



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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Full list of the Board members is available at:

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

PRESIDENT’S MESSAGE

I hope you are all looking forward to the end of the semester and enjoying the summer weather and vacations (or staying cosy and warm if you are here

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“DownUnder” where I am in New Zealand). It’s great to bring you news of the 2027 conference in Pamplona and how things are coming together. Please diary the dates **May 26-29, 2027**. It will be wonderful to see everyone and make sure our community stays strong and vibrant. Please take some time when things quieten down to consider the Call for Papers and what you might prepare for the 2027 conference in Pamplona, Spain.

CONFERENCE ARRANGEMENTS CHAIRS’ MESSAGE

Dr. Maria Elena Aramendia-Muneta and Dr. Sara Cano-Rodríguez, Conference Arrangement Chairs, welcome attendees to UPNA (Universidad Pública de Navarra), a public research university in Pamplona, Spain. The conference will take place at the Campus Arrosadia. Pamplona, the host city for the upcoming CHARM conference, offers a rich blend of history, culture, and academic life that will make it a memorable setting for our gathering. Home to the Public University of Navarre (UPNA), the city combines a welcoming campus environment with the vibrancy of a historic European destination. Founded in 1987, UPNA is known for its strong commitment to teaching, research, international collaboration, and regional development. As the former capital of the ancient

Kingdom of Navarre, Pamplona is deeply rooted in medieval heritage. Attendees can explore its well-preserved city walls, stroll through the charming old town, and visit landmarks such as the Gothic Cathedral of Santa María la Real or the Citadel, a remarkable example of Renaissance military architecture. Just a short trip away, the Palace of the Kings of Navarre in Olite offers an impressive glimpse into the region's royal past. Beyond its cultural attractions, Pamplona provides a relaxed and accessible setting, complemented by excellent gastronomy and opportunities to experience traditional Navarrese cuisine. We look forward to welcoming you to a city where history and scholarship meet.

For information visit CHARM website at: <https://charmassociation.org/conferences/> or <https://www.unavarra.es/charm>

To contact the Arrangement Chairs: charm2027@unavarra.es

Information about Pamplona can be found here: <https://www.spain.info/en/destination/pamplona/>

PROGRAM CHAIR'S MESSAGE

The 2027 CHARM conference will take place from May 26 to 29, 2027 with the theme: *Marketing History in the Age of AI: Understanding the Past, Interpreting the Present, Imagining the Future.*

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.

Submission Deadline: **November 15, 2026.**

Call for papers: <https://charmassociation.org/call-for-papers-charm-2027/>

For more information contact the Program Chair at: 2027charm@gmail.com

PUBLISHING OPPORTUNITIES

JOURNALS – CALL FOR PAPERS

Journal of Historical Research in Marketing Special Issue: Historical Analysis of Gender-based Marketing Strategies

This special issue offers an original contribution by situating gender at the centre of historical marketing analysis, an area often overshadowed by studies of firms, products, or consumers in general. It advances current scholarship by integrating feminist theory and visual culture into the historiography of marketing, providing new conceptual tools to interpret how gender has shaped, and been shaped by, market communication. This special issue aims to expand the temporal and geographical scope, encouraging comparative studies that trace long-term trajectories across different historical contexts. By including perspectives on both representation and agency, women as subjects and producers of marketing, the issue will foster a more inclusive and multidimensional understanding of marketing history. It will thus establish a framework for rethinking the relationship between gender, creativity, and commercial culture across time.

Submission Deadline: **July 17, 2026**

For information and call for papers: <https://www.emeraldgrouppublishing.com/calls-for-papers/historical-analysis-gender-based-marketing-strategies>

Journal of Business Venturing Insights **Special Issue: Developing Entrepreneurialism**

This special issue uses developing in a double sense: first, to examine how entrepreneurialism itself has developed historically, conceptually, and discursively; and second, to interrogate how entrepreneurialism shapes what counts as “development”, broadly conceived as personal or collective, material or symbolic, political or cultural progress or improvement. We aim to rethink entrepreneurialism not as a neutral or inevitable force, but as an ideological formation that directs aspirations, legitimates certain futures, and forecloses alternatives. This aligns with the many critical perspectives espousing entrepreneurialism as reproducing disadvantages and fragilities, particularly in resource-poor contexts. These works build on earlier insights to underscore that entrepreneurial action can both enable and constrain development. Contributions are invited that interrogate how entrepreneurialism has developed as an analytic category and its role in shaping development, broadly conceived. We particularly encourage work that examines how entrepreneurialism legitimates, reconfigures, or constrains possibilities across diverse historical, institutional, and geographic contexts.

Submission Deadline: October 31, 2026

For information and call for papers:
<https://www.sciencedirect.com/special-issue/327015/developing-entrepreneurialism>

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 (e.g., colonial-era looting and post-colonial restitution, illicit trafficking in cultural property), as well as patterns of artists’ careers, migration and mobility.

Deadline for submission: January 2027.

For information and call for papers:
<https://link.springer.com/journal/10824/updates/27818466>

Technology and Culture

The official publication of the Society for the History of Technology and published by the Johns Hopkins University Press, with full-text electronic access on Project Muse. The journal is published quarterly, offering research articles, essays, and reviews of books, film, museum exhibits and digital projects. Authors represent a wide variety of disciplines including history, anthropology, geography and others.

For information:
<https://www.historyoftechnology.org/publications/technology-and-culture/>

CONFERENCES – CALL FOR PAPERS

Business History Conference 2027

Business History and Political Economy March 18 - 20, 2027| Sheraton Mexico City Maria Isabel Hotel, Mexico City, Mexico

The BHC Program Committee invites sessions and papers that consider business history and political economy from a variety of different perspectives.

While we encourage submissions to take up the conference theme, proposals addressing other topics in business history will receive equal consideration by the program committee in accordance with BHC policy. We encourage creative formats that foster lively interactions among presenters and with the audience, such as roundtables and workshops. For recommendations on how to form sessions with other scholars, please see the panel proposal forums on the BHC website. Individual paper submissions will be combined into new panels defined by themes chosen at the committee's discretion. Each presentation proposal should include a one-page (300 words) abstract and one-page curriculum vitae (CV) for each participant.

Submission Deadline: **October 16, 2026**

For information and call for papers:
<https://thebhc.org/2027-bhc-meeting>

Association of Canadian Archivists Annual Conference

June 2027| Winnipeg, Manitoba, Canada

The Association of Canadian Archivists is pleased to announce that the 2027 Conference will be held in-person in Winnipeg, Manitoba. The Winnipeg archival community looks forward to gathering in this place steeped in history and culture. Help us celebrate the University of Manitoba's 150th birthday, discover treasured cultural heritage collections housed within the Hudson's Bay Company Archives, the National Centre for Truth and Reconciliation, and the Canadian Museum for Human Rights.

Submission Date: **TBD**

For information: <https://archivists.ca/Future-Conferences>

DATA SOURCES

Paul Christie Theatre Collection

Location: Toronto Metropolitan University
Library, Archives and Special Collections

Collection: This collection consists of programs from theatre, opera, and symphony performances that the collector, Paul Christie attended from 1952-2020 in the Toronto area, New York, and London. Most programs have the ticket stub tipped in, and some include newspaper reviews and clippings for the performances.

For information:

<https://archives.library.torontomu.ca/index.php/paul-christie-theatre-program-collection>

VIEWS FROM OUR MEMBERS

MEMBER INTERACTIONS

Member Interaction facilities 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.

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. Please send your requests to the editor for publication in the newsletter.