

CHARM

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

List of the Board members is available at:

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

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PRESIDENT'S MESSAGE from our new President, Jayne Krisjanous

It is a privilege to introduce myself as the new President of the CHARM Association. I am an Associate Professor in the School of Marketing and International Business at Victoria University of Wellington, New Zealand. I have been attending CHARM conferences for several years now, and I can genuinely say it remains my favourite conference.

My passion lies in the historical dimensions of marketing, an area in which I derive great intellectual and personal satisfaction. I deeply value the CHARM community for fostering rigorous historical inquiry and collegial support. I want to extend heartfelt thanks to the CHARM Board for their tireless work in making the Association a success, and in particular, to Gurdeep Kohli from Brunel University. I also warmly welcome the newly appointed Board members from the 2025 conference. As Richard Hawkins steps down from the role of President to take on the position of Secretary, I extend my sincere gratitude for his leadership and continuing service.

I am pleased to share that the **2027 CHARM Conference** will be held in **Palermo, Spain**, with our esteemed colleague Elena Aramendia very kindly agreeing to host. Elena gave a persuasive and compelling presentation at the conference, and we are confident Palermo will offer a rich and inspiring setting. There is much planning ahead, and we look forward to collaborating to ensure its success.

Looking ahead, my priorities as President include reinforcing CHARM's strong commitment to marketing history. We are fortunate to have long-standing members whose scholarly contributions and mentorship continue to shape the field. Equally, it was heartening to witness the energy and promise of emerging scholars at the 2025 conference, their enthusiasm and active participation offer great assurance for CHARM's future.

Finally, thank you to Joanne McNeish for her continued work on the CHARM newsletter, which keeps us connected between conferences. The Board is currently exploring new initiatives, such as virtual seminars, to enhance engagement and provide value to our members year-round. We look forward to sharing more details soon.

EDITOR'S MESSAGE



The 2025 CHARM conference committee is to be congratulated for a highly successful conference! The days were full with over 30 marketing history presentations, four key note speakers, and tributes to Eric Shaw and Kazuo Usui. There was also time for socializing and networking, plus a trip to Windsor Castle. Thanks to Gurdeep Kohli for this video of the conference highlights!

Link to a short video with conference highlights:

<https://www.youtube.com/watch?v=FNwFBkka7w8>

The 2025 CHARM Conference Proceedings: Crowning Achievements in Marketing History is available at:

<https://ojs.library.carleton.ca/index.php/pcharm/issue/view/301>

VIEWS FROM OUR MEMBERS

MEMBER INTERACTION

Member Interaction is all about members talking to members. We will 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.

To People of CHARM!

I am Kerryn Lyes, a PhD candidate at the University of Canterbury. I attended CHARM in 2023 at Duke University, so some of you may have met me there. My PhD project is about the conceptualisations of change in marketing thought. As part of this, I am conducting interviews with marketing academics in New Zealand and internationally. I reaching out to see if any of you would be willing and able to participate. It would be an online interview (approx. 30-60 minute) conducted over video call, discussing the change (or lack of change) you have observed in your work in marketing research, your thoughts on how change is approached in marketing and the philosophical assumptions involved. If you would like to participate, or have any questions, please email me, kerryn.lyes@pg.canterbury.ac.nz and we will arrange a time to talk. I am scheduling interviews for August 4 to 10. If you have even 30 minutes free for a video call interview during that time, I would very much appreciate your participation.

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.

Tadajewski, M. (2025). Beyond Kotler and Böhme, towards postmaterialism? Tracing neglected theorisations of atmospheres and atmospherics. *Journal of Marketing Management*. 1–104. <https://doi.org/10.1080/0267257X.2025.2492874>

In this paper, we trace the thinking around atmospheres and atmospherics. Initially our focus is upon Franz Anton Mesmer. We next examine atmosphere construction in retailing during the nineteenth century. From this, the narrative unpacks outputs penned between 1900 and 1950 which depict advertising as fashioning 'psychic' atmospheres and 'magic cloaks' for products and services. We then explore publications stressing curatorial atmospheres in retail stores. Concurrently evolving with the managerial literature is a critical stream of writing which holds that advertising generates pathological atmospheres. The spotlight next moves to debates taking place between the 1950s and 1970s. Attention is subsequently shifted to the 1980s revivification of critical studies and discussions of 'toxic climates.'

PUBLISHING OPPORTUNITIES

JOURNALS – CALL FOR PAPERS

Corporate Communications: An International Journal

Special Issue: History of Public Relations

Only by tracking back the origins of the discipline could one be able to predict future developments in terms of research, practice and teaching. Meeting this aim has been an ongoing process the success of which is reflected in the publication of past Special Issues and the development of the themes listed below. The

history of public relations has almost endless angles which remain unexplored ranging from national histories, case studies, women/men leading pioneers globally and nationally. Exploring these angles allows a deep understanding of public relations, propaganda and communication. The area of PR History remains understudied as it has been receiving academic attention mainly the last ten years.

Submission Deadline: **July 31, 2025**

For information and call for papers:

<https://www.emeraldgrouppublishing.com/calls-for-papers/history-public-relations>

Journal of Historical Research in Marketing

Special Issue: Historical Perspectives on Race in the Marketplace

This special issue aims to bring forth new evidence-based research from scholars who introduce novel information, data and perspectives on historical topics which are typically marginalized or excluded from traditional academic publications. In particular, this issue focuses on historical aspects of race in the marketplace in global contexts by exploring the experiences, viewpoints and impacts of the past concerning racialized markets and actors.

Submission Deadline: **August 29, 2025**

For information and call for papers:

<https://www.emeraldgrouppublishing.com/calls-for-papers/historical-perspectives-race-marketplace>

Business History

Business History is an international journal concerned with how businesses, organizations, and their environment develop over time, and how this influences contemporary organizations. It publishes interdisciplinary articles that contribute new insights into the past activities of organizations and their major stakeholders. Research in business history makes (1) empirical contributions by presenting new historical sources, which may be archival, visual or material, as well as oral history; (2) historiographic contributions, by engaging with

research controversies in the field of business history, building new conceptual frameworks for understanding business or organizational activity in the past; or challenge existing conceptual frameworks that have shaped our understanding of the past; (3) theoretical contributions by using historical research to contribute to relevant social science and organizational theories by drawing on the past as an empirical setting. Business History continues to widen and deepen its international scope by promoting research on under-researched regions, time periods and topics.

Submission Deadline: **Ongoing**

For information:

<https://www.tandfonline.com/journals/fbsh20/about-this-journal#aims-and-scope>

The Journal of Design History

In publication since 1988, the research-focused mouthpiece of the Design History Society, the Journal of Design History embraces the history of a range of design-related subjects, from furniture to product design, graphic design, craft, fashion, textiles, architectural interiors and exhibitions. Its orientation and reach are global. The Journal addresses the history of design from a humanities perspective primarily, but it also borrows methods from related fields including the social sciences, material culture studies and cultural studies. Having established design history as a discrete discipline, the JDH also aims to be of interest to historically aware and critically engaged design practitioners and educators. In-depth case-studies with a level of general appeal, as well as shorter pieces addressing museums and archives, and book reviews, are welcomed.

Submission Deadline: **Ongoing**

For information about JDH:

<https://academic.oup.com/jdh/pages/why-submit>

For information about JDH Explorations:

<https://www.designhistorysociety.org/news/view/call-for-submissions-jdh-explorations-2>

The International Review of Scottish Studies

The leading interdisciplinary journal for international scholarship on Scottish history and culture, with a mission to create a space for scholars at all career levels exploring Scotland's past and present. The Review expands the global reach of Scottish scholarship, to become a primary publication for scholars seeking to reach an international audience of readers, and to connect innovative research from a broad range of disciplines to an informed scholarly audience and public. We welcome submissions of full-length articles and research notes (up to 1500 words), as well as proposals for special issues from all humanities and social science disciplines, from history and literature to film studies, contemporary politics, sports, migrations, language, and all aspects of Scottish culture.

Submission Deadline: **Ongoing**

For information:

<https://eupublishing.com/journal/irss/about>

Submit papers to the Editor: Kevin James,

scottish@uoguelph.ca

CONFERENCES – CALL FOR PAPERS

World Congress of Business History

Global Connections/Diverse Directions:

Building Bridges Across Business Histories

July 27-31 2026 | Toronto, Ontario, Canada

A reflection of the ever-changing world of business, the discipline of Business History has been far from static. In recent decades, both research topics and methods have diversified dramatically, following on from the now classic works of Chandler et al. Encouraging trends include business scholars' use of alternative historical approaches and organizational science, including quantitative methods and/or methodologies informed by the "cultural turn"; the institutionalization of Business History research with the establishment of academic societies and academic journals; and the increased internationalization of the field. Papers/panels on a wide range of topics and various dimensions of the conference theme are

welcome. **Note** that The Business History Society of Japan, the Canadian Business History Association, and the European Business History Association will hold their Annual Meetings during the Congress.

Submission deadline is **December 1, 2025**.

For information and call for papers:

<https://www.worldcbh.org/CfP2026>

DATA SOURCES

History of Advertising Trust

Location: Raveningham, Norwich, UK

Collection: The History of Advertising Trust was established in 1976 as an archive to the advertising industry and grown to embrace all forms of brand communication.

For information and access to online resources:

<https://www.hatads.org.uk/>

Library of Congress

Location:

Thomas Jefferson Building
Washington, DC USA

Collection:

The Library of Congress is the largest library in the world, with millions of books, films and video, audio recordings, photographs, newspapers, maps and manuscripts in its collections. The Library is the main research arm of the U.S. Congress and the home of the U.S. Copyright Office.

For information and access to online resources:

<https://www.loc.gov/collections/>

A History of Marketing Podcast

Create by Andrew Mitrak this podcast explores the story of how marketing evolved. Each episode features marketing history, for example: origins of modern advertising and rise of iconic brands; evolution of market research and consumer behavior; impact of technology on marketing from the printing press to the internet; stories behind legendary campaigns and marketing breakthroughs; and stories about the people who shaped marketing.

Note: CHARM member, Mark Tadajewski is featured on the episode: *Myth Busting, Mind Reading, and Rethinking Marketing's Origin Story*

Subscribe at <https://marketinghistory.org/>

Podcast available on Spotify, Apple Podcasts or YouTube Podcasts