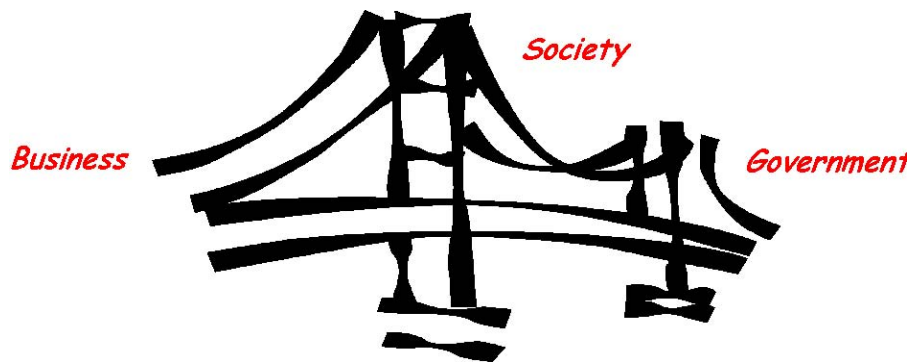


# Call for Papers

## The International Society of Marketing and Development and The Macromarketing Society Joint Conference



### Macromarketing and Development: Building Bridges and Forging Alliances

Washington DC  
2 - 5 June 2007

Program Co-chairs:

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## About the Conference

Scholars and practitioners interested in markets and their contributions to consumer welfare in countries at various stages of development are invited to submit manuscripts for the 32<sup>nd</sup> Annual Macromarketing Seminar and the Tenth International Conference on Marketing and Development. The Macromarketing Seminar is the official conference of the Macromarketing Society and the Journal of Macromarketing; the Conference on Marketing and Development is sponsored biennially by the International Society of Marketing and Development (ISMD). The 2007 conference will be coordinating a few sessions on the final day (June 2) of the annual Marketing and Public Policy Conference sponsored by the American Marketing Association.

Macromarketing scholars use markets or marketing systems as their unit of analysis, as opposed to individual firms or consumers. Macromarketers look at the interactions between consumers, firms, non-profit organizations, policy makers, and governments to understand the relationship between markets and the societies in which they operate. How these interactions promote economic growth and the quality of life in poor, emerging, and transition countries is the special interest of the ISMD. The joint conference will encompass a variety of topics including but not limited to the topics/tracks listed below.

- Art and Culture
- Competition, Trade, and Comparative Advantage
- Consumer Vulnerability
- Credit Markets and Banking
- Development – Economic
- Development – Sustainable
- Development – Urban
- Disaster Recovery
- Environment
- Ethics, Corporate Social Responsibility, and Distributive Justice
- Ethnicity & Religiosity
- Families
- Food, Agribusiness, and Aquaculture
- Health Care
- Innovation & Diffusion
- Macro Education and Dissemination
- Micro-Macro Linking in Transformative Consumer Research
- Quality Of Life
- Subsistence Markets
- Systems and Modelling
- Technology and Marketing

Special sessions will examine the role that marketing plays in solving or contributing to social problems, “what works” in development, and issues that pertain to particular countries or regions.

The annual Macromarketing Seminar and the biennial Conferences on Marketing and development have traditionally been known for their openness to new ideas, lively interaction, and intimate format. The 2007 ISMD / Macromarketing Seminar will follow in that tradition. We invite scholars from all over the world to submit papers, extended

abstracts, or special sessions. We particularly encourage chaired plenary sessions which include viewpoints from multiple perspectives, including academic, governmental, private, public, and consumer perspectives.

## Submission Formats

We invite submissions of the following types:

Competitive Papers that represent completed work by the authors.  
Proposals for Special Sessions that focus on particular topics, countries, or regions.  
Working Papers or Extended Abstracts provide authors the potential opportunities to present research in early stages.

In the body of your email, please provide:

Submission type: special session, competitive paper, or working paper / extended abstract.  
Title of paper and track.  
Contact person's name, affiliation, mailing address, phone, and email.  
Names of other participants, their affiliations, and their emails.

Submissions will be subject to a double-blind review process. Accepted manuscripts, extended abstracts, and special session summaries will be published in a Conference Proceedings with an ISBN reference (however, authors retain copyright to their work). The best Competitive Papers from the conference will be published in a special issue of the Journal of Macromarketing; the best development-oriented papers will be eligible for the Erdogan Kumcu Award; the best macromarketing-oriented papers will be eligible for the George P. Fisk Best Conference Paper Award. Submission should be made by emailing a word document to the most appropriate track chair (co-chairs), who will acknowledge receipt of your document. If it is not acknowledged within one week, please submit an inquiry to the track chair and/or one of the conference co-chairs. The deadline for submissions is December 15, 2006. Please watch <http://agb.poly.asu.edu/jmm/conferences.htm> for additional conference details.

## Format of Papers Accepted

All accepted submissions will be published in the proceedings. Competitive papers must be no longer than 15 pages (double spaced, 12-point Times New Roman font). Extended abstracts and session summaries will also be published (double spaced, 12-point Times New Roman font). The format for the Journal of Macromarketing should be followed [[http://agb.poly.asu.edu/jmm/author\\_guidelines.htm](http://agb.poly.asu.edu/jmm/author_guidelines.htm)]. The proceedings of this conference have no copyright restrictions.

## Tracks and Chairs

### **Art and Culture**

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