

# Call for Papers

*Journal of Macromarketing*

*Fall 2009 or Spring 2010*

## Metric and Interpretive Explorations of Macromarketing

### Special Issue Editors

Morris B. Holbrook, William T. Dillard Professor of Marketing, Columbia University  
Donald R. Lehmann, George E. Warren Professor of Business, Columbia University  
Clifford J. Shultz, II, Professor and Marley Foundation Chair, Arizona State University

Articles published in the *Journal of Macromarketing* typically address the interplay between marketing and society. For example, macromarketing topics have included marketing systems, socioeconomic development, ethics, distributive justice, marketing history, globalization, market competition, environmental degradation/renewal/sustainability, marketing efficiencies in allocating resources, and quality of life. This special issue will explore new methods – metric and interpretive – for the study of macromarketing in order to expand the boundaries of the discipline, our understanding of macromarketing issues, scholarly investigations, and the societal impact of macromarketing research.

Most welcome are manuscripts that reveal entirely new methods and papers that apply metrics or interpretive analyses novel to the scholarly examination of macromarketing phenomena.

Potential contributions might come in the forms of

- Meta-analysis
- Videography
- Literary criticism
- Cutting-edge marketing-research methods not yet applied to macromarketing
- Methods from the physical sciences, biological sciences, social sciences, or humanities applied in imaginative ways to macromarketing research

The editors encourage articles that address the traditional macromarketing topics mentioned earlier or any other issues related to the broad themes and interests of macromarketing. For more information on *JMM* and macromarketing foci, prospective authors are encouraged to visit the *Journal's* website: <http://agb.poly.asu.edu/jmm>.

Please send completed manuscripts in a Word attachment (labeled for the “Special Issue on Metric and Interpretive Explorations”) to Editor, *Journal of Macromarketing*: [jmm.abg@asu.edu](mailto:jmm.abg@asu.edu). Manuscripts should adhere to *JMM* format (see technical guidelines available at the *Journal's* Website: <http://agb.east.asu.edu/jmm>). Questions concerning the appropriateness of particular papers should be directed to Morris Holbrook ([mbh3@columbia.edu](mailto:mbh3@columbia.edu)), Don Lehmann ([drl2@columbia.edu](mailto:drl2@columbia.edu)), or Cliff Shultz ([atcjs@asu.edu](mailto:atcjs@asu.edu)). Manuscripts must be received no later than June 15, 2008. Of necessity, this deadline will be strictly observed.