Call for Papers

Special Issue on Anti-consumption and Society: 
*Journal of Macromarketing*, 2013

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*Special Issue Editors*

The 4th International Centre for Anti-Consumption Research (ICAR) symposium will be hosted by Griffith University in Brisbane, Australia, on June the 28-29th 2012. This symposium has been scheduled to coincide with the International Social Marketing conference (June 29-30th [www.aasm.org.au](http://www.aasm.org.au)), and precede the Association for Consumer Research conference in Queenstown (July 6-8th [www.acrwebsite.org](http://www.acrwebsite.org)). The theme for ICAR 2012 is:

**Anti-consumption and society**

According to this theme, we aim to publish a special issue on the topic in the *Journal of Macromarketing (JMK)* in September, 2013.

**Topics:**
The *Journal of Macromarketing* focuses on how marketing affects important societal issues and, in turn, how society affects the conduct of marketing. In line with the aims of *JMK* our special issue seeks contributions elucidating the relationship between anti-consumption and macromarketing phenomena. Topics of interest are:

- Anti-consumption, marketing and critical marketing
- Anti-consumption and globalization
- Anti-consumption and public policy implications
- Anti-consumption: history and development
- Consumption and its impact on society and nature
- Anti-consumption, marketing and the quality of life
- The history of marketing and anti-consumption

Early expressions of interest and inquiries can be directed to Mike Lee ([msw.lee@auckland.ac.nz](mailto:msw.lee@auckland.ac.nz)). Please visit [www.icar.auckland.ac.nz](http://www.icar.auckland.ac.nz) for more information as it becomes available.

Manuscripts guidelines are available at [http://jmk.sagepub.com/](http://jmk.sagepub.com/). Please email completed manuscripts to [msw.lee@auckland.ac.nz](mailto:msw.lee@auckland.ac.nz) no later than **November 1st 2011**.

Manuscripts will undergo a double blind peer review process involving the guest editors and a review panel comprising scholars from the areas of anti-consumption and macromarketing. We hope to notify authors of the first round outcome in **March 2012**.
If successful in round one, at least one author must present their work at the ICAR Symposium (Brisbane, Australia, 28-29th June 2012), where they will receive additional feedback for revising and re-submitting their manuscript to round two (deadline July 30th 2012). All symposium presentations will be published in the official ICAR 2012 proceedings as extended abstracts (1000-2000 words).

Selected Bibliography


1 The University of Auckland Business School, New Zealand
2 Department of Marketing, Griffith University, Brisbane, Australia
3 Schulich School of Business, York University, Toronto, Canada