

3rd Doctoral Workshop on Historical Methods in Marketing Scholarship

Held in conjunction with the 18th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)

Liverpool (United Kingdom)

May 31-June 1, 2017

*Dr. Charles A. Ingene, Doctoral Workshop Co-Chair
The University of Oklahoma (USA)*

*Dr. Maria Kalamas Hedden, Doctoral Workshop Co-Chair
Kennesaw State University (USA)*

Preliminary Doctoral Workshop Program (As of 4/19/17)

May 31, 2017

- **6:30 – 9:00 PM Welcome / Meet-and-greet / Dinner**
(Meet at The Old Blind School, 24 Hardman Street, Liverpool)
 - Open to all Doctoral Workshop participants
(i.e., presenters, doctoral students, attendees, and guests)
 - Presenters, attendees, and guests: meal is not included
 - Doctoral students: meal is included



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**Dr. Eric H. Shaw, Professor of Marketing
Florida Atlantic University (USA)**

**Michael J. Coles College of Business
Kennesaw State University (USA)**

June 1, 2017

All day at Liverpool John Moores University, Redmonds Building

- **7:30 – 9:00 AM Continental Breakfast (Location TBD)**

- **9:00 – 10:30 AM Three Teaching Sessions with Q&A (approx. 30 min. each) (Location TBD)**
 - Dr. Blaine Branchik, Quinnipiac University (USA):
 - “Marketing History 101”
 - Dr. Terry Witkowski, California State University-Long Beach (USA):
 - “Visual Data Sources for Marketing History: A User’s Guide”
 - Dr. Leighann Neilson, Carleton University (Canada):
 - “Using Archival Resources”

- **10:30 – 11:00 AM Coffee and Tea Break (Location TBD)**

- **11:00 AM – 12:30 PM Three Teaching Sessions with Q&A (approx. 30 min. each) (Location TBD)**
 - Dr. Val Larsen, James Madison University (USA):
 - “The Function of Archives and Canons in Establishing Validity for Interpretive or Qualitative Research”
 - Dr. David Clampin, Liverpool John Moores University (UK):
 - “Marketing History from a Historian’s Perspective”
 - Dr. Charles Ingene, The University of Oklahoma (USA)
and Dr. Maria Kalamas Hedden, Kennesaw State University (USA):
 - “Retail Evolution: Historical Facts, Theoretical Logic and Critical Thinking”

- **12:30 – 1:45 PM Buffet Lunch (Location TBD)**

June 1, 2017 (continued)

All day at Liverpool John Moores University, Redmonds Building

- **1:45 – 3:15 PM Two Feedback Sessions with Q&A (approx. 45 min. each)**
(Location TBD)
Student presentations (approx. 15 min. each); Feedback from audience (approx. 30 min. each)
 - Roshni Das, Indian Institute of Management Indore, Madhya Pradesh (India):
 - “A Contemporaneous History of Social Marketing in India: Negotiating National Identity”
 - Faculty mentors: Val Larsen and Terry Witkowski
 - Pablo A. Barriga, Leipzig University, Leipzig (Germany):
 - “Wellbeing, Materialism and Nature Connectedness: An Assessment of the Relationship between These Concepts”
 - Faculty mentor: Maria Kalamas Hedden

- **3:15 – 3:45 PM Coffee and Tea Break (Location TBD)**

- **3:45 – 5:15 PM Two Feedback Sessions with Q&A (approx. 45 min. each)**
(Location TBD)
Student presentations (approx. 15 min. each); Feedback from audience (approx. 30 min. each)
 - Andriya Risdwiyanto, Universitas Proklamasi 45 Yogyakarta, Yogyakarta (Indonesia):
 - “Marketing Function as a Door of Civilization on Nusantara (Indonesia) Archipelago Era 1400-1800”
 - Faculty mentors: David Clampin and Leighann Neilson
 - Maria Elena Aramendia-Muneta, Universidad Pública de Navarra, Pamplona (Spain):
 - “How to Sell Nuclear Energy to the Public in the 1950s”
 - Faculty mentors: Blaine Branchik and Charles A. Ingene

- **Adjournment (meet up with CHARM attendees for opening reception)**

- **4:30 – 6:30 PM CHARM Registration (Location TBD)**
- **6:30 – 9:00 PM CHARM Opening Reception and Welcome (Location TBD)**