



SUBMISSION DATE EXTENDED TO: January 14, 2025

Crowning Achievements in Marketing History

Conference on Historical Analysis and Research in Marketing (CHARM)

22nd Biennial - 12 to 15 June 2025

Host University: Brunel University London

Submission Deadline Now: January 14, 2025

Direct your submission to the Program Chair: keep@tcnj.edu

We invite business, marketing, social science, and humanities scholars from all disciplines to join us at Brunel University London for a friendly, collegial, and interdisciplinary research conference focused on the **history of marketing and advertising**. CHARM typically includes likeminded scholars and graduate students from around the globe.

We welcome abstracts, papers, and special sessions on all aspects of marketing history, historic marketing, and the history of marketing thought in all geographic areas and historical time frames. In accord with the Conference theme, **Crowning Achievements in Marketing History**, we welcome papers that examine the achievements of marketing in practice, as well as theoretical developments. Topics may include but are not 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
- 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.
- Histories of branding and brand development

We also encourage historical submissions that discuss methodological, pedagogical and historiographical questions, as well as research on the impact of marketing in the broader social, cultural, historic, political, and economic environments.

Arrangement Chair, Dr. Gurdeep Kohli, welcomes attendees to Brunel University London, a public research university in Uxbridge, convenient to Heathrow airport. Public transit provides access to the many points of interest of greater London. Accommodations provided by the on-campus Lancaster

Hotel. For more information: <https://charmassociation.org/>

Submit proposals for specials sessions or panels to the Program Chair, Dr. William Keep, by July 31, 2024: keep@tcnj.edu. Decisions on proposals will be made by August 31, 2024.

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 and 1,500 words may be submitted. Please refer to the Submission Style Guide found on our website for additional formatting requirements. Shorter or longer submissions will not be considered. To provide reviewers with sufficient information, extended abstracts should include the research purpose, source material or data, and sample references. Authors of full papers may choose to publish either their full paper or an extended abstract in the proceedings. 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. Over the years many CHARM conference papers have made their way into marketing, historical, sociological and other journals, including the Journal of Historical Research in Marketing.

All submissions, full papers and extended abstracts, must be in double-spaced Microsoft Word. 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 2025." Please use the "Properties" function in Word to remove author information from the document file.

Full papers are eligible to be considered for 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.

<i>Program Chair</i>	<i>Proceedings Editor</i>	<i>Arrangements Chair</i>
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