Competitive Workshops

**Competitive Short Papers** will be a maximum of 500 words long (excluding references). Each Workshop has its own ‘Call for Papers’ specifying the content requirements, and these are listed below. **All papers must be submitted online via the AM 2021 website** and full details and the submission link will be available at the Conference website.

There are 2 types of Competitive Workshops:

- **Open Workshops** Those with accepted Competitive Short Papers can take an active part in the Workshop. The Workshop will also be open to other Conference Delegates to observe the activities.
- **Closed Workshops** These are only open to people who submit, and have accepted, a Competitive Short Paper.

Author(s) can submit papers for up to 3 Workshops, however, please note that some sessions will run in parallel. The AM2021 Conference has secured Special Issues of *Journal of Marketing Management* and *European Journal of Marketing*. **Authors with papers accepted for Workshops will be invited to submit a detailed Expression of Interest submission after the Conference if they wish to be considered for these publication opportunities.**

In addition to the Competitive Workshops listed below, there are also a number of webinars and open sessions planned throughout the conference. We are also inviting the submission of **e-posters** – see the main call for papers for more details.

**Competitive Workshop List**

**Monday 5th July – Focus on Teaching**

1. **Creating and delivering digital, innovative and authentic assessments** [Open], Workshop Conveners: Joanne Matthews, Sarah Montano, Member of the AoM Education Committee, University of Birmingham, Nicki Newman, Member of the AoM Education Committee, (University of Birmingham)  
2. **Transformative and critical marketing pedagogies** [Open], Workshop Conveners: Dr Mona Moufahim (University of Stirling), Dr Teresa Heath (University of Minho)  
3. **Embedding sustainability and responsibility into the marketing curriculum.** [Open], Workshop Conveners: Nicki Newman, Member of the AoM Education Committee (University of Birmingham), Caroline Oates, Member of the AoM SIG for Sustainability & Ethics (University of Sheffield)  
4. **Innovations in learning and teaching for use in Covid-19 and beyond: Pedagogic practice reframed** [Closed], Workshop Conveners: Stephanie Slater (Cardiff University) and Laura Chamberlain (University of Warwick)
Tuesday 6th July – Focus on Research

1. **Taking the experiential online: Engaging consumers virtually during Covid-19** [Open]
   Workshop chairs: Chloe Preece, (Royal Holloway, University of London); Athanasia Daskalopoulou, (University of Liverpool); Alexandros Skandalis, (Lancaster University)

2. **Reframing circular economy as a marketing priority: Emphasising the role of consumers** [Open]
   Workshop Convenors: Dr Carmela Bosangit, Dr Roberta de Angelis, Dr Nicole Koenig-Lewis (Cardiff University) and Prof Marylyn Carrigan (Heriot-Watt University)

3. **Wellbeing within service ecosystems** [Open]
   Workshop Convenors: Dr Helen L. Bruce (University of Lancaster), Dr Ewa Krolikowska (University of Greenwich), Dr Tara Rooney (Technological University Dublin)

4. **The power of visual methods in understanding the ‘new normal’** [Open]
   Workshop Convenors: Dr Fatema Kawaf (University of Greenwich), Professor Natalia Yannopoulou (Newcastle University) and Dr Ashleigh Logan-McFarlane (Edinburgh Napier University)

5. **Harnessing the power of word-of-mouth** [Open]
   Workshop Convenors: Anton van Weert (Sanquin Blood Supply Foundation, The Netherlands) and Rahul Chawdhary (Kingston University London, United Kingdom)

6. **Weaving connections: Advancing theoretical insights into gift giving in the 2020s.** [Closed]
   Workshop Convenors: Ines Branco-Illodo (University of Stirling), Dr Teresa Heath (University of Minho) and Caroline Tynan (University of Nottingham). Keynote speaker: Cele Otnes, University of Illinois at Urbana-Champaign.

7. **Access, inclusion and care in marketing: Reflections and learnings from Covid-19** [Closed]
   Workshop Convenors: Dr Leighanne Higgins (Lancaster University), Dr Katharina C. Husemann (Royal Holloway, University of London), Dr Anica Zeyen (Royal Holloway, University of London)

Wednesday 7th July – Reflections on Society

1. **Searching for the new ‘normal’ – Sustainability in a digital age** [Open]
   Workshop Convenors: Claudia E Henninger (University of Manchester) & Pallavi Singh (Sheffield Hallam University)

2. **Consumer spaces post-Covid: Back to normal or new normals?** [Open]
   Workshop Convenors: Prof. Stuart Roper, Dr Claire McCamley, Dr Brendan Canavan (University of Huddersfield)

3. **Identifying the not-for-profit marketing visionaries** [Open]
   Workshop Convenors: Fran Hyde (University of Suffolk) and Sarah-Louise Mitchell (Oxford Brookes University)

4. **Democratising and decentering marketing inquiry** [Open]
   Workshop Convenors: Martina Hutton (University of Winchester), Benedetta Cappellini (Durham University), Hilary Downey (Queen's University Belfast)

5. **Reframing our priorities: Understanding and tackling consumption insecurities** [Open]
   Workshop Convenors: Caroline Moraes (University of Birmingham) and Morven G. McEachern (University of Huddersfield)

6. **Purpose driven brands – the rise of social sustainability** [Open]
   Workshop Convenors: Dr Helen McCormick (Manchester Fashion Institute, Manchester Metropolitan University) and Pratibha Ram (Alliance Manchester Business School)

7. **Consumer Research with Social Impact during a pandemic: Reflections on academic identities** [Closed]
   Workshop Convenors: Kathy Hamilton (Strathclyde Business School), Emma Banister (Alliance Manchester Business School)
MONDAY 5TH JULY – FOCUS ON TEACHING

Creating and delivering digital, innovative and authentic assessments
[Open workshop]

Workshop conveners: Joanne Matthews, (University of Birmingham), Sarah Montano, Member of the AoM Education Committee, (University of Birmingham), Nicki Newman, Member of the AoM Education Committee, (University of Birmingham)

Aim of the workshop:
It has been known for some time, that universities need to take advantage of technological opportunities (Barber et al. 2013), yet, innovative digital assessments are infrequently used, as universities are still wedded to traditional assessments. However, the COVID-19 crisis has accelerated the move from traditional face-to-face assessment to an online format with insufficient time, to reflect on the pedagogical approaches needed for online assessments. Furthermore, digital assessments are needed to allow students to develop creativity as a key employability skill (W.E.F. 2018); engage in experiential learning (Kumar and Bhandarker 2016); showcase their digital employability skills to future employers and develop student digital citizenship (Adams Becker et al. 2017; Tomlinson 2010). In particular, for marketing students it is important that assessments are also authentic (Villarroel et al. 2018).

To stimulate discussion, the workshop convenors will begin by showcasing 2 digital solutions. Solution 1, showcases a digital creative retail assessment where students design their own store, that allows students to develop their own creative practice that is needed for the retail industry (Ma et al. 2018). Solution 2, showcases the process of applying traditional group work practices to virtual group work specifically through the Zoom platform. The solution will demonstrate a real-life case study of a 15 minute MSc marketing presentation with a mixed group of students (some on different time zones). The content of the presentation will include details of how the group prepared the presentation, how the group present live via Zoom and methods for how the assessor can interact with the group via Zoom. This is a working project and attendees are encouraged to offer ideas to take the project forward.

This transition into the digital assessment arena has not been without challenges therefore, this workshop will bring together academics who have developed or are interested in developing innovative digital and authentic assessments to showcase their ideas; to discuss how to move this under researched area forward and understand how new technology can help to redesign the learning process (Barber et al. 2013).

Requirements:
Submissions should be no longer than 500 words (excluding references). Abstracts will be submitted through the online Conference paper submission system via the link at the Conference website.

Abstracts should offer an insight into alternative models of assessment to allow for discussion around the following areas:
- Solutions to innovative and authentic assessment design challenges
- Innovative use of Virtual Learning Platforms or other technologies
- Showcasing exemplars of best practice
- Student experiences of digital and authentic assessments

Pre-submission enquiries can be sent to: s.e.montano@bham.ac.uk
AM2021 Conference ‘Reframing Marketing Priorities’ – Competitive Workshops

Conference Chairs: Anne Marie Doherty, Finola Kerrigan, Lisa O’Malley

References:

Transformative and critical marketing pedagogies
[Open workshop]

Workshop conveners: Dr Mona Moufahim (University of Stirling) & Dr Teresa Pereira Heath (University of Minho).

Guest Speaker: Professor Mark Tadajewski

This workshop aims to start a conversation about our thinking and practices as marketing educators. As marketing educators, we seek to engage students with the potential of marketing theory and to invoke passion for innovative marketing practices. As critical academics, we also hold responsibility, as researchers and pedagogues, to recognise and address the challenges we face as a society and the role and impact of marketing within these. Failure to do so denies students a comprehensive education in marketing (Tadajewski, 2016), thwarts the development of their critical and creative capacities (Heath et al., 2019), and leaves them unprepared for the challenges they will face as marketing practitioners (Catterall et al., 2002).

Thankfully, there is a growing impulse to reflect upon our impact on students’ development, and to reinvent curricula and approaches to teaching and learning amidst financial and social crises. Critical pedagogies, concerned with developing students as “critical beings” (Barnett, 1997, p.61) who find in critical reflection a medium for emancipation (Alvesson & Willmott, 1992; Dehler, 2009), provides useful lenses for envisioning transformation and encourages mentalities commensurate to such changes. Thus, no longer confined to the margins, critical management education, including critical marketing, has gained momentum. Counteracting tendencies towards simplification (Dehler et al., 2001), a “problem-posing”, critical approach demands a continuous commitment from, and dialogue between, educators and students (Freire, 1978), exposing oppression and injustice (Dehler, 2009), and embracing uncomfortable questions, contestation, and instability. While offering useful insights for informing critical reflection in the marketing classroom (e.g. Catterall et al., 1999, 2002; Schroeder, 2007), extant critical work in the marketing pedagogy has been relatively scarce and predominantly conceptual.

Thus, with the aim of inspiring change and of supporting social and environmental sustainability, we invite to this workshop participants interesting in engaging with theoretical questions, as well as reflexions inspired by actual practices of transformation efforts in the classroom, i.e. explicitly tackling in their curriculum/pedagogical approaches issues of inequality, oppression, racism, deprivation or other forms of
injustice, discrimination and threats to sustainability. As a starting point, participants could reflect on the following 3 questions: 1) What strategies and approaches are employed by marketing scholars to incorporate critical and moral reflection into the marketing curriculum?; 2) What are the challenges and outcomes of such conceptualizations, frameworks or practices?; and 3) How can marketing educators inspire students to be more critical and imaginative in reshaping practices of consumption and marketing in the face of current challenges?

Those wishing to participate to the workshop are required to submit one of the two following documents as their Competitive Short Paper:

1. a 500-words teaching statement highlighting their approach to critical marketing pedagogy and providing at least one example of an innovative practice in the classroom, or
2. 500 words abstract outlining the main points for a paper they wish to submit to the Special Issue of the Journal of Marketing Management on Critical and Creative Marketing Pedagogies: Confronting Rhetoric, Addressing Inequality, Inspiring Change. Participation to the workshop would allow participants to discuss and refine their ideas.

Embedding sustainability and responsibility into the marketing curriculum

[Open workshop]

Workshop conveners: Nicki Newman, Member of the AoM Education Committee (University of Birmingham), Caroline Oates, Member of the AoM SIG for Sustainability & Ethics (University of Sheffield)

This workshop aims to bring together the two important and related areas of sustainability and responsibility within the teaching of marketing. Their importance has been highlighted through UNESCO identifying the empowerment and mobilisation of young people as one of its priorities in its Global Action Plan for Education for Sustainable Development (UNESCO, 2018). The importance of responsible marketing has also been recently underlined by a number of large multinational organisations boycotting Facebook due to their policies and procedures on how they moderate harmful content on their site (BBC, 2020).

When developing the next generation of marketers it is vital that we, as a community of academics, prepare them for their future careers not just in the skills and knowledge they will take with them but also with the required ethos and mindset that will allow them to develop our discipline in a way that benefits the whole of society.

Requirements:
Submissions can be either research or case study based papers but should allow for the sharing and transferring of ideas between the delegates. Papers may fall into one of the following themes:

- What is the best way to incorporate sustainability and responsibility within the curriculum? How effective are speciality modules/courses?
- Examples of practice of how to engage students in sustainable and responsible marketing practice.
- Evidence of how enduring the teaching of sustainability and responsibility can be for students during university and after graduation.

4-6 participants will be selected to share in the delivery of the workshop and these submissions will be used as a basis for developing the workshop activities.

Pre-submission queries can be sent to either Nicki @ n.l.newman@bham.ac.uk or Caroline @ c.j.oates@Sheffield.ac.uk
Innovations in learning and teaching for use in Covid-19 and beyond: Pedagogic practice reframed

[Closed workshop]

**Workshop conveners:** Stephanie Slater (Cardiff University) and Laura Chamberlain (University of Warwick)

The Covid-19 pandemic has had implications for learning and teaching in the UK and other countries given the rapid shift to online learning, which has created opportunities and challenges for practice in Higher Education institutions. The objective of the workshop is to bring together examples of practice and experiences by examining the way we, as marketing educators, have adjusted our curriculum activities and classroom management in light of the Covid-19 pandemic. We particularly wish to showcase innovations in marketing learning and teaching that have occurred as part of this adjustment.

The workshop will be a closed small group workshop to enable colleagues to illustrate their work, engage in dialogue, and share examples of good practice around this important theme. Whilst the workshop includes all aspects of pedagogy, topics that aim to contribute to debates about innovative methods, online platforms, techniques for fostering high levels of student engagement in offline and online teaching are particularly welcome. As part of the session examples of practice will be shared and a reflective approach will be taken around the opportunities brought about by the Covid-19 disruption from a marketing educator’s perspective through live case examples.

The track invites competitive short papers that explore marketing education initiatives in response to the pandemic. These can be empirical studies, reflective pieces and cases that exemplify innovations in teaching that would facilitate the sharing of best practice.

Submissions should be a short paper (no longer than 500 words). Accepted papers will be presented by the authors as part of a closed virtual workshop. Following presentations there will be a round table discussion on both the presented research findings and the implications for peer-to-peer learnings within groups.

Enquiries regarding the workshop should be directed to Dr Stephanie Slater, Convener Slaters@cf.ac.uk and Dr Laura Chamberlain, Co-convener: Laura.Chamberlain@wbs.ac.uk
Taking the experiential online: Engaging consumers virtually during Covid-19
[Open workshop]

Workshop conveners: Chloe Preece, (Royal Holloway, University of London); Athanasia Daskalopoulou, (University of Liverpool); Alexandros Skandalis, (Lancaster University)

Covid-19 has forced marketers to reassess how they deliver experiential campaigns and events, there has been a rush to put everything online. Digital platforms like Zoom have seen a huge increase in users, and brands are using these to uniquely engage with their consumers. We can now share a drink in Brewdog’s online bar, for example, or enjoy a Zoom rave in Club Quarantine. Emerging technologies such as 5G are playing a role here as well, the esports industry has been at the forefront of utilising this to improve their streaming quality, for instance. Augmented Reality and Virtual Reality are also pushing the experiential into new dimensions, a live performance by musician Jean-Michel Jarre in which his avatar performed in a virtual Notre-Dame Cathedral on New Year’s Eve received 75 million views worldwide. Since the outbreak of the pandemic, our consumption practices have therefore been undergoing a state of flux and transformation. We seem to have now entered into a distinct mode of everyday life which revolves around ‘safe’ consumption experiences and an over-reliance on digital technologies to get us through the day.

This workshop builds on a rich body of work which covers consumer experiences, place marketing, service encounters and digital marketing from a wide variety of theoretical backgrounds. The workshop aims to explore the how we can re-evaluate the experiential given the impact of the pandemic. We welcome perspectives from a variety of fields, including but not limited to: tourism, arts and heritage, social and non-profit, and education, whether from marketer or consumer perspectives. We are keen to feed into the overall conference theme of reframing marketing theory and practice and ask: how can we re-create a sense of community and place online?

Possible themes of interest could include:

- New perspectives, theories and frameworks to examine the experiential in these unprecedented times
- The increasing prevalence of digital/virtual forms of consumption
- Innovative ways in which marketers can engage consumers online
- The role of space and place in an increasingly digitalised consumer culture
- The challenges of online atmospheres
- The role of embodiment (and disembodiment) in the digital consumer experience
- Consumer frustrations and frictions
- The potential and affordances of new technologies such as virtual reality and augmented reality
- New methodological avenues to research the virtual consumer experience
- Digital divides and inequalities
- Unwanted online interactions e.g. harassment, trolling

Submissions: Prospective contributors are requested to submit short (max 500 words, excluding references) papers which can be either conceptual or empirical. We are also open to alternative forms of submission and presentation.

The shape and form of the workshop output will depend on the nature of the submissions and contributions during the workshop itself. We hope to have a stimulating discussion that reflects upon the challenges and innovations which have reframed our understanding of marketing theory in relation to consumer experiences online.
Reframing circular economy as a marketing priority: Emphasising the role of consumers
[Open workshop]

Workshop conveners: Dr Carmela Bosangit, Dr Roberta de Angelis, Dr Nicole Koenig-Lewis (Cardiff University) and Prof Marylyn Carrigan (Heriot-Watt University)

Different stakeholders in policy, business and academic circles have been promoting circular economy (CE) as a response to many of the current societal grand challenges and believe that it can contribute to achieving UN’s Sustainable Development goals. The current pandemic has accelerated efforts to nudge consumers into more sustainable consumption, presenting ‘a rare opportunity to build a resilient and low-carbon economic recovery where CE can be a tangible way of achieving this’ (EMF, 2020; Wijayasundara, 2020). Alternative CE consumption models extending the lifespan of products through reuse and repair, thus not requiring virgin materials and reducing waste, have increased in popularity in recent years with online platforms like Rent the Runway, Preloved, Depop, Tool & Toy Libraries.

Extant literature on the CE focused on its conceptualisation, relationship with sustainable development, business models, design and supply chain management implications, metrics and standards, benefits and limitations (Khitous et al., 2020; Luis & Celma, 2020). However, little research has been carried out to examine consumers’ attitudes and behaviours (Elzinga et al., 2020; Ferasso et al., 2020). Overall, the understanding of users in the CE and their willingness to engage with CE practices is limited to date (Lehtokunnas et al., 2020; Schögg et al., 2020), which can undermine the uptake and scaling up of new circular business models (Elzinga et al., 2020). This research gap needs to be addressed as the decision to engage in these alternative consumption models (e.g., repair, renting, buying second-hand consumer goods as an alternative to buying these brand-new) rests on users’ willingness to adopt these (Schögg et al., 2020; Selvefors et al., 2019).

Our proposed workshop brings together established and emerging scholars working on understanding the role of consumers in the CE. The session is envisioned to provide a platform for a) consolidating the dialogues of reframing consumption in CE theoretically, and b) encouraging networking and collaboration among marketing scholars with research interests in this field.

We would like to invite papers that will stimulate discussions on the theoretical foundations for examining consumers and their participation in the CE. Submissions can be a statement of Research Interest or a precis of actual work in progress. Papers on the following topics are welcomed but not limited to:

- Attitudes towards renting/leasing; repair and buying second-hand via online platforms;
- Motivations and barriers of participation in alternative CE consumption models;
- Theoretical frameworks taking into account values, beliefs, norms, emotions, psychological ownership; implicit attitudes, consumer expectations;
- Message framing to encourage uptake of these alternative consumption models;
- Financial incentives for participation in CE.

References available on request.
Wellbeing within service ecosystems  
[Open workshop]

**Workshop conveners:** Dr Helen L. Bruce (Lancaster University), Dr Ewa Krolikowska (University of Greenwich), Dr Tara Rooney (Technological University Dublin)

Wellbeing remains a prominent goal among individuals, organisations and governments. The desire for wellbeing is expected to continue to drive consumer behaviour (Mintel, 2020). Within firms, employee wellbeing contributes to overall firm wellbeing, which might manifest as, e.g., productivity or profit (Guest, 2002). At a broader level, the UK Government monitors national wellbeing as an indicator of the country’s growth (Office of National Statistics, 2019). The study of diverse actors’ wellbeing thus offers opportunities for potentially impactful research. This workshop will bring together researchers with an interest in wellbeing within service ecosystems, to share insights and build a research agenda.

Service ecosystems are defined as relatively self-contained systems of resource integrating actors, connected by shared institutions (rules and norms) and mutual value creation (Vargo and Lusch, 2016). Adopting a service ecosystems perspective enables researchers to explore service exchange at three nested contextual levels: micro, meso and macro. The micro-level focuses on actor-to-actor exchanges, which are embedded within meso (e.g., industry) and macro (e.g., country) levels. At each level, additional actors and institutions become relevant and may exert influence on exchanges, value creation and resultant actor wellbeing.

We invite submissions of short (500 word, excluding references) competitive papers to this session, which discuss research (theoretical or empirical) that adopts a service ecosystems perspective in the study of wellbeing. The focus may be on any actor and may adopt a micro, meso or macro level view. Wellbeing may be conceptualised in objective or subjective terms. Each submission should clearly specify the context of study, research goals and, where possible, resulting (or early) contributions. We would be particularly interested in interdisciplinary submissions or those applying innovative methodologies to the study of wellbeing, though we welcome all submissions on this topic.

This will be an open workshop which may be attended by those who submit papers and other interest parties. Depending on the number and nature of submissions, it is anticipated that participants will convene in small groups to discuss key topics and develop a research agenda. Authors whose papers are accepted will be asked to deliver a five-minute presentation to their group followed by a five-minute Q&A.

**References:**


**Workshop Conveners:**

1. Dr Helen L. Bruce. Lecturer (Assistant Professor) in Marketing at Lancaster University. Email: h.bruce@lancaster.ac.uk
2. Dr Ewa Krolikowska. Senior Lecturer in Marketing at the University of Greenwich. Email: E.A.Krolikowska-Adamzyk@greenwich.ac.uk
3. Dr Tara Rooney. Lecturer in Marketing & Digital Marketing Strategy at Technological University Dublin. Email: Tara.Rooney@TUDublin.ie
The power of visual methods in understanding the ‘new normal’
[Open workshop]

Workshop conveners: Dr Fatema Kawaf (University of Greenwich), Professor Natalia Yannopoulou (Newcastle University) and Dr Ashleigh Logan-McFarlane (Edinburgh Napier University)

The power of visual enables us to empathetically comprehend human experience affording us unique ‘sensory ways of knowing’ and, compelling resonant representations. Today, as we seek to understand human experience, looking towards the digital realm is a necessity. Because, now more than ever before, our experiences are predominantly digital. As we battle a global pandemic, staying at home and existing in the digital realm is a necessity.

In this new normal, our everyday activities have shifted to an online form. From shopping to working, schools and universities, farewells and birthday parties; the very concept of living and socializing is dependent on digital connection. This fast-paced, data-rich, dynamic, social and visual world requires new ways of thinking. The epistemological gap in our understanding of these digital experiences is often a result of textual and static research methods which are not equipped to capture the nuances of highly visual, dynamic environments.

The prevalence of visual imagery in this ‘new normal’ calls for more thinking and discussions around the application of visual research methods to understand digital and digitally mediated experiences. 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; to identify best practices and challenges of foregrounding the visual in research.

A new Visual Methods SIG has been recently established at the Academy of Marketing. The aim of this workshop is to kick start a lasting discussion, to create a wave of change in order to bring more emphasis and appreciation of the visual in Marketing and Consumer Research.

We particularly welcome those from outside the field of marketing to attend as visual research is, and continues to develop, as an interdisciplinary approach.

Submissions for this workshop should not exceed 500 words in the form of competitive short papers (excluding references). Submissions should clearly focus on the visual in experiences and interactions either in the form of data collection or as a methodological approach. Visual research outputs such as videography are also welcome along with an accompanying short summary. Full details on paper submissions are on the Academy of Marketing website.

Up to 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. Papers will be circulated to those attending which must be read in advance.

Pre-submission queries can be sent to:
Dr Fatema Kawaf: f.kawaf@greenwich.ac.uk
Professor Natalia Yannopoulou: natalia.yannopoulou@newcastle.ac.uk
Dr Ashleigh Logan-McFarlane: A.Logan-McFarlane@napier.ac.uk
Harnessing the power of word-of-mouth

[Open workshop]

Workshop conveners: Anton van Weert (Sanquin Blood Supply Foundation, The Netherlands) and Rahul Chawdhary (Kingston University London, United Kingdom)

For charities, voluntary organisations and blood and organ banks word-of-mouth (WOM) is a powerful way to increase name and fame, awareness of the public, financial donations or success in donor recruitment. However, measuring the efficacy of WOM is not evident and its relationship with other marketing strategies and the diversity, behavior and loyalty of the targeted groups remains under studied. A case study:

In total 21 blood banks associated to the International Society of Blood Transfusion responded to a survey on donor management practices. The most reported blood donor recruitment strategies were social media campaigns, the website, recruitment teams at events, volunteers and the local Red Cross. Advertisement on social media, commercials on national television and volunteers/donor-recruits-donor activities were regarded as the most efficient strategies. However, evaluation of some or all campaigns was done by less than 50% of the respondents (van Weert et al., 2019). Piersma et al. (2019) found that donors with less other donors in their personal eco-system more often stopped donating after the occurrence of a life event, indicating social networks matter. Looking to the relationship between recruitment strategy and the diversity and loyalty of donors, men aged 35 or younger more often responded to donor-recruits-donor campaigns whereas women reacted more frequently on general recruitment campaigns (Piersma and Klinkenberg, 2018). These results contrasted to data from Misje et al. (2005) who reported that short-term donorship generally was a result from mass media (TV, radio), while WOM more typically resulted in long-term donorship.

Finally, Sanquin and Riot Games initiated the innovative and two Esprix non-profit marketing awards winning #myfirstblood campaign to recruit young blood donors during the League of Legends finals games. A gamer was rewarded a character (2018) or a new skin (2019) when registering as a donor. The campaigns resulted in a world record number of blood typings, 5,500 registrations and 3,680 blood screenings of which 660 gamers. The major response thus was not the direct effect of the events but a result of the combination of face-to-face WOM, e-WOM and amplified WOM. The long term-effect on donorship has to be established.

Workshop program

With the findings in blood donation as a business case example, this workshop focuses on how to harness the power of WOM: face-to-face WOM, e-WOM and amplified WOM (Customer Referral Schemes). How can WOM be used to ramp up goals to be achieved? (enablers). What are the barriers for effective use of WOM? What are the psychological drives of WOM? How to improve long-term effectiveness of WOM on prosocial behavior? In what way do enablers and barriers impact the senders perspective in WOM strategies? How to measure and better make use of WOM in relation to other marketing strategies and efforts?

We challenge delegates to submit Competitive Short papers to bring in (disruptive) ideas, share research, present business cases, expertise and experiences in WOM by charities, voluntary organisations and in blood and organ donation.

In total 6 submissions will be selected for presentation and discussion by invited academics and practitioners. The audience will be actively called to comment and reflect on the considerations. In the third and final session together with all participants it will be discussed how to bring the perspectives into
practice and to connect people start building a WOM strategy to be researched, experimented or even applied in real life.

References

Additional information
Contact details: Anton van Weert, PhD, MBA, Director Operations Donor Medicine Research, Director National Screening laboratory Sanquin, Sanquin Blood Supply Foundation, Amsterdam, The Netherlands, Enquiries regarding the workshop should be directed to Anton van Weert: a.vanweert@sanquin.nl

Rahul Chawdhary, PhD, Senior Lecturer in Marketing & Strategy, Department of Strategy, Marketing and Innovation, Kingston University, London, United Kingdom, r.chawdhary@kingston.ac.uk

Weaving connections: Advancing theoretical insights into gift giving in the 2020s
[Closed workshop]

Workshop conveners: Ines Branco-Illodo (University of Stirling), Dr Teresa Heath (University of Minho) and Caroline Tynan (University of Nottingham).

Keynote speaker: Cele Otnes, University of Illinois at Urbana-Champaign.

Competitive Short Papers will be a maximum of 500 words long (excluding references). Accepted papers will follow a ‘PechaKucha’ presentation format (a presenter shows 20 slides for 20 seconds of commentary each). Attendees will be given access to the abstracts for their chosen workshop in advance of the conference. Following participants’ presentations and the keynote speaker address, there will be time for discussion. Abstracts should be submitted through the online Conference paper submission system via the link at the Conference website.

Aims and Scope
This workshop aims is to create a space for scholars interested in gift giving to converse and develop research around transformative issues in gifting that impact individuals, communities, and society.

Gift giving research spans a variety of forms, practices and contexts, from material items to intangible experiences, time and labour, and from gifts to oneself to those offered to family members and distant communities. Using varied theoretical lenses, many authors (e.g. Belk, 1979; Mick, 1996) have long illuminated this pervasive, culturally significant phenomenon, making it one of the most productive research fields in marketing. Gift exchange functions as an important connective tissue within society and carries valuable symbolic dimensions (Sherry, 1983). As such it can contribute positively to the well-being of givers and receivers. In recent times, gift-giving research has increasing included a perspective of care, which has led to a number of interesting directions, including sharing (Belk, 2010), intracommunity
Where gift-giving practices are situated within a specific social-cultural context (Otnes, 2018), it is relevant to assess how societal changes have shaped gift-giving behaviour. The current digital landscape, the growing concerns with sustainability and changing household structures have transformed how people relate to each other, consume, and, ultimately, engage in gift giving. The ongoing pandemic has compelled people to re-imagine forms of being with, and giving to, others. These changes call for scholars to examine and contribute theoretical insights onto the nature, practices and processes of gift giving in the 2020s.

This special session invites panellists to discuss novel and insightful perspectives and methods of looking into gift giving that contribute to advance the field. We are particularly interested in creating a forum for discussing advances in gift giving that point in pro-social and sustainable directions, in the spirit of the growing transformative movement in marketing scholarship. We particularly encourage discussions on "truly impactful gifts" (Otnes, 2018, 225) capable of transforming lives of those involved. Manuscripts addressing, but not restricted to, the following topics are encouraged:

- Self-gift giving;
- Integration/differentiation of types of giving;
- Gifting and well-being;
- Gift-giving research methods;
- E/digital/electronic gifting;
- Giving, re-gifting and gifting as sharing to encompass sustainable gifting;
- Gift-giving processes;
- Prosocial gift-giving;
- New gifting contexts.

References

Access, inclusion and care in marketing:
Reflections and learnings from Covid-19
[Closed workshop]

Workshop conveners: Dr Leighanne Higgins (Lancaster University), Dr Katharina C. Husemann (Royal Holloway, University of London), Dr Anica Zeyen (Royal Holloway, University of London)

In their seminal paper, Baker et al. (2005) have called us to investigate under-represented consumers in marketplaces and society. This has resulted in research extending to include discussions on consumer vulnerability (i.e. Baker et al., 2005; Hamilton et al, 2015), transformative consumer research (i.e. Mick et al., 2012), marketplace exclusion (i.e. Saren et al. 2019), marketplace accessibility (i.e. Kaufmann-Scarborough, 1999, 2001, 2015; Baker et al., 2002; Baker 2006) and more recently marketplace care (i.e. Chatzidakis et al. 2020). However, these differing streams all interrelate with access, inclusion and care offering notable connections.

Saren et al. (2019, 476) define marketplace exclusion as “the mechanisms through which certain individuals and communities are barred from the resources and opportunities provided by the market to other citizens”. Such dialogue is in line with work on marketplace accessibility, which focuses on exploring how markets can become better accessible for disabled consumers (Kaufmann-Scarborough, 1999, 2001, 2015; Baker et al., 2002; Higgins, 2020). Arguments for accessible marketplaces can be further seen (although not exhaustively) in the contexts of poverty (i.e. Hamilton, 2012), gender (Hutton, 2019), and age (i.e. Clough, 2015), and all share in advocating for a more accessible and inclusionary marketplace. An accessible and inclusionary marketplace is one that takes the time to care, to foster a more equitable and sustainable society (Husemann and Eckhardt 2019). It cares ‘enough’ to include and offer access. This notion is in line with the recent call from Chatzidakis et al. (2020) for a caring politics approach that “puts care front and centre” in both the marketplace and society.

Thus, fitting with the focus of the Academy’s conference for 2021 on Reframing Marketing Priorities, this workshop calls marketing and consumer researchers working in areas of access, inclusion and care to come together and discuss the widening inaccessibility, exclusions and lack of care facing consumers and the marketplace in light of Covid-19.

Covid-19 has challenged consumers’ access to markets and general care provision from market actors and society (Chatzidakis, Eckhardt and Husemann, 2020). Within the UK, the phenomenon of panic buying in the run up to and throughout lockdown observed many poor, elderly, ill and/ or disabled consumers going without essential products. Likewise, a staggering 370,000 people were rendered unemployed from July-October 2020 (BBC, 2020), witnessing food bank usage increasing by 61% (Trussell Trust, 2020). #ClapForOurCarers, a movement engaged with by countless politicians, as well as the nation, in support for our NHS and keyworkers, has received criticism. With many perceiving it as a token gesture from politicians who have voted continuously for NHS cuts (The Guardian, 2020). Together these examples highlight instances of inaccessibility, exclusion and a lack of care, which we aim to begin to challenge within this workshop.

Fitting with the Focus on Research agenda, this closed workshop will take place on the 6th July 2021. It welcomes submissions from researchers interested in and/or working in the interrelated areas of access, inclusion and care. These can include, but are not exhaustive to, contexts of poverty, disability, race, gender, age, etc. Submissions should share how the repercussions of Covid-19 have created, or may further perpetuate, inequalities in terms of access, inclusion and/ or care. We also welcome submissions that highlight how the pandemic has increased access, inclusion and care for certain groups. Submissions can outline potential research agendas and/ or methods needed to prioritise a more accessible, inclusive
and caring marketplace. The workshop will begin with accepted submissions briefly presenting their interests/research. It will then split into breakout groups to discuss core themes, ideas and research agendas centring on access, inclusion and care. Finally, the workshop will conclude by regrouping and exploring key pathways to proactive change.

References
Husemann, Katharina C. and Giana M. Eckhardt, “The Role of the Market in Building a Caring Economy”, *Interpretive Consumer Research Workshop*, Lyon, France May 9, 2019
Searching for the new ‘normal’ – Sustainability in a digital age
[Open workshop]

Workshop conveners: Claudia E Henninger (University of Manchester) & Pallavi Singh (Sheffield Hallam University)

The COVID-19 pandemic has put a renewed spotlight on sustainability and the power of technology: We have seen reduced pollution, as factories had to shut down, poor working conditions along supply chains were exposed, whilst at the same time community spirits were fostered. Examples of the latter include but are not limited to sewing communities focusing on producing PPE for key workers, redistribution of food, in order to ensure society is looked after, and the set-up of buddy systems that support the most vulnerable in society.

This workshop is geared towards the post-COVID-19 world and looks for contributions that explore aspects of sustainability and technology.

Requirements:
Submissions (maximum 500 words, excluding references) can be either research or case study-based papers but should allow for the sharing and transferring of ideas between the delegates.

We invite contributions that explore the ‘new normal’, by focusing on the following areas:
2) Theoretical: investigating theoretical avenues in sustainably research in a digital age post-COVID-19 (e.g. urban development, consumer behaviour (i.e-new norms and definitions of community, social bubbles, families), business model innovations).
3) Policy: examining industry outlooks and policy contributions that focus on in a digital age post-COVID-19.

We purposefully leave the industry context vague in order to encourage submissions from a wide variety and theoretical backgrounds, as we envision potential collaborations that are interdisciplinary in nature. Participants will be selected to share in the delivery of the workshop and these submissions will be used as a basis for discussion during the workshop.

Pre-submission queries can be sent to either Claudia - Claudia.Henninger@manchester.ac.uk or Pallavi – p.singh@shu.ac.uk

Consumer spaces post-Covid: Back to normal or new normals?
[Open workshop]

Workshop conveners: Prof. Stuart Roper, Dr Claire McCamley, Dr Brendan Canavan (University of Huddersfield)

This workshop seeks to facilitate the exchange of ideas in considering the future of consumption spaces across a range of contexts, and to consider the potential marketing implications of the ‘new normal’. Covid-19 has severely impacted the global consumer economy with physical consumption spaces (including retail, hospitality and leisure, public transport, health and well-being and education) disrupted
by government mandated social restrictions. The notion of a ‘back to normal’ seems to get fainter as the year unfolds. It is plausible that consumerism will return largely as it was once lockdowns lift. Perhaps even recharged by the release of pent-up demand (Sneader and Sternfels, 2020). However, it may be that some aspects of the ‘new normal’ are permanent. In shaking up consumer capitalism, the Covid era may exemplify creative destruction (Zwick, 2018). Shifted consumption patterns and behaviour might endure, including continued reluctance to participate in face-to-face service consumption and an ongoing move towards virtual service delivery. Perhaps even the primacy of consumerism has been irrevocably shaken by an extended period where other activities, hobbies, routines and long-term separation had time to establish. The High Street or mall, already in deep trouble, seem doomed as we have known it (Berman, 2019). A transition to post-consumerism (Cohen, 2013), at least in its most obvious physical manifestations, may be upon us.

This workshop aims to encourage discussion around the changing conceptualisation and practices of consumption space in marketing as a discipline. We welcome submissions that discuss your research, alongside the opportunities and challenges relating to developing theoretical and practitioner impact around broad themes of consumption spaces during and after the pandemic. Possible research topics include (but are not limited to):

- How physical and virtual consumption spaces may compete with or complement each other.
- Communal consumption post-pandemic and the impact of social distancing measures
- Sustainability of changing consumption spaces
- Reasons behind engagement/lack of engagement in service spaces
- What does the new retailscape look like?

The workshop will have up to 12 active participants (but will be an open session for others to join on the day), whose submitted papers will provide a framework for the discussion, contributing to the development of a research agenda. This could be a combination of short individual presentations together with a panel/group discussion. We hope to encourage discussion around:

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

Conference delegates wishing to participate in this workshop should submit a competitive short paper of up to 500 words focusing on the identified theme(s). These will be used to structure the discussions. All papers will be circulated to workshop participants in advance.

References

Pre-submission queries can be sent to c.mccamley@hud.ac.uk
Identifying the not-for-profit marketing visionaries
[Open workshop]

Workshop conveners: Fran Hyde (University of Suffolk) and Sarah-Louise Mitchell (Oxford Brookes University)

Aim of the workshop:
Every now and then one person or team brings a moment of ‘lift’. These are the people who enable an organisation to make a strategic shift, to leapfrog the competition, to touch their audiences. It is their stories that offer marketing lecturers inspiration for academic papers, resources for case studies and insightful in-class teaching examples. It is these inspiring stories that build a bank of evidence from which new streams of marketing research can flow.

Visionary thinkers solve problems, spot opportunities and drive growth. They “join the dots invisible to others” (Bacon, 2014). Innovation has been widely studied in the context of for-profit organisations however, less attention has been paid in the marketing literature to innovation in non-profit organisations (Hull and Lio, 2006) and yet this sector requires real vision to achieve charitable mission with limited investment and an increasingly competitive environment (Bennett, 2018).

How we identify a visionary depends on our own theoretical perspective (Topaloglu et al, 2018; Will et al., 2018). Thus, in this workshop we are deliberately taking an inter-disciplinary approach, encouraging academics to look, perhaps for the first time, at the not-for-profit sector through their own area of expertise. Perhaps it is an innovative approach to segmenting their audiences or breakthrough sponsorship partnerships, digital engagement or use of VR, knowledge of effective collaborations, rebranding, and sustainability or reputation management?

Requirements:
For submissions (maximum 500 words, excluding references) to this workshop we ask that you find ONE example of a not-for-profit organisation that, for you, demonstrates real vision. In your submission describe their story and be prepared to share this at the workshop. Through this inter-disciplinary perspective, the purpose of the workshop is to identify common patterns across the stories, to co-create future research and generate teaching ideas (Wymer 2017).

Pre-submission queries can be sent to Fran Hyde f.hyde2@uos.ac.uk or Sarah-Louise Mitchell p0083366@brookes.ac.uk

References
Democratising and decentering marketing inquiry
[Open workshop]

Workshop conveners: Martina Hutton (University of Winchester), Benedetta Cappellini (Durham University), Hilary Downey (Queen's University Belfast)

Democratic, decentered methods enable researchers to share, to negotiate, to testify, to protect and importantly, to reframe knowledge making. Contemporary moves to respect localised knowledge through a de-settling of dominant research approaches, carries with it a responsibility to engage with liberatory and “local” epistemologies, methodologies and reflect this democratic approach in our working practices (Denzin, 2017; 2010; Smith, 1999). Our workshop aims to establish an open dialogue on the types of approaches, philosophies and methodologies that actively seek to deconstruct colonising practices in research. By colonising we mean researching on as opposed to with and for participants to flatten knowledge hierarchies. Adjacent to this, we will explore how conventional paradigms and modes of marketing inquiry and dissemination might delimit our intention for openness and obstruct routes to localised critical theories, endemic to a diverse range of consumers, communities, and marketplace experiences. Democratic, critically engaged research, bridges the boundary between abstract theoretical critiques of economic, social, political and cultural issues and the on-the-ground empirical observations and lived experiences of such issues. As such, research shifts from a science-orientation to relational/participant-orientation where scholars find themselves “making the path by walking it” (Ríos, McDaniel, and Stowell, 1996, p.3). Recently marketing scholars have proposed an alternative methodological route that reorients us towards an openly politicised praxis with emancipatory relevancy (Hutton and Heath, 2020; Brownlie, 2006). Nonetheless methodological directions reflecting the democratic paradigm in qualitative marketing research remain highly emergent in our field (c.f. Hill et al. 2015; 2016). Furthermore, discussions about what constitutes democratic research approaches and how these can facilitate development of just(ice)-focused methods in marketing remain open for advancement. We therefore invite statements of research interest (500 words abstracts) from scholars interested in exploring a range of issues. Suggestions might include (but are not limited to):

- Researcher / participant marginality
- Challenges of representation
- Reflexive approaches
- Arts-based praxes/methods
- Activist research
- Progressive qualitative methods
- Critical participatory action research (CPAR)
- Epistemological challenges
- Research as a tool for consciousness-raising

References
Reframing our priorities: Understanding and tackling consumption insecurities
[Open workshop]

Workshop conveners: Caroline Moraes (University of Birmingham) and Morven G. McEachern (University of Huddersfield)

The context for this workshop is the ongoing social, economic and environmental challenges we face in the UK, including significant austerity measures, welfare reform, climate emergency, Brexit, COVID-19 and the resulting precarity that growing numbers of consumers are experiencing in the marketplace.

This workshop seeks to foster a forum for researchers working in consumer research projects that broadly relate to what we are terming consumption insecurities. Based on Noxolo’s (2016; Noxolo and Featherstone, 2014) ideas of everyday negotiations between security and insecurity (what she terms in/security with a purposeful forward slash), we see consumption insecurities as encompassing the ongoing negotiation of meanings and experiences in our attempts to navigate the uncertainties, risks and anxieties that emerge with the challenges we face currently. These are challenges that the pandemic exacerbates, increasingly affecting our everyday consumer practices and sense of safety and belonging in the world. We see these challenges as encompassing the everyday effects of poverty and precarity, market inequalities, environmental injustices, gender inequalities, diverse vulnerabilities that people experience in the marketplace and the neoliberal marketing machinery that is geared towards “the perpetuation of consumer insecurity” (Tadajewski, 2010: 779-780; Banks, 2015). However, we are also interested in the positive transformations, resilience, empowerment, responsibility and creativity that these challenging circumstances and experiences can generate – and what the implications might be for consumers and marketing.

Themes of interest include, but are not limited to, the following areas:

- Consumer vulnerabilities and precarity, and implications for marketing;
- Environmental (in)justice in consumption and the effects of changing climate conditions in relation to consumer wellbeing;
- Historical approaches to understanding the structural evolutions of market-based consumer insecurities;
- How insecurities can bring positive transformation to both consumers and marketing, perhaps leading to more responsible, sustainable, creative and inclusive ways of consuming and marketing;
- How various marketplace actors interconnect and interact in creating, perpetuating, negotiating and solving the consumer and marketing insecurities of our times;
- Inequalities in consumption and consumer culture, and community approaches to addressing such inequalities;
- Interlinkages between marketing, consumption vulnerability and resilience, empowerment and disempowerment, precarity and creativity;
- Issues of (in)visibility in consumption insecurities;
- Issues of marketing responsibility in addressing consumption insecurities;
- Issues of temporality, instability, space, place and scale in shaping and addressing consumption insecurities;
- Methods for investigating consumption insecurities and the role that marketing can play in addressing such insecurities;
- New perspectives, theories and frameworks to understand the negotiation of consumption insecurities;
- The insecurities COVID-19 causes in relation to our everyday consumer practices and how these are being addressed by both consumers and marketers;
- The many guises of poverty and inequality as they relate to, for example, food insecurity, clothing insecurity, precarious shelter, energy insecurity, health inequalities, environmental injustices and wellbeing issues; and
- The uncertainties currently being experienced in specific industries, for example, arts and culture, tourism and travel, and how these have prompted different and perhaps more positive ways of engaging with consumers.

Competitive short paper submissions should not exceed 500 words, excluding references. Ten to fifteen authors will be selected to participate in the workshop based on the quality of their submissions.

Authors of accepted papers can take an active part in the workshop. Paper submissions will be shared with workshop participants for reading in advance of the workshop. Authors will have an opportunity to present their work during the session, but we anticipate dedicating a significant share of time for discussing each paper; the aim is to enable authors to develop their papers further based on the feedback they receive during the workshop.

The Workshop will also be open to other delegates to observe the activities. Observers will only be able to submit written questions during the workshop for the Workshop participants to address in a final Q&A session.

We will forward best papers to the conference convenors as works to be considered for developing into submissions for the Academy of Marketing Special Issues of European Journal of Marketing and the Journal of Marketing Management.

Please send any pre-submission queries to either Caroline Moraes (c.moraes@bham.ac.uk) or Moven G. McEachern (m.mceachern@hud.ac.uk).

**Purpose driven brands – the rise of social sustainability**

*Open workshop*

**Workshop conveners:** Dr Helen McCormick (Manchester Fashion Institute, Manchester Metropolitan University) and Pratibha Ram (Alliance Manchester Business School)

Sustainability and sustainable development are a top priority for The United Nations, with Sustainable Development Goals outlined to ensure a plan of action for “People, Planet and Prosperity” *(UN, n. d).* This chimes with previous goals outlined by WCED in the Brundtland report in *(1987)* the three pillars, environment, economic and social, which have long been considered imperative to long-term strategies for achieving sustainable development. It is noted by Kusi-Sarponga et al., *(2019)* that environmental and economic sustainability have been given priority over social business goals. With conscious consumerism on the rise *(Kazmi et al., 2021)*, the socially responsible values of companies are now more than ever in the spotlight. Studies have shown that it is imperative for brands to respond to the social issues that affect their consumers and societies that they operate in *(Donato et al., 2020)*. The ‘Great Awokeing’ campaign, is a call to action and this has forced brands to respond to, and take a stand on societal issues *(Deloitte, 2020)*. Social sustainability somewhat overlaps with corporate social responsibility (CSR) as it refers to the well-being and equality of people and society through the management of social resources *(Edwards, 2005)*.

Schaeffer *(2019)* identified a preference for purpose-driven brands, rather than simply for profit. There is a rise in brands starting to hold themselves accountable in regard to environment and social issues and there has been movement for brands to publish how they are a social sustainable brand and what they
stand for in society. Reiman (2013) suggests that consumers do not just buy the product but buy the brand, rather buying into the purpose of the brand. Purpose is the core principle of a company and not cause marketing, purpose driven brand communications is about brands taking action (Neff, 2019). Patagonia is an example of a purpose-driven brand, its’ purpose concerning climate change and social justice, and marketing efforts reflect this. Patagonia recently launched its Action Works platform. The aim of the platform is to connect committed individuals to organisations working on environmental issues in the same community. Patagonia want to encourage activism and build and unite groups of activists to deal with environmental issues. Social sustainability is embedded into Patagonia’s brand mission and values, therefore orchestrates brand authenticity. Sustainable marketing orientation of a purpose driven brand is achieved by integrating social, environmental and economic sustainability, proactive development of strategies that would benefit consumers and the society and through ongoing ethical marketing initiatives (Lucic, 2020). This workshop focuses on social sustainability and purpose-driven brands considering marketing priorities, changes in business and consumer behaviour and consideration of theoretical developments in the area concerning sustainability, marketing and brands.

Suggested Keywords (but are not limited to): social sustainability, sustainable practices, sustainable marketing, purpose-driven brands, brand activism, brand narratives, brand personality, brand authenticity, CSR.

References
UN (United Nations) (n.d.) Sustainable development Goals, UN (online): https://sustainabledevelopment.un.org/?menu=1300, 26.01.21
Consumer Research with Social Impact during a pandemic: Reflections on academic identities
[Closed workshop]

Workshop conveners: Kathy Hamilton (Strathclyde Business School), Emma Banister (Alliance Manchester Business School)

This workshop builds on previous successful Consumer Research with Social Impact (CRSI) workshops at the Academy of Marketing. These workshops revealed that consumer researchers pursuing social impact often seek similar opportunities, such as forming and sustaining relationships with relevant stakeholders and balancing academic and more impact-oriented dissemination activities. Undoubtedly, the pandemic and associated challenges have brought to the fore a range of new issues that are relevant to CRSI, for example, consumers have encountered loneliness, inequalities and vulnerabilities, whilst the stakeholders we seek to work with have faced funding cuts and new ways of working. While many of these experiences will share commonalities within the wider marketing academy, there may also be concerns that are more unique to CRSI work.

This closed submission workshop aims to explore the experiences, challenges and issues faced by marketing scholars, within CRSI, during these unprecedented times. We are keen to hear about your experiences related to your work, and allow the space in which to both reflect and feed into the overall conference theme of reframing marketing (scholars’) priorities in response to change. This workshop will provide group members with the opportunity to reflect on their experiences during the pandemic. These may include, but are not restricted to, experiences related to the following:

- Changes to working practices and research / teaching priorities
- Reframing current research projects in response to Covid
- Balancing work with caring responsibilities and/or wellbeing
- The potential longer-term impacts of experiences on academic identity
- Examples of new models/ways of working with stakeholders and communities that will be relevant for you in the future
- Re-evaluating the role of consumer research and the types of social impact our research can generate.

Submissions: Prospective contributors are requested to submit short (max 500 words) narratives reflecting on their academic experiences during the pandemic. While contributors are free to focus their work as they wish, we envisage submissions will be reflective accounts (see Prothero, 2017; Quijada, 2021). We are also open to alternative forms of submission such as poetry.

Submissions will be shared amongst the group in advance and there may be some pre-workshop activity. We will use the workshop to discuss the reflections and explore the possibility of a co-authored journal submission for one of the Academy of Marketing Special Issues (EJM, JMM). There are various exemplars of multi-authored papers which bring together individual reflections, such as the experiences of early career researchers (Belkhir et al. 2019), researcher vulnerability (Jafari et al 2013), or research collaboration (The Voice Group 2008). The shape and form of the workshop output will depend on the nature of the submissions and contributions during the workshop itself. We hope to have fruitful discussions that reflect not just experiences but the knowledge that we have accumulated about ourselves as individuals and a community in reframing what it means to be a CRSI scholar in the 2020s.
References