empowerment
- (Non)retirement, formal and informal labour
- Family care and labour
- Elder abuse
- Life course/ intergenerational/indigenous perspectives
- Critical/transformational perspectives

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The World Bank (June 11 2015), *Population ages 65 and above*. Retrieved from:

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Global Age Watch Population Index 2014 <http://www.helpage.org/global-agewatch/population-ageing-data/population-ageing-map/>

### Track 13: Quality of Life

**Chairs:** Don Rahtz ([Don.Rahtz@mason.wm.edu](mailto:Don.Rahtz@mason.wm.edu)). The College of William and Mary, Cliff Shultz ([cjs2@luc.edu](mailto:cjs2@luc.edu)) Loyola University Chicago,

Development is concerned – or should be concerned – with enhancing Quality of Life (QOL) for members of any given society, whether local, national, regional, or global (e.g., Nguyen, Rahtz and Shultz 2014; Peterson and Malhotra 1997; Sirgy 2011). Indeed, QOL for the largest number of people over the longest period of time arguably is the ultimate indicator of development, yet this perspective is often overlooked or under-appreciated, particularly the underlying forces that influence both individual and systemic well-being (Shultz, Rahtz and Sirgy forthcoming). This track therefore calls for full papers, works in progress, short abstracts and panel-proposals that explore issues related to the theoretical conceptualization, measurement and/or actualization of QOL. Scholarly focus can be directed toward issues and events in emerging economies and also in disenfranchised communities in more economically developed countries and regions. Possible papers and symposium- or panel-proposals include: the impact of the marketing institution on QOL; measurement of QOL; systemic analyses and influences of QOL; new general theories, models and indicators that may be applicable for future QOL research. Also welcome is research on other relevant issues that affect or are outcomes of QOL, including but not limited to: physical, human and institutional resources and their sustainability; QOL of vulnerable groups; social traps; ethical decision-making and social justice; competition and markets; historical perspectives; and macromarketing and policy issues more broadly.

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Shultz, C., M.J. Sirgy and D. Rahtz (forthcoming), “Distinguishing Flourishing from Distressed Communities: Vulnerability, Resilience and a Systemic Framework to Facilitate Well-Being”

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### Track 14: Market(ing) and Culture

**Chairs:** Fuat Firat ([fiatf@utpa.edu](mailto:fiatf@utpa.edu)) University of Texas Pan-American and Olga Kravets ([Olga.Kravets@rhul.ac.uk](mailto:Olga.Kravets@rhul.ac.uk)), University of Royal Holloway

Marketization of world economies has gained increasing force fueling and being fueled by globalization. There are many concerns about this phenomenon, but little has been done in our field to provide a comprehensive assessment of the reasons for and consequences of the force of marketization. This track invites contributions that articulate the theoretical and practical underpinnings of the cultural history of markets and marketing to shed light on why they can or cannot respond to the crises and recognized problems of present day lives across the world.

### **Track 15: Beyond CSR – Business Strategies for Sustainable Value Creation**

**Chairs:** Suvi Nenonen ([s.nenonen@auckland.ac.nz](mailto:s.nenonen@auckland.ac.nz)) and Kaj Storbacka

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All too often societal and sustainability viewpoints are discussed outside the hard core of business strategies. Microeconomists talk about externalities, management and marketing tend to focus on the traditional bottom line, and for many companies CSR is about meeting minimum legislative requirements and creating a pretty appendix to the annual report. This has led to a situation in which “doing good” and “doing business” are perceived as separate, and often conflicting, goals in the traditional strategy textbooks. The unfortunate consequence of this conceptual separation is that the considerable resources of commercial organizations are not fully mobilized to tackle the major challenges of the 21<sup>st</sup> century. However, recent years have seen a rise of several schools of thought that may help to broaden the perspective of business strategies. For example, demand-side (Priem, Li & Carr, 2012), ecosystems (Adner & Kapoor, 2010) and market studies (Araujo, Finch & Kjellberg, 2010) scholars are increasingly seeing markets as systems for value creation rather than spaces for value capture and competition. Service-dominant logic (Vargo & Lusch, 2004; 2008), on the other, provides a theoretical foundation for understanding this value creation – or value destruction – in more detail. Finally, market design (Roth, 2008) and market shaping (Storbacka & Nenonen, 2011) suggest that even single organizations are able to influence the development of their market systems, and thus the value creation and distribution in these systems. Thus, there are several well-developed building blocks to start outlining new, more sustainable, theories about business strategies. In this track we welcome both conceptual and empirical papers addressing how societal and sustainability viewpoints could be truly integrated with mainstream strategy and strategic marketing.

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## **Track 16: Ethics in Consumption: Interdisciplinary Perspectives in Developing and Emerging Markets**

**Chairs:** Deirdre Shaw (Deirdre.Shaw@glasgow.ac.uk), University of Glasgow; Chatzidakis, Andreas (Andreas.Chatzidakis@rhul.ac.uk), Michal Jemma Carrington ([michal.carrington@unimelb.edu.au](mailto:michal.carrington@unimelb.edu.au)), University of Melbourne, Helen Goworek ([hg77@leicester.ac.uk](mailto:hg77@leicester.ac.uk)), University of Leicester;

The multifaceted nature of consumption ethics has become more pronounced in recent decades as consumer culture has established itself as a normalized aspect of everyday life. No longer bound to the counter-cultural fringes, ethical concerns and practices are reaching into the mainstream of society. Interest is not restricted to those seeking to practice ethics in consumption, this burgeoning movement is drawing the attention of academics, activist organizations, government bodies, journalists, media, celebrities, primary industry, manufacturing sectors, art, design, architecture and retailers, thus, embedding consumption ethics in the fabric of broader society. Increasing awareness of the ethics of consumption, visibility of the consequences of unsustainable consumption and availability of ethical products and services, has facilitated the rise of the multifaceted 'ethical' citizen and consumer (e.g., Carrigan & Attalla 2001; Crane & Matten 2004; Connolly & Shaw 2006) and given rise to discussion as to the boundaries of what should be considered 'ethical consumption' (Miller, 1998, 2012).

We observe an increase in concern for and practices of ethical consumption not just in Western countries but around the world (e.g., Manget *et al.*, 2009; Nielsen, 2008). While limited, research has revealed variations and tensions in approaches to consumption ethics. Ger & Belk (1999) found that while consumers across the US, Europe, Romania and Turkey shared negative beliefs regarding materialism, they varied in justifications given for materialistic consumption and aspirations drawing on their differing cultural, historical and moral positions. While variation in response has also been found by Eckhardt *et al.* (2010), Auger *et al.* (2007) also found many similarities in areas of ethical concern. Belk *et al.* (2005; 279) observe that the variety of *cultural* responses to ethical consumption across countries are a result of differences across "social roles, general roles, institutional structures, welfare expectations, laws and traditional rights". As consumers and citizens have mobilised in protest against international organisations, such as the WTO, World Bank and IMF and the numerous transgressions of international corporations it is pertinent to understand how consumption ethics may differ in societies and cultures across the globe.

The wide reach and magnitude of ethical issues across cultures and geographies underpins this track, which takes a multidisciplinary perspective to develop interconnections between ethics, consumption, commercial practices and the nature and transmission of individual and social values in the context of developing markets. As such, this track welcomes and brings together a diverse and multifaceted range of issues stemming from consumption ethics. In doing so, we aim to co-develop a holistic and broadened critical perspective that integrates an understanding of ethics in consumption from within the context of developing and emerging markets into the overall body of knowledge.

## **Track 17: Country Branding**

**Chairs:** Gina Pipoli ([pipoli\\_gm@up.edu.pe](mailto:pipoli_gm@up.edu.pe)) Universidad del Pacífico

This track aims to discuss about Country branding because over recent decades the number of companies looking to expand their operations and / or commercial presence beyond their home country has grown exponentially. Also, this apparent trend towards internationalization brings great challenges for organizations, generating competitive advantages that have some consistency beyond a single national market, which is perhaps the greatest challenge such companies had to face. However, currently the various internationalization strategies developed in recent years represent a tool that every organization must observe. Thus, the country brand strategy in recent years is becoming very important as it contributes to build and shape the image of a country so that it can achieve a consistent and effective positioning. Therefore, the need to implement marketing strategies of nations, the country's image has become a recurring theme throughout recent research. However, the task of building a strong and positive country image is a great challenge for any

nation because it combines the elements of the image of the nation as the country is identity and country of origin effect.

### **Track 18: Beyond social marketing: interventions and contested consumption**

**Chairs:** Margit Keller ([margit.keller@ut.ee](mailto:margit.keller@ut.ee)) University of Tartu, Estonia

This track seeks to discuss various ways of changing consumers' everyday practices and lifestyles, be it into more sustainable, healthy, financially literate, safe etc directions, i.e. the terrain of contested consumption. On the one hand, we seek to outline the everyday mundane level of the lifeworld of consumers as the territory where various lifestyle-related policies, governance strategies as well as marketing (communications) efforts are received and handled. The aim is to analyse what happens, what forms of governance and communication appear, what is the role of the individual consumer in the consumer policies, where and how are people's consumption practices embedded, making "behaviour change" very complicated. The track invites papers that explore different means of inducing, "nudging", persuading and forcing consumers to lead different lives. Traditionally, attempts to govern consumption and sustainability through change initiatives and other types of strategic communication has relied on understandings of consumers as either individualistic or steered by their membership of particular populations segments (Halkier, 2013). But current research suggests that these understandings underestimate the importance of the embodied character of everyday practices involving consumption and underestimate how social life consist in many different overlapping practices (Vihalemm, *et al*, 2015). Questions that guide us (but are not limited to) include: What are the mechanisms of change in consumers' everyday practices? How and why do various change initiatives by policy-makers, private firms, NGOs etc succeed or fail? What are the change-agents approaches and conceptual underpinnings? How is the impact of change programmes and campaigns evaluated (if at all)? The track seeks to discuss various approaches ranging from individual behaviour change to re-shaping of social practices as entities (Spurling, *et al*, 2013; Strengers & Maller, 2014). Last, but not least, we seek to shed light how the marketing practitioners among others could and should change their own ways of working, incl conceptualising the consumer in promoting more sustainable, healthier etc lifestyles.

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### **Track 19: Marketing for non-profit organizations**

**Chairs:** Mona Moufahim ([mona.moufahim@durham.ac.uk](mailto:mona.moufahim@durham.ac.uk)) Durham University

This track aims to explore the marketing practices of non-profit organisations in various contexts with a preference to those engaged in the so-called human and economic 'development' work.

Predatory capitalism and the ideology of the free-market contributed to the development of the non-profit sector in many countries. Given the turbulent and complex environment they operate in, their limited resources and their over-reliance on external sources of funding, non-profit organisations are increasingly run like businesses, and marketing appears to have 'naturally' found its place in the strategic toolkit of many non-profit organisations.

Work which study how non-profit organisations 'do' marketing, create, organise, innovate, and communicate in various contexts is welcome. Using marketing technology, how do these organisations encourage participation, identification and construct identity within and outside of the organisation? How do they raise funds? How do they brand their organisation and/or their campaigns? It is also of particular interest to explore how the encroachment of marketing ideology in development work has impacted (if at all) the role and work of non-profit organisation, in particular those outside of the US and Europe. The use of marketing is not unproblematic, and we wish to avoid an overly romanticised view of non-profit organisations' work. For example, the market-model of development of NGOs active in so-called developing countries has been criticised. As has been the visual representations of the 'needy' (e.g. the so-called 'development porn') by some organisations' fundraising efforts (see Mittelman et al., 2011; Neilson and Mittelman, 2012). Conceptual papers which would critically discuss the impact of the marketization of the non-for-profit sector on their role, usefulness and mode of functioning would also be welcome.

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**Track 20: Fashion in Emerging Markets: A critical perspective**

**Chairs:** Jie G. Fowler ([jgfowler@valdosta.edu](mailto:jgfowler@valdosta.edu)) Valdosta State University & Stacy Neier ([Sneier@luc.edu](mailto:Sneier@luc.edu)) Loyola University Chicago.

Fashion, on the macro level, involves the popular styles of clothing and other consumable objects or practices of consumption of the moment that reflect cultural and social values (Halvorsen, Hoffmann, Coste-manie`re, & Stankeviciute, 2013) and carry with them the purpose of aesthetic expression (Sproles, 1974). Our definition of fashion can be understood as involving everything that is worn on the body and that is done to or with the body (such as adornment or modification, clothing, cosmetics; Barnard, 2014). As such, fashion is an incredibly important aspect of both individual level self-expression as well as macro-level social expression, helping to define the identity of a region, a country, and the various cultures that live within those areas. This track invites papers in a wide range of topics related to fashion. We welcome submissions that consider areas, such as fashion, ethics, and sustainability; fashion in emerging markets; fashion and public policies; and historical perspective of fashion movement in both developed and developing economies. Ultimately, this track seeks to understand various issues related to fashion at a global level.

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**Track 21: Cómo publicar ideas Latinoamericanas en revistas académicas en inglés? / Voicing scholars in Latin America through academic journals published in English**

**Chairs:** Carlos Diaz Ruiz ([carlos.diazruiz@aalto.fi](mailto:carlos.diazruiz@aalto.fi)) University of Aalto and Mark Peterson ([markpete@uwoyo.edu](mailto:markpete@uwoyo.edu)), Editor-of-Chief of Journal of Macromarketing (from 1 Jan. 2016)

Uno de los principales retos que enfrentan los académicos en América Latina es publicar en revistas arbitradas de prestigio. Los académicos de la región tradicionalmente han optado por publicar en libros y revistas sin clasificar, normalmente en castellano y en portugués. Sin embargo, el publicar en revistas arbitradas, indexadas y reconocidas es cada vez más necesario para poder interactuar con expertos globales quienes a su vez se comunican a través de éste medio. La inmensa mayoría de las revistas académicas más prestigiosas se publican en inglés. Si los académicos de la región no logran participar en revistas académicas de prestigio, el riesgo es perder voz en importantes discusiones capaces de moldear nuestra sociedad. Así, más allá de las dificultades inherentes de publicar en un segundo idioma, esta sesión busca encontrar soluciones para el qué y el cómo presentar ideas que sean interesantes para los editores y árbitros de “journals” globales. Así, el propósito de la sesión es el generar una discusión para equipar con mejores herramientas a los investigadores interesados en publicar una voz latinoamericana en la discusión global.

One challenge for Latin American scholars is getting their voice represented in prestigious journals. Scholars in Latin America have been disseminating their ideas traditionally through books in Spanish and Portuguese, and occasionally through local journals that are often unranked. However, publishing in ranked journals is becoming a necessity for scholars interested in engaging in a global dialogue, since ranked journals constitute a prime venue through which experts engage in an ongoing discussion. If scholars in Latin America fail publishing in ranked journals, what is missing is an important voice for shaping our society. The purpose of the session is having a space for discussing publishing strategies, specifically about framing ideas that are interesting for editors and reviewers of ranked journals. Ultimately, this session aims for better representing the distinctive voice of Latin American Scholars in the global dialogue.

### **Art Gallery: The Arts and Development**

**Curators:** Pia Polska ([pia.polsa@hanken.fi](mailto:pia.polsa@hanken.fi)), Hanken School of Economics and Finola Kerrigan, University of Birmingham ([f.kerrigan@bham.ac.uk](mailto:f.kerrigan@bham.ac.uk))

Arts based research (Rolling, 2013; Hannula et al. 2014; Polska, 2013) has been an established form of qualitative inquiry. Art can be used to collect data or analyze it. ISMD conference calls for submissions of art work that is related to the topics of development, human flourishing, business and society, consumer transformation and so on. The art form can be fine arts, poetry, video installations, theater performance, novels, sculpture and indigenous ways of expressing feelings of development. Please, submit your art work in form of photos and brief explanation of how the artwork is related to the topics of the conference and how art illuminates the topics in a different way than traditional conference papers and presentations.

#### **References:**

Hannula, M., Suoranta, J. and Vadén T. (2014), *Artistic Research Methodology, Narrative, Power and the Public*, New York: Peter Lang.

Polsa P. (2013) Crystallization and research in Asia, *Qualitative Market Research –An International Journal*, 16(1), 76-93.

Rolling J.H. (2014), *Arts-Based Research*, New York: Peter Lang.

### **Track 22: Special Sessions**

**Chairs:** Pia Polska ([pia.polsa@hanken.fi](mailto:pia.polsa@hanken.fi))

We recognize that there is no way we can capture all the issues of markets and development in the above topics identified. Thus, we encourage your papers and proposals on topics that do not fit these topics. We encourage both orthodox and unorthodox submissions that connect markets, capitalism, entrepreneurship financial markets and business in general to the broader theme of socio-economic development.

### **Types of Submission**

For this conference, ISMD will be accepting three types of submissions – long abstracts, complete papers, and panels proposals (special sessions). As best as possible, your submissions should be defined to fit into one of the ten topical tracks. If you are having difficulty identifying the appropriate track for your submission, please contact the chair for the track closest to your paper’s perspective. As noted, if your idea is so radical that it does not fit any of the identified topic areas, please forward your submission to the special session track chairs.

All submissions should be sent to the appropriate track chair(s) as an email attachment in MS WORD FORMAT by **April 30, 2016**. Papers must follow the JMM citation guidelines. If you have any questions about this call for papers, please contact the Conference Co-Chair, Pia Polsa (pia.polsa@hanken.fi).

### **Publication Opportunity - JMM**

Traditionally, ISMD conferences have made great efforts to create publishing opportunities for the best papers presented. Following the 14<sup>th</sup> ISMD Conference in Lima, Peru, the *Journal of Macromarketing* will be inviting the best and most relevant papers for submission to a special section in the journal. Invited papers will undergo additional reviewing. *JMM* is one of ISMD’s academic sponsors and has had a strong interest in the topic of markets, marketing, and development since its inception in 1981. We hope that you will take this opportunity and put extra effort into your paper to make it suitable for publishing in *JMM*.