



ISMD SIG 2014 London Royal Holloway (part of Macromarketing 2014)

14TH BI-ANNUAL CONFERENCE

July 2-5, 2014

Theme: Economic development, Environmental Sustainability and Social Justice: Despite or Because of Markets?

Host: University of London, Royal Holloway

Website: macromarketing.org

Submission Deadline: Monday 3, February, 2014

Papers will be evaluated through a double blind review process, and authors will be notified of acceptance/rejection by early March 2014. Papers submitted to tracks should be sent to track chairs and can take the form of full papers or long (2 pages).

Two journals will be represented in the conference: **Journal of Macromarketing** (<http://jmk.sagepub.com/>) and **International Journal of Emerging Markets** (<http://www.emeraldinsight.com/products/journals/journals.htm?id=ijoem>).

ISMD SIG Chair:

Detlev Zwick, Schulich School of Business, York University, Toronto, ON, Canada.

Pia Polsa, Hanken School of Economics, Helsinki, Finland.

The world has undergone significant socio-economic transformations over the past few decades now often described as neoliberalization. Liberal economic policies, advances in technologies and a global media culture draw more countries and its populations into the vortex of competitive global capitalism. As a result new forms of political governance are emerging, cultures are becoming less indigenous, capital becomes hyper-mobile, labor becomes precarious, leading to migration, often illegal, of workers to cities and across borders in the search for employment and dignity. One result of this trend of affairs is that the processes and practices of business are adapting to the associated transformation of markets and marketing. For instance, capital markets are now seen as the primary mode for investments mobilization in most developing countries. Indeed, these and other markets are often seen as the dominant forces of influence on development and political sovereignty. We need sharp analytical tools to dissect the various effects of neoliberal global capitalism on the socio-economic, political and cultural development of all of us. It no longer makes sense to speak of development as a process limited to some parts of the world and not others. Within neoliberal global capitalism, everyone is exhorted to develop as an economic subject that makes decisions based mainly on economic cost-benefit analysis. This much populations in the affluent parts of the world share with the population of the so-called base of the pyramid. This conference seeks to

mobilize diverse and critical perspectives to develop a better understanding of the often violent and sometimes beneficial effects of economic development in the 21st century.

Part of the goal for this conference then is to bring together traditional and emerging thoughts on the new era of markets and its connection to human development, resistance, alternative forms of life, political participation and other relevant concerns.

Ultimately, the conference seeks to help understand markets, market processes and market institutions (at both micro and macro) and their connections to human development, social justice and political emancipation. As with earlier ISMD conferences, we anticipate thinking and investigations that rely on existing models but also bring in new ones to suggest new avenues for enhancing development around the world. In the process we might even challenge the essence of the term “development”!

To this end, we are inviting submissions to five topical conference tracks described below. Each paper or panel submission should be addressed to only one specific track. Please select the track closest to your submission. Please send papers directly to the track chair.

Track 1: Theoretical and practical insights from emerging markets

Chair: Janice Denegri-Knott JDKnott@bournemouth.ac.uk

Western thought largely underpins our understanding of marketing and consumers. In particular American ideas have had a steering effect in determining best marketing practice and in outlining the theoretical boundaries of the discipline. This dependency has been noted in postcolonial critiques of marketing education (Bradshaw and Tadjewski 2011, Varman and Saha 2009) and in culture-centric studies of marketing and consumers (e.g. Ger and Belk 1996, Kjeldgaard and Askegaard 2006, Witkowski 2005). There have even been some attempts to depart from the established marketing canon by bringing to the fore local ways of viewing consumers and markets (e.g. Cova 2005). Such efforts have coalesced in competing orientations, such as Meridian, Confucian, European and Scandinavian ones. The search for new orientations is positioned as both needed in invigorating the discipline with new insights and questioning the dominance of the existing canon. Taking into account the growing role of marketing in the development of emerging markets it is opportune to chart marketing thought and application in these contexts and appraise ways in which knowledge generated there may provide new insights into the discipline.

In enriching both theoretical and practical tools we have to hand to make sense of marketing and consumers and to address the limited presence of ‘other orientations’ in marketing and consumer research, we invite papers that consider potential of theoretical and practical insights from emerging markets. We welcome submissions that consider, but are not limited to, the following areas:

- Marketing and consumer research pedagogy in emerging markets
- Historical accounts of the emergence of the marketing discipline in emerging markets
- Critical appraisals of theoretical insights generated in emerging markets and their potential in re-framing our understanding of marketing theory and practice
- Critical appraisals of theoretical insights generated in emerging markets and their

potential in re-framing how we represent and understand consumers

- Mapping out of 'other marketing orientations' in emerging markets

Sources

Bradshaw, Alan, and Mark Tadajewski (2011), "Macromarketing Roundtable Commentary — The Export of Marketing Education," *Journal of Macromarketing*, 31/3 (September), 312-321.

Cova, Bernard. (2005) "Thinking of marketing in meridian terms," *Marketing Theory*, 5, no. 2: 205-214.

Ger, Güliz, and Russell W. Belk (1996), "I'd Like to Buy the World a Coke: Consumptionscapes of the 'Less Affluent World,'" *Journal of Consumer Policy*, 19 (3), 271-304.

Kjeldgaard, Dannie, and Soren Askegaard (2006), "The Glocalization of Youth Culture: The Global Youth Segment as Structures of Common Difference," *Journal of Consumer Research*, 33 (September), 231-247.

Varman, Rohit and Biswatosh Saha (2009), "Disciplining the Discipline: Understanding Postcolonial Epistemic Ideology in Marketing," *Journal of Marketing Management*, 25 (7-8), 811-824.

Witkowski, Terrence H. (2005), "Anti-Global Challenges to Marketing in Developing Countries: Exploring the Ideological Divide," *Journal of Public Policy & Marketing*, 24 (Spring), 7-23.

Track 2: To serve the people? Exploring the market's role in Chinese development

Chair: Giana Eckhardt, Royal Holloway, University of London, giana.eckhardt@rhul.ac.uk

Income inequity in China is on the rise, as measured by the Gini index, with China now in the top 30 countries with the highest coefficients. This rapid growth of disparity between the haves and the have-nots is relatively recent, and has resulted in both scholars and the government questioning the interplay between society and market growth. This track seeks papers which contribute to the understanding of growth in today's marketplace and what the consequences of that growth might be for Chinese society at large. In particular, this track seeks to question truisms about markets in China. For example, recent scholarship has problematized the collective and interdependent nature of Chinese markets and consumers (Griffiths 2013; Nguyen and Belk 2013). We invite empirical, conceptual and critical papers on all aspects of markets and growth in China.

Track 3: Development, Marketing, and Subalternization

Chairs: Rohit Varman, Indian Institute of Management Calcutta, rohit@iimcal.ac.in
Per Skålen, Karlstad University, per.skalen@kau.se

Several theorists arguing from the post-development perspective have questioned the idea of development as a universal solution to achieve human progress (e.g. Escobar 1995; Illich 1969; Rahnema 1997; Sahlins 1972). These scholars critique development as a discourse that creates the 'underdeveloped' as a dependent subject of the 'developed'. Development becomes a process of normalization, which forces populations across the world to follow the models of development created by the privileged in order to 'catch up' and to 'modernize'. This perspective not only totalizes and subsumes plurality and diversity, but also leads to subalternization of people with different ways of living (Varman and Costa 2013). This often leads to popular resistance by subaltern groups and to subversion of development models imposed from outside.

In recent years, technocratic ideas of management have been invoked to legitimize and further dominant development models (Willmott 2008; Cooke and Dar 2008). In particular, ideology of marketing has been utilized to justify the neoliberal growth model that shapes corporate-centric development policies (Eckhardt, Dholakia, and Varman 2013). For example, discourse of social entrepreneurship draws upon marketing and aims to create market subjectivity among social sector workers and beneficiaries. This form of marketization shifts the burden of socio-economic transformation away from the state and onto subaltern groups which are expected to be active, entrepreneurial, and responsible. Such insidious interventions legitimize exploitation, create subalternization, and market capitalism as a compassionate and caring system.

A wide variety of topics will be suitable for this track and may include (but not limited to) the following:

- Critiquing the dominant idea of development as a process of subalternization
- Critiquing the role of corporations, markets and marketing in development
- Postdevelopment critique of development models and its limitations
- Role of marketing ideology in development interventions
- Critical analysis of management concepts used in development models
- Alternate views and practices of development
- Resistance to development and market making initiatives
- Marketization of development initiatives and organizations
- Institutional shifts in the idea of development
- Identity conflicts as effects of marketization or corporatization of a society
- Transformation of marketing practices of social sector organizations in response to deployment of management tools by donor/multilateral agencies
- Postcolonial critique of western development approaches

Authors can contact the track chairs: Rohit Varman (rohit@iimcal.ac.in) or Per Skålén (Per.Skalen@kau.se) for clarifications.

References

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Eckhardt, Giana, Nikhilesh Dholakia, and Rohit Varman (2013), Ideology for the 10 Billion: Introduction to Globalization of Marketing Ideology, *Journal of Macromarketing*, 33(1), 7-12

Escobar, Arturo (1995), *Encountering Development: The making and Unmaking of the Third World*, Princeton: Princeton University Press.

Illich Ivan (1969), *Celebration of Awareness*, New York: Pantheon Books.

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Willmott, Hugh (2008), "Foreword," in *The New Development Management: Critiquing the Dual Modernization*, edited by, B. Cooke and S. Dar, London: Zed Books, xii-xviii.

Track 4: Migrant workers and consumption in emerging markets

Chair: Rongwei Chu rongweic@fudan.edu.cn

While the world's urban population grew very rapidly (from 220 million to 2.8 billion) over the 20th century, the next few decades will see an unprecedented rise in urban growth in the developing world (Martine & Marshall, 2007). Huge populations will migrate from rural areas to urban cities, creating over 2 billion urban citizens. This will be particularly notable among developing countries in Africa and Asia where the urban population will double between 2000 and 2030 (Saunders, 2011). Consumers previously in pre-markets are now becoming first-time users in urban consumption markets, and some of them are paving their way to middle class groups. However, most migrants form a new urban poor population work and stay at the bottom of the social hierarchy. Though we already have gained knowledge about international migrant consumers (Askegaard, Arnould, & Kjeldgaard, 2005; Peñaloza, 1994, 1995), these internal migrant consumers are largely ignored by marketing studies. Only few studies have touched such issue (Ustuner & Holt, 2007). Taking into account/consideration the role of marketing in emerging markets, we will see more and more lower level social class consumers to become the urban consumers after using goods and service first time (Sheth, 2011).

Different from elite Western consumers, poor consumers in developing countries, termed as bottom of pyramid (Prahalad, 2010), are living in a *too little* world. If the difference is context rather than process, previous marketing frameworks may hold true cross country and class and can apply to everyone. However, maybe these migrant workers respond to the circumstances in unique

ways(Martin & Hill, 2012). Therefore, in enriching our understandings about the behaviors and responses of these internal migrants in emerging countries and addressing the possible alternative frameworks theoretically and practically, we welcome submissions that consider, but are not limited to, the following areas:

- ✧ Poverty of migrant workers and its implications to marketing
- ✧ Mobility of migrant workers and its implication to marketing
- ✧ Acculturation of migrant workers
- ✧ Consumption habits formation among migrant workers
- ✧ Materialism among migrant workers
- ✧ Quality of life of migrant workers
- ✧ How social-cultural contexts construct their marketing practices
- ✧ Migrant workers' well-being

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Track 5: Digital Marketing Consumptionscapes in the Developing World

Track Chair: Dr Janet Ward E-mail: janet.ward@hanken.fi

The jury is still out on whether the Information & Communication Technologies (ICT) revolution has stimulated growth in the developing world or has merely created an even greater digital divide. East

Africa led by Kenya & Rwanda has recently made substantial infrastructure investments. Graham & Mann (2013) in reviewing their progress suggest Broadband Internet is not a determinant of economic growth but rather a precursor. This project is an example of a top-down ICT development goal according to (Wood, 2004) while the alternative is bottom up entrepreneurial ICT projects. These top-down projects are outside the remit of this track. Our focus is on understanding the digital marketing consumptionscapes that are being created within the developing countries and how and/or if these are aiding development.

Business process outsourcing(BPO) in India and gaming publishers across Asia have already demonstrated the rapid growth potential associated with accessing technological mediated markets for emerging nations. It is estimated that over 70% of the \$3.0 billion revenue in 2009 from third party gaming services (provided by external individuals and companies) a sector of the virtual economy, stays within the developing countries compared with less than 10% of revenue for coffee producing countries (Lehdonvirta & Ernkvist, 2011). However, despite this potential, Graham & Mann (2013) describe Kenya's BPO and software development sectors as nascent.

The need for greater confidence in the security of Internet banking felt by Indian consumers (Kiran et al.2008) may be seen to mirror the early days of Internet banking in the developed world. However, other authors have reported gaps between virtual communities in the industrially developing and developed countries due to technical, marketing, and cultural aspects (Talukeder & Yeow, 2006, Kundi & Shah, 2007). Mobile telephony for example is aiding farmers in Bangladesh (Dey, Bidit and Binsardi, 2013). A number of ICT developmental models have been proposed for areas such as Asia-pacific (Wood, 2004), Iran (Ghazisaeedi et al., 2007) and e-retailing in India (Mishra, 2009).

Individual empowerment Ali (2011) suggests is the story of social media in developing nations to date and these tools should be embraced in developmental work. While, Jobs & Gilfoil (2012) find Micro blogging is more prevalent in developing economies. Finally, during ISCD Casablanca 2012, we had the opportunity to hear a local digital entrepreneur explain how he had developed an online payment system to encompass the 80% of the population that pay by cash. We invite empirical (including case studies), conceptual and critical papers on all aspects of digital marketing consumptionscapes in the developing world. If have any queries about your submission please contact me direct (janet.ward@hanken.fi).

References:

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