<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00am</td>
<td>Coffee and Rolls</td>
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<tr>
<td>9.00am</td>
<td>Welcome and Overview of the Day</td>
<td>Marius Claudy, Aidan O’Driscoll, Norah Campbell</td>
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<tr>
<td>9.40am</td>
<td>Introduction to Macromarketing</td>
<td>Gene Laczniak</td>
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<tr>
<td>10.10am</td>
<td>Thoughts on Macromarketing Over the Years</td>
<td>Andrea Prothero</td>
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<tr>
<td>10.30am</td>
<td>New Perspectives in Macromarketing</td>
<td>TBA</td>
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<tr>
<td>11.00am</td>
<td>Coffee Break</td>
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<tr>
<td>11.30am</td>
<td>The Journal of Macromarketing</td>
<td>Mark Peterson</td>
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<tr>
<td>12.00pm</td>
<td>The Politics of Publishing</td>
<td>Tomas Hult</td>
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<tr>
<td>12.45pm</td>
<td>Overview of the Afternoon and Team Formation</td>
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<tr>
<td>1.00pm</td>
<td>Lunch</td>
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<tr>
<td>2.00pm</td>
<td>Group Session I: This is interesting!</td>
<td>This session builds on Davis’ (1971) sociology of the interesting as an approach to determine the most interesting (and arguably the most publishable) aspect of participants’ current work. In an elevator pitch-style debate, participants have 2 minutes to convince the other group members, and senior faculty of the novelty of their work. While this should be a seen as a collaborative and fun activity, it will hopefully help participants to better draw out the contribution and “positioning” of their research.</td>
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<tr>
<td>3.30pm</td>
<td>Coffee Break</td>
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<tr>
<td>4.00pm</td>
<td>Group Session II: Behind the Scenes: Insights into the Review Process</td>
<td>Prior to the conference participants will be giving the task of reviewing a paper. The paper has been published already but will be given to students in its “original” format, or first submission. During the sessions, students will share their reviews. The author will then reveal what the reviewers actually suggested and compare these review against those of the students. In a second step, students will debate how to respond to the reviewers’ comments, before revealing the actual response by the author. Finally, the final paper will be revealed, and the author concludes with a few lessons learned.</td>
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<tr>
<td>5.30-7.30pm</td>
<td>Registration and Welcome Reception, Atrium, Trinity College</td>
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</tbody>
</table>
WEDNESDAY 13TH

8 - 9.30AM REGISTRATION AND COFFEE

9.30-11am

PUTTING THE MACRO BACK INTO SUSTAINABILITY I:
Organizational Diffusion of Sustainability Strategies
Dorothy Delong, Chatham University, Virginia
Sustainability in the Nation Branding of Finland and Denmark
Men-Maara Frig, Hanken School of Economics, Finland
Application of Layton’s Mechanism, Action, and Structure Theory for sustainability purposes
Dimitry Bychecos, NUI Galway, Ireland
Understanding consumer vulnerability for social good I:
Children and Vulnerability
Children as Vulnerable Consumers
Ann-Marie Kennedy, Auckland University of Technology
Katharine Jones, Auckland University of Technology
Children as Vulnerable or Independent Consumers – an Overview of Brazilian Legislation and Mark
Denise-Franca Barros, Unigranrio, Rio de Janeiro, Brazil
Advertising to Children: Implications for Policy and Research on Advertising Ethics
Haiming Hong, University of Bath, UK
Liam Davis, University of Bath, UK

GLOBALISATION, NEO-COLONIALISM AND MARKETING I:
Informational Capitalism & Zero-rated Facebook: Perspectives from Uganda
Kira Strandby, University of Southern Denmark
Sanne Aalkegaard, University of Southern Denmark
Authenticity and Aboriginal Cultural Expressions
Stefanie Berlinger, Simon Fraser University, Canada
Colleen Gillespie, Simon Fraser University, Canada
June Francis, Simon Fraser University, Canada
Paradoxes of responsible consumption: The case of volunteer tourism
Amira Bitou, University of Geneva, Switzerland
Rednecks Planet: A Marketing Perspective
Omar J. Ahmed, Morgan State University, USA

9.30-11am

PUTTING THE MACRO BACK INTO SUSTAINABILITY II:
Hedonizing Sustainability: Selfish Means toward a Selfless End?
Sanjaya Gaur, Sunway University, Malaysia
Debra M. Desrochers, University of Westminster, London
Ynte van Dam, Wageningen University, The Netherlands
Pia Polsa, Hanken School of Economics, Finland
Claire O’Neill, University College Cork, Ireland
Masuda Nisir, University of Bath, UK

GLOBALISATION, NEO-COLONIALISM AND MARKETING II:
Growing Your Own Food: Analysis of Urban Gardening Practices
Ynte van Dam, Wageningen University, The Netherlands
Claire O’Neill, University College Cork, Ireland

11.30am-1pm

SESSION 1

11.30am-1pm

SESSION 2

MARKETING QUALITY AND LIFE I:
Theorizing what’s good for the goose: Consumers’ tactical appropriation of well-being in the medicalized food marketplace
James Martin Crow, Lancaster University, UK
Debra M. Desrochers, University of Westminster, London
The Stigma of Obesity: Additional Evidence
Debra M. Desrochers, University of Westminster, London
Critical Life Event, Leisure Consumption and Psychological Well-being
Margaret Lybicher, Auckland University of Technology
Stefan van den Heuvel, University of Technology Sarajevo, Sarajevo, Bosnia
Growing Your Own Food: Analysis of Urban Gardening Practices
Ynte van Dam, Wageningen University, The Netherlands
Claire O’Neill, University College Cork, Ireland

MARKETING THEORY TOPICS, INTEGRATION RELATIONSHIPS AND METHODS I:
Marketing Systems and Market Failure: A Consideration of Inequality
William Redmond, Indiana State University
How to reduce inequality from a Macro-Perspective – Political implications from Distribution-Simulations
Hedge Lobber, University of Leipzig, Germany
The Significance of Frontiers in Marketing
Eric Kropfstein, University of Wyoming, USA

NEW CONSUMER ACTIVISMS I:
What do you mean Consumption Ethics? Synthesizing Dengert and Interdisciplinary Meanings and Terminology
Debbie Shaw, University of Glasgow
Anastasia Chatzidakis, Royal Holloway, University of London
Karin Coninx, University of Melbourne
Heath Govey, University of New South Wales, Australia
Blockade – New Social Movement or new form of Social Production?
Brendan Richardson, Cork University, Ireland
Counter-hegemony in the marketplace: oppositional ideologies and resistant voices of economically constrained women
Marina Hutton, University of Winchester, UK
Shared Online and Offline Spaces of Ethical Consumption Communities
Vera Hoekstra, Royal Holloway, University of London

1.30-2.30pm

SESSION 3

MARKETING AND SUBVERSIVITY I:
The Plight of Rural Migrant Workers in Urban China
Jung-Woo Choi, Fudan University, China
James Gentry, University of Nebraska-Lincoln
Ynte van Dam, Wageningen University, The Netherlands
Research on sustainable consumption in marketing literature: a synthesis of conceptualization crises
Mathilde van Dijk, University of Amsterdam
Remco Prins, University of Amsterdam
Hester van Herk, University of Amsterdam
*Macro perspectives on sustainable consumption: a literature review*
Maria Sandberg, Hanken School of Economics, Finland
Pia Polts, Hanken School of Economics, Finland
“Learning to Speak Dutch”
Ynta van Dijk, Wageningen University, The Netherlands

MARKETING HISTORY: THOUGHT AND PRACTICE I:
“Big Picture” Dimensions of Macromarketing History
Chloe Preece, Royal Holloway, University of London
The Representation of Black Women in Television Dramas as an Expression of Cultural Domination
Francesca Solomando, University of Dundee, UK
Consuming the Korean: Memetic Kitschization of Unorthodox Aesthetics in Gangnam Style
Soonkwan Hong, Michigan Tech University

1.30-2.30pm

SESSION 4

ART AND CULTURE I:
The Collective Art of Protest: Branding the Umbrella Revolution
Chloe Preece, Royal Holloway, University of London
The Case of Free Basics in India
Akshaye Rai, Morgan State University, USA

1.30-2.30pm

SESSION 5

ETHICS, EQUITY AND SOCIAL JUSTICE I:
Elephant Ivory and the Ethics of Consumption
Joseph Mattews, Marquette University, Wisconsin
Proactive Awareness and Education for the Elimination of Sex-Trafficking Markets
David Gentry, University of Nebraska-Lincoln
The Case of Free Basics in India
Sanjaya Gaur, Sunway University, Malaysia

1.30-2.30pm

SESSION 6

MARKETING HISTORY: THOUGHT AND PRACTICE II:
Market Regulation, and Social Marketing Interventions
Sanjaya Gaur, Sunway University, Malaysia
Anastasia Chatzidakis, Royal Holloway, University of London
Kevin Hult, University of Bath, UK

1.30-2.30pm

SESSION 7

MARKETING HISTORY: THOUGHT AND PRACTICE III:
Marketing Systems and Market Failure: A Consideration of Inequality
William Redmond, Indiana State University
How to reduce inequality from a Macro-Perspective – Political implications from Distribution-Simulations
Hedge Lobber, University of Leipzig, Germany
The Significance of Frontiers in Marketing
Eric Kropfstein, University of Wyoming, USA

2-3.30pm

LUNCH

3.30-4pm

PUTTING THE MACRO BACK INTO SUSTAINABILITY II:
Hedonizing Sustainability: Selfish Means toward a Selfless End?
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Shared Online and Offline Spaces of Ethical Consumption Communities
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Consuming the Korean: Memetic Kitschization of Unorthodox Aesthetics in Gangnam Style
Soonkwan Hong, Michigan Tech University

5-6.30pm

LUNCH

6-8pm

MACROMARKETING BOARD MEETING, ARTS BLOCK OR TBSI

6-7pm

WALKING TOURS OF DUBLIN, MEET IN PUB
**THURSDAY 14TH**

**9.30am Registration and Coffee**

**10am**

**SALMON THEATRE (36)**

**ETHICS, EQUITY AND SOCIAL JUSTICE II:** An emic approach to understanding the link between sustainable tourism development and community wellbeing

Shelvi Malino, Lancaster University, UK

Germia Rosang, University of Strathclyde, Glasgow, Scotland

Inequality and economic growth in the European Union: Can Social Marketing and Behavioural Economics help us to overcome the problem?

Mauricio Arda, Universidad de Malaga, Spain

Maria José García-Medrano, Universidad de Malaga, Spain

Psychophysics of religiosity and the nature of just economic systems: examining Buddhist reform movements in Thailand

Mark Spence, American University of Kuwait

Amita Rewat, Zhukov University, Thailand

Embedded Ethics: Time to add a new product category?

Ben Wolcock, University of Otago, New Zealand

**NOON**

**CONSUMER CULTURE AND HAPPINESS II:** More Hnormally than Home: Luminality, Happiness and Pilgrimage Consumption

Lisianne Higgins, Lancaster University Management School, University of Strathclyde, Glasgow, UK

Pain-Free Funerals: Creating the Market for the Bereaved in South Korea

Songkwan Hong, Minglan University, South Korea

The Quest for Existentiaal Renaissance: Non-Mimetic Consumption in Consumer Culture

Stephen R. O'Sullivan, University College Cork, Ireland

**11.30am**

**SALMON THEATRE (36)**

**CONFLICT AND CONSTRUCTIVE ENGAGEMENT III:** A New Brand of Citizenship? Cuban Economic Reforms, Marketing and Consumers

Sonia Greer, American University, USA

Kerrie Neckar, American University, USA

The building of a Temple: Constructive Engagement in a Divided Community

Mary Downey, Queen's University Belfast

John Sherry, University of Notre Dame

Conflicts in Donation Systems – the Case of the ‘Takein’ in Germany

Doreen Pick, Freie Universitat Berlin, Germany

Michaela Haase, Freie Universitat Berlin, Germany

Conflict and Constructive Engagement in the Wake of Natural Disasters

Stacey Marcel Baker, Creighton University, USA

**11.30am-12pm**

**COFFEE**

**12pm**

**VENA THEATRE (28)**

**MARKETING HISTORY, THOUGHT AND PRACTICE II:** History of target marketing

Eric Krupnick, University of Pennsylvania, USA

Twentieth Century Fashion: the Androgynous/Unisex Dimensions

Elizabeth Crosby, University of Wisconsin-Madison, USA

Masculin Social Marketing in a Country: The British Experience

Carlos Delvao Santos, University of Lisbon

**1.30pm**

**MAGELLAN THEATRE (128)**

**NEW CONSUMER ACTIVISMS II:** Consumer or consumption activism? Theorising the role and motives of organisations in mediating consumer activism in a political conflict zone: early findings from Ukraine

Sara J. Jones, University of Wisconsin-Madison, USA

"Consumer Activism under Occupation—Perceived challenges for a Palestinian consumer resistance movement?"  
Aurde Brockerhoff, Coventry University, UK

Maureen Bourassa, University of Saskatchewan, Canada

CONFLICT AND CONSTRUCTIVE ENGAGEMENT III:

David L. Alexander, University of St. Thomas, Minnesota

Marco A. Cruz-Morato, Universidade de Málaga, Spain

Antonio García-Lizana, Universidade de Málaga, Spain

Jitnisa Roenjun, Dhurakij Pundit University, Thailand

Michael Bosnjak, University of Mannheim, Germany

Abdul Malik Iddrisu, University of Ghana, Ghana

Wencke Gwozdz, Copenhagen Business School, Denmark

**2-3.30pm Session 6**

**MAGELLAN THEATRE (128)**

**TECHNOLOGY AND MARKETING I:** Inventing the future: Blockchain technology narratives as instruments for conceptualizing and marketing change

Paul Haymes, Royal Holloway, University of London

The Reality of Social Media Use in Companies

Florin Zamani, Trinity College Dublin

Maxwell Brady, Trinity College Dublin

The practices of virtual brand co-creation: an ecological approach

Andrea Lucacci, Stockholm University, Sweden

Electronic Waste Management and Extended Producer Responsibility in India: A Macromarketing Perspective

Kajal Bhardwaj, Indian Institute of Management, Bsilp Kumar, Indian Institute of Management

**SOCIAL MARKETING: TIME TO GET CRITICAL II:** Case studies in alcohol and tobacco

Pudavai Sundari, University of Otago, New Zealand

Karin M. Nielssen, University of Otago, New Zealand

Maxwell Copeland, University of Otago, New Zealand

Giancarlo Fischetto, University of Otago, New Zealand

**LUNCH**

**3-4pm Session 7**

**COFFEE**

**3.45pm-5.30pm Session 8**

**COFFEE**

**4.30pm**

**MAGELLAN THEATRE (128)**

**MARKETING THEORY II:** Our obsessive marketing mentality

Raymond Benton Jr, Loyola University, Chicago

Ideologies at Work: Forcing the Marketing System for American Oil Sand

Mia Göhrer, Free University Berlin, Germany

Michaela Haase, Free University Berlin, Germany

Establishing Reputational Equity in a Parallel Political Market

Stanley J. Shapiro, Simon Fraser University, Canada

Lindsay-Marek, Simon Fraser University, Canada

**NEW CONSUMER ACTIVISMS II:** Consumer or consumption activism? Theorising the role and motives of organisations in mediating consumer activism in a political conflict zone: early findings from Ukraine

Sara J. Jones, University of Wisconsin-Madison, USA

Abdul Malik Iddrisu, University of Ghana, Ghana

**LUNCH**

**5.30pm**

**COFFEE**

**6.30pm**

**MAGELLAN THEATRE (128)**

**PANEL I: SPECIAL SESSION WITH ROGER LAYTON: THERE MIGHT BE MORE TO MARKETING THAN YOU THOUGHT:**

Michaela Haase, Freie Universitat Berlin, Germany

Roger Layton, University of New South Wales, Australia

Pauline Macarren, Royal Holloway, University of London

Robert Mittelstaedt, University of Lincoln

Peter Poole, Henken School of Economics, Poland

William Redmond, Indiana State University

Stanley J. Shapiro, Simon Fraser University, Canada

Clifford J. Shultz, Arizona State University

**PANEL VI: ART, MARKET AND MARX:**

Chair:

Fuel First, UNIVERSITY OF TEXAS RIO GRANDE VALLEY

Panelists:

Amita Rewat, Zhukov University, Thailand

Ann-Marie Kennedy, Auckland University of Technology, New Zealand

**PANEL II: METHODS AND MEASUREMENT II:** Contributions and Impact of Measurement in the Journal of Macromarketing

Panellists:

John D. Mittelstaedt, University of Wyoming, USA

Matthew B. Lunde, University of Wyoming, USA

Macromarketing is what marketers do so what did Macromarketers do: A bibliometric Analysis of the first 31 years of the Journal of Macromarketing

Ben Wolcock, University of Otago, New Zealand

David Lambur, Johannesburg University, Austria

Multi-level Patterns of Effectiveness and Effectiveness of a Retail Pharmacy System

Jie Meng, Macquarie University, Australia

Roger Layton, University of New South Wales, Australia

Lauren Tan, Macquarie University, Australia

Huma Wizare, Macquarie University, Australia

Antecedents and Effects of Aggregate Marketing Systems Across National Boundaries: Who benefits most?

Doreen Pick, Freie Universitaet Berlin, Germany

John D. Mittelstaedt, University of Wyoming, USA

Michael T. Krush, North Dakota State University

**PANEL VII:**

Clifford J. Shultz, Arizona State University

**PANEL VIII:**

Doreen Pick, Freie Universitaet Berlin, Germany

**PANEL IX:**

Hilary Downey, Queens University Belfast, UK

**PANEL X:**

William Redmond, Indiana State University

**PANEL XI:**

John D. Mittelstaedt, University of Wyoming, USA

**PANEL XII:**

Michaela Haase, Freie Universitaet Berlin, Germany

**PANEL XIII:**

Terry Rittenberg, University of Wyoming, USA

**PANEL XIV:**

Aurde Brockerhoff, Coventry University, UK

**PANEL XV:**

Nair Maless, Marquette University, USA

**PANEL XVI:**

COFFEE
SESSION 10
11.30-1pm

How Spatiality Influences the Consumer-Market Dynamics
Andrea Ionescu, Royal Holloway University of London

The Upcycling Movement: Globalising Creative Deconsumption
Himadri Roy Chaudhuri, Indian Management Institute

NEW CONSUMER ACTIVISMS III:
Access-Based Consumption: How Spatiality Influences the Consumer-Market Dynamics
Andrea Ionescu, Royal Holloway University of London

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Access-Based Consumption: How Spatiality Influences the Consumer-Market Dynamics
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