



Conference on Historical Analysis and Research in Marketing

## ABOUT CHARM

CHARM (Conference on Historical Analysis and Research in Marketing) is a scholarly organization devoted to organizing and managing the biennial conference, and to supporting historical research in marketing by providing information and resources.

### Charm website

<https://charmassociation.org/>

### Charm Conference Proceedings

CHARM Conference Proceedings Archives (1985 to 2025) is available at:

<https://ojs.library.carleton.ca/index.php/pcharm/issue/archive>

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## BOARD OF DIRECTORS

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<https://charmassociation.org/board-of-directors-2/>

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## PRESIDENT'S MESSAGE

The 2027 CHARM conference planning is underway. The location has been locked in as Pamplona, Spain. Maria Elena Aramendia-Munetahas has kindly agreed to be the Conference Arrangements Chair. Based on the ideas presented, we are in for a wonderful conference. The tentative dates are May 26-29, 2027 (to be confirmed). The call for papers will be out soon. The deadline for submissions is typically near the end of the year before the conference. For information or questions about the conference location, email Maria Elena, [elena.aramendia@unavarra.es](mailto:elena.aramendia@unavarra.es).

## EDITOR'S MESSAGE

Only 16 months to go until the 2027 CHARM conference in Pamplona. Check out this tourism website for more information about the conference site:

<https://www.spain.info/en/destination/pamplona/>

### VIEWS FROM OUR MEMBERS

#### MEMBER INTERACTIONS

Member Interaction facilitates members talking to members. We include requests made by members or if relevant, non-members for information, interaction, interviews data sets or potential collaboration. Please send your requests to the editor for publication in the newsletter.

**Request for Information/Insight:** I am working on an article about the life of Everett M. Rogers who introduced the wide-used five innovation adopter categories. While his formal publications are extensive and easily available, I am having trouble locating papers and letters related to his personal life. I am interested in exploring the beliefs underlying his research work. If anyone has any suggestions on how to determine whether they even exist, or any approaches to investigating him without these documents, I would appreciate your insight. Please email Joanne McNeish, [jmcneish@torontomu.ca](mailto:jmcneish@torontomu.ca)

#### MEMBER PUBLICATIONS

If you have published in the past 12 months, please email the editor with the author (s), year, article title, name of journal publication, a short summary (150 words) and a link to the article on the publisher's website.

**Petty, R.D. (2024).** From Marking Products to Marketing Brands A Legal Perspective on the History of Brand Marketing. *Book Series Palgrave Studies in Marketing, Organizations and Society*.  
<https://www.springerprofessional.de/en/from-marking-products-to-marketing-brands/50469154>

This book examines the historical evolution from marking or branding products for ownership purposes to branding products in order to promote the brand itself. In the extreme, some modern brands so strongly promote their brand image or personality that there is little emphasis on promoting the branded products themselves. Central to this evolution is the development and

protection of brand identifiers, such as names, logos, and more, as well as the development of registration and conflict-resolution systems to resolve disputes regarding brand identifier similarities. The author, Ross Petty, meticulously navigates the historical evolution of brand marketing, elucidating the manner in which this practice has evolved over time. To get a sense of how much brand marketing has grown, he examines advertising expenditures, the scholarly and professional literature, a few case studies, and the growing number of brand identifier registrations and disputes. He examines several legal areas including trademarks, unfair competition, copyrights, design patents and even antitrust law. In modern times, the legal system not only enables brand marketing but sets limits on it as well. The book concludes by examining some modern developments that are testing the limits. Catering to researchers vested in the realms of advertising and marketing history as well as law, this landmark text provides a thorough survey of brand marketing and its regulatory landscape.

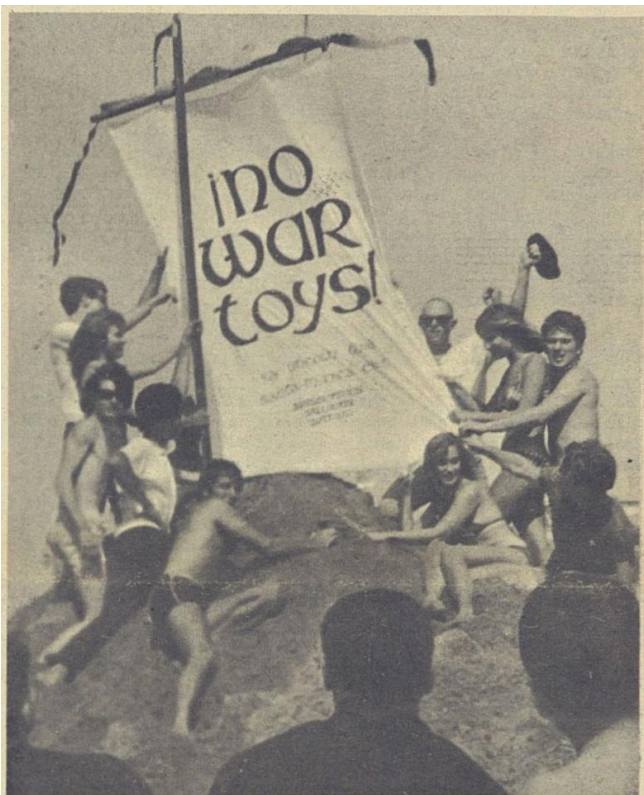
**Mark Tadajewski (2025).** Parapsychology's Influence in Marketing. *New Thinking Allowed with Jeffrey Mishlove*. YouTube video available at: <https://www.youtube.com/watch?v=Wpk8LPwvM04>

Mark Tadajewski discusses how the history of advertising and marketing is deeply intertwined with developments in areas such as Mesmerism, hypnosis, psychical research, Theosophy, New Thought, and parapsychology. In particular, he highlights the role of Harlow Gale in the late nineteenth and early twentieth century, a specialist in advertising psychology and also a member of the Society for Psychical Research.

**Witkowski, T. H. (2025).** War Toys: Product History and Public Protest. *Consumption Markets and Culture*. 28 (4), 299-329.  
<https://doi.org/10.1080/10253866.2025.2591383>

War toys have been made in small quantities for a very long time, and mass produced and marketed since the late nineteenth century. They have included miniature soldiers and military equipment, larger action figures and models, and

kid-sized weapons and accessories designed for kinetic play battles. War toys have given much pleasure and stirred consumer fascination with the past, but also at times, these playthings attracted organized opposition to their symbolic militarism and its possible individual and societal consequences. Toy companies and retailers changed their product lines in response to public criticism. Drawing from material culture theory, this history of objects, their marketing, consumption, and contested meaning focuses on the United States, but also reports on war toy production, consumption, and representation in Britain and other countries.



*No War Toys sand castle party, Los Angeles Free Press, August 13, 1965.*

**Witkowski, T. H. (2026).** Marketing Space Adventure Toys and Heroes, 1930s-1950s. *Journal of Historical Research in Marketing* <https://doi.org/10.1108/JHRM-03-2025-0015>

This history tells how toys based upon fictional outer space heroes and their adventures were marketed in the United States from the early 1930s through the later 1950s. Primary sources include surviving artifacts, associated promotional

ephemera, and visual records of space adventure comics, movies, and television shows. Space adventure toys of this period included ray guns and rocket ships, figurines and robots, playsets and puzzles, and many more related goods typically made from pressed and printed metals, paperboard, and plastics. Toy companies licensed the names and images of popular space heroes, starting with Buck Rogers and Flash Gordon, who appeared in comic strips, children's books, and movie serials, and on radio and early television shows.

## PUBLISHING OPPORTUNITIES

### JOURNALS – CALL FOR PAPERS

#### **The Journal of Radio and Audio Media**

##### **Call for Papers: Revisiting Audience**

##### **Engagement and the Relevance of Local Radio**

Traditional broadcast radio competes for audience attention and share with various digital media, including podcasting and a variety of digital music options. At the same time, local radio today can be very automated and voice-tracked and 'generic' in terms of how it is presented locally. In the context of these important technology impacts on broadcast radio, articles submitted should demonstrate ways traditional local radio is or still can be vibrant and successful. Fuerst addressed the foundations of the 'shrinking local audience' problems nine years ago, and, at the time, recognized the problem had been developing for many years prior. That conversation implied, at least for public radio at the time, that managers recognized the trends and intended to increasingly emphasize local programming to respond. In relation, over the past decade, there have been frequent conversations about 'hyperlocal' programming. Outgoing President/CEO of the Radio Advertising Bureau Erica Farber is quoted in *Inside Radio*, saying: "I think the more that broadcasters can focus in on their local community, that is key. And there should be no question when you're listening to a local radio station what city you're in, and that you know what you're listening to". This call invites submissions of research reports that profile and demonstrate

effective, successful, traditional local commercial or non-commercial terrestrial broadcast stations including historical studies demonstrating successful local markets stations and/or personalities.

Send an extended abstract of 1500 words for initial review to [DrTonyDeMars@gmail.com](mailto:DrTonyDeMars@gmail.com)

Submission Deadline for abstract: **April 3, 2026**

Submission Deadline for final papers: **August 1, 2026.**

For information: <https://beaweb.org/wp/jram-call-for-papers-revisiting-audience-engagement-and-the-relevance-of-local-radio/>

### Journal of Services Marketing

**Special Issue:** Historical Perspectives on the Development of Services Marketing Theory & Practice

In an era dominated by emerging technologies, predictive algorithms, and hyper-personalized marketing strategies, the field of services marketing risks becoming unmoored from its foundational roots. The focus on the new has led to a collective amnesia about where services marketing came from, how it evolved, and which intellectual, institutional, and professional forces shaped its current identity. This special issue seeks to redress that imbalance by turning back to services marketing history, not as nostalgia, but as a method of strategic clarity. This issue takes seriously the argument that services marketing is suffering from a form of developmental myopia. We aim to investigate how the loss of historical awareness, practitioner integration, disciplinary cohesion, and ethical breadth has contributed to a weakened academic and professional impact. The goal is to challenge contributors to think historically to better shape the future of services marketing theory and practice. Submissions will address diverse influences on services marketing's development, including the role of universities, foundations, and policy; the split between theory and practice; the evolution of doctoral training; the influence of specific thought leaders; and critical historical incidents. Both conceptual and empirical work that interrogates the field's development, its current limitations, and its possibilities for renewal are of interest. By fostering a more grounded,

interdisciplinary, and ethically conscious perspective, this issue invites the services marketing community to reconnect with its intellectual heritage, confront its fragmentation, and reimagine a future informed by the past.

**Submission Deadline:** July 31 2026

For information:

<https://www.emeraldgrouppublishing.com/calls-for-papers/historical-perspectives-development-services-marketing-theory-practice>

### Design History

#### Call for Papers

Design History (DH) is an interdisciplinary scholarly field that examines the evolution and development of design objects within their historical, cultural, and stylistic contexts. It encompasses diverse design disciplines, including architecture, fashion, crafts, interior design, textiles, graphic design, industrial design, and product design. Topics include design service and evaluation, social innovation theory and practice, and design as a catalyst for social and cultural development. DH aims to disseminate innovative design ideas and solutions, address issues such as sustainable design and consumer services, and promote design practices that foster harmonious social progress and multicultural exchange. We invite papers exploring all facets of design history. Submissions should provide innovative insights, methodologies, or theoretical frameworks that deepen the understanding of design's historical dimensions. Priority areas include decolonial perspectives on design history, gender in design practice, environmental design histories, digital design cultures, and cross-cultural design exchanges. The journal accepts three types of contributions: thematic research articles, literature reviews, and book reviews.

**Submission Deadline: December 31, 2026, 7:00PM GMT**

Submit to [m.scholar2023@gmail.com](mailto:m.scholar2023@gmail.com) or

<https://ojs.michelangelo-scholar.com/index.php/DH/submissions>

For information:

<https://www.designresearchsociety.org/events/call-for-papersthe-design-history-dh>

### Journal of Cultural Economics

**Special Issue:** History of Market for Art and Cultural Goods

The economic history of markets for visual arts, as well as reproducible and non-reproducible cultural goods and collectibles, encompasses the empirical analysis of these markets from the ancient world through the Middle Ages, the Early Modern period, and the 19th and 20th centuries, each era shaped by its own paradigms of production, distribution, and consumption. These categories of artworks and cultural goods include not only traditional fine arts (i.e., painting, graphic arts, sculpture), but also photographs, prints, decorative arts, antiques, crafts, mineralia, memorabilia, and, more broadly, goods from the book, music, and fashion industries, among others. This issue aims to expand research in this field from the perspective of economic history and cultural economics, using a more comprehensive definition of the art markets that embraces artistic, cultural and creative goods long opposed as ‘major’ versus ‘minor.’ The geographical scope also extends beyond Western art markets to include Latin American, African, Chinese, Indian, Middle Eastern, and other markets, including regional and local marketplaces. We are particularly interested in studies of cross-border flows of cultural property as well as patterns of artists’ careers, migration and mobility.

**Submission Deadline:** January 2027

For information:

<https://link.springer.com/journal/10824/updates/27818466>

### CONFERENCES – CALL FOR PAPERS

#### Royal Historical Society

**Communication and Exchange in the Early Modern 1500-1850**

June 11-12, 2026 | Aberystwyth University, Wales, U.K.

Our project aims to bring together researchers from around the globe for authoritative and constructive discussion on the medium of communication history. The conference is broad in its approach, encouraging innovative research from scholars

across the Arts and Social Sciences. From merchants to messengers, printers to politicians and spies to sovereigns, people were always busy in conversation. The sheer availability of paper, inks and writing instruments combined with the vast developments in printing and infrastructure, cumulatively improved the way that Europeans corresponded and thus created a continent in conversation. People from all social orders and national boundaries harnessed these new developments, using avant-garde methods of print media to communicate to a national and international public which was usually facilitated by a mobile network of confidential and reliable correspondents. Communication and exchange fundamentally transformed the European scene, turning the continent into a nursery for the public sphere. Amid such change surfaced new stages for conversation, both loud and quiet, taking hold of the public and shaping intellectual minds to come. Our intention for the theme, ‘a continent in conversation,’ is to approach the wide-ranging topic of the public sphere. This conference will explore the value of cultural and intellectual exchange as well as the diverse practices of networking in the early modern world.

**Submission Deadline: February, 27, 2026 12:00 AM**

For information and call for papers:

<https://royalhistsoc.org/calendar/communication-and-exchange-in-the-early-modern-1500-1850-call-for-papers/>

Submit an abstract of 200 words and a short biography (maximum of 100 words) to [communicationandexchange@gmail.com](mailto:communicationandexchange@gmail.com).

#### 10th Colloquium on European Research in Retailing

**Marketing Myopia Reloaded: Rediscovering Retail's Core**

July 1-3, 2026 | Johannes Kepler University, Linz, Austria.

Retail is being reinvented, algorithm by algorithm, app by app, store by store. Yet as we digitalise, automate, and optimise, a fundamental question remains: Are we still seeing the people behind the process? In an era of AI, robotics, and platform retailing, CERR 2026 invites researchers to re-

centre the human being in the retail equation. Our theme, Marketing Myopia Reloaded, builds on Theodore Levitt's timeless question: What business are we really in? We invite contributions that challenge current tech-centrism and instead explore how technologies, from AI to automation, can act as meaningful tools, not ends in themselves. We are not anti-tech. We are pro-human, pro-purpose, and pro-impact. This year's colloquium brings together academics and professionals to reflect on what we call "Re-Novation": the human-centred renewal of retail. Retail is, and always will be, a people's business, in the supply chain, at the point of sale, and along the entire customer journey. We ask: What is the core of retail today? Where do passion, emotion, and irrationality still matter?

Submission deadline of abstracts and full papers:

**March, 15, 2026**

For information:

<https://cerr.sciencesconf.org/resource/page/id/2>

## FINANCIAL AWARDS

### Canadian Business History Association

#### **Best Scholarly Article in Canadian Business History**

A \$1,000 prize for the best article in discussing Canadian business history. The article must have been published in 2025.

#### **Chris Kobrak Research Fellowship**

This fellowship (\$5,000/year for two years) offers support to a junior scholar (graduate students and scholars up to 10 years post-degree) for a research project in an area of Canadian business history with the goal of producing an academic project that advances our understanding of Canadian business history.

#### **Desautels Research Fund**

A \$1,000 award to support a PhD student or scholar within five years of their doctoral degree for a research project on private enterprise, law, and history.

#### **Wilson Undergraduate Essay Prize**

A \$1,000 prize for the best undergraduate essay (either published or submitted as course work) on the study of business history in Canada. Essays and articles from the 2025-2026 academic year will be considered.

#### **Waugh Family Foundation CBHA/ACHA Prize**

The prize will be awarded to an individual, group, organization, or firm that has made an exceptional contribution to Canadian business history through public engagement. Nominations may be made by the public.

Submission deadline is **February 27, 2026.**

For information: <https://www.cbha.ca/awards>

Submit to [cbha.acha@gmail.com](mailto:cbha.acha@gmail.com) by no later than 27 February 2026.