CHARM
Conference on Historical Analysis and Research in Marketing

In This Issue	Page
About CHARM	1
2027 CHARM Conference	1
Publishing Opportunities	
CHARM Newsletters	2
Conferences - Call for Papers	2-4
Grants	4
Data Sources	4

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

Newsletter Editor: Joanne McNeish
jmcneish@torontomu.ca

EXECUTIVE COMMITTEE

President 2025-Present
Jayne Krisjanous
jayne.krisjanous@vuw.ac.nz

Vice President 2025-Present
Maria Elena Aramendia-Muneta
elena.aramendia@unavarra.es

Secretary 2025-Present
Richard Hawkins
R.A.Hawkins@wlv.ac.uk

Treasurer 2013-Present
Jacqueline Reid Wachholz
j.reid@duke.edu

BOARD OF DIRECTORS

Full list of the Board members is available at:
https://charmassociation.org/board-of-directors-2/

2027 CHARM CONFERENCE

The plans are coming together! The conference committee has been meeting monthly to make sure that the 2027 conference is the best, yet. The conference will be held May 26 to 29, 2027 in Pamplona, Spain. Travel and accommodation will be posted on the website soon. Here are some high level details of the conference schedule:

Wednesday, May 26: We are delighted to announce that there will be a Doctoral Symposium. PhD Students, accepted to the main conference, will have a chance to present their papers and receive detailed feedback from faculty members before conference. In the evening, the opening reception will be held at the Catedral Metropolitana de Santa María la Real de Pamplona
Thursday, May 27: We move to the Campus Arrosadia at the Universidad Pública de Navarra for a full day of presentations. In the evening we gather to have dinner together and congratulate our award winners
Friday, May 28: The conference continues with another full day of sessions. In the late afternoon there will be an optional tour of Pamplona.
Saturday, May 29: The conference finishes with a half day of sessions and time to say goodbye until next time. In the early afternoon there will be an optional trip to Palace and wine tasting.

We would love to have you join us!

PUBLISHING OPPORTUNITIES

CHARM NEWLETTERS

Note that past newsletters from 2024 to Present are now available on the CHARM website at https://charmassociation.org/newsletters/

CONFERENCES – CALL FOR PAPERS

CHARM 2027

Marketing History in the Age of AI: Understanding the Past, Interpreting the Present, and Imagining the Future | May 26-29, 2027 | Universidad Pública de Navarra, Pamplona, Spain.

In these challenging times, CHARM 2027 will 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. Submissions are encouraged that discuss methodological, historiographical and pedagogical 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/
Email your extended abstracts and papers to 2027charm@gmail.com

Asia-Pacific Economic and Business History Conference

Innovation: Historical Perspectives from Asia-Pacific and the World | February 101-2 2027 | The Australian National University, Canberra, Australia

The conference welcomes papers on all topics in economic, social, and business history, as well as proposals for sessions on specific themes but especially related to the conference theme. In its broadest sense, this embraces all aspects of business, economic and social life. It reflects the award of 2025 Nobel Prize in economics to Joel Mokyr for his analysis of the conditions for sustained growth through technological progress. The theme could be approached from several perspectives, including those of the cliometrician, the economic historian, the economic theorist, the business historian, the applied economist, as well as the social historian. There is scope for new interpretations, new findings, as well as syntheses of existing work.

Submission Deadline: **October 23, 2026**
For information: https://rse.anu.edu.au/asia-pacific-economic-and-business-history-conference
Abstracts, papers and proposals for sessions should be sent to CEH.RSE@anu.edu.au

2027 International Association for Media and History Conference

Media that Serve | July 12-15, 2027 | FAMU and Charles University, Prague, Czech Republic

The theme can be approached from multiple perspectives. For example, what does it mean for media to "serve," and whom, an audience, a state, a sponsor, a market, or particular notions of the public good? These are not always compatible aims, and the tension between them runs through a wide range of areas relevant to media developments across most countries. The concept of useful media, that is, media made in service of an instrumental, often non-theatrical purpose, whether educational, industrial, or governmental, offers a productive lens, as do documentary and animation produced explicitly in the service of a cause. The role of archives, as both custodians and shapers of what counts as media in service of memory or knowledge, extends this inquiry. The conference invites academics and practitioners

from all relevant disciplines to take part in a conversation about the historical role of film and broadcasting industries, as well as new media and advertising.

Submission Deadline: **December 10, 2026**
For information:
https://iamhist.net/iamhist-conference-2027-call-for-papers/

2027 Association of Business Historians Conference

Work, Leisure and Wellbeing | June 16-18, 2027 |The University of Sussex, Brighton, UK.

Business History's central concern is the behavior of the firm, organizations, and entrepreneurs their context and over time. This is inherently linked to the work that people do and how they do it and the strategy work done by senior managers. It can be the structures devised by managers for the planning and coordination of the organization of work. It can be questions about where certain activities, such as research and development, sales and marketing, or manufacturing, have been located: within countries or, in different countries by multinational enterprises. For entrepreneurs what works, what will work, and what does not work, not only shapes markets, and industries, but leads to the emergence of new ones. Leisure can also be thought of as the distinct opposite of work. The growth of holiday resorts, and spa towns have been linked to greater disposable time and income. Leisure destinations have also been related historically to increasing awareness for the protection and maintenance of health, and for the propensity for conspicuous consumption and display of wealth. In some instances, this has given rise to the creation of new business opportunities, the emergence of leisure-based industries and the rise of new tourist destinations and categories of tourism. In addition to papers that relate to the conference theme, all papers and panels on any aspect of business history are welcome.

Submission Deadline: **January 29, 2027**
For information, email Tom Buckley at ABH@sussex.ac.uk or here:
https://www.historyinorganizations.org/p/call-for-papers-association-of-business

2027 Print Networks Conference

Street Literature, Ephemera, and the Heritage of 'Disposable' Print | July 13-14, 2027 | University of Stirling, UK

This conference is inspired by Scottish printing history and culture. The University of Stirling, has a remarkable collection of eighteenth- and nineteenth-century chapbooks as well as the Eneas Mackay collection (newsagent and stationer material). The theme is open to a range of interpretations. Topics might include the products of the press; the means by which they were produced; how they were circulated and consumed; the people responsible for their production and their readership. The conference is also interested in growth of street print as a medium of advertising and how such ephemeral print contributes to a sense of local identity, with respect to trade, industry, entertainment, religion, education and regional politics. The sorts of material covered might include, but is not limited to: Chapbooks and ballads; Ephemeral printed matter in its widest sense; Leaflets, brochures, and other publicity; Posters: Magazines; Newspapers; Pamphlets; Street literature; and Tracts. Proposals on all periods of print from early modern to the present are welcome. Papers need not be exclusively related to Scotland, however, proposals relating to its remarkable printing heritage are encouraged. Proposals for papers of twenty minutes and for themed panels of three or more speakers are invited. Other presentation forms are also welcome, such as performance, film, artefacts and displays.

Submission Deadline: **January 31, 2027**
Please send abstracts of 300 words accompanied by brief biographies to Caroline Archer-Parré at Caroline.Archer@bcu.ac.uk

For information:
https://www.cphc.org.uk/events/2027/7/13/street-literature-ephemera-and-the-heritage-of-disposable-print

GRANTS

Waugh Family Foundation CBHA/ACHA 2027 Book Prize (Theme 2)

The Canadian Business History Association, Canada's leading organization for the study of business in Canada, invites submissions for its annual $10,000 Waugh Prize.

The 2027 prize recognizes the Best Book in Canadian Business History. The prize committee encourages the submission of books from all methodological perspectives. It is particularly interested in innovative studies that have the potential to expand the boundaries of the discipline. Scholars, publishers, and other interested parties may submit nominations. Eligible books may have a Canadian or international business history focus, but must include a significant Canadian perspective. They must be written in English or French and be published during the two years prior to the award (2025, 2026).

Submission Deadline: **February 26, 2027**.
Four copies of a book must accompany a nomination and be submitted to the CBHA/ACHA Prize Coordinator, Joanne Archibald, Executive Director of the CBHA. To request the mailing address for submissions, please email ed@cbha.ca.

Canadian Business History Association Grants

The Canadian Business History Association announces grant opportunities. Funding is available for conference travel and attendance, conference sponsorship, research and project funding.

Submission Deadline: **October 30 2026**.
For information and the application form:
https://www.cbha.ca/

DATA SOURCES

University of British Columbia, Canada

UBC's archival holdings include a rich collection of records relevant to business history, spanning industries and subjects such as mining, forestry, fishing, transportation, retail and consumer culture, manufacturing, advertising, banking and finance, labour relations, and natural resources. These records offer researchers numerous entry points into the history of business and economic life in British Columbia and Canada.

If interested in exploring the collection, contact them at: ubc.archives@ubc.ca