We invite business, marketing, social science, and humanities scholars from all backgrounds to join us aboard RMS Queen Mary, Long Beach, California for a friendly, collegial, and interdisciplinary research conference. We call on scholars from around the globe to cast a critical look on the history of marketing and how these outputs might be taken to reflect on past epochs to enhance our understanding.

Both individual papers and entire panels on all aspects of marketing history, historic marketing, and the history of marketing thought in all geographic areas and all time frames are welcome. In accord with the Conference theme, we welcome papers that both examine the history of marketing as a discipline and also critically draw on marketing as a source in reconstructing the past. Topics may include but are not exclusively restricted to the following:

- Marketing pioneers, the development and evolution of the marketing discipline;
- Varieties of marketing cultures and histories;
- Writing the past: constructing histories in/for marketing;
- The role of relationships and networks in marketing;
- Branding and brand development;
- Market research;
- Marketing history "from below" - how consumers and citizens respond to and interact with firms and brands;
- Advertising;
- Distribution and packaging;
- Sector case studies, for example beauty and fashion marketing, transportation, leisure, etc.;
- Marketing in the projection of national and regional identities.

We also encourage submissions that discuss methodological, pedagogical and historiographical questions in marketing.

Address any proposals for special sessions or panels directly to the Program Chair for more information.
Doctoral students with a particular interest in research methods in marketing history and marketing theory are invited to attend a full-day workshop that immediately precedes the conference. To be considered for this workshop, please submit to Maria Kalamas by December 5, 2014, a statement of interest, a CV, a preliminary or final dissertation prospectus of no more than 10 pages, and a letter of support from your dissertation supervisor (or prospective supervisor). Limited financial support will be available to the strongest proposals. Applicants will be notified by January 15, 2015, whether they will be included in the program. There will also be a special track for the presentation of doctoral projects at the conference itself.

All paper submissions will be double-blind reviewed and a proceedings volume will be published. Full papers (between 8,000 and 12,000 words, inclusive of references and all other items) or extended abstracts may be submitted. Authors may choose to publish either full papers or extended abstracts in the proceedings. To provide reviewers with sufficient information, extended abstracts should be: 1,200-1,500 words in length and include the research purpose, source material or data, and sample references. Please note: submitting a full paper to the proceedings volume does not preclude a submission of your paper to a journal. The copyright of a paper published in the CHARM proceedings remains with its authors, and over the years many CHARM conference papers have made their way into marketing, historical, sociological and other journals.

**SUBMISSION DEADLINE:** Sunday, December 14, 2014.

Direct submissions to David Clampin, Program Chair: charmconference2015@gmail.com

All submissions, full papers and extended abstracts, must be in double-spaced Microsoft Word format. All must contain a cover page to include (1) manuscript title; (2) author(s) name and title, (3) contact information, (3a) corresponding author (for co-authored works), (3b) the names of associated authors where a panel is proposed (4) author(s) status (student, faculty or independent scholar), (5) paper vs. abstract designation, (6) one or two recommended reviewers. All cover pages should also include the following statement: "In the event this submission is accepted for presentation and publication in the CHARM Proceedings, I (or a co-author) intend to present our work at CHARM 2015." Please use the "Properties" function in Word to remove author information from the document file.

Outstanding full papers may be invited for publication in the *Journal of Historical Research in Marketing* or in the *Journal of Macromarketing*. Full papers are also eligible to be considered for either the Stanley C. Hollander Best Paper Award (best overall paper) or the David D. Monieson Best Student Paper Award (best paper by a graduate student). The David D. Monieson Award eligibility requires that the paper be authored solely by a graduate student(s) and that student authorship be noted on the cover page upon submission.

For additional information about the Conference, visit [http://charmassociation.org/](http://charmassociation.org/) or contact:

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<td>Senior Lecturer in History</td>
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<td><a href="mailto:Terrence.Witkowski@csulb.edu">Terrence.Witkowski@csulb.edu</a></td>
<td>Kennesaw, GA USA</td>
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