

***Marketing and Social Change:***

***Making History and Culture***

***20th Biennial Conference on Historical Analysis and Research in Marketing  
(CHARM)***

***and***

***4<sup>th</sup> Doctoral Workshop on Historical Methods in Marketing Scholarship  
June 4-6, 2021: Duke University, Durham, NC***

**Early Bird Deadline: 28 August 2020**

**(with notices to authors guaranteed for 4 December 2020).**

**Regular Deadline: 27 November 2020.**

**Direct submission to [jeanie.wills@usask.ca](mailto:jeanie.wills@usask.ca)**

We invite business, marketing, social science, and humanities scholars from all backgrounds to join us at Duke University for a friendly, collegial, and interdisciplinary research conference focused on the **history of marketing and advertising**. We call on scholars from around the globe to examine the **historical** interrelationship of marketing and advertising and cultural change.

Both individual papers and entire panels on all aspects of marketing history, historic marketing, and the history of marketing thought in all geographic areas and all historical 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
- Histories of the development and evolution of the marketing discipline
- Varieties of marketing cultures and histories;
- Writing the past: constructing histories in/for marketing;
- Exploring the historical role of relationships and networks in marketing;
- Historical Marketing in the projection of national and regional identities.
- Histories of branding and brand development;
- History and Marketing research;
- Marketing history "from below" - how consumers and citizens respond to and interact with firms and brands;
- Advertising history;
- Distribution and packaging history;
- Sector case studies with historical focus, for example beauty and fashion marketing, transportation, leisure, etc.

We also encourage historical 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** with a particular interest in research 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 a statement of interest, a CV, a preliminary or final dissertation prospectus of no more than 10 pages, and a letter of support from your dissertation supervisor (or prospective supervisor) to Dr Richard Hawkins, Doctoral workshop Chair ([r.a.hawkins@wlv.ac.uk](mailto:r.a.hawkins@wlv.ac.uk)). Limited financial support will be available to the strongest proposals. Applicants will be notified by **the doctoral workshop chair** whether they will be included in the program. There will also be a special track for the presentation of doctoral projects at the conference itself.

**Submit a full paper or extended abstract.** All paper submissions (full and extended abstracts) 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, historical, sociological and other journals.

All submissions, full papers and extended abstracts, must be in double-spaced Microsoft Word format. All must contain a cover page that includes the following:

- (1) Manuscript title.
- (2) Author(s) name and title.
- (3) ORCID identifier, where you have one.
- (4) Contact information, including email address.
- (5) Corresponding author (for co-authored works).
- (6) The names of associated authors where a panel is proposed.
- (7) Author(s) status (student, faculty or independent scholar).
- (8) Paper vs. abstract designation
- (9) 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 2021." Please use the "Properties" function in Word to remove author information from the document file. If you would like to submit your paper in accord with the proceedings style guide that will make subsequent handling of material much easier. Full details are to be found on the CHARM website.

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/>

<i>Program Chair</i>	<i>Proceedings Editor</i>	<i>Arrangements Chair</i>	<i>Doctoral Workshop Chair</i>
Jeanie Wills Associate Professor University of Saskatchewan, Saskatoon, SK Canada  <a href="mailto:jeanie.wills@usask.ca">jeanie.wills@usask.ca</a>	Joanne McNeish Associate Professor, Marketing, Ted Rogers School of Business Management, Ryerson University, 350 Victoria Street, Toronto, ON  <a href="mailto:jmcneish@ryerson.ca">jmcneish@ryerson.ca</a>	Jacqueline Reid Wachholz Director Hartman Center for Sales, Advertising & Marketing History Duke University Durham, NC USA  <a href="mailto:j.reid@duke.edu">j.reid@duke.edu</a>	Richard Hawkins Reader in History Department of History, Politics and War Studies University of Wolverhampton Wolverhampton UK  <a href="mailto:r.a.hawkins@wlv.ac.uk">r.a.hawkins@wlv.ac.uk</a>