38th Annual Macromarketing Conference
June 4 – June 7, 2013
Doctoral Colloquium, June 2 – 3, 2013
Schulich School of Business, York University, Toronto, Canada

Macromarketing in the Age of Neoliberalism: What is to be done?

Call for Papers

Macromarketers study the cultural, social and political logic of markets and market systems, among other things. So, what then is the role and purpose of macromarketing in times of perpetual economic emergency, recognized even by respected cheerleaders of liberal market capitalism such as the Wall Street Journal and the Harvard Business Review as a crisis of capitalism? As we live in and study a system that produces increasing economic inequality, environmental degradation, new forms of apartheid, the celebration of Apple and the cruelty of Foxconn, new ethical obligations arise; an ethics that perhaps begins with recognizing that slave labor, trafficking of humans and human organs, the incarceration of millions, mass pauperization, and the violence drug and oil wars are not deplorable aberrations of the global capitalist system but are, in fact, constituent of its totality. Yet, the imperative or obligation of such an ethics is not at all clear. If we consider it our duty to study the linkages between the practices of individuals and organizations as actors in markets on the one hand and market processes as an overall coordination mechanism on the other, all we can say is that simply doing our duty as students of marketing systems may no longer do; we must also figure out the substance of our duty.

We thus encourage participants to explore the role of modern market systems in the production of overlapping antagonisms grounded in neoliberal capitalism; antagonisms that generate significant discontent among many of us: the looming ecological catastrophe, the privatization of collective intellectual property, the financialization of everyday life (education, healthcare, old-age security, etc.), and perhaps most importantly the effects of new forms of political, social and economic inclusion and exclusion.
The conference will therefore focus on the following fields:

- Marketing systems and economies of servitude (incl. Service-dominant logic of marketing)
- Marketing systems in illegal markets
- Markets of nature
- Markets and human exploitation
- Marketing and psychoanalysis
- Markets and individualization, insecuritization and depoliticization
- Marketing systems and corporate dealings (business-to-business markets)
- The nature of relationships in market processes
- Theories and meta-theories of markets and marketing
- Market making and marketing in emergent economies / developing countries
- Markets and ethics
- Marketing systems in the market for political influence
- Cultural influences on marketing systems and market making
- Sustainable business models
- Global innovation
- Beyond that papers in all established macromarketing fields of study are invited

**Submissions**

Submissions of papers should be sent no later than Monday, January 13, 2013. Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper. All papers must show a clear indication of the purpose of the research, research method, major results, implications and key references. Authors should also indicate the track in which they would like to present their paper. Papers will be evaluated through a double blind review process, and authors will be notified of acceptance/rejection by end of February 2013.

**Special Sessions**

Proposals for special sessions should be sent no later than Monday, January 13, 2013 and must include a rationale, an outline of the issues to be discussed, as well as names and relevant qualifications of the proposed panel, workshop and session participants. A minimum of two double-spaced typed pages will be required to provide the necessary information. For the special sessions, paper abstracts must be attached to the session description (see paper submission information). Authors will be notified of acceptance/rejection end of February 2012.

**Doctoral Colloquium (June 2/3, 2012)**

A two days doctoral workshop will be conducted at the same site as the proposed conference, starting at June 4. We hope that a significant number of participants in the doctoral workshop will also attend the conference (a special rate for doctoral students shall abet this).

For further information, please visit: [http://www.macromarketing.org](http://www.macromarketing.org)

**Conference chairs**

Detlev Zwick  
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Sammy Bonsu  
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