Call for Papers

Special Issue on Research Methodologies for Macromarketing

*Journal of Macromarketing, March 2016*

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*Special Issue Editor*

This special issue of the *Journal of Macromarketing* will focus on research methodologies for investigating macromarketing issues.

The purpose of the call for papers is to highlight the methodological issues associated with investigating macromarketing phenomena. While the majority of marketing research involves dichotomies (consumer and firm, consumer and brand, firm and firm, consumer and consumers), macromarketing necessarily deals with systems, interactions, heterogeneity and higher levels of aggregation. This presents challenges not found, or frequently addressed, in the more standard marketing research. Papers addressing philosophical foundations through to the application of specific techniques are invited.

Articles published in the Journal typically address the interplay of markets, marketing, and society. Authors have examined marketing systems, socioeconomic development, market transition, ethics and distributive justice, marketing history, globalization, market competition, consumer vulnerability, environmental degradation/renewal/sustainability, marketing efficiencies in allocating resources, consumer and societal well-being, and quality of life. The research methodologies appropriate to research these areas are the focus of this special issue. Related research themes may include, but are not limited to:

- The different philosophical foundations of macromarketing research – researching at a macro level
- A survey of one or more methodologies employed in macromarketing, or a subdiscipline of macromarketing
- Complex dependent variable investigation for macromarketing including quality of life, subjective wellbeing, market system effectiveness, and sustainability.
- Scale development for macromarketing concepts
- Specific methodologies and their application in macromarketing
- Moving from dyadic research to researching systems
- New methods that are suited to macromarketing investigations

Conceptual or empirical papers are welcome. Manuscripts must be received no later than **August 31, 2014**, and the special issue will be published in March 2016.
Please submit completed manuscripts to the Journal’s Manuscript Central submission site, http://mc.manuscriptcentral.com/jmk, and indicate that your paper is intended for the special issue. Manuscripts guidelines are available at http://jmk.sagepub.com/. Questions concerning the appropriateness of particular papers should be directed to guest editor Ben Wooliscroft (ben.wooliscroft@otago.ac.nz).

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