

## Conference Program

**Varieties, Alternatives, and Deviations in Marketing History**  
 16<sup>th</sup> Biennial Conference on Historical Analysis & Research in Marketing  
 (CHARM)

**May 30 – June 2, 2013**  
**Hosted by Copenhagen Business School**

<b>Thursday, May 30</b>	
5:00 to 8:00 p.m.	<b>Registration</b> Foyer, Solbjerg Plads Building
6:00 to 8:00 p.m.	<i>Celebrating CHARM's 30<sup>th</sup> Anniversary</i> <b>Opening Reception</b> Foyer, Solbjerg Plads Building  Welcome from Blaine Branchik, CHARM VP Logistics Overview, Stefan Schwarzkopf, Arrangements Chair Photo Memories from CHARM's Past, courtesy D.G. Brian Jones, CHARM Treasurer
<b>Friday, May 31</b>	
8:00 to 8:30 a.m.	<b>Registration</b> Foyer, Solbjerg Plads Building  <b>Welcome Tea and Coffee</b> Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 & 08
8:30 to 10:30 a.m.	<b>Session 1a – Solbjerg Plads (SP), Ground floor, Lecture Hall 07</b> <b>Home and Away: Australia and Advertising History</b> Chair: <b>Robert Crawford</b>  <i>'This is not a takeover': US participation in the advertising industry in Australia after 1959</i> <b>John Sinclair</b> The Australian Centre, University of Melbourne, Australia  <i>Looking Westwards and Worshipping? The New York 'Creative Revolution' and British Advertising, 1959-89</i> <b>Sean Nixon</b> Department of Sociology, University of Essex, UK  <i>Seeking Experience, Studying Trends: The Australian Advertising Industry and the World 1960-1975</i> <b>Jackie Dickenson</b> University of Melbourne, Australia

	<p><i>Opening Up For Business Down Under: J Walter Thompson and McCann Erickson Compared</i>  <b>Robert Crawford</b>  Faculty of Arts and Social Sciences, University of Technology  Sydney, Australia</p>
8:30 to 10:30 a.m.	<p><b>Session 1b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08  <b>Branding and Brand Development</b>  Chair: <b>Ross Petty</b></p> <p><i>'Part of the University Lexicon': Marketing and Ontario Universities, 1970-2012</i>  <b>Daniel Robinson and Lindsay Carrocci Bolan</b>  Faculty of Information and Media Studies  University of Western Ontario, London, Canada  McMaster University, Hamilton, Canada</p> <p><i>Bringing home the bacon: the role of branding and marketing during the inter-war years</i>  <b>David M. Higgins and Mads Mordhorst</b>  The York Management School  Copenhagen Business School</p> <p><i>Brand Development in the Canadian Cast Iron Stove Industry in the First Half of the 20th Century</i>  <b>Lisa Baillargeon and Patrice Gélinas</b>  Université du Québec à Montréal, Montréal, Canada  York University, Toronto, Canada</p> <p><i>The Modern History of Brand Marketing: How Far Back Does It Go?</i>  <b>Ross D. Petty</b>  Babson College, Massachusetts USA</p>
10:30 to 11:00 a.m.	<p><b>Break</b>  Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 &amp; 08</p>
11:00 a.m. to 12:00 p.m.	<p><b>Session 2a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07  <b>Grave Monument Marketing History</b>  Chair: <b>Blaine Branchik</b></p> <p><i>Negotiating Modernity in the Monument Trade: The Barre Granite National Advertising Campaign of 1916 and the Vermont Marble Company Campaign of 1927</i>  <b>Bruce S. Elliott</b>  Department of History, Carleton University, Ottawa, Canada</p>

	<p><i>The St. Thomas White Bronze Company: A Diffusion of Innovations Perspective</i> <b>Leighann C. Neilson</b> Carleton University, Ottawa, Canada</p>
11:00 a.m. to 12:00 p.m.	<p><b>Session 2b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08 <b>Market Research</b> Chair: <b>Mark Tadajewski</b></p> <p><i>Pauline Arnold's Contributions to Market Research</i> <b>D.G. Brian Jones</b> Quinnipiac University, Hamden, CT, USA</p> <p><i>Market Research and Socio-Political Consciousness in the Twentieth Century</i> <b>Stefan Schwarzkopf</b> Copenhagen Business School, Copenhagen, Denmark</p>
11:00 a.m. to 12:00 p.m.	<p><b>Session 2c</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 12 <b>Distribution Systems</b> Chair: <b>Terrence Witkowski</b></p> <p><i>Early History and Distribution of Trade Ceramics in Southeast Asia</i> <b>Terrence H. Witkowski</b> California State University, Long Beach, USA</p> <p><i>An easy sell? The introduction of a system for deep frozen food in Sweden 1945-1960</i> <b>Fredrik Sandgren</b> Department of Economic History, Uppsala University, Sweden</p>
12:00 – 1:30 p.m.	<p><b>Lunch</b> Solbjerg Plads Building, 2<sup>nd</sup> floor, Rotunden</p> <p><i>Thirty Years of CHARM</i> Celebration lead by Eric Shaw, CHARM President Birthday Cake &amp; Sparkling Wine will be served</p>
1:30 to 3:00 p.m.	<p><b>Session 3a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07 <b>Place and Country Branding</b> Chair: <b>Kim McKeague</b></p> <p><i>Branding Basques, Bilbao, and Boise: Marketing as Metaphor for History</i> <b>John Patrick Bieter and Nina M. Ray</b> Boise State University, Boise, Idaho USA</p>

	<p><i>The UK ceramic marketing strategy in response to globalization c.1990-2010</i> <b>Neil Ewins</b> (PhD Student) University of Sunderland</p> <p><i>Marketing and imagined communities; nations and cities as brands: festivals yesterday, today and tomorrow</i> <b>S.V. Halliday and Joel Shahar</b> University of Hertfordshire, Hatfield, Herts, UK</p>
1:30 to 3:00 p.m.	<p><b>Session 3b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08 <b>PhD Student Presentations, Part I</b> Chair: <b>Maria Kalamas</b></p> <p><i>The advertising agency office, 1900 – 1950</i> <b>Philippa Haughton</b> Durham University, UK</p> <p><i>History as a Dog and Pony Show?The (mis)uses of history for marketing by Wells Fargo &amp; Company, 1958-2012</i> <b>Sjoerd Keulen</b> History Department, University of Amsterdam, NL</p> <p><i>From isolated criticisms to militant associations : how brands in urban landscape became a matter of concern</i> <b>Stéphanie LeGallic</b> Paris-Sorbonne, France</p>
1:30 to 3:00 p.m.	<p><b>Session 3c</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 12 <b>Retailing History</b> Chair: <b>Bill Keep</b></p> <p><i>Development of the Japanese Version of Modern Retailing: An Overview</i> <b>Kazuo Usui</b> Saitama University, Japan University of Edinburgh, UK</p> <p><i>British Retail and Its Influence on the Development of the Private Brand Strategy at Daiei, Inc.</i> <b>Yumiko Toda</b> College of Commerce, Nihon University, Tokyo, Japan</p> <p><i>Historical Ambidextrous Marketing: Antipodean Perspectives 1876 to 1915</i> <b>Dale Miller and Bill Merrilees</b> Griffith University, Gold Coast Campus, Queensland, Australia</p>

3:00 to 3:30 p.m.	<p style="text-align: center;"><b>Break</b> Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 &amp; 08</p>
3:30 to 5:00 p.m.	<p style="text-align: center;"><b>Session 4a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07 <b>Disciplinary History</b> Chair: <b>Stefan Schwarzkopf</b></p> <p style="text-align: center;"><i>My paradigm is stronger than yours: Critical approach to historical attitudes and behaviors promoting intellectual stagnation and loss of multivocality within the marketing discipline</i></p> <p style="text-align: center;"><b>Bernard Korai</b> (PhD Student) <b>and Souiden Nizar</b> Laval University, Québec, Quebec, Canada</p> <p style="text-align: center;"><i>Knowledge and Power in Academia: A Sociology of Science Case Study of a Research Community in Marketing</i></p> <p style="text-align: center;"><b>Per Østergaard and Matthias Bode</b> University of Southern Denmark</p>
3:30 to 5:00 p.m.	<p style="text-align: center;"><b>Session 4b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08 <b>Beauty &amp; Fragrance</b> Chair: Bill Merrilees</p> <p style="text-align: center;"><i>The Role of Consumption and Advertising in the Creation and Perpetuation of Beauty Stereotypes of African-American Women</i></p> <p style="text-align: center;"><b>Elizabeth Crosby and Kim McKeage</b> University of Wisconsin – La Crosse Hamline University, Saint Paul, MN</p> <p style="text-align: center;"><i>Dollars and Scents: Fragrances, Masculinity and the Evolving Male Market Segment</i></p> <p style="text-align: center;"><b>Blaine J. Branchik and Charles M. Brooks</b> Quinnipiac University, Hamden, CT USA</p> <p style="text-align: center;"><i>Consumption of “new look and “femininity” in post-war Japan (cosmetic and perfume advertising during 1950s)</i></p> <p style="text-align: center;"><b>Olga Khomenko</b> London University, School of Oriental and African Studies, UK Kyiv Mohyla National University, Ukraine</p>
3:30 to 5:00 p.m.	<p style="text-align: center;"><b>Session 4c</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 12 <b>Price, Packaging and Pyramids?</b> Chair: <b>David Clampin</b></p> <p style="text-align: center;"><i>Is Fair Trade a Mirror Image of Just Price?</i></p>

	<p style="text-align: center;"><b>Raymond Benton, Jr.</b> <b>Ondraia Hassert</b> Loyola University, Chicago, IL, USA</p> <p style="text-align: center;"><i>Marketing Dust: The Effect of Packaging Technology on the Marketing of Cement and Carbon Black</i></p> <p style="text-align: center;"><b>Diana Twede and Bob Drasner</b> Michigan State University, School of Packaging Independent Scholar</p> <p style="text-align: center;"><i>Multilevel Marketing: A Historical Perspective</i></p> <p style="text-align: center;"><b>William W. Keep and Peter Vander Nat</b> The College of New Jersey, Ewing, NJ, USA Federal Trade Commission, Washington, DC, USA</p>
5:30 p.m.	<b>Bus transportation from Solbjerg Plads Building to Carlsberg Museum for Banquet</b>
6:00 to 9:30 p.m.	<p style="text-align: center;"><b>Reception and Banquet with Guest Speaker</b> Ragnarok Hall at the Carlsberg Museum, Ny Carlsberg Vej</p> <p style="text-align: center;"><b>Keynote Speaker: Professor Linda Scott</b> Saïd Business School, University of Oxford <i>Avon in Africa: The Paradox of Culture and Cosmetics</i></p> <p style="text-align: center;">Introduced by Stefan Schwarzkopf Copenhagen Business School</p>
9:30 p.m.	<b>Bus transportation from Carlsberg Museum back to Solbjerg Plads Building</b>
<b>Saturday, June 1</b>	
8:00 to 8:30 a.m.	<b>Welcome Tea and Coffee</b> Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 & 08
8:30 to 10:30 a.m.	<p><b>Session 5a – Solbjerg Plads (SP), Ground floor, Lecture Hall 07</b> <b>Italian Marketing History</b> Chair: <b>Jonathan Morris</b></p> <p style="text-align: center;"><i>Forever Now: Gucci’s Use of a Partially Borrowed Heritage to Establish a Global Luxury Brand</i></p> <p style="text-align: center;"><b>Mark DeFanti, Deirdre Bird, and Helen Caldwell</b> Providence College, Providence, Rhode Island, USA</p> <p style="text-align: center;"><i>The Role of American Advertising Agencies in Postwar Italy, 1950s-1970s</i></p>

	<p style="text-align: center;"><b>Elisabetta Bini and Ferdinando Fasce</b> University of Rome University of Genoa</p> <p style="text-align: center;"><i>North and South: Advertising Prosperity in the Italian Economic Boom Years</i></p> <p style="text-align: center;"><b>Maria Chiara Liguori</b> Independent Scholar</p> <p style="text-align: center;"><i>Government trade, consumption and urban transformations in the Italy of the economic miracle. The case of Bologna (1961-1981)</i></p> <p style="text-align: center;"><b>Roberto Parisini</b> University of Ferrara</p>
8:30 to 10:30 a.m.	<p style="text-align: center;"><b>Session 5b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08 <b>Retail Space, Place and Display Practices</b> Chair: <b>Richard Hawkins</b></p> <p style="text-align: center;"><i>Theatre of Consumption: the marketing of dramatic spectacles held in the new Fashion Display Hall, Barkers department store, London, 1928 to 1930</i></p> <p style="text-align: center;"><b>Susan Bishop</b> University of Brighton, UK</p> <p style="text-align: center;"><i>Marketing Against the Grain: Eaton’s Thrift House, Financial Literacy and Relationship Marketing in 1920s Toronto</i></p> <p style="text-align: center;"><b>Susan Haight</b> (PhD Student) Department of History, Carleton University, Canada</p> <p style="text-align: center;"><i>Physical retail space and place: The historical development of a social psychogeography of liminal consumption</i></p> <p style="text-align: center;"><b>Charles McIntyre</b> School of Tourism, Bournemouth University UK</p>
10:30 to 11:00 a.m.	<p style="text-align: center;"><b>Break</b> Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 &amp; 08</p>
11:00 a.m. to 12:00 p.m.	<p style="text-align: center;"><b>Session 6a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07 <b>Advertising History</b> Chair: <b>Dale Miller</b></p> <p style="text-align: center;"><i>Advertising: rational planning or social waste? An academic encounter anno 1937</i></p> <p style="text-align: center;"><b>Kurt Pedersen and Erik Kloppenborg Madsen</b> Department of Business Administration, Aarhus University, DK</p> <p style="text-align: center;"><i>Creative destruction and the rise of digital advertising in Sweden 1994–2010</i></p>

	<p><b>Oskar Broberg, Gustav Sjöblom and Ann-Sofie Axelsson</b>  University of Gothenburg, Sweden  Chalmers University of Technology  Chalmers University of Technology</p>
11:00 a.m. to 12:00 p.m.	<p><b>Session 6b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08  <b>Advertising Posters</b>  Chair: <b>Lisa Baillargeon</b></p> <p><i>'Is it essential that a steamship company's poster must have a ship?' The shortcomings of British shipping posters, c.1840 to c.1970</i></p> <p><b>David Clampin and Nicholas J. White</b>  Liverpool John Moores University, UK</p> <p><i>Art at the service of tourism marketing: from the mountain hare to the 'ski girl' basking in the St. Moritz sun</i></p> <p><b>Karin Rase</b></p>
12:00 – 1:30 p.m.	<p><b>Luncheon and Awards</b>  Solbjerg Plads Building, 2<sup>nd</sup> floor, Rotunden</p> <p><b>Stanley C. Hollander Best Paper Award</b>  Presented by Eric Shaw, CHARM President</p> <p><b>David D. Monieson Best Student Paper Award</b>  Presented by D.G. Brian Jones, CHARM Treasurer</p>
1:30 to 2:30 p.m.	<p><b>Session 7a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07  <b>PhD Student Presentations, Part II</b>  Chair: <b>Maria Kalamas</b></p> <p><i>Racing and the motorization of the German people  50 years of the automobile at the 1935 and 1936  Berlin Automobile Exhibitions</i></p> <p><b>Julia Große-Börger</b>  University of Bremen, Germany</p> <p><i>From Ancient to Modern Logistics:  Evidence in Ancient Egypt &amp; the Early Development  of Marketing</i></p> <p><b>Jennifer A. Pelletier</b>  University of South Florida, Tampa, Florida, USA</p>
1:30 to 2:30 p.m.	<p><b>Session 7b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08  <b>New Directions in Marketing History</b>  Chair: <b>Leighann Neilson</b></p>



	<p><i>The Lord Baldwin Fund for Refugees, 1938-39: A Case Study of Third Sector Marketing in Pre-World War II Britain</i>  <b>Richard A. Hawkins</b>  Department of History, University of Wolverhampton,  Wolverhampton, England</p> <p><i>Using the Personal to Reconstruct the Corporate: the case example of Sanders Bros.</i>  <b>Neil Tyler and Leigh Sparks</b>  Deloitte SA  University of Stirling, Stirling, UK</p>
2:30 to 3:00 p.m.	<p><b>Break</b>  Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 &amp; 08</p>
3:00 to 4:00 p.m.	<p><b>Session 8a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07  <b>Meet the Editors</b>  Chair: <b>Blaine Branchik</b></p> <p><b>D.G. Brian Jones, Editor</b>  <i>Journal of Historical Research in Marketing</i></p> <p><b>Terrence Witkowski, Editor</b>  <i>Journal of Macromarketing</i></p> <p><b>Mark Tadajewski, Editor</b>  <i>Journal of Marketing Management</i></p>
4:30 p.m.	<p><b>Bus leaves from Solbjerg Plads for Boat Ride</b></p>
5:00 to 6:30 p.m.	<p><b>Boat ride leaves Toldbodgadebro in the middle of Nyhavn at 5:00 p.m.</b> (Tour lasts about 90 mins.)</p>
6:30 to ??? p.m.	<p><b>Dinner – On Your Own</b>  Enjoy Copenhagen!</p>
<b>Sunday, June 2</b>	
9:00 to 9:30 a.m.	<p><b>Welcome Tea and Coffee</b>  Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 &amp; 08</p>
8:30 to 9:30 a.m.	<p><b>Journal of Historical Research in Marketing</b>  Meeting for members of the Editorial Board  Library Meeting Room No. 1  <i>(Everyone else gets a later start!)</i></p>
9:30 to 10:30 a.m.	<p><b>Session 9a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07  <b>Markets &amp; Marketing History</b>  Chair: <b>Daniel Robinson</b></p>

	<p><i>The German and Austrian Barter-Centers of the 1940s: Mutual Exchange Systems as an Alternative to Rationing and the Black Market</i>  <b>Rolf F. H. Schroeder</b>  Independent Scholar</p> <p><i>Traders in nature: marketing natural medicine in 20th-century Britain</i>  <b>Jure Stojan</b>  Independent Scholar</p>
9:30 to 10:30 a.m.	<p><b>Session 9b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08  <b>Postal Marketing History</b>  Chair: <b>Kaz Usui</b></p> <p><i>The Development of Public Relations and Integrated Marketing Communications at the General Post Office, 1933-39. A Study in the Emergence of 'Admass' in the United Kingdom</i>  <b>Michael Heller</b>  University of East London</p> <p><i>Father Christmas's Secretariat: nurturing the corporate soul by serving children or capturing a global child icon?</i>  <b>Valérie-Inés de La Ville</b>  University of Poitiers, France</p>
10:30 to 11:00 a.m.	<p><b>Break</b>  Solbjerg Plads, Ground Floor, Outside Lecture Halls 07 &amp; 08</p>
11:00 a.m. to 12:00 p.m.	<p><b>Session 10a</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 07  <b>Marketing Theory</b>  Chair: <b>D.G. Brian Jones</b></p> <p><i>Galbraith and Glasser: Two Scotsmen – One Misunderstood and the Other Unknown</i>  <b>Raymond Benton, Jr.</b>  Loyola University, Chicago, IL, USA</p> <p><i>The Quest for a General Theory of the Marketing System</i>  <b>Eric H. Shaw</b>  Florida Atlantic University, Boca Raton, FL, USA</p>
11:00 a.m. to 12:00 p.m.	<p><b>Session 10b</b> – Solbjerg Plads (SP), Ground floor, Lecture Hall 08  <b>The Book &amp; Marketing History</b>  Chair: <b>TBA</b></p> <p><i>Marketing ancient histories in the early modern world</i></p>

	<p><b>Freyja Cox Jensen</b> University of Exeter, UK</p> <p><i>'Eggplant Comes to the Party': Consumer Culture and Product Placement in Late Twentieth Century Cookbooks</i></p> <p><b>Kim McKeage</b> Hamline University, Saint Paul, Minnesota, USA</p>
12:00 to 1:30 p.m.	<p><b>Lunch and CHARM Association Meeting</b> Solbjerg Plads (SP), Ground Floor, Lecture Hall 07</p> <p>Lunch available outside Lecture Halls 07 &amp; 08</p> <p><b>Adjournment</b></p> <p><i>Safe journey home everyone</i></p>