

AM2018 Conference - Workshops

University of Stirling, 2-5 July 2018

The 2018 Conference will see a new departure in terms of presentation of competitively reviewed work through expert driven workshops. Each workshop will

- i) address a cutting-edge theoretical, methodological or pedagogical issue in marketing
- ii) involve 10-15 participants who submit a competitive expression of interest paper to the workshop organisers
- iii) run in parallel for 3 hours on the first 2 days of the conference

Competitive Expressions of Interest Papers should be a maximum of 4 pages long and adhere to **General Guidelines for All Papers**. Papers will not be presented in the traditional way during the workshops; rather, attendees will be given access to the papers for their chosen workshop in advance of the conference and those papers will form the basis of the activities during the workshop as advanced by the workshop leaders. **Papers must be submitted on or before 16 February 2018**. Papers should be submitted through the **online Conference paper submission system** via the link at <https://www.academyofmarketing.org/conference/conference-2018/am2018-call-for-papers-guidelines/> When submitting your paper, choose “Workshop” for type of paper, then select the correct Workshop from the Track drop-down list.

All questions or queries on the workshops should be directed to Dr Finola Kerrigan, University of Birmingham, f.kerrigan@bham.ac.uk and/or Professor Anne Marie Doherty, University of Strathclyde annemarie.doherty@strath.ac.uk.

Workshop List

- **Artificial Intelligence in Marketing – The field, research directions, and methodological issues:** Ana Isabel Canhoto, (Brunel University London) and Daniela Castillo, (University of Malta)
- **Consumer Research with Societal Impact:** Kathy Hamilton (University of Strathclyde) and Emma Banister (University of Manchester)
- **Drawing Robust Conclusions from Quantitative Research in Marketing: Facts, Fads, and Faiths:** Matthew Robson (Leeds University Business School), Nick Lee (Warwick Business School) and John Cadogan (Loughborough University School of Business and Economics)
- **Full immersion: unpacking consumer phenomena through ethnographic research:** Russell Belk (Schulich Business School, York University) and Victoria Rodner (University of Stirling)
- **Gender, marketing and consumer research:** Helen Woodruffe-Burton, Máire O Sullivan and Francesca Sobande (Edge Hill University)
- **Seeking Sustainable Futures in Marketing and Consumer Research:** Iain Davies (University of Bath) and Caroline J. Oates (University of Sheffield)
- **Social media for pedagogy and developing cohort identity: Experiences, challenges and future directions:** Joanne Bates (Birmingham Business School, University of Birmingham)
- **Sounding Out Marketing and Consumption:** Gretchen Larsen (Durham University) and Maurice Patterson (University of Limerick)
- **Space and place in marketing and consumer research:** Dominic Medway (Manchester Metropolitan University - Workshop in association with the AM Place Marketing & Branding SIG)
- **Student Engagement and the Marketing Curriculum: A Dilemma for All:** Nigel Coates (University of Northumbria) and Yvonne Dixon-Todd (University of Sunderland)
- **Understanding the visual in marketing and consumer research:** Finola Kerrigan (University of Birmingham), Natalia Yannopoulou (Newcastle University) and Leonie Lynch (University of Limerick)
- **Who will be the retailers of tomorrow?:** Isabelle Collin-Lachaud (MERCUR, University of Lille and SKEMA Business School) and Jonathan Reynolds (OXIRM, Saïd Business School, University of Oxford)

Artificial Intelligence in Marketing – The field, research directions, and methodological issues

Workshop conveners: Ana Isabel Canhoto, (Brunel University London) and Daniela Castillo, (University of Malta)

Artificial Intelligence (AI) and related technologies are increasingly popular in business settings, due to decreasing costs, advancing capabilities, and changing customer attitudes. AI will impact on how customers buy (Rafaeli et al., 2017), how they relate to brands (Grewal, Roggeveen, & Nordfält, 2017), and on marketing strategy (Huang & Rust, 2017). AI may also accentuate the changing nature of marketing and the role of the marketer in the organisation (Quinn, Dibb, Simkin, Canhoto, & Analogbei, 2016).

Despite the likely impact of AI in all aspects of marketing, research from marketing scholars remains scarce. This is in sharp contrast with other disciplines such as information systems or employment relations, where there is a growing body of work on the implications of AI for theory, practice and methodology in those fields.

This workshop aims to energise the discussion around the impact of AI in marketing as a discipline, by:

- Developing knowledge of the field
- Identifying fruitful research directions
- Considering methodological issues

The workshop will have up to 12 participants, and run as thus:

- Overview of recent developments in AI, with contributions from engineers and computer scientists, in order to bring participants up to speed with technological developments
- Group discussions regarding the impact of AI on consumer behaviour and marketing management, leading to the development of a research agenda
- General discussion of the issues likely to arise for marketing researchers, such as limitations of existing methodological approaches, ethical issues, knowledge gaps, or collaboration with other disciplines and with practitioners

Conference delegates wishing to join this workshop need to submit an interest paper of up to 4 pages focusing on consumer behaviour in relation to AI, or uses of AI in any area of marketing management, or methodological issues relating to research of AI in marketing. Even though there will be no paper presentations at the workshop, these will be used to structure the discussions. In addition, each participant will be assigned one other paper to comment on, and all papers will be circulated to workshop participants in advance.

References

- Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). The Future of Retailing. *Journal of Retailing*, 93(1), 1-6. doi:<https://doi.org/10.1016/j.jretai.2016.12.008>
- Huang, M.-H., & Rust, R. T. (2017). Technology-driven service strategy. *Journal of the Academy of Marketing Science*, 45(6), 906-924.
- Quinn, L., Dibb, S., Simkin, L., Canhoto, A. I., & Analogbei, M. (2016). Troubled Waters: The Transformation of Marketing in a Digital World. *European Journal of Marketing*, 50(12), 2103-2133. doi:<https://doi.org/10.1108/EJM-08-2015-0537>
- Rafaeli, A., Altman, D., Gremler, D. D., Huang, M.-H., Grewal, D., Iyer, B., . . . Ruyter, K. d. (2017). The Future of Frontline Research: A Glimpse through the Eyes of Thought Leaders. *Journal of Service Research, The Future of Frontline Research: Invited Commentaries*(20), 1. doi:10.1177/1094670516679275

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Consumer Research with Societal Impact

Workshop conveners: Kathy Hamilton (University of Strathclyde) and Emma Banister (University of Manchester).

In accordance with the Transformative Consumer Research (TCR) agenda, consumer focused scholars have been called on to develop societally relevant, impactful research which has the potential to improve and transform consumers' lives (Ozanne et al., 2017). Yet in some quarters, the marketing discipline appears to have an image problem that could create a substantial roadblock for the development of societally relevant research. For example, Hackley (2009) alerts us to the associations of marketing with waste, the destruction of resources and social inequalities. Traditionally, third sector organisations and academics from other fields do not look to marketing scholars for research focused on societal issues (Hamilton, et al, 2015) and often the language and practices of business and marketing are not welcome in social services and the not-for-profit sector (Piacentini et al, 2014).

Such challenges are significant because The Research Excellence Framework (REF) 2021 gives even more emphasis to impact case studies. Thus, in this workshop we would like to explore the experiences of marketing academics working on consumer research projects, which have the potential to develop societal impact. We would like to identify and develop a collective set of responses to the challenges involved in forging relationships with academics outside the discipline of marketing and with third sector organisations, and the challenges associated with convincing funders that marketing academics have the skills necessary to contribute to societal impact projects.

We welcome submissions (maximum four pages, excluding references) that discuss your research alongside the opportunities and challenges relating to conducting consumer research for societal impact. Key questions include (but are not limited to):

- What are the challenges for marketing academics working towards societal impact?
- To what extent are transformative goals realistic? How can we achieve transformation and how does/can this fit with other scholarly goals (e.g. academic publications etc.)?
- How can we as marketing academics most convincingly apply for funding and emphasise societal goals (e.g. what is the key skill set we should be emphasising)?

10-12 participants will be selected to participate in the workshop and submissions will be used as the basis for developing workshop activities, including exploring the potential to develop a network in this area.

Pre-submission queries can be sent to and kathy.hamilton@strath.ac.uk and emma.banister@manchester.ac.uk

References

- Hackley, C. (2009), *Marketing: A critical introduction*. London, Sage.
- Hamilton, K., Dunnett, S. & Piacentini, M. (2015), *Consumer vulnerability: conditions, contexts and characteristics*. London, Routledge.
- Ozanne J.L., Davis B., Murray J.B., Grier S., Benmecheddal A., Downey H., Ekpo A.E., Garnier M., Hietanen J., Le Gall-Ely M., Seregina A., Thomas, K.D. & Veer, E (2017), 'Assessing the societal impact of research: The relational engagement approach', *Journal of Public Policy & Marketing*, 36(1), 1-14
- Piacentini, M., Dunnett, S. & Hamilton, K. (2014), 'Patient, client, user, consumer? Issues involved with approaching vulnerability with consumer-focused terminology', *Macromarketing and the Crisis of the Social Imagination: Proceedings of the 39th Annual Macromarketing Conference*. Bradshaw, A., Laamanen, M. & Reppel, A. (eds.). p. 108.

Drawing Robust Conclusions from Quantitative Research in Marketing: Facts, Fads, and Faiths

Workshop conveners: Matthew Robson (Leeds University Business School), Nick Lee (Warwick Business School) and John Cadogan (Loughborough University School of Business and Economics)

Quantitative approaches to marketing research have dominated academic scholarship and publication for many years. Indeed, in all but a tiny minority of issues of Shugan's meta-journal (top-20 most-cited marketing papers within a four-year rolling window from 2010), the most-cited article is a quantitative methodological paper (see <http://bear.warrington.ufl.edu/centers/mks/>). However, it is also evident that the field has been dominated by various methodological trends, which rise and fall in popularity over time. In itself, this is not problematic, as in all fields methodological developments render some techniques obsolete, and supersede them with more robust techniques. However, this becomes a problem where useful methods are unjustifiably ignored, and less-appropriate methods dominate through reasons of fashion or fad. The situation is compounded if only a minority of scholars are methodologically-inclined. Indeed, such criticism has recently been levelled at other cognate disciplines such as psychology. It seems to us that marketing as a discipline has been subject to a series of methodological trends in the last 40 years, which have left many scholars confused as to what methods are appropriate for what research tasks. For example, in 1979, Churchill's paper on measurement in *JMR* kick-started a surge of attention on measurement issues in marketing, helped by the growth in structural equation modelling's availability from the late 80s onwards. Yet the last decade or so has seen the growth of large-scale secondary data usage, and econometric modelling. Here, attention has mainly been paid to various robustness checks, unobserved heterogeneity, and endogeneity. Comparatively little attention is now given to the measurement issues that dominated marketing quantitative work in the 90s. Does this mean measurement is all-of-a-sudden unimportant? We would suggest not. As such, whether it is the case or not, to many scholars it at least appears that 'approved' quantitative methods are based primarily on who is in charge of the discipline's top journals, more than what is and is not best for the task in hand. Conversely, many scholars appear to struggle to understand why a given method (often the one they are trained in) could be subject to criticisms, failing to engage with new developments aimed at strengthening the robustness of conclusions, and simply complaining that they are 'misunderstood'. Of course, all methods have their advantages and disadvantages, and the key task is to understand what conclusions can and can not be robustly drawn from a given method.

The objective of this workshop is to develop greater depth of understanding and consideration of key issues in quantitative methods in marketing research, particularly as they relate to drawing strong conclusions and publishing in scholarly journals. With this in mind, the Workshop Convenors welcome your submission of short notes (maximum four pages excluding references and quantitative appendices), that discuss key issues around quantitative methods in marketing research. Some indicative topics may be:

- Troubleshooting key problems in quantitative marketing research (perhaps concerning journal submissions and the like)
- Issues in research designs for drawing strong conclusions in quantitative research
- Original contributions to new-to-marketing quantitative research methods which solve existing problems
- Evaluations of the benefits and drawbacks of existing popular methods in quantitative marketing research
- The relationship between quantitative methods and theory development and testing
- The evolution and development of quantitative analysis (or individual methods) within marketing scholarship

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- Philosophical considerations around quantitative methods and scientific research

The Workshop Convenors will select 10-15 of the submissions to be formally accepted to the workshop (although the workshop will be open to attend by others). Participants in the workshop will not be required to present their work. Instead, submissions will be used as a basis for developing the content, structure, and activities of the workshop in more detail. With this in mind, submissions will be circulated to participants prior to the workshop, to generate comments and discussion.

Enquiries regarding the workshop should be directed in the first instance to one of the Workshop Convenors:

Matthew Robson: M.J.Robson@lubs.leeds.ac.uk

Nick Lee: Nick.Lee@wbs.ac.uk

John Cadogan: J.W.Cadogan@lboro.ac.uk

Full immersion: unpacking consumer phenomena through ethnographic research

Workshop conveners: Prof Russell Belk (Schulich Business School, York University) and Dr Victoria Rodner (University of Stirling)

Ethnography, as a means of immersing oneself in the field in order to gain first hand knowledge of social phenomena, is an incredibly powerful methodological tool for marketing scholars. As well as being used to unearth some of the mysteries behind consumer behaviour, ethnographic research can also enhance our understanding of the production side of the market.

By adopting an interpretative approach to data collection and analysis, ethnographers not only reflect on empirical realities, but also locate themselves *within* these realities (Charmaz, 2005) so that by doing fieldwork, one becomes an irreplaceable (human) instrument within the research process. Carrying out ethnographic work also helps us triangulate our findings, as we are encouraged to experience the world of our participants with our own eyes. Ethnographic research can be covert or overt and most of the time it is presented in a case study format to allow for the 'thick description' of the social phenomena to unfold (Lincoln and Guba, 2013). How we record our ethnographic research can vary considerably and can include fieldnotes, visual methods such as illustrative photography and film, as well as auto-ethnographic notes or Subjective Personal Introspections, as means of making sense of the world whilst exploring our own subjectivity (Gould, 1995). We can even be intrepid explorers of the digital world and carry out ethnographic research on the web (Kozinets, 2015).

When adopting ethnography as our preferred method, we have to answer some important questions: when do we embark on the data collection: before/during/or after our critical review of the literature? And in equal measure when do we finish collecting data? How do we demarcate the boundaries of our chosen field? How do we translate our fieldnotes into primary data and make our rich account of the social phenomena publish-friendly for peer reviewed journals?

In this workshop we welcome those brave scholars that embrace ethnography as their preferred method and together tackle some of the issues impacting ethnographic studies in our field of marketing scholarship.

Submissions (maximum four pages, excluding references) underpinned by an ethnographic approach should address some of the following questions:

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- How has ethnography underpinned your research and why was it selected over other methodological approaches?
- Has the approach revealed new issues (emergent theory) previously overlooked in the field?
- How does 'being in the field' complement other data collection tools you have used in your study (e.g. depth interviewing)?
- How do you record your ethnographic research? How will this material translate into usable primary data?
- What problems have you faced in your immersive fieldwork?
- How has ethnography shaped you as a researcher?

12-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated in advance for those attending to read in preparing to attend.

Pre-submission queries can be sent to victoria.rodner@stir.ac.uk

References

- Charmaz, K. (2006). *Constructing Grounded Theory - A Practical Guide Through Qualitative Analysis*, London: SAGE.
- Gould, S. J. (1995). Researcher introspection as a method in consumer research: Applications, issues and implications. *Journal of Consumer Research*, 21(4), 719–722.
- Holbrook, M. B. (2005). Customer Value and Autoethnography: Subjective Personal Introspection and the Meanings of a Photograph Collection. *Journal of Business Research*, 58 (1), 45-61.
- Lincoln, Y. S., & Guba, E.G. (2013) *The Constructivist Credo*, Walnut Creek, CA: Left Coast Press.
- Kozinets (2015) *Netnography Redefined*. London, UK: Sage. 2nd edn.

Gender, marketing and consumer research

Workshop conveners: Prof. Helen Woodruffe-Burton, Dr. Máire O Sullivan and Francesca Sobande (Edge Hill University)

It is over 25 years since Janeen Costa encouraged colleagues to address the lack of research on gender as a social dimension affecting consumer behaviour and to get gender onto the research agenda in our field and almost 20 years since the publication of Catterall, Maclaran and Stevens' influential book 'Marketing and Feminism'. The current political and sociocultural climate suggests the time is ripe for a further examination of the place of gender and feminism in marketing and consumer research. The relationship between marketing and gender studies is complex and at times tense, despite growing recognition of *'the importance of gender and feminism in the academic discourse in marketing and consumer behaviour'* (Dobscha, Bettany and Prothero, 2008). As we enter feminism's fourth wave (Maclaran 2015), we hope to bring to together those experienced researchers in the area with those who have new and exciting perspectives to offer.

The purpose of this workshop is to offer a space for experienced and novice researchers to discuss the particular challenges of their research, as well as identifying ways to bring non-essentialist research on gender to the academic foreground. Feminist work, including that on male consumers, is particularly encouraged, as is work which is intersectional in nature. After all, *'no woman is only a woman'* (Catterall, Maclaran and Stevens 1998, 5), and the experiences of those in 'multiple minorities', disadvantaged by gender as well as class, race or ethnic origin, for example, are particularly important as intersectional feminism *"has been heralded as one of the most important contributions to feminist scholarship"* (Davis 2008, 67).

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We welcome work that draws upon and strives to contribute to such gender scholarship as that by Judith Butler, Iris Young, Dorothy Holland and other leading writers and theorists within and outside our discipline. In various ways these scholars deconstruct gender, advance the lived body as productive means of articulating how people live gendered social positions and market structures, and develop more sophisticated and critical understandings of identity as crafted within cultural worlds (Butler 1991, 1999; Young, 2005, Holland et al. 2001). Promising topics include, but are not limited to: embodied consumer-marketer value co-creation; gender boundary construction and fluidity among consumers, consuming communities, and marketers; cultural difference and identity dynamics; gender dimensions of the ongoing global economic crisis; patriarchal market/consumption institutional entrepreneurship; and gender perspectives on sustainable consumption and triple bottom line market development.

Submissions (maximum four pages, excluding references) should engage theoretically with gender and/or feminism and in doing so, might relate to the topics listed above or address following questions:

- Is gender merely '*one of those universalising and unhelpful binaries that typify modern Western thought*' (Catterall, Maclaran and Stevens 1998, 5) or does it remain relevant for academics today?
- What are the current biggest issues in gender, marketing and consumer research?
- How can we as marketers promote a feminist agenda?
- Has feminism merely become another commodity to be sold?

12-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated in advance for those attending to read in preparing to attend.

Pre-submission queries can be sent to osullivm@edgehill.ac.uk or Sobandef@edgehill.ac.uk

Seeking Sustainable Futures in Marketing and Consumer Research

Workshop conveners: Iain Davies (University of Bath) and Caroline J. Oates (University of Sheffield)

Seeking a way towards a sustainable future is probably the dominant socio-political issue of our time. But the vast majority of research done by marketing and consumer scholars focuses on regurgitation of cognitive behavioral theories from the 1970s, which appear to have little bearing on actual behavior, and are having limited impact on socio-economic practice. In this workshop we seek to explore alternative approaches to thinking about how to transform the dominant socio-economic systems towards one capable of promoting a sustainable future, be that from a macro, meso or micro level.

Submissions (maximum four pages, excluding references) should engage in progressive research approaches towards thinking differently about sustainability, marketing and consumption. In so doing, they could address the following questions:

- What theories and models exist which can facilitate research aimed at developing a sustainable future?
- What alternative methodologies can enhance our understanding of the field?
- What is happening out in practice which can inform new ways of conceiving a sustainable future?

10-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated to be read in advance for those attending.

Pre-submission queries can be sent to i.davies@bath.ac.uk

Social media for pedagogy and developing cohort identity: Experiences, challenges and future directions

Workshop convener: Joanne Bates (Birmingham Business School, University of Birmingham)

Selwyn (2010) argued for the use of social media in higher education to enhance the experiences of an already connected, collective and creative study body; to manage the changing relationship students have with knowledge construction and knowledge consumption and to support the emergence of a more 'user driven' education system.

But how can it best be employed?

Research into social media use in the classroom has investigated its role in building cohort identity and a sense of belonging (McCarthy, 2010; Kilian et al., 2012; Top, 2012); as a means to support out of classroom self-regulated learning (Selwyn, 2010; McLoughlan & Lee, 2010) as a tool for teaching and content delivery (Hung & Yuen, 2010; Junco et al., 2011; Rinaldo et al., 2013) and as a means to bring creativity, immediacy and dynamism to learning (Selwyn, 2010; Evans, 2013). Studies have also considered student perceptions of the use of social media in education and Neier and Zayer (2015), for example, found that students appreciate its use as a means to help them connect with others, to get their opinions across and to enhance social interaction and their sense of belonging.

In this workshop, participants will share their use of and success with a wide range of social media platforms including Facebook, Twitter, blogs, Snapchat, Instagram, Whatsapp, LinkedIn, YouTube, and others to achieve pedagogical and cohort building objectives. In addition, recent additions to the literature on social media in the classroom will be explored to provide evidence-based support for including these tools as a means to deliver and enhance the learning experience.

Conference delegates wishing to join this workshop need to submit an interest paper of up to 4 pages focusing on social media as a pedagogic tool within higher education. Subjects of interest include how social media platforms can be utilised for building inclusivity within a cohort, how it can be used for moderation and feedback within HE and how it can be used as an effective communication tool between students and academics. Ethical issues of using social media platforms within HE is also a topic of interest for this workshop.

At the workshop, there will be no formal paper presentations, but your papers will form the framework of the session. Please note that some of the workshop programme will require participants to take part in social media practical sessions.

For pre-submission enquiries contact Jo Bates (J.E.Bates@bham.ac.uk)

References

- Hung, H.T. & Yuen, S.C.Y. (2010). Educational use of social networking technology in higher education, *Teaching in Higher Education*, 15(6), 703-714.
- Junco, R., Heiberger, G. & Loken, E. (2011). The effect of Twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, 27(2), 119-132.
- McCarthy, J. (2010). Blended learning environments: Using social networking sites to enhance the first year experience. *Australasian Journal of Educational Technology*, 26(6), 729-740.
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- Top, E. (2012). Blogging as a social medium in undergraduate courses: Sense of community best predictor of perceived learning *The Internet and Higher Education*, 15(1), 24-28.
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Sounding Out Marketing and Consumption

Workshop Conveners: Gretchen Larsen (Durham University) and Maurice Patterson (University of Limerick)

Following the recent 'sonic turn' across the social sciences that addresses the production and consumption of sonic environments, marketing and consumer researchers have also begun to show interest in sound, primarily music, where it intersects with markets, marketing and consumption. This workshop takes as its jumping-off point the concept of sonic ecology as an 'active ingredient' in and 'work space' for social life and human subjectivity (DeNora 2011). We do not simply appreciate sound, but we become part of it and it becomes part of us. Sounding, then, is a means of recruiting subjects, orchestrating behaviour, and for accomplishing tasks in concert with one another (DeNora 2016). For its part, the sonic turn provides a non-linguistic means of appreciating the world, holding the potential for novel, alternative, and disruptive ways of thinking and doing marketing and consumer research.

This workshop aims to bring together students and scholars interested in the relationship between sound, marketing and consumption, and to discuss the possibilities and challenges presented by sound-based work in our field. Participants will receive a short reading list in advance of the workshop that will provide a basis for discussion and interaction on the day. In particular, participants will benefit from an exploration of sound-related methodologies and representational practices.

Submissions to this workshop should include a short paragraph outlining your interests in the field of sound, marketing and consumption, and key questions you would like the workshop to address.

Maurice.Patterson@ul.ie

Please direct any pre-submission enquiries to: Gretchen Larsen gretchen.larsen@durham.ac.uk or Maurice Patterson Maurice.Patterson@ul.ie

Space and place in marketing and consumer research

Workshop convener: Dominic Medway (Manchester Metropolitan University - Workshop in association with the AM Place Marketing & Branding SIG)

Geographers have long concerned themselves with trying to untangle the complexities of human interactions with (and in) space and place as distinct but related entities. In the marketing discipline, by contrast, our understanding of such issues has often been dominated by ideas of places as products to be promoted and branded to various audiences, along with notions spaces and places as bounded sites or containers within which marketing exchange occurs. However, these relatively simplistic interpretations are beginning to be challenged, as it appears that in some quarters marketing is witnessing a 'spatial turn'.

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In industrial marketing scholarship, for example, there is a growing engagement with the concept of dynamic relational space and associated market territories, formed from the ever-changing interactions between formal and informal networks of market actors (Palmer, *et al.*, 2017). Equally, some work has identified that place users have the inherent ability to both consume and (co)create the place product simultaneously (Warnaby and Medway, 2015). Other spatially informed theorisations entering the disciplines of marketing and consumer research include non-representational theory, mundane and everyday geographies, and spatial liminality. A 2017 special issue of *Marketing Theory*, entitled 'Consumption *in* and *of* space and place' emphasises the diversity and richness of these multiple areas of enquiry.

The purpose of this workshop is to bring together scholars who see the role of space and/or place in marketing as fundamentally important. Submissions (maximum four pages, excluding references) might wish to consider (*inter alia*) some of the following broad questions:

- What is the role of space and/or place in marketing and consumption?
- What key methodological or theoretical approaches underpin your research into space and/or place?
- Is there anything wrong with the way space and/or place are currently understood and conceptualised in the marketing discipline? If so, how could we do it better?

12-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated in advance for those attending to read in preparation for the workshop.

Pre-submission queries can be sent to d.medway@mmu.ac.uk

References

- Palmer, M., Medway, D., & Warnaby, G. (2017). Theorizing temporary spatial clusters and institutional boundary-work in industrial marketing. *Industrial Marketing Management*, 61, 104-113.
- Warnaby, G., & Medway, D. (2015). Rethinking the place product from the perspective of the service-dominant logic of marketing. In: M. Kavaratzis, G. Warnaby and G.J. Ashworth, *Rethinking Place Branding* (pp. 33-50). Springer International Publishing.

Student Engagement and the Marketing Curriculum: A Dilemma for All

Workshop conveners: Nigel Coates (University of Northumbria) and Yvonne Dixon-Todd (University of Sunderland)

Research suggests that engaging students effectively can improve the outcomes that they achieve. However, there is less agreement as to the best strategy to achieve student engagement. Trowler (2010) reported that the extant student engagement literature is dominated by US & Australian research with only a small proportion from the UK. Buckley (2013) carried out an HEA funded pilot student engagement survey across multiple institutions whereas previous research was only in single institutions. In the UK the TEF metrics have focused institutional attention on the importance of positive student engagement, achievement and satisfaction. The need to understand the distinctive nature of student engagement in the UK has been identified (Buckley, 2013). Recently it has been observed that there are different disciplinary outcomes (Craig, 2015). Therefore there also appears to be a need to understand the distinctive nature of student engagement within the Marketing curriculum. Research undertaken by Ward, Coates and Dixon-Todd (2016), as recipients of an Academy of Marketing Teaching and Learning Grant

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2015, sought to understand staff and student perspectives on student engagement in the undergraduate marketing curriculum and made ten key findings. It is now time to further this research and broaden the discussion.

We would like to invite submissions (maximum four pages, excluding references) on any aspects of student engagement within the marketing curriculum both at UG and PG. There is likely to be 10-12 participants selected for participation in the workshop. All submissions will be used to generate ideas for further activities within the Marketing Pedagogy SIG of the Academy of Marketing.

If you have any queries prior to submission please contact nigel.coates@northumbria.ac.uk or yvonne.dixon@sunderland.ac.uk

Understanding the visual in marketing and consumer research

Workshop conveners: Finola Kerrigan (University of Birmingham), Natalia Yannopoulou (Newcastle University) and Leonie Lynch (University of Limerick)

The visual has always been significant in marketing and consumer research, from advertising, to packaging, to product design, the visual has been a key element of the marketing offering. Understanding the visual elements of marketing and consumer research requires different research questions, different theorization and different methods to a textually underpinned approach. Latterly, there has been an increase in focus on digital marketing and social media, where again, text based approaches dominate discussions and research applications. However, with the prevalence of visual imagery in this space, more thinking around the application of visual research methods to understanding the visual are required. The purpose of this workshop is to bring together those who are working with the visual, as a form of data, a methodological approach or a way of communicating research output in order to identify key approaches as well as challenges facing those committed to foregrounding the visual in their research. We particularly welcome those from outside the field of marketing to attend as visual research benefits greatly from interdisciplinary approaches.

Submissions (maximum four pages, excluding references) should clearly engage with the visual as a form of data, a methodological approach or a way of presenting the outcome of research and in doing so, should address the following questions?

- What importance does the visual have in your own research?
- What key methodological or theoretical approaches underpin your research practice?
- What problems have you faced in your visual work?

12-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated in advance for those attending to read in preparing to attend.

Pre-submission queries can be sent to

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Who will be the retailers of tomorrow?

Workshop conveners: Isabelle Collin-Lachaud (MERCUR, University of Lille and SKEMA Business School) and Jonathan Reynolds (OXIRM, Saïd Business School, University of Oxford)

The retail industry is changing extremely rapidly, but perhaps even more significant than this are the shifts in the very nature of retailing as an activity. (Grewal, Roggeveen and Nordfält, 2017; Treadgold and Reynolds, 2016). Retailers are challenged in their traditional roles as intermediaries not just by new kinds of intermediaries, but also by manufacturers, who sell directly to consumers as well as by consumers themselves, acting through social commerce and consumer-to-consumer marketplaces, which are expanding very quickly (Collin-Lachaud, 2014).

So not only are the boundaries between distribution and communication channels blurring as the omnichannel literature asserts (Verhoef et al., 2015), but we can also see shifts in previously fundamental boundaries between the different stakeholders involved in the retail ecosystem (manufacturers, retailers, consumers). This is serving to transform retailing exchanges, the nature of retail offerings, the settings in which retailing takes place (Hagberg et al., 2016); as well as the actors who participate in retailing and their respective roles (amongst which we find firms of all kinds, consumers, public actors, and society in general). Three examples illustrate this point. Firstly, consumers are becoming more and more competent to the extent that they are increasingly 'prosumers' (Ritzer and Jurgenson, 2010) and are already competing with traditional retailing companies. Secondly, technology firms are developing platforms and applications ranging from augmented reality, to IOT (Internet of Things) connectivity, to AI and machine learning which will contribute to or substitute for the traditional retailing function. Finally, public actors may well be compelled to become retailers in sparsely populated areas in which traditional retailers already find economic viability challenging.

The combined effects of these phenomena mean that nearly anyone can be a retailer now. For us, this is what constitutes the true revolution. Resources, competences, roles, missions, entry barriers, business models, activities, value creation, social life, are all in question. How can marketing academics address the numerous issues that arise? The purpose of this workshop is to bring together those who are interested in this topic and want to tackle the varied yet serious issues of this profound evolution: historical, economic, social, cultural, geographical and legal. We particularly welcome those from outside the field of retailing and marketing to attend this workshop as we could benefit greatly from interdisciplinary approaches.

Colleagues wishing to join this workshop need to submit an interest paper of up to 4 pages (excluding references) focusing on this topic "Who will be the retailers of tomorrow?" Questions that could be addressed include (but are not limited to):

- What will being a retailer mean in the future?
- How will the function of intermediary evolve?
- What new business models will be required?
- How can traditional retailers survive?
- What will be the evolving role of the consumer in relation to retail firms?
- What are the concepts and theories that can help to address this issue?
- What methodologies can be mobilized to tackle this question?

12-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated in advance for those attending to read in preparing to attend.

Pre-submission queries can be sent to

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