

## Staying the Macromarketing Course and Expanding Boundaries

**T**he *Journal of Macromarketing (JMM)*, now in its twenty-fourth year of publication, remains the preeminent scholarly outlet for meaningful research that examines marketing and society, marketing systems, marketing phenomena in the aggregate, marketing history, and marketing's effects on quality of life. As the sixth editor of the *Journal*, I believe my charge is to continue the tradition of excellence and to expand the reach and impact of macromarketing scholarship in ways that will best serve the academy and society. Before sharing ideas and initiatives for achieving those outcomes, it may be helpful to reflect on the genesis of *JMM* and to recap some thoughts expressed in editorial statements by a few of my predecessors, particularly ideas pursuant to the mission, scope, and evolution of macromarketing and the *Journal*.

*JMM* emerged from the annual macromarketing seminars, which were started in 1976 by Professor Charles C. Slater, at the University of Colorado. The seminars were legendary for their straight talk and rigorous academic examination of complex and multifaceted issues pertaining to marketing and society—in a word, macromarketing. The idea for a journal soon surfaced from these meetings as a vehicle to share among scholars the growing research in the field. Hence, the first issue of *JMM* was published in 1981, with George Fisk as editor. His first editorial (1981, 3) set the course when he succinctly and eloquently invited “people concerned with the effects of marketing on society and with the effects of social programs on marketing practice to submit manuscripts and to subscribe to the *Journal*” (see also Dominguez 1998, 3). George recharacterized marketing closer to the focus of the early thinkers of the field “as a live support/supply provisioning technology” (1981, 4). In response to that invitation, many of the early articles addressed taxonomy, discussed the importance of systems, and expressed thoughts on economic development and, of course, the overarching need for marketers and marketing to focus on societal outcomes.

Stan Shapiro, the second editor, in his thoughtful first editorial, felt strongly enough about the initial conceptualization of macromarketing and George's editorial tack that he quoted George's goals for *JMM*. In an age when scholars too quickly forget, or simply choose to ignore important movements and publications, I believe people with interests in marketing, its processes and effects, would be well served to (re)consider this text:

Our primary goal is to provide a forum in which people can debate and clarify the role of marketing in society. To accomplish this we hope to identify social issues on which improvements in knowledge can lead to improvements in the way resources are managed in private and public organizations to serve society's interest. The word macromarketing implies that we care about the consequences of large marketing systems on large social issues. Examples of these issues include environmental deterioration and renewal, economic development of national economies, the influence of marketing on quality of life, and marketing efficiency in mobilizing and allocating resources. In short we seek knowledge to improve marketing strategies and policies that affect social welfare. (Fisk 1981, 3; see also Shapiro 1984, 2)

As Stan suggested, these ideas were the *raison d'être* for *JMM*; in my opinion, these ideas still are the fundamental drivers for the journal, and we should ponder them when we consider conceptual expansions and new directions. Stan sought to enlarge the field by encouraging prospective *JMM* authors to contribute scholarship on application of systems theory and systems thinking to marketing and the reciprocal relationships among provisional technologies and political, social, and economic forces that shape and are shaped by any national marketing system. The articles published on Stan's watch contributed greatly in these ways.

Bob Nason was the next editor to carry the leadership torch lit by George, Stan, and other macromarketing pioneers. Among many contributions, Bob revisited the definition and scope of macromarketing, positing that in addition to earlier conceptualizations and foci, macromarketing also should include the study of marketing consequences, social sanctions, and macrosystems, excluding operational aspects of marketing (see also Fisk and Nason 1982). Bob noted the importance of organizations and their conduct to the welfare of society; he further discussed the fundamental differences between micromarketing—that is, activities at the

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organizational level—and macromarketing: “activities as they relate to society, the understanding of the systems of these activities, and the redesign of the sanction systems within which these activities take place” (Nason 1988, 3). Bob also noted the value of managerial functions to help organizations to improve society. In addition to traditional editorial endeavors, Bob was instrumental to the *Journal*'s growth and influence as he cultivated manuscripts from various conferences and colloquia while forging links with other groups interested in macromarketing. Bob's extended run as editor stretched the depth and breadth of *JMM*, particularly vis-à-vis socioeconomic development in an era of unprecedented geopolitical transition, which proved especially fruitful for macromarketing scholars.

By the time Luis Dominguez became editor, it had become clear to the editorial policy board that the *Journal*, and macromarketing more broadly, would benefit from an organizational format to include sections reflective of the prevailing themes most frequently published in *JMM*. Those themes, in no particular order, were Competition and Markets, Marketing and Ethics, Marketing and Development, Global Policy and Environment, Marketing History, Quality of Life, and Reviews and Communications. Luis and the board determined each section should be administered, in part, by section editors. This important administrative transition was well managed by Luis and its ongoing success can be largely credited to Luis.

Sandy Grossbart, as fifth editor, sustained the customary superior scholarship. Furthermore, Sandy was committed to giving different perspectives a voice in the *Journal*. The depth and breadth of topics and quality of articles published under his stewardship reflect that commitment. In addition to six compelling issues in the biannual publication cycle, Sandy has the distinction of editing *JMM*'s forthcoming special issue on globalization, which promises to be a valuable contribution to the macromarketing literature. Sandy worked tirelessly, attending conferences around the world, encouraging authors, communicating with reviewers and section editors, and streamlining the many responsibilities associated with being the editor of *JMM*.

Given the clear and uninterrupted pattern of excellence evinced in the articles, commentaries, and reviews, my objective as the sixth editor is not only to stay the course but also to expand boundaries. The rationale for my editorial tack is partly explained by an epiphany that seems to be spreading through the academy. Micromarketers, consumer researchers, and even academics from nonmarketing disciplines are either revisiting the importance of core macromarketing ideas or rethinking their own research in terms of societal consequences, marketing systems, ethics, sustainability, historical influences, and quality of life—essentially, macromarketing. I have attended several large marketing conferences around the globe in the past few years, with special sessions featuring prominent scholars who voiced concerns

that marketing has become too atomistic, too micro, and increasingly marginalized. Names such as Bartels, Alderson, Jenkins, Slater, Cox, Hunt, Dixon, and Fisk, as well as other visionaries who initially conceptualized macromarketing and/or founded *JMM* were frequently cited and again are inspiring marketing researchers. In short, we seem to have come full circle—that is, macromarketing is increasingly viewed as critical to the marketing discourse and societal welfare, thus rendering *JMM* ever more important as an outlet for research and commentary on the most compelling marketing issues.

Many policies and practices must remain constant to stay the course and to seize the opportunities afforded by the aforementioned epiphany, but some changes also are required if the *Journal* is to expand boundaries. Below, I share thoughts regarding a few initiatives that I believe can abet the reach and impact of macromarketing.

The *Journal*, as indicated previously, has evolved to include a more formalized structure of sections. These sections continue to be championed by and coadministered by section editors but with the following modest changes. The conceptualization of marketing ethics has been expanded and is now Marketing Ethics and Distributive Justice. This expansion more accurately indicates a macromarketing perspective and is consistent with an early assessment that macromarketing fundamentally is about distributive justice (Monieson 1981). It is the *Journal*'s good fortune to have O. C. Ferrell continue as editor of this section. The section editor for Marketing History is now Brian Jones. Following Stan Hollander in this role will not be easy, but Brian is most qualified for this task and already has demonstrated his enthusiasm and exemplary standards for marketing history scholarship; he is a welcome new member to our editorial team. My transition from section editor necessitates new leadership for Marketing and Development. Gary Bamossy has agreed to serve as coeditor of this section. Gary is a policy board member of the International Society of Marketing and Development and has been engaged in noteworthy marketing and development projects. He is also a valuable new addition to our team. The section editors are important to the review process and the advancement of macromarketing. Where applicable and in coordination with the *Journal* editor, they will solicit manuscripts and advise scholars on how to bring their work up to the high standards of *JMM*.

Aspects of macromarketing not encompassed in the sections also will be encouraged. A wide range of topics and perspectives have been published in *JMM*; diverse views will continue to be welcome. People with expertise in (and, again, in no particular order) sociology; anthropology; psychology; policy and law; economics; biology; agriculture, aquaculture and agribusiness; geography; medicine and healthcare; international relations and conflict resolution; literature and the arts; and other disciplines also are welcome to submit manuscripts germane to markets, marketing history, marketing

systems and processes, and societal outcomes. Contributions from any scholar or practitioner with research interests relevant to macromarketing potentially can expand macromarketing influence and can serve the academy and society. Indeed, in a more interconnected marketing world fraught with greater promise and greater peril, multiple perspectives become more important.

To develop the macromarketing discourse, the *Journal* will continue to sponsor conferences, to expand cooperative endeavors with organizations that have similar missions and interests, and to include leading scholars in macromarketing reviews and publications. *JMM* currently sponsors three conferences: the annual Macromarketing Conference, the biennial Conference on Historical Analysis & Research in Marketing, and the International Conference on Marketing and Development, which typically is held every other year. Where an appropriate fit is evident, *JMM* also will sponsor other conferences. This spring, for example, the *Journal* will sponsor the International Conference on Voluntary Codes of Conduct for Multinational Corporations: Promises and Challenges. Scholars are encouraged to submit manuscripts to these conferences; the best manuscripts presented then will be invited for further review and possible publication in *JMM*. Special sections in the *Journal* occasionally may emanate from these conferences, as well as topical colloquia held around the world. *JMM* and the Policy Board also will work more closely with the Academy of Marketing Science, the International Society for Quality of Life Studies, the European Marketing Academy, the Marketing and Society Special Interest Group, and other organizations, networks, institutions, and groups with members keen to participate in macromarketing scholarship and practice. Twenty-four new additions to the Manuscript Review Board also signify efforts to expand boundaries as well as to redouble interest within the academy.

A few technological changes have been implemented to facilitate administration of the *Journal*. These include a shift toward more electronic communication, which should assist manuscript preparation and expedite the submission and review process. The new *Journal* Web site—<http://agb.east.asu.edu/jmm>—is a dynamic venue that shares helpful information about *JMM*, previously published issues and articles, vision statements by the section editors, tips for manuscript preparation and reviewing, conference announcements, links, and other material vis-à-vis macromarketing, the *Journal*, the Society of Macromarketing, and other groups and special events. These changes are intended to enhance global inclusion, speed, efficiency, interest, and impact.

I should add that I owe thanks to all my predecessors, whose leadership, vision, sacrifice, and dedication are

marked in the quality and reputation of *JMM*. Their professionalism makes my tasks easier. I am especially indebted to Stan Shapiro, a personal link to the macromarketing founders and their ideas, who contributed greatly to my macromarketing library; to Bob Nason, a confidant who invited me to join the Manuscript Review Board more than a decade ago and nurtured my research, making it worthy of publication in *JMM*; to Sandy Grossbart, a selfless colleague who enthusiastically participated in macromarketing missions to the frontiers of transitioning Europe and Southeast Asia, on faith and without hesitation, simply because I invited him; and to Sandy's assistant, Michelle Jacobs. Sandy and Michelle went to exceptional lengths to help with the editor-transition and will continue to provide assistance on several manuscripts that were well into the review cycle when I began as editor in January 2004.

Finally, I close by reminding readers of a glaring reality: we live in challenging and often dangerous times, in an interdependent world increasingly influenced by marketing. Macromarketers and would-be macromarketers are encouraged to recall that markets and marketing processes emerged because they fundamentally have the capacity to improve societies and the welfare of the human condition. By contemplating these facts and the *Journal's* origin, evolution, contributions, and mission, one could very well conclude that the twenty-first century will be—perhaps must be—the macromarketing century. On behalf of the section editors, the Policy and Manuscript Review Boards, the publisher and all the scholars who have played roles in making *JMM* a leading scholarly outlet, I welcome your quality contributions to the *Journal* and involvement in the most meaningful of marketing endeavors: macromarketing.

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