



Universidad Pública de Navarra
Nafarroako Unibertsitate Publikoa



Conference on Historical Analysis and Research in Marketing



Marketing History in the Age of AI: Understanding the Past, Interpreting the Present, Imagining the Future

Conference on Historical Analysis and Research in Marketing (CHARM)
23rd Biennial Conference: May 26 to 29, 2027

Host University: Public University of Navarre
(Universidad Pública de Navarra/Nafarroako Unibertsitate Publikoa),
Pamplona, Spain

Submission Deadline: November 15, 2026. Decisions will be made by February 15, 2027.

We invite business, marketing, social science, and humanities scholars from all disciplines to join us 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, who share an interest in historical approaches to markets, marketing practices, advertising, consumption, and marketing thought.

Dr. Maria Elena Aramendia-Muneta and Dr. Sara Cano-Rodríguez, our Arrangement Chairs, welcome attendees to UPNA (Universidad Pública de Navarra), a public research university in Pamplona, Spain. The conference will take place at Campus Arrosadia in Pamplona. For detailed information: <https://www.unavarra.es/charm> or <https://charmassociation.org/>. To contact the Arrangement Chairs email them at charm2027@unavarra.es

In these challenging times, we call on delegates to explore the insights offered by marketing and advertising history. AI is often framed as a decisive break with the past, yet many of its core concerns: automation, prediction, profiling, targeting, and data-driven decision-making, have longer histories in marketing and advertising. We welcome papers that have a specific focus on the historical development and use of technology in marketing companies, by consumers and in society, along with those that explore marketing history in practice or as theory. However, papers, special sessions, or panels could explore any aspect of marketing history, historic marketing, and the history of marketing thought in all geographic areas and time frames. We encourage historical submissions that discuss methodological, pedagogical and historiographical questions, as well as research on the impact of marketing and advertising in the broader social, cultural, historic, political, and economic environments.

Topics may include but are not exclusively restricted to the following:

<ul style="list-style-type: none"> • Historical role of technologies in reshaping relationships between brands, consumers, retailers, and media intermediaries 	<ul style="list-style-type: none"> • Evolution of media technologies and their impact on advertising formats, messages, and audiences
<ul style="list-style-type: none"> • History of the development and evolution of the marketing discipline 	<ul style="list-style-type: none"> • Impact of different cultures on the development of marketing history
<ul style="list-style-type: none"> • Hindsight: unintended consequences of communication, marketing and advertising technology 	<ul style="list-style-type: none"> • Marketing history "from below"; How consumers and citizens responded to, and interacted with organizations and brands
<ul style="list-style-type: none"> • Lessons from brands that stood the test of time. Reviving timeworn brands 	<ul style="list-style-type: none"> • Distribution and packaging history
<ul style="list-style-type: none"> • Exploring the historical role of relationships and networks in marketing 	<ul style="list-style-type: none"> • Historical marketing as part of establishing and projecting identities
<ul style="list-style-type: none"> • Illuminating the past: marketing histories around gender, sexual orientation, or ethnic diversity that has been less studied, or understood 	<ul style="list-style-type: none"> • Sector case studies with a historical focus such as: technology, luxury fashion, transportation, ecology, science fiction
<ul style="list-style-type: none"> • Marketing pioneers and leaders 	<ul style="list-style-type: none"> • History of public relations and sales

For information about paper submission, the proceedings, or arrangements please contact the people below:

Program Chair	Co-Proceedings Editors	Arrangement Chairs
<p>Dr. Joanne McNeish Associate Professor, Marketing Ted Rogers School of Management Toronto Metropolitan University CANADA</p>	<p>Tianrong Lu Assistant Professor, Marketing Institut Français de la Mode PhD Candidate, DRM Équipe de Recherche en Marketing et Stratégie Université Paris Dauphine–PSL FRANCE</p> <p>Rodica Muravetchi Assistant Professor, Marketing Institut Français de la Mode PhD Candidate, Université Paris Nanterre FRANCE</p>	<p>Dr. Maria Elena Aramendia-Muneta Associate Professor Facultad de Ciencias Económicas y Empresariales Universidad Pública de Navarra SPAIN</p> <p>Dr. Sara Cano-Rodríguez Assistant Professor Facultad de Ciencias Económicas y Empresariales Universidad Pública de Navarra SPAIN</p>
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FORMAT OF SUBMISSIONS

For questions, or to submit your full paper or extended abstract please email the Program Chair, Dr. Joanne McNeish at: 2027charm@gmail.com.

Your submission should include a **cover page** with the following information:

- Paper title (Shorter titles are preferable).
- Paper vs. extended abstract.
- Author(s) name and title.
- ORCID identifier, if you have one.
- Contact information, including email address.
- Corresponding author (for co-authored works).
- Author(s) status (student, faculty or independent scholar).
- One or two recommended reviewers.
- If a special session or panel is proposed: please include the names of associated authors.

The **cover page** must 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 2027." Please use the "Properties" function in Word to remove author information from the document file.

All submissions will be double-blind reviewed. Authors of full papers may choose to publish their full paper or create an extended abstract for conference proceedings. Note that submitting a full paper to the Proceedings 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 been published in marketing, historical, sociological and other journals, such as the Journal of Historical Research in Marketing.

Authors may choose to submit full papers or extended abstracts:

- Full paper length is 8,000-12,000 words (including references, figures and tables).
- Extended abstract length is 1,200-1,500 words (including references, figures and tables)

Note that only **full papers** are eligible to be considered for the *Stanley C. Hollander Best Paper Award* (best overall paper) or the *David D. Monieson Best 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.

Full Paper Abstract

The abstract should be single-spaced and no more than 200 words. Font size is Times New Roman in 12-point. Full papers should begin with a structured abstract as follows:

- Purpose
- Research Method/Source Material
- Findings
- Conclusions/implications/limitations (for further research/practice/society)
- Keywords (no more than five)

Extended Abstract

Extended abstracts (1,200-1,500 words) should include a one paragraph abstract and the following headings: Purpose and Research Method/Source Material, Preliminary Findings, and Key References.

Body and Spacing

- All submissions (full papers and extended abstracts) should be single spaced.
- Margins should be set at 1" (2.54 cm).
- Paper size should be set for 8.5" by 11" (2.16 by 2.54 cm).
- Use Times New Roman in 12-point size font.
- Double space between paragraphs, and first level subheadings.
- Don't indent paragraphs.
- All text should be justified.

Headings Within the Body of the Text

- First level headings should be left justified, all caps and bold.
- Second level headings also should be left justified, first letter of each word in caps and words in bold.

Tables and Figures

Tables and figures should be included as part of the manuscript, at the correct location. Use clear titles. Figures should be numbered consecutively, as should tables.

Images

Photographs and other images should be included in the text at the appropriate location. Please ensure that images are of sufficient quality and size so as to be easily viewed by readers.

References

- Please use APA style for references
- The word References should appear as a first level heading.
- Entries must appear in alphabetical order separated by a space.

We welcome proposals for specials sessions or panels. Please submit those to the Program Chair, Dr. Joanne McNeish, by July 31, 2026 to 2027charm@gmail.com Decisions on proposals will be made by September 1, 2026.

FINAL SUBMISSION

Once your paper has been accepted and you have made the changes suggested by the reviewers, please submit your revised final paper or extended abstract as a PDF file. Please email it to Tianrong Lu, tlu@ifmparis.fr and Rodica Muravetchi, rmuravetchi@ifmparis.fr by **April 30, 2027**. Papers/extended abstracts received after this date cannot be guaranteed publication in the Conference Proceedings.

Note that for the final submission, the cover page should be removed. The paper title should be printed on the first page of the paper along with author affiliations. The title should be printed in

upper case, 14-point Times New Roman font, and centered. Using 12-point font, the author(s) and affiliation(s), email addresses and ORCID identifiers, if available, should be centered, single spaced, with the first author typed on the second line below the title, and then each author below the first. The abstract should follow the last author as part of the first page.

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