

Conference Program

*Crossing Boundaries, Spanning Borders: Voyages Around
Marketing's Past*

17th Conference on Historical Analysis & Research in Marketing (CHARM)

May 28 – 31, 2015

RMS Queen Mary, Long Beach, California, USA

Thursday, May 28

4:30 – 6:30 pm

Registration (Verandah Grill)

6:30 – 9:00 pm

Welcome Reception (Verandah Grill)

Friday, May 29

7:30 – 9:00

Continental Breakfast (Verandah Grill)

9:00 – 10:30 am

Session 1a (Verandah Grill)
Marketing Systems and Definitions
Chair: Mark Tadajewski

On the Origins of Marketing Systems
Eric Shaw
Florida Atlantic University, USA

*Segmentation in Practice: an Historical Overview of the 18th and
19th Centuries*

Ron Fullerton
California State University, Northridge, USA

An Historically-based Definition of Marketing
Justin Hall
Florida Atlantic University, USA

Session 1b (Board Room)
Marketing and Intercontinental Connections
Chair: Sean Nixon

*“Men, Money, and Markets”: An Overview of Marketing in Australia
in the Interwar Period*

Robert Crawford
University of Technology, Sydney, Australia

*Marketing, Modernity and 'Americanisation': Individual
Entrepreneurship and the Genesis of Consumer Industries in
Australia*

John Sinclair

The University of Melbourne, Australia

*"Selling" Europe on Free Enterprise: Advertising, Business and the
US State Department in the late 1940s*

Inger L. Stole

University of Illinois at Urbana-Champaign, USA

10:30 – 11:00 am

Coffee and Tea Break (Verandah Grill)

11:00 – 12:30 pm

Session 2a (Verandah Grill)

Selling and Sales: Approaches and Practices

Chair: Ann-Marie Kennedy

A Brief History of Selling and Sales Management

Thomas L. Powers

University of Alabama at Birmingham, USA

A History of Advertising and Sales Promotion

Fred K. Beard

University of Oklahoma, USA

Distributive Orders: The Evolution of North American Retailing

Barry E. C. Boothman

University of New Brunswick, Canada

Session 2b (Board Room)

Gender and advertising

Chair: Jeanie Wills

*Gentlemen Professionals and Men-about-Town: Occupational
Personas amongst London Advertising Men, 1951-67*

Sean Nixon

University of Essex, Colchester, UK

*MAD Black WOMEN: African-American Women and Structural
Oppression in the Advertising Industry*

Judy Foster Davis

Eastern Michigan University, USA

12:30 – 2:00 pm

Lunch (Verandah Grill)

2:00 – 3:30 pm

Session 3a (Verandah Grill)
Patterns of Performance and the Development of Approaches
Chair: Fred Beard

A History of Consumption in the United States
Terrence H. Witkowski
California State University, Long Beach, USA

*A Model of Periodization
of Radio and Internet Advertising History*
Lilly Anne Buchwitz
Humber College, Toronto, Canada

Avon Products 1964-2014: The Slippery Slope of Direct Selling
William W. Keep
The College of New Jersey, USA

Session 3b – (Board Room)
Sexual Orientation and Identity
Chair: Judy Davis

*Laugh, Sneer or Kill: U.S. Advertising and Negative Gay Male
Depictions*
Blaine J. Branchik
Quinnipiac University, Hamden, CT, USA

*The Roots of Genderqueer Identity Through Consumption:
Androgynous and Unisex Fashion in the 20th Century*
Elizabeth Crosby
University of Wisconsin – LaCrosse, USA
Kim McKeage
Hamline University, Saint Paul, MI, USA
Jeffrey McKeage
Independent Scholar

3:30 – 4:00 pm

Coffee and Tea Break (Verandah Grill)

4:00 – 5:30 pm

Session 4a (Verandah Grill)
Key Thinkers and Mentors
Chair: Eric Shaw

Fred W. Shibley: Ocularcentrism, Marketing Management and the Marketing Concept in the Early Twentieth Century

D.G. Brian Jones
Quinnipiac University, USA
Mark Tadajewski
University of Durham, Durham, UK

Seiji Tsutsumi, A Critical Marketer in Japan: His Philosophy and Marketing Activities

Kazuo Usui
Saitama University, Japan

Marketer and Mentor:

Dorothy Dignam's Support for Careers for Women in Advertising 1920-1950

Jeanie Wills
University of Saskatchewan, Canada

Session 4b – (Board Room)
Brand Identity and Brand Heritage
Chair: David Clampin

Brand Heritage as Key Success Factor in Corporate Marketing Management: A Review and Synthesis of Recent Empirical Studies

Nadine Hennigs
Sascha Langner
Steffen Schmidt
Klaus-Peter Wiedmann
Thomas Wuestefeld
Leibniz University of Hannover, Germany

Paprika Schlesinger: The Development of a Luxury Retail Shoe Brand in Belle Époque Vienna

Richard A. Hawkins
University of Wolverhampton, UK

The Penguin Logo: Brand Mascots and the Image of Mass Democracy in Interwar Britain

Richard Hornsey
University of Nottingham, UK

6:30 – 9:00

Dinner (Verandah Grill)

Saturday, May 30

7:30 – 9:00 am

Continental Breakfast (Verandah Grill)

9:00 – 10:30 am

Session 5a (Verandah Grill)
Politics and Political Culture
Chair: Inger Stole

*The Selling Power of Lobbying: The Alternative Marketing Toolkit
of a 20th-century British Cancer Quack*

Jure Stojan
Independent Scholar, Slovenia

*The Man Who Managed Your Marketing? Estes Kefauver and the
Drug Hearings on Antitrust and Monopoly*

Andrew D. Pressey
University of Birmingham, UK

Being a Marketer Can Get You Killed

Karen Fox
Santa Clara University, CA, USA

Session 5b (Board Room)
Marketing Reflecting Society and Instigating Change
Chair: John Sinclair

*A Historical Approach to Marketing from Anatolia: Akhi
Organizations*

B. Zafer Erdogan
Anadolu University, Eskişehir, Turkey
Mahmut Sami Islek
Anadolu University Graduate School of Social Sciences, Turkey
Omer Torlak
Eskişehir Osmangazi University, Eskişehir, Turkey
Cengiz Yilmaz
METU, FEAS, Ankara, Turkey

*Keeping Her Condition Stable: A Historical Analysis of Advertising
to New Zealand Nurses in the Kai Tiaki Magazine 1908-1929*

Jayne Krisjanous
Victoria University of Wellington, New Zealand
Pamela Wood
Federation University Australia

*General Public Relations: the Louisville & Nashville Railroad's Civil
War Centennial Effort*

Michael Landry
Northeastern State University, Oklahoma, USA

10:30 – 11:00 am

Coffee and Tea Break (Verandah Grill)

11:00 – 12:30 pm

Session 6a (Verandah Grill)

Marketing in Territories

Chair: Robert Crawford

The Public Distribution System in India (1939-2001)

Avinash Mulky

Indian Institute of Management, Bangalore, India

*The Dynamics of Market Orientation in the French
Telecommunication Industry, 1963-1998*

Patrick Luciano

Pierre Volle

Université Paris-Dauphine, France

Marketing Education in Brazilian MBAs: an Introductory Overview

Marcelo Rosa Boschi

Denise Franca Barros

Marluce Dantas de Freitas Lodi

João Felipe Rammelt Sauerbronn

Universidade do Grande Rio, Brazil

Session 6b (Board Room)

Marketing “Contentious” Products

Chair: Jayne Krisjanous

‘People Love Players’: Teenagers, Romance and Cigarette

Marketing in Post-war Britain

Daniel O’Neill

University of Nottingham, UK

*The Marketing Problems of a Contraceptive Behemoth; London
Rubber Company, Ernest Dichter Associates, and the Condom in
1960s Britain*

Jessica Borge

Birkbeck College, University of London, UK

12:30 – 2:00 pm

Lunch and Awards (Verandah Grill)

Stanley C. Hollander Best Paper Award

Presenter: Blaine Branchik

David D. Monieson Best Student Paper Award

Presenter: Brian Jones

2:00 – 3:30 pm

Session 7 (Verandah Grill)

Meet the Editors Session

D.G. Brian Jones (*Journal of Historical Research in Marketing*)
Mark Tadajewski (*Journal of Marketing Management*)
Terrence H. Witkowski (*Journal of Macromarketing*)

3:30 – 4:00 pm

Coffee and Tea Break – (Verandah Grill)

6:30 – 9:00

Optional Barbecue Dinner Cruise (directions to be provided)

Sunday, May 31

7:30 – 9:30 am

Continental Breakfast (Verandah Grill)

9:30 – 11:00 am

Session 8 (Verandah Grill)
Spaces, Environment and Cultures
Chair: Richard Hawkins

*Marketing an Urban Identity: The Shops and Shopkeepers of
Ancient Rome*

Rhodora G. Vennarucci
University of Arkansas, USA

Store Front Window Displays over Time and their Teachings

Ann-Marie Kennedy
Andrew Parsons
Auckland University of Technology, New Zealand

*'An ocean voyage is a different way of life'
'Hyperreality', Liminality and the Marketing of British Shipping Lines
c.1880 to c.1970*

David Clampin
Nicholas J. White
Liverpool John Moores University, UK

***Journal of Historical Research in Marketing* Editorial Board
Meeting** (Regent Room)

11:30 – 1:30 pm

Lunch and CHARM Association Meeting (Verandah Grill)