

EXPLORING IDENTITY BUILDING: MARKETING HISTORY AS AN INSTRUMENT OF TRANSFORMATION

19th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)

and

4th Doctoral Workshop on Historical Methods in Marketing Scholarship

May 16 – 19, 2019 • Westin Hotel • Ottawa, Canada

Call for papers:

We invite marketing, advertising, business, social science, and humanities scholars from all backgrounds to join with our hosts from Carleton University at the Westin Hotel, Ottawa for a friendly, collegial, and interdisciplinary research conference. We call on scholars from around the globe to cast a critical look on all aspects of the history of marketing. In 2019 we particularly, but not exclusively, invite papers exploring how marketing has contributed to the construction of identities. From positioning itself as a discipline to building brand and corporate identity, from building national and regional identities to building consumer identity, marketing has exerted influence in every sphere.

Both individual papers and entire panels on all aspects of marketing history, historic marketing, advertising history, and the history of marketing thought in all geographic areas and across all time frames are welcome. In accord with the conference theme, we welcome papers that both examine the history of marketing as a discipline and also critically draw on marketing as a source in reconstructing the past. Topics may include but are not exclusively restricted to the following:

- Marketing pioneers, the development and evolution of the marketing discipline
- Varieties of marketing cultures and histories;
- Writing the past: constructing histories in/for marketing;
- Exploring the role of relationships and networks in marketing;
- Marketing in the projection of national and regional identities.
- Branding and brand development;
- Marketing to marginalized demographics
- Marketing research;
- Marketing history "from below" - how consumers and citizens respond to and interact with firms and brands;
- Marketing thought and theory;
- Advertising;
- Distribution and packaging;
- Marketing segments and targeting;
- Sector case studies, for example beauty and fashion marketing, transportation, leisure, etc.;
- Feminism and marketing

We also encourage submissions that discuss methodological, pedagogical and historiographical questions in marketing.

Address any proposals for special sessions or panels directly to the Program Chair for more information.

Submission Information:

Doctoral students and researchers new to historical methods in marketing history and marketing theory are invited to attend a full-day workshop that immediately precedes the conference. To be considered for this workshop, please submit by August 26, 2018 to Dr. Richard Hawkins an outline or early draft of a proposed article of no more than 10 pages, and, in the case of doctoral students, a letter of support from your dissertation supervisor (or prospective supervisor). Limited financial support will be available to the strongest proposals. Applicants will be notified by November 1, 2018, whether they will be included in the program. Participants are also encouraged to submit a paper to the main conference.

In all instances, to be considered for CHARM 2019, you are required to submit either a full paper or extended abstract as a proposal. All paper submissions will be double-blind reviewed and a proceedings volume will be published. Full papers (between 8,000 and 12,000 words, inclusive of references and all other items) or extended abstracts (between 1,200 – 1,500 words) may be submitted. Authors may choose to publish either full papers or extended abstracts in the proceedings. To provide reviewers with sufficient information, extended abstracts should include the research purpose, source material or data, and sample references. Please note: submitting a full paper to the proceedings volume does *not* preclude a submission of your paper to a journal. The copyright of a paper published in the CHARM proceedings remains with its authors, and over the years many CHARM conference papers have made their way into marketing, history, business studies, sociology and other journals.

SUBMISSION DEADLINE: Sunday, August 26, 2018

Direct submissions to Jeanie Wills, Program Chair: charmconference2019@gmail.com

All submissions, full papers and extended abstracts, must be in double-spaced Microsoft Word format. All must contain a cover page to include (1) manuscript title; (2) author(s) name and title, (3) contact information, (3a) corresponding author (for co-authored works), (3b) the names of associated authors where a panel is proposed (4) author(s) status (student, faculty or independent scholar), (5) paper vs. abstract designation, (6) one or two recommended reviewers. All cover pages should also include the following statement: "In the event this submission is accepted for presentation and publication in the CHARM Proceedings, I (or a co-author) intend to present our work at CHARM 2015." Please use the "Properties" function in Word to remove author information from the document file.

Outstanding full papers will be invited for publication in a special issue of *Journal of Historical Research in Marketing*. Other publication outlets include *Journal of Macromarketing*.

Full papers are also eligible to be considered for either the Stanley C. Hollander Best Paper Award (best overall paper) or the David D. Monieson Best Student Paper Award (best paper by a graduate student). The David D. Monieson Award eligibility requires that the paper be authored

solely by a graduate student(s) and that student authorship be noted on the cover page upon submission.

For additional information about the Conference, visit <http://charmassociation.org/> or contact:

<i>Program Chair</i>	<i>Proceedings Editor</i>	<i>Arrangements Chair</i>	<i>Doctoral Workshop Chair</i>
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