

## Competitive Workshops

The theme of the Academy of Marketing Conference 2022 is ‘**Marketing: The Fabric of Life**’, which encourages marketing scholars to explore and examine the threads of marketing theory; the interwoven patterns which contribute to the ever-evolving tapestry that is Marketing. We call for papers which challenge and develop marketing theory through a range of methods, techniques, and approaches. We welcome **Competitive Short Papers (500 words plus refs)** which focus on a range of methodological, pedagogical and impactful issues, including more traditional aspects of marketing research.

In addition to the Competitive Workshops listed below, papers may also be submitted for Oral Presentation in themed sessions – please see the Conference Call for Papers for full details.

## Competitive Workshop List

1. Consumer Research for Social Impact (CRSI): Agents of Change, Agenda for Change
2. Consumer-Brand Power Dynamics & Collective Wellbeing
3. Consumption Insights on Human-Nature Entanglements
4. Hard Times: Rough Threads Woven Through the Fabric of Life
5. Inclusive Marketing: Developing the New Agenda
6. Issues of Responsibility in the Fabric of Sustainable Consumption
7. Marketplace Access
8. Methodological Innovations in Qualitative Consumer Research
9. Navigating The Metaverse: Challenges & Opportunities Concerning Digital Marketing & Immersive Technologies
10. Post-Covid Place Marketing
11. Reclaiming Artistic Imaginaries: Lessons Learnt and Future Endeavours
12. The Impact of Social Media Influencers on Consumers, Businesses, and Society
13. The Rising Tide of Brand Intangibles and the Future of Brand Authenticity Research
14. Threading Innovative Pedagogy Through the Fabric of Marketing Education to Embrace the Post COVID-19 Workplace
15. Values-Centred Pedagogies for Sustainable Marketing Education
16. Weaving the Digital Fabric of Our Lives: AI in Marketing

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## Consumer Research for Social Impact (CRSI): Agents of Change, Agenda for Change

**Workshop conveners:** Emma Banister (Alliance Manchester Business School), Kathy Hamilton (University of Strathclyde), Maria Piacentini (Lancaster University)

### **Aim of the workshop:**

This workshop builds on prior successful Academy of Marketing Consumer Research with Social Impact (CRSI) workshops. Previously, we have established that many researchers within this field seek to challenge conventional methods, ways of working, and approaches to knowledge dissemination in efforts to tackle social problems. Our 2021 collaborative poetry workshop identified issues of empathy, care, nurturing and belonging as crucial to the success of our academic identities. For 2022, we want to build on these conversations, to collectively develop a coherent set of priorities for how the field of CRSI needs to evolve – an agenda for change.

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MacInnes et al. (2020) lament the limited impact that consumer research has had on key marketplace stakeholders. Recognizing that implicit boundaries limit the wider impact of consumer research, the authors propose guidance for researchers on how to overcome these barriers. Our experiences – as consumer researchers and co-chairs of the AM CRSI SIG – make clear that boundaries are further shaped by researcher sensibilities, institutional gatekeepers and cultural research norms. Consumer research which challenges boundaries can help shape the discipline in ways that move beyond the traditional focus on managerial perspectives.

As we navigate these less chartered waters, we see value in coming together with like-minded others to share experiences and ideas. We therefore seek submissions that discuss the potential for transformations in ways of working and being as academics, including those that have emerged in the light of the pandemic. We invite potential participants to consider one or two areas of academia – or what it means to be an academic – where there is the potential for transformation and develop a short piece of writing (max 500 words) which describes what they would like to see.

Possible themes include, but are not restricted to, the following:

- Being an engaged academic researcher
- Finding new ways of working and collaborating [in the post-covid world]
- Reframing academic identity in times of crisis
- Committing to the ethics of care as an overarching approach
- Pushing the boundaries of extant research by identifying newly emerging topics
- Celebrating success in its diverse forms rather than only success through leading journals.
- Reclaiming opportunities for consumer researchers through interdisciplinary teams

This workshop will be a closed format, involving successful applicants only, and will be limited to 12 participants. Prior to the workshop we will share the submissions of the collaborators, and participants will be asked to engage in some pre-conference preparation activities. During the workshop itself we will work collaboratively on an agenda for change, addressing questions such as: What could a more collectively driven engaged academic vision look like? What structural and cultural transformations are required to make this happen? We also hope to explore the possibility of a co-authored journal submission around our agenda for change.

### Reference

MacInnis, D.J., Morwitz, V.G., Botti, S., Hoffman, D.L., Kozinets, R.V., Lehmann, D.R., Lynch Jr, J.G. and Pechmann, C. (2020). Creating boundary-breaking, marketing-relevant consumer research. *Journal of Marketing*, 84(2), pp.1-23

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[kathy.hamilton@strathclyde.ac.uk](mailto:kathy.hamilton@strathclyde.ac.uk); [m.piacentini@lancaster.ac.uk](mailto:m.piacentini@lancaster.ac.uk)

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## Consumer-Brand Power Dynamics & Collective Wellbeing

**Workshop conveners:** Alessia Grassi, Karen Tejedor Bowen (University of Leeds)

This workshop aims to explore the future of the relationship between brands and consumers in a range of contexts. Further, it seeks to consider the impact that changes in the consumer/brand power dynamics might have on the collective wellbeing and its potential marketing implications.

Recent events have strongly impacted how consumers relate to brands. Consumers’ increased activism, and focus on social/environmental/cultural issues, has compelled many brands to promise altruistic

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behaviours by offering every-colour commitment (i.e., green-washing, pink-washing, etc.). Yet, many of these brands are not standing up to their promises (e.g., in 2021, the Changing Markets Foundation investigated the truthfulness of H&M’s sustainability claims and found that 96% of them were not holding up). Consumers perceive these behavioural discrepancies and are ready to abandon their beloved brands if they believe they lack transparency and are not fulfilling their promises.

Historically, brands have had control over their relationship with consumers and have used marketing strategies to orient choices/behaviours to guarantee a stronger consumer base (Doyle et al., 2008). Co-creation, co-design, and co-production are words that signify the collaboration of consumers in generating value with the brand (Merz, Zarantonello, & Grappi, 2018). However, most brands have treated these collaborations as a one-way relationship where consumers’ ideas are exploited to enhance the brand’s offering and thus increase profit (Appiah, Bonsu, & Sarpong, 2021). Hence, consumers created value for the brand but not with the brand. Today, products, supply chains, partnerships, brands’ places, communications strategies are all closely scrutinised by consumers. Transparency is no longer an option—it is a new consumer demand, essential for brand survival. When brand behaviour contradicts brand promises, the balance in the relationship shifts and consumer power increases, resulting in backlashes and brand cancellation (Jain & Sharma, 2019).

We welcome submissions that explore the opportunities and challenges relating to developing theoretical and practitioner impact around broad themes of shifting consumer/brand power dynamics, and how these can affect collective wellbeing.

Possible research topics include (but are not limited to):

- Top-down/bottom-up brand communication mechanisms and impact on brand strategies.
- Brand promise/purpose conflict, and brand transparency implications.
- Consumer activism and brand threats to collective wellbeing, or consumer/brand collaborations to enhance collective wellbeing.
- Consumer brand disengagement.

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). Accepted papers will be presented by the authors as part of an open workshop. Papers will be used to structure the discussions. All papers will be circulated to workshop participants in advance.

**Pre-submission enquires can be sent to: [a.grassi@leeds.ac.uk](mailto:a.grassi@leeds.ac.uk)**

### References

- Appiah, G., Bonsu, S. K., & Sarpong, D. (2021). The unpowered customer: Co-creation as tactics of the weak. *Journal of Business Research*, 133, 317-326.
- Doyle, S. A., Moore, C. M., Doherty, A. M., & Hamilton, M. (2008). Brand context and control: the role of the flagship store in B&B Italia. *International Journal of Retail & Distribution Management*.
- Jain, K., & Sharma, I. (2019). Negative outcomes of positive brand relationships. *Journal of Consumer Marketing*.
- Merz, M. A., Zarantonello, L., & Grappi, S. (2018). How valuable are your customers in the brand value co-creation process? The development of a Customer Co-Creation Value (CCCV) scale. *Journal of Business Research*, 82, 79-89.

### Consumption Insights on Human-Nature Entanglements

**Workshop conveners:** Fiona Cheetham, Morven G. McEachern (University of Huddersfield)

This workshop seeks to foster a forum for researchers working in consumer and/or marketing research projects that broadly relate to human-nature assemblages, connections and entanglements (Canniford & Shankar, 2013; Cheetham et al., 2018; Couper, 2017; Ives et al., 2017; Kunchambo et al., 2017). The recent pandemic and subsequent restrictions on travel and leisure consumption experiences, has brought about rising numbers of people connecting/re-connecting with local natural environments, urban green and blue spaces in mundane and innovative ways. Some of these human-nature connections and entanglements involve irresponsible consumption phenomena (e.g. increased littering in spaces of wilderness and tragic accidents in inland waterways). Thus, the context for this workshop is to understand further the different forms of human-nature connections and entanglements, the ramifications of these for the well-being of natural places/spaces and of humans, and hence the extent to which these entanglements are indicative of a responsible approach to consumption and marketing.

If we are to preserve the planet for future generations it is imperative that contemporary consumer culture shifts radically into a new realm of understanding; one that reconnects humanity and the natural world through compassion, appreciation, and yes as the nature writer Melissa Harrison suggests, love. Such a radical shift is vital if we are to achieve progress on important sustainable development goals, thereby materially increasing the well-being and common good of consumers, societies and natural places and spaces. Thus, we are also interested in cultivating positive (i.e. responsible) and reducing negative (i.e. irresponsible) transformations that occur through humans’ (consumers and/or organisations) entanglements with the natural environment.

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

- New perspectives, theories, frameworks and methods to investigate and understand human-nature entanglements and consumption opportunities within nature;
- Forms, perceived meanings, materialities and scale of responsible/irresponsible human-nature entanglements;
- Temporality, co-production, co-consumption and/or co-destruction of the natural environment in the ‘becoming of place’ (Pred, 1984).

Competitive short paper submissions should not exceed 500 words, excluding references. Eight to ten authors will be selected to participate in the workshop based on the quality of their submissions. Papers will be shared with workshop participants for reading in advance. Authors will make a short presentation of their work during the session, but we anticipate dedicating a significant share of time for discussion. The Workshop will also be open to other delegates to observe the activities. We will forward best papers to the conference conveners as works to be considered for developing into submissions for the Academy of Marketing Special Issues.

Please send any pre-submission queries to either Fiona Cheetham ([f.cheetham@hud.ac.uk](mailto:f.cheetham@hud.ac.uk)) or Morven G. McEachern ([m.meachern@hud.ac.uk](mailto:m.meachern@hud.ac.uk)).

#### References

- Canniford, R., & Shankar, A. (2013). Purifying practices: How consumers assemble romantic experiences of nature. *Journal of Consumer Research*, 39(5), 1051-1069.
- Cheetham, F., McEachern, M.G. & Warnaby, G. (2018). A kaleidoscopic view of the territorialized consumption of place. *Marketing Theory*, 18(4), 473-492.

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- Couper, P.R. (2018). The embodied spatialities of being in nature: encountering the nature/culture binary in green/blue space. *Cultural Geographies*, 25(2), 285 – 295.
- Ives, C.D, et al. ((2017). Human-nature connection: a multidisciplinary review. *Current Opinion in Environmental Sustainability*, 26-27, 106-113.
- Kunchambo, V., Lee, C.K.C. & Brace-Govan, J. (2017). Nature as extended-self: Sacred nature relationship and implications for responsible consumption behaviour. *Journal of Business Research*, 74, 126-132.
- Pred, A. R. (1984). Place as historically contingent process: Structuration and the time-geography of becoming places. *Annals of the Association of American Geographers*, 74(2), 279-297
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### Hard Times: Rough Threads Woven Through the Fabric of Life

**Workshop conveners:** Jillian Farquhar (Solent University), Jane Brown (Newcastle University), Chrysostomos Apostolidis (Durham Business School)

Nearly 4 million households in the UK are in debt arrears (JRF, 2021) and it is predicted that in general households will be approximately £1000 worse off in 2022 (Resolution Foundation, 2021). For marketing academics, the question is how will consumers respond to these hard times woven through the fabric of life? The purpose of this workshop is to build on and extend last year's sessions on consumer wellbeing through investigation into how consumers revise or change their consumption patterns. Existing research shows that consumers hoard products (Kirk & Rifkin, 2020), adopt hedonic frugality (Hulme, 2019), upcycle (Schmitt, Brakus & Biraglia, 2021) and make improvisations to cope with shortages (Sheth, 2020). They may also take on high risk debts to alleviate financial hardship (Brown et al. 2021).

We ask for submissions that offer insight into these questions in areas such as:

- What behaviours do consumers exhibit in hard times, e.g., sharing resources, cutting expenditure, borrowing and/or getting into debt, 'making do'?
- Which methodologies might be appropriate for gaining insight into how consumers cope in hard times?
- Which marketing practices might sustain consumers in hard times?

The workshop will have up to 12 participants, 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. 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

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- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? *Journal of Business Research*, 117, 280-283.
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## Inclusive Marketing: Developing the New Agenda

**Workshop conveners:** Sunil Sahadev, Francisca Farache Aureliano Da Silva, Nasos Poulis, Sarah Cork (University of Brighton)

In the last decade, growing realisation about the socially embedded nature of marketing has prompted practitioners to increasingly reorient their marketing strategies to appeal to the diverse sub-cultures and social disadvantaged groups of consumers. Social awareness has now become a critical guiding principle for mainstream marketing strategy. Numerous case studies and anecdotal evidence show how inclusive marketing as a guiding principle is gaining ground among corporates and how inclusive marketing practices are making a noticeable difference across all aspects of marketing (Thompson, 2021). It was Jagdish Sheth (2011) who introduced the term ‘Inclusive Marketing’ to lexicon of marketing theory. Since then, several marketing researchers (eg. Licsandru and Cui, 2018; Kuppelwieser and Klaus, 2020) have expanded on this theme and have advanced the conceptual basis for this idea. Inclusive marketing as an idea is now related to both social inclusion, especially of minority sub-cultures as well as economic inclusion.

Inclusive marketing as a theoretical concept is slowly gaining traction among researchers as a reaction to the increasing adoption of inclusive marketing practices among firms. However, there is still considerable areas of divergence related to definitions, scope, underlying theoretical frameworks, approaches etc. The literature in this area is still fragmented and a unified narrative is only just emerging. Possible research topics include (but are not limited to)

- Theory building in inclusive marketing – achieving an integrating framework
- Practicing inclusive marketing – challenges and opportunities
- Consumer reactions to inclusive marketing – emerging theoretical and methodological approaches
- Inclusive marketing and brand identity – evolution of theory
- Inclusive marketing in services

The workshop aims to bring together academic researchers in inclusive marketing and associated research domains to develop new theory as well as critique existing theory in Inclusive marketing. As this research domain is still evolving, the workshop will attempt to develop a platform for future interactions and research networks. The workshop also aims to exchange ideas, discuss future projects and create general interest in this emerging topic.

The workshop will be organised as an interactive session with presenters (a maximum of ten) presenting their work-in-progress research or conceptual papers for about 90 mins, followed by an open discussion about the future and scope of inclusive marketing as a theoretical domain. Delegates wishing to present in the conference are requested to submit a short paper of up to 500 words about their topic of presentation in the workshop.

### References

- Sheth, J. N. (2011). Impact of emerging markets on marketing: Rethinking existing perspectives and practices. *Journal of marketing*, 75(4), 166-182.
- Licsandru, T. C., & Cui, C. C. (2018). Subjective social inclusion: A conceptual critique for socially inclusive marketing. *Journal of Business Research*, 82, 330-339.
- Kuppelwieser, V. G., & Klaus, P. (2020). a primer for inclusive service marketing theory. *Journal of Services Marketing*.
- Thompson S (2021) “4 Inclusive marketing trends for 2021 that will impact your brand”, forbs.com

**Pre-submission queries can be submitted to [s.sahadev@brighton.ac.uk](mailto:s.sahadev@brighton.ac.uk)**

## Issues of Responsibility in the Fabric of Sustainable Consumption

**Workshop conveners:** Caroline Moraes, Jennifer TyreeHageman (University of Birmingham)

This workshop aims to nurture a discussion forum for researchers working on consumer research and/or multi-stakeholder research projects that address issues of sustainability and responsibility in relation to consumption. Social, environmental, and economic issues of local and global scales are generating grand challenges that affect, and are affected by, consumers and businesses of all sizes and sectors. The pandemic and our climate crisis continue to manifest, threatening consumers' livelihoods and their everyday practices. Challenges such as these are considered issues of sustainability and cannot be solved by consumers alone. Sustainability challenges demand that governments, non-governmental organisations, businesses, and consumers work together to achieve carbon neutrality and develop more sustainable and resilient societies and markets.

We are open to diverse theoretical perspectives, methods, and impact-related consumer research seeking to advance our understanding of issues of sustainability and responsibility in consumption. Possible research topics of interest include, but are not limited to, the following areas:

- Analyses of mediated sustainability discourses and relevant implications for consumers and/or marketers.
- Community approaches to addressing sustainability issues.
- Consumer vulnerabilities and insecurities caused by the climate crisis.
- Consumers' understandings of climate emergency and related sustainability practices.
- Creative and/or participatory methods for examining sustainable consumption.
- Empirical works oriented toward positive transformations, resilience, empowerment, and creativity in addressing sustainability issues.
- Environmental (in)justices in consumption and markets.
- Historical approaches to understanding sustainability issues in consumption.
- How consumers and marketers can play an active role in advancing the sustainable development goals.
- How marketing is responding to consumers' sustainability concerns.
- How various marketplace actors co-create, perpetuate, negotiate and/or solve the sustainable consumption issues of our times.
- Issues of marketing responsibility in addressing sustainable consumption.
- Issues of temporality, instability, space, place, and scale in shaping and addressing sustainable consumption.
- Reconfigurations in the logics of sustainable consumption as we emerge from the pandemic.
- The challenges of consuming sustainably and relevant implications for consumers and/or marketing.
- The effects of changing climate conditions in relation to consumer wellbeing.
- The role of artists and the arts in shaping consumer imaginaries, awareness, and engagements with sustainability issues.
- Theoretical perspectives enabling novel conceptualisations of sustainable consumption.
- Theoretical problematisations of consumer responsabilisation; and
- What sustainability might mean in precarious consumption contexts (e.g., in the context of food insecurity, clothing insecurity, precarious shelter, energy insecurity, health inequalities, environmental injustices and wellbeing issues).

We are particularly interested in original papers that can encourage and provoke novel discussions and directions on the (im)possibilities of sustainable consumption and consumer responsabilisation.

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Competitive short paper submissions should not exceed 500 words, excluding references. The number of selected workshop participants will depend on the quality of the submissions we receive, as well as the number of presentations and discussions we can accommodate within the duration of the workshop. We anticipate the workshop will involve a combination of short presentations and group discussions.

Pre-submission queries can be sent to: [c.moraes@bham.ac.uk](mailto:c.moraes@bham.ac.uk).

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### Marketplace Access

**Workshop conveners:** Leighanne Higgins (Lancaster University), Katharina C. Husemann (King’s College London), Anica Zeyen (Royal Holloway University of London)

A shared theme across our AM2021 workshop on ‘*Access, Inclusion and Care in Marketing: Reflections and Learnings from Covid-19*’, was the theme of Marketplace Access. Thus, through this workshop we seek to begin redefining and widening the contours of Marketplace Access.

Within marketing and consumer research to date, marketplace access predominantly prioritises disabled experiences, and is often referred to as the creation, maintenance and experience of a barrier-free market environment, which disabled customers can access and participate in independently (Kaufman-Scarborough, 1998, 2001; Baker et al., 2001, 2002). Consumer research as well as marketing practice has predominantly focused on the physical in-accessibilities of marketplaces. However, our own scholarly research interests into disabled consumption experiences have made us aware of the wider contours of marketplace (in-)access. Marketplace inaccessibility goes beyond mere physical barriers to markets and consumption. Indeed, both physical and non-physical barriers prevent over one billion disabled people from participating in the marketplace. Moreover, the marketplace can further be inaccessible to the aged, to different genders, races, social classes. Just as we are all subject to consumer vulnerability (Baker et al., 2005), none of us are immune from marketplace in-access.

Marketplace Access is part of the rich tapestry of marketing research streams to date; discussed within consumer vulnerability, transformative consumer research, and macromarketing literatures. However, these discussions are tangential, with access often seen as an outcome of marketplace restrictions. We believe that understanding and prioritising the policies, strategic practices, and barriers that create or hinder marketplace access, will help us identify and promote solutions towards more democratic, fair, transformative and inclusive marketplaces. Furthermore, we appreciate that the all-encompassing nature of consumer culture has resulted in markets becoming at times overly accessible to the detriment of consumers. One example being the increasing access to gambling via online platforms. Consequently, our workshop calls for research exploring how markets can create accessibility issues for consumers due to being inaccessible, and/ or the reverse overly accessible. Possible research themes may include (but are not limited to):

- The strategies, policies, and barriers that create or alleviate marketplace access inequalities.
- Inaccessible and/or overly accessible contexts, these can include (but not exhaustive of) disability, gender, age, race, social class, and intersectional access barriers.
- Potential research agendas and/ or methods needed to prioritise a better accessible marketplace.

The workshop will have up to 12 participants, 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. Discussion may centre on:

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- Redefining and widening the contours of Marketplace Access.
- Identifying impactful research directions to promote solutions towards more democratic, fair, transformative and inclusive marketplaces.
- Considering innovative methodologies in transforming marketplaces to be more accessible.

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.

**Pre-submission queries can be sent to Leighanne Higgins at: [l.higgins@lancaster.ac.uk](mailto:l.higgins@lancaster.ac.uk)**

### References

- Baker, S.M., Stephens, D.L. and Hill, R.P. (2001). How Can Retailers Enhance Accessibility: Giving Consumers with Visual Impairments a Voice in the Marketplace, *Journal of Retailing and Consumer Services*, Vol. 9, pp. 227-239.
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## Methodological Innovations in Qualitative Consumer Research

**Workshop conveners:** Ines Branco-Illodo (University of Stirling), Teresa Heath (University of Minho).

This workshop offers a platform to share novel qualitative methods in consumer research and discuss their potential to capture complexities of consumers and the contexts surrounding them that are often overlooked by established approaches. It also provides an opportunity to develop collaborative relationships amongst scholars interested in qualitative methods.

Understanding consumer behaviour in depth requires dealing with consumers’ inner lives in all of their complexities (Levy, 2005). Although they are widely used within qualitative research (Arsel, 2017), interviews may not produce all the information one requires, and standard qualitative methodologies can hamper understanding of subtle phenomena (Crick, 2021). More creative methods may be required for capturing different facets of consumer behaviour. Novel qualitative methods in consumer research include “walking interviews” where participants’ surroundings inform their narratives (Evans and Jones, 2011), such as interviews during shopping trips (Otnes et al, 1993); collages (Belk, et al., 2003); historical methods using archival data (Smith and Lux, 1993); diaries (Branco-Illodo et al., 2020); or projective techniques to capture unconscious thoughts and feelings (Heath and Nixon, 2021; Sherry et al., 1993).

However, such approaches are underutilised in consumer research and there has been little systematic thinking about which methods or types of data are most valuable under which circumstances. In this workshop, we will discuss novel methodological approaches including those emerging from virtual landscapes e.g. netnography (Kozinets, 2019) and methods *borrowed from other disciplines* (e.g. health sciences). In the same way consumer research embraces “enabling theories” from disciplines such as psychology or sociology to allow original developments in consumer research (Dolbec et al., 2021), there is scope to use qualitative methods more commonly used in other research areas. For example, when

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narratives are combined with tools such as storytelling, play therapy or drama performance, they allow access to thoughts, feelings, and stories in ways that can be particularly helpful to collect data from children (Crick, 2021). We welcome contributions considering what kinds of analysis are appropriate within different data collection methods and on overcoming barriers to publishing research using a method that does not have an established base of exemplary work or theoretical support.

Finally, we are interested in papers addressing qualitative research that integrates *multiple research methods*. This is found in Roux and Belk’s (2019) integration of interviews, photograph, observations and analysis of websites and in the pairing of diaries with interviews, which is well established in health research and sociology (Elliot, 1997) and used in consumer research by Branco-Illodo et al. (2020). This requires thinking about how each method relates to the others and raises key questions: How do methods complement each other to allow for a bigger picture to be captured? How can the results of different methods be synthesised?

This session invites researchers to share novel qualitative approaches in consumer research and discuss how this field could move forward to facilitate understanding of the complexities of consumer experiences.

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- Belk, R. W., Ger, G., and Askegaard, S. (2003). The fire of desire: A multisited inquiry into consumer passion. *Journal of consumer research*, 30(3), 326-351.
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- Elliott, H. (1997). The use of diaries in sociological research on health experience. *Sociological Research Online*, 2(2), 38-48.
- Evans, J., & Jones, P. (2011). The walking interview: Methodology, mobility and place. *Applied geography*, 31(2), 849-858.
- Heath, T., and Nixon, E. (2021). Immersive imaginative hedonism: Daydreaming as experiential ‘consumption’, *Marketing Theory*, 14705931211004665.
- Kozinets, R. V. (2019). *Netnography: The essential guide to qualitative social media research*. Sage.
- Levy, S. J. (2005). The evolution of qualitative research in consumer behavior. *Journal of Business Research*, 58(3), 341-347.
- Otnes, C., Lowrey, T. M., and Kim, Y. C. (1993). Gift selection for easy and difficult recipients: a social roles interpretation. *Journal of Consumer Research*, 20(2), 229-244.
- Roux, D., and Belk, R. (2019). The body as (another) place: Producing embodied heterotopias through tattooing. *Journal of Consumer Research*, 46(3), 483-507.
- Sherry Jr, J. F., McGrath, M. A., and Levy, S. J. (1993). The dark side of the gift. *Journal of Business Research*, 28(3), 225-244.
- Smith, R. A., and Lux, D. S. (1993). Historical method in consumer research: Developing causal explanations of change. *Journal of Consumer Research*, 19(4), 595-610.

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### Navigating The Metaverse: Challenges & Opportunities Concerning Digital Marketing & Immersive Technologies

**Workshop conveners:** Rosy Boardman (University of Manchester), Courtney Chrimes (Manchester Metropolitan University)

With consumers spending more time online than ever before, brands must rethink how they promote and market products in the digital realm. Immersive technologies such as augmented and virtual reality, gaming platforms, blockchain, and non-fungible tokens (NFTs) enable brands to converge virtual and physical realities leading to the much-anticipated arrival of the metaverse (Wunderman Thompson, 2021). Originally coined in 1992 by science fiction writer Neal Stephenson, the metaverse refers to a shared reality embedded in technology and web interactions (Stephens, 2021). Unlike the internet today, which enables brands to push and pull 2D information in an asynchronous way, the metaverse is envisioned to provide a persistent (always on) alternative reality where brands and consumers can interact in a synchronous manner (Stephens, 2021). While mass adoption of a fully realised metaverse has yet to come, immersive technologies are being incorporated into brands’ marketing strategies across different sectors. As brands are entering the metaverse through consumer-facing technologies and virtual platforms, such as AR, gaming and digital fashion shows, research addressing the opportunities and barriers in relation to marketing is warranted.

For marketers, the metaverse provides innovative opportunities for promoting products, services and brands. For example, social media livestreaming has become a popular method to engage consumers. Yet, many ethical and societal implications have emerged concerning the metaverse, including gender and race representation through avatar creation, data protection and digital addiction. To this end, research into the value of immersive technologies and how they affect consumer behaviour is necessary. Furthermore, new technologies present new issues for marketers. For instance, blockchain can create more transparency, yet its actual implementation in certain industries is proving problematic. New technologies must be functional and easy-to-use in order to stick, implemented in a seamless way that fits in with the existing customer journey (Drapers, 2020). As marketers, how can we ensure that these new technologies add value and are not just gimmicks? This workshop focuses on the challenges and opportunities that are emerging as the metaverse takes shape and considers theoretical developments in digital marketing, immersive technologies and the future of marketing. Possible research topics and areas for exploration include (but are not limited to):

- Digital Avatars, Digital Fashion and Virtual Brand Experiences: What will the metaverse looklike?
- Virtual Reality and Augmented Reality
- Non-Fungible Tokens and the role of Gamification in Marketing
- The role of Artificial Intelligence and Blockchain in enhancing transparency
- Social Media and Livestreaming: A new direction for social media marketing?

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.

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<https://www.wundermanthompson.com/insight/defining-the-metaverse>

**Pre-submission queries can be sent to [rosy.boardman@manchester.ac.uk](mailto:rosy.boardman@manchester.ac.uk)**

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## Post-Covid Place Marketing

**Workshop conveners:** Dominic Medway and Gary Warnaby (Manchester Metropolitan University), John Byrom (University of Liverpool Management School)

One of the purposes of place marketing is to attract potential income streams to the place in question, either in the form of tourist visits and their associated spending, or inward investment by external organisations. Covid-19 has changed much of this. In terms of the former, a recent report by McKinsey and Co. (Constantin et al., 2020) suggests that global tourism spend is not likely to return to pre-Covid-19 levels until 2024, putting millions of jobs at risk. Conversely, tourist hotspots in home countries have often been busier than ever with the burgeoning of staycations. This can create localised tensions, with some residents living in tourism areas giving visitors a hostile welcome (Mathers, 2020), in part out of fear of the health risks they carry. Regarding inward investment, a key driver of this is large organisations tapping into new customer bases and labour forces. However, for the service sector at least, Covid-19 has reduced the necessity for these fixed ties to place—especially with the rapid adoption of virtual interaction, homeworking, and flexible and footloose geographies of business engagement. This has created challenges for some of those larger cities where financial and legal sectors are key—evident in empty office blocks and under-used ancillary services such as sandwich bars, coffee shops and even public transport.

Against this backdrop the purpose of this workshop is to address two fundamental questions. What is the purpose of place marketing in a post-Covid world? And, how might place marketing need to alter or change in its focus? The workshop is interested in collecting ideas and theoretical musings about different futures for place marketing, as well as hearing examples of how place marketing practice is already being done differently at various geographical scales.

### Areas for Exploration:

- Place marketing in a post-Covid world
- New approaches to place marketing theory and practice
- Place marketing and issues of scale
- The intersections and tensions between place marketing and tourism economies

### The format

500 word abstracts for peer review prior to the workshop, and a 15-minute presentation at the workshop (maximum of 10 slides) for those abstracts that are accepted.

Pre-submission queries can be sent to [D.Medway@mmu.ac.uk](mailto:D.Medway@mmu.ac.uk)

Constantin, M., Saxon, S. and J. Yu (2020), ‘Reimagining the \$9 trillion tourism economy—what will it take?’, McKinsey and Company, accessed 21 August 2020 at: <https://www.mckinsey.com/industries/travel-logistics-and-transport-infrastructure/our-insights/reimagining-the-9-trillion-tourism-economy-what-will-it-take>.

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Mathers, M. (2020), ‘Cornwall tourist chief condemns sign telling visitors to “f\*\*k off”’, *The Independent*, 6 July, accessed August 21 2020 at: <https://www.independent.co.uk/news/uk/home-news/cornwall-tourism-sign-a30-bodmin-seaside-lockdown-a9603961.html>.

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### Reclaiming Artistic Imaginaries: Lessons Learnt and Future Endeavours

**Workshop conveners:** Martina Hutton (Royal Holloway, University of London), Benedetta Cappellini (Durham University)

In this open workshop we wish to re-examine the lessons learnt and future endeavours of taking arts-based pathways in our work. Interpretivist scholars have embraced arts-based praxis as a strategy for flattering power relationships in fieldwork as well as for flattening existing hierarchies of knowledge in marketing (see for example, Canniford 2012; Burgess et al. 2017; Harman et al. 2020). These developments have offered us a pathway to reframe the ways we position ourselves and our multisensory knowledge and senses in the entire process of knowledge creation and dissemination (Tonner 2019). This session will focus on exploring the value of undertaking art-based research for the purpose of denaturalising and deconstructing the gaze of [scientific] “normality” (O’Donoghue 2015). Because art-based research is often described as an active way of intervening into the world, while constructing it (Garoian, 2013) our aim with this open and interactive session is to debate the potential of art-based research as an invitational gesture to build a generous and productive relation with aspects of Marketing, which thus far remain untapped (O’Donoghue 2015). We therefore call for abstracts (up to 500 words) which engage with a range of arts-based theorising, interpretations, and research methods. Alternative submission formats are also welcome. Suggested areas might include:

- Performance as Research
- Visual Arts
- Creative writing
- Digital Art
- Arts-based research in Marketing Education
- Art in marginal/vulnerable/resistant marketplace experiences
- Dissemination of research through Art

Pre submission queries can be sent to [benedetta.cappellini@durham.ac.uk](mailto:benedetta.cappellini@durham.ac.uk)

Burgess, G., M. Kelemen, S. Moffat, and E. Parsons (2017). “Using Performative Knowledge Production to Explore Marketplace Exclusion,” *Qualitative Market Research: An International Journal*, 20 (4): 486– 511.

Canniford, R. (2012) ‘Poetic Witness: Marketplace Research Through Poetic Transcription and Poetic Translation’, *Marketing Theory*, 12(4): 391–409.

Garoian, C. (2013). *The prosthetic pedagogy of art: Embodied research and practice*. Albany: State University of New York Press.

Harman, V., Cappellini, B. and Campos, S. (2020) ‘Using visual art workshops with female survivors of domestic violence in Portugal and England: A comparative reflection’, *International Journal of Social Research Methodology*, 23 (1), 23-36.

O’Donoghue (2015). On the Education of Art-Based Researchers: What We Might Learn from Charles Garoian, *Qualitative Inquiry* 21(6) 520–528.

Tonner, A. (2019) ‘Consumer Culture Poetry: Insightful Data and Methodological Approaches’, *Consumption Markets & Culture* 22(3): 256–71.

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### The Impact of Social Media Influencers on Consumers, Businesses, and Society

**Workshop conveners:** Sahar Mousavi, Nina Michaelidou (Loughborough School of Business and Economics)

The workshop aims to advance knowledge on the subject of social media influencers, and how they shape consumers', businesses' and societal decisions. The use of social media influencers (SMIs)- individuals who create social media content in exchange for compensation- has increasingly become more relevant (Campbell & Farrell, 2020), as many businesses use influencer marketing to reach consumers on social media platforms (Audrezet et al., 2020). Anecdotal evidence points out that 51% of consumers have bought a product/service as a result of influencer endorsement (Netimperative, 2020). Indeed, extant literature has investigated the impact of SMIs on consumers' attitudes and purchase behaviours, albeit there are still areas that require further investigation (Taylor, 2020). This workshop calls for additional novel insights on the role that SMIs play in shaping consumers' behaviours, consumption practices as well as their well-being. Moreover, we are interested in the relationship between SMIs and businesses, and specifically the mechanism through which SMIs build relationships with brands, and the subsequent impact on key marketing outcomes (for both SMIs and the business/brand). In the broader context, we also call for works that offer a better understanding of the societal impact of SMIs. For instance, during the COVID-19 pandemic, governments have formally recruited the help of SMIs to manage the information landscape and communicate with the public (Abidin et al., 2021).

Accordingly, we invite theoretical and empirical papers on the impact of SMIs on consumers, businesses, and the society. Topics for the workshop can focus on, but not limited to, the following:

- The impact of SMIs in shaping consumption of products/ services
- Different categories/types of SMIs
- SMIs from B2B perspectives
- The relationship between SMIs and brands
- Ethical considerations of SMIs
- Potential harm of SMIs on consumers, businesses, and society
- The role of SMIs in the society (e.g., during COVID-19)
- Consumers' different perspectives of SMIs (e.g., as celebrities, consumers, brands, professional expertise, etc.) and the impact of these different perspectives on consumers' response to SMIs

The workshop will consist of up to 15 participants, including individual presenters of submitted paper on the topic, as well as delegates who would like to attend and contribute to the discussion. The discussion will facilitate advancement of knowledge on the topic as well as, the identification of future research avenues and priority research questions. Potential participants should submit a competitive paper of up to 500 words on the above topics.

#### References

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### The Rising Tide of Brand Intangibles and the Future of Brand Authenticity Research

**Workshop conveners:** Jonatan Södergren, Niklas Vallström, Abdul Zahid (Stockholm University)

Brand intangibles - those associations to a brand that are not directly related to the product or service and its function and performance - is one of the topics Keller (2020) suggests as a direction for future consumer research in branding. An especially important question in this research stream will be how consumers form opinions of authenticity. This workshop seeks to facilitate the exchange of ideas in considering the future of brand authenticity research. Authenticity is “one of the cornerstones of contemporary marketing” (Brown et al. 2003, p. 21). Brands that are imbued with authenticity gain an upper hand over their competitors (Gilmore and Pine 2007; Newman and Dhar 2014). For example, brand authenticity positively influences trust and loyalty (Portal et al. 2019), increases brand equity (Södergren 2021) and adds value to the consumer experience (Goulding and Derbaix 2019). Previous research has studied authenticity in relation to CSR (Alhouti et al. 2016), greenwashing (Ewing et al. 2012), counterfeit goods (Hietanen et al. 2020), and brand coolness (Warren et al. 2019), to name a few relevant contexts. However, extant brand authenticity scales (e.g., Morhart et al. 2015) tend to assume a general, one-size-fits-all approach. As a consequence, little is known about the specifics by which authenticity is cultivated among different brand types. Different cues to authenticity resonate better with different types of brands. For example, heritage is an important antecedent to authenticity in luxury brands (Beverland 2006) but perhaps less so among other types of brands.

This workshop aims to encourage debates on how consumers form opinions of authenticity in different types of brands. We welcome submissions that discuss your research, alongside the opportunities and challenges relating to developing theoretical and practitioner impact around brand authenticity. Possible research topics include (but are not limited to):

- How consumers form opinions about authenticity in different types of brands.
- Authenticity in relation to “woke” brand activism, inclusive advertising attempts, and potential backlash.
- How marginalised communities are affected by public discourse around what constitutes authenticity following the agenda of transformative consumer research.
- Differences and synergies between how authenticity is cultivated internally within an organisation and communicated externally to the market.
- Less theoretical case studies on brand authenticity with real-life examples.

The workshop will have up to 12 participants, 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:

- Non-western frames for authenticity research based on post-colonial theories.
- The many ‘dark sides’ of the quest for authenticity (e.g. constantly feeling that the present is steeped in inauthenticity that further consumption can alleviate).
- How other brand intangibles (e.g. brand purpose, brand storytelling) interrelate with brand authenticity.

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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.

Pre-submission queries can be sent to [jonatan.sodergren@sbs.su.se](mailto:jonatan.sodergren@sbs.su.se)

### References

- Alhouti, S., Johnson, C., & Holloway, B. (2016). Corporate social responsibility authenticity: Investigating its antecedents and outcomes. *Journal of Business Research*, 69(3), 1242–1249
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## Threading Innovative Pedagogy Through the Fabric of Marketing Education to Embrace the Post COVID-19 Workplace

**Workshop conveners:** Sarah Montano (University of Birmingham), Nicki Newman (University of Birmingham), Teresa Heath (University of Minho), Laura Chamberlain (University of Warwick), Lucy Gill-Simmen (Royal Holloway, University of London)

Over the last year, with the pivot to online teaching, we witnessed the dramatic growth in the use of different technologies for teaching (Pinto and Leite 2020) many of which will remain, becoming a part of a new normal in Higher Education (Zawacki-Richter 2021). As the COVID-19 pandemic continued to unfold around the world, educators responded using technology to develop innovations that span all facets of pedagogy. Learning moved beyond the lecture theatre with innovations such as live-streaming, discussion boards, simulations, gamification, VLE’s and digital assessments meaning that students now learn “all the time” (Pinto and Leite 2020, p 344) across both the physical and digital spaces (Bonfield et al. 2020). Subsequently, discussion of learnings and examples of best practice are being shared (e.g. Krishnamurthy, 2020, Ackerman & Gross, 2021, Rippé et al, 2021). We now face the task of understanding the “new normal” of the post-COVID-19 landscape and what this means for both educators and students alike.

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Marketing education has long been underpinned by skill development (Dahl et al, 2018), yet this came to the fore during the COVID-19 pandemic as new business practices, modes of working and skills required emerged. As marketing educators, we need to embrace these changes and reflect these in our pedagogic practice in order to ensure that our graduates are equipped for the new working environment. Equally, we must acknowledge that the worlds of marketing, consumers, markets and strategy have also shifted which must be reflected in marketing education. For example, although not new, the demand of employers for digital and creative skills in graduates has become heightened resultant of the COVID-19 pandemic (e.g. Adams Becker et al. 2017). As such, marketing educators are finding ways to embrace the growth of use in technology for teaching and learning to facilitate understanding of the post COVID-19 landscape from a marketing perspective and, in so doing, are embedding development of skills pertinent to the new world of work into marketing education.

This track invites short abstracts (no more than 500 words excluding references) that showcase pedagogic innovations designed to reflect and embrace the post COVID-19 working landscape and support student skill development.

These may include (but are not limited to):

- innovations to reflect changes in the world of marketing,
- innovations in skill development,
- innovations that reflect new working practices relevant to marketers.

The format of the workshop will be, that accepted papers will be presented by the authors as part of an open workshop, followed by a lively discussion. This workshop will bring together academics who have developed or are interested in developing innovative pedagogies to embrace the post COVID-19 workplace.

**Pre-submission enquires can be sent to Sarah Montano [s.e.montano@bham.ac.uk](mailto:s.e.montano@bham.ac.uk)**

### References:

- Ackerman, D.S. and Gross, B.L. (2021). Synchronous Online Discussion Board as a Primary Mode of Delivering Marketing Education: Responding to the Covid-19 Pandemic and Beyond. *Marketing Education Review*, 1-10. DOI: 10.1080/10528008.2021.1893752
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### Values-Centred Pedagogies for Sustainable Marketing Education

**Workshop conveners:** Lucy Gill-Simmen (Royal Holloway, University of London), Natascha Radclyffe-Thomas (British School of Fashion)

*To educate a person in mind and not in morals is to educate a menace to society.*

—Theodore Roosevelt

According to Students Organising for Sustainability UK (SOS UK), 60% of students want to learn more about sustainability; a 2021 survey from Deloitte showed how issues such as income inequality and climate change are influencing younger people’s career choices (Deloitte, 2021). This workshop seeks to facilitate a discussion around how marketing educators can take the lead in teaching future marketing practitioners about sustainable business strategies and tactics. It is through marketing education that students become informed about global issues, helping them acquire the knowledge and skills they need to act as sustainability advocates within organizations at which they will one day be employed. (Bridges & Wilhelm, 2008). According to Frank (2017), sustainable business practices are an important issue when it comes to adequately educating the next generation of marketing professionals and by challenging students to understand their personal values, this aids in the development of an individual’s own ethical standpoint (Laird-Magee et al., 2015). Advance HE and QAA published their Education for Sustainable Development (ESD) Guidance in the Spring of 2021. ESD is a key element of the 2030 Agenda for Sustainable Development. According to UNESCO (<https://en.unesco.org>), SDG 4.7 focuses on the social, humanistic and moral purposes of education and is considered a driver for the achievements of all 17 SDGs. Values are particularly important in ESD since the motivations they embody have the potential to influence behaviour (Darnton & Kirk, 2011). Unless marketing students consider personal values-based situations and ascribe meaning to such situations, they are prone to intellectualize sustainability instruction rather than applying their own value-system ethics to a specific situation (Smith & VanDoren, 1989). This raises the question for marketing educators as to how values-centred pedagogies may be applied to the marketing curriculum and which activities may be incorporated to aid moral development. In a review by Cotton and Winter (2009), a range of pedagogic techniques with potential applications in ESD were identified including role playing, discussion, stimulus activities and reflexive accounts. By allowing students to critically engage with topics of value, learning can occur in conjunction with caring about the topic (Markley Rountree & Koernig, 2015). This underscores the need for educators to develop innovative values-based pedagogies. This workshop welcomes submissions that will demonstrate the effective use of values-based pedagogies in Marketing and will provoke discussion around the implementation of such pedagogies to facilitate a deep and critical understanding of sustainable principles in marketing. Possible topics include (but are not limited to):

- A paradigm shift - values vs. value in Marketing
- Marketers’ triple bottom line responsibility – people and planet before profit
- Sustainable development - marketing managers as socially conscious global citizens
- Harnessing innovation and creativity in marketing to promote sustainable consumer behaviour

The workshop will take the form of a series of short vignettes (up to 8 in total) showcasing marketing educators’ approaches to values-based pedagogies in the context of sustainability. This will be followed by a discussion and sharing session around:

- The power of values-based pedagogies
- Maintaining relevancy in rapidly changing times
- Future-proofing a sustainable marketing curriculum

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We invite contributions of short papers of 500 words excluding references. Papers should cover the context of the pedagogical approach, the motivation, activation and finally a reflection on practice. Submissions should reference particular SDGs and other sustainability frameworks whilst highlighting their novelty and thus their likelihood to spark a critical and lively discussion around this important topic.

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## Weaving the Digital Fabric of Our Lives: AI in Marketing

**Workshop conveners:** Abdul Jabbar (Huddersfield Business School), Chrysostomos Apostolidis (Durham Business School)

From self-driving vehicles and smart homes to personalized shopping recommendations and online dating, AI is being woven into the fabric of our lives. The online environment has accelerated the collection of data through the increasing consumer use of social media, search engines, web crawling, blogs, online reviews etc. Jabbar and Dani (2019) propose that this large amount of structured and unstructured data provides unique customer insights. The implementation of AI in this context provides marketers with additional tools to connect with consumers, manage customer behaviour and predict purchase patterns, but also enable businesses to combat fraud and make decisions in real time (Syam & Sharma, 2018). While this is not an exhaustive list, AI has the potential to change the landscape of Marketing. Nevertheless, it does bring with it several challenges, such as data protection problems and ethical issues which cannot be ignored (Etzioni & Etzioni, 2017; Vlačić et al., 2021).

Huang and Rust (2018) define AI as a collection of algorithmic techniques performed by machines that exhibit aspects of human intelligence. These tasks are in some cases low-skilled and can be performed by machines and/or robots, for example in the retail and service environment (André et al., 2017). Additionally, more advanced AI techniques, such as programmatic marketing, can create assets and marketing content in real time and provide an additional level of marketing sophistication, which can provide additional customer value and support (Jabbar et al., 2019)

As the development and adoption of AI techniques within marketing becomes more widespread, technologies such as robots, avatars, virtual bots, voice activated chatbots, touchscreen kiosks etc, will

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play an increasingly important role in the service experience and the customer journey, creating additional (and more technologically-advance) points of interaction between businesses and their customers (Vlačić et al., 2021). While this is not an exhaustive list of the potential uses for AI, it does illustrate the myriad of ways in which the implementation of AI will change how consumers interact, engage and communicate with organisations (Nunan et al., 2018)

Therefore, as part of this workshop we invite submissions of short (500 word, excluding references) competitive papers, based on innovative and forward-thinking empirical work, both qualitative and quantitative, that explores AI within the following areas (this list is not exhaustive and other topics are welcomed):

- Development and implementation of AI applications (e.g. Voice recognition, robots, personalized recommendations) in Marketing
- Use of AI to create a sustainable competitive advantage
- Current and future challenges and opportunities of AI in Marketing
- Ethical issues of AI within Marketing
- Impact of AI on marketing strategy and the customer journey (e.g. Autonomous Marketing, Programmatic Marketing)
- Customer trust and AI
- Use of AI to combat online fraud

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.

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