

**CHARM 2021
Conference Program**

**Marketing and Social Change:
Making History and Culture**

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

**Friday, June 4-Sunday, June 6, 2021
On Line**

Friday, June 4	
BST: 1700 – 1800 Central European: 1800 – 1900 Eastern European: 1900 – 2000 Eastern: 1200 – 1300 Central: 1100 - 1200 Mountain: 1000 - 1100 Pacific: 0900 – 1000 Brasília: 1300 - 1400 Australian Western: Sat. 0000 - 0100 Australian Central: Sat. 0130 - 0230 Australian Eastern: Sat. 0200 - 0300 New Zealand: Sat. 0400 – 0500	Session 1 Title: Historical Sources and Culture 1. CN’s Marketing of Canadian Railway History, Andrew Elliot and Rian Manson, Library and Archives Canada, Ottawa 2. Accessing Primary Sources for Marketing and Advertising History Research with Ancestry.com, Leighann Neilson, Carleton University, Ottawa
30 mins. break.	
BST: 1830 – 1930 Central European: 1930 – 2030 Eastern European: 2030 - 2130 Eastern: 1330 – 1430 Central: 1230 - 1330 Mountain: 1130 - 1230 Pacific: 1030 – 1130 Brasília: 1430 - 1530 Australian Western: Sat. 0130 - 0230 Australian Central: Sat. 0300 - 0400 Australian Eastern: Sat. 0330 - 0430 New Zealand: Sat. 0530 – 0630	Session 2 Title: Affinity, Magic, and Brands 1. To Affinity and Beyond: Exploring the Origins and History of the Brand Affinity Construct, Joe Musicco, Athabasca University (Sheridan College, ON) 2. ‘The Magic of Brand’: The 19th Century British Wine Trade and the Development of Branding, Graham Harding, Oxford.
30 mins. break.	

*These papers have been nominated for the David D. Monieson Best Student Paper Award

**These papers have been nominated for the Stanley C. Hollander Best Paper Award

<p>BST: 2000 – 2100 Central European: 2100 – 2200 Eastern European: 2200 - 2300 Eastern: 1500 – 1600 Central: 1400 - 1500 Mountain: 1300 - 1400 Pacific: 1200 – 1300 Brasília: 1600 - 1700 Australian Western: Sat. 0300 - 0400 Australian Central: Sat. 0430 - 0530 Australian Eastern: Sat. 0500 - 0600 New Zealand: Sat. 0700 – 0800</p>	<p>Session 3</p> <p style="text-align: center;">Title: Raising Cancer and Tobacco Awareness: The power of promotion</p> <ol style="list-style-type: none"> 1. Ninety Years of Health Cancer Promotion in New Zealand, Jayne Krisjanous, Victoria University of Wellington, NZ 2. “Part of the British Scene’: Cricket, Sponsorship, and Tobacco in Post War Britain, Daniel O’Neill, Nottingham University, UK
<p>BST: 2130 - 2230 Central European: 2230 – 2330 Eastern European: 2330 - 0030 Eastern: 1630 – 1730 Central: 1530 - 1630 Mountain: 1430 - 1530 Pacific: 1330 – 1430 Brasília: 1730 - 1830 Australian Western: Sat. 0430 - 0530 Australian Central: Sat. 0600 - 0700 Australian Eastern: Sat. 0630 - 0730 New Zealand: Sat. 0830 – 0930</p>	<p>CHARM Association Board of Directors Meeting.</p>

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Saturday, June 5	
BST: 1700 – 1800 Central European: 1800 – 1900 Eastern European: 1900 - 2000 Eastern: 1200 – 1300 Central: 1100 - 1200 Mountain: 1000 - 1100 Pacific: 0900 – 1000 Brasilia: 1300 - 1400 Australian Western: Sun. 0000 - 0100 Australian Central: Sun. 0130 - 0230 Australian Eastern: Sun. 0200 - 0300 New Zealand: Sun. 0400 – 0500	Session 4 Title: Cultural Resistance to Marketing and Advertising 1. A Philopical Approach to Marketing, Michael Tagliamonte, Grad student, University of Iowa; Eric Shaw, Florida Atlantic University 2. Advertising as Gendered Performance: Trade Papers, Manhood, and Business-to-Business Advertising in Canada, 1887-1910s, Kristen Hall, PhD Candidate, University of Waterloo, ON
30 mins. break.	
BST: 1830 – 1930 Central European: 1930 – 2030 Eastern European: 2030 - 2130 Eastern: 1330 – 1430 Central: 1230 - 1330 Mountain: 1130 - 1230 Pacific: 1030 – 1130 Brasilia: 1430 - 1530 Australian Western: Sun. 0130 - 0230 Australian Central: Sun. 0300 - 0400 Australian Eastern: Sun. 0330 - 0430 New Zealand: Sun. 0530 – 0630	Session 5 Title: Marketing and Social Pressure 1. Nuanced Marketing Behaviour as a Party to Social Change, Neil Ewins, University of Sunderland, UK 2. 100 Years of Object Biography and Social Marketing: Pandemic Masks from Medicine to Apparel, Donna Sears, Terrance Weatherbee, Ashley Doyle, Acadia University, NS
30 mins. break.	

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<p>BST: 2000 – 2100 Central European: 2100 – 2200 Eastern European: 2200 - 2300 Eastern: 1500 – 1600 Central: 1400 - 1500 Mountain: 1300 - 1400 Pacific: 1200 – 1300 Brasilia: 1600 - 1700 Australian Western: Sun. 0300 - 0400 Australian Central: Sun. 0430 - 0530 Australian Eastern: Sun. 0500 - 0600 New Zealand: Sun. 0700 – 0800</p>	<p>Session 6</p> <p style="text-align: center;">Title: The Window Made Me Buy it!</p> <ol style="list-style-type: none"> 1. Firearms in the Window: Visual Merchandising in American Gun Culture, Terry Witkowski, California State University, Long Beach** 2. The Face of the Shop: The Development of Window Dressing in Late Nineteenth and Early Twentieth Centuries in Britain, Jeannette Strickland, University of Liverpool
<p>BST: 2130 - 2230 Central European: 2230 – 2330 Eastern European: 2330 - 0030 Eastern: 1630 – 1730 Central: 1530 - 1630 Mountain: 1430 - 1530 Pacific: 1330 – 1430 Brasilia: 1730 - 1830 Australian Western: Sun. 0430 - 0530 Australian Central: Sun. 0600 - 0700 Australian Eastern: Sun. 0630 - 0730 New Zealand: Sun. 0830 – 0930</p>	<p>Session 7</p> <p style="text-align: center;">Title: Your Food: Brought to you by marketing.</p> <ol style="list-style-type: none"> 1. The Formation of the Organization Food Market In Brazil: A Present-Time History Perspective, Daniel de Oliveira Barata Merabet, Independent Scholarl; Denise Franco Barros, UNIGRANRIO, Rio de Janeiro, Brazil 2. ‘Beanz Meanz Heinz’: The Marketing of Heinz Baked Beans in the 1960s United Kingdom, Richard Hawkins, University of Wolverhampton, UK

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Sunday, June 6	
BST: 1700 – 1800 Central European: 1800 – 1900 Eastern European: 1900 - 2000 Eastern: 1200 – 1300 Central: 1100 - 1200 Mountain: 1000 - 1100 Pacific: 0900 – 1000 Brasilia: 1300 - 1400 Australian Western: Mon. 0000 - 0100 Australian Central: Mon. 0130 - 0230 Australian Eastern: Mon. 0200 - 0300 New Zealand: Mon. 0400 – 0500	<p>Session 8</p> <p style="text-align: center;">Title: History of Marketing Thought</p> <ol style="list-style-type: none"> 1. Ill Served: The Goods Bias in the History of Marketing Thought. Terrance Weatherbee, Donna Sears, Acadia University, NS 2. The Birth of Feminist Marketing Thought: Ahem Ahem Ahem, Jeanie Wills, University of Saskatchewan, SK
30 mins. break.	
BST: 1830 – 1930 Central European: 1930 – 2030 Eastern European: 2030 - 2130 Eastern: 1330 – 1430 Central: 1230 - 1330 Mountain: 1130 - 1230 Pacific: 1030 – 1130 Brasilia: 1430 - 1530 Australian Western: Mon. 0130 - 0230 Australian Central: Mon. 0300 - 0400 Australian Eastern: Mon. 0330 - 0430 New Zealand: Mon. 0530 – 0630	<p>Session 10</p> <p style="text-align: center;">Title: Nurturing Consumption through Identification</p> <ol style="list-style-type: none"> 1. Swedish Advertisers’ Association and the Institutional Development of Swedish Export Promotion Advertising 1955-1972, Michael Funke, Uppsala University, SE** 2. The History of Retail Loyalty Programs: How Customer Loyalty Turned into a Privacy Paradox, Nada Elnahla, Leighann Neilson, Carleton University, Ottawa. ON
30 mins. break.	
BST: 2000 – 2100 Central European: 2100 – 2200	<p>CHARM General Members Meeting</p>

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	Adjournment <i>See you at CHARM 2023</i>

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