



AM ACADEMY OF MARKETING CONFERENCE 2023

From Revolution to Revolutions
University of Birmingham
4th-6th July 2023

Competitive Workshops

The theme of the Academy of Marketing Conference 2023 is “**Revolution**”, which allows us to reflect on changes and shocks that require us to think and act differently as well as opportunities for us to consider the need to revolutionise marketing theory and practice. 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

The conference will host a range of Workshops covering marketing theory, methods and pedagogy.

1. Actioning Marketplace Access
2. Alternative Methodologies to Exploring and Understanding Consumer Research
3. Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution
4. Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating
5. Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World
6. Let's Get This Party Sustainable Fashion Revolution Started (Again)!
7. Live Streaming, the New Digital Sphere for Co-creation and Co-consumption
– Opportunities and Challenges
8. Marketing and its Role in the Post-Pandemic Working Life and Management Challenges
9. Revolutionary Placemaking, Moving Beyond Traditional Frontiers
10. Revolutionising Marketing Education
11. Revolutionising Social Media Pedagogy to Bridge the Gap Between Academia and Industry
12. The 'Home' – Working Revolution: Where Past and Present Collide Towards a Sustainable Marketing Future
13. The Technological Revolution and Consumer Well-Being
14. Towards a Better Understanding of Value Co-Destruction in the Post-COVID Era
15. Transformative Transport Service Research
16. Using Historical Archives in Marketing Research and Teaching
17. Vive La Révolution - Calling for Revolutionary Solutions to Consumer Financial Insecurity

Actioning Marketplace Access

Workshop Convenors: Dr Leighanne Higgins, Dr Katharina C. Husemann, Dr Anica Zeyen

The Covid-19 pandemic, global unrest and wars, political upheaval, the rising cost of living and energy crisis, the ever-present fear and impact of climate change – we are living in a time when inaccessibility in marketplace

and social systems is rising evermore. Yet, still marketing research often prioritises 15% of the consumer population – those who are non-disabled, white, male, educated, and of higher socio-economic means (Hill and Martin, 2014) – overlooking those who are unable to access basic biogenic needs such as: food, water, energy, health, education, technology, and equitable consumption opportunities.

In line with the Academy of Marketing conference theme for 2023, The Marketplace Access SIG calls for a revolution, and seeks to understand, i) what role marketers and marketing can play in redressing the marketplace inaccessibility facing so many in our world?, and ii) how we as marketing scholars can proactively *Action Access* in our marketplaces?

Our workshop call is different as we ask those interested in joining us to attend not only the workshop conference, but also our *Actioning Marketplace Access* webinar series in the run-up to the conference. This series will comprise of three webinars, which will take place throughout Spring 2023 (with final times and dates organised in conjunction with the schedules of attendees). The webinar series will focus on the themes of:

- *Actioning Marketplace Access: Theoretical Lenses*
- *Actioning Marketplace Access: Methodological Approaches*
- *Actioning Marketplace Access: Policy and Impact Agendas*

The dialogues from these webinars will inform the conference workshop. During which we intend to interactively and collectively support attendees in developing actionable plans to advance not only their own individual projects but also craft new collective ones as a SIG. In working collaboratively and supportively together, we stand a chance at revolting against the inaccessibility that surrounds our marketplaces, societies, and global world.

To ensure the webinar series discussion extends into the final conference workshop, **this workshop will be open only to persons who have attended our *Actioning Marketplace Access* webinar series.** We invite scholars interested in accessibility concerns across all marketplace and societal contexts to submit to our SIG webinar programme and workshop. This may include but is not exhaustive of, disability, poverty, race, gender identity, education, energy, health, diversity in sexuality and identity, food, water, consumption inequalities and vulnerabilities. Abstracts should speak to our *Actioning Marketplace Access* agenda outlining and focussing on particular theories, methods, and/or, policy/impact avenues that could help us better action marketplace access. Those wishing to participate in the webinar series and workshop can submit a competitive short paper of up to 500 words. We also welcome alternative format submissions (i.e., artwork, poetry, song, mixed media, collages, video, audio, etc.) Submissions should be no more than 1xA4 page or three minutes in length if an audio/ video file. The themes and topics arising from submissions will inform the discussions and themes shared throughout the webinar series and final workshop. Submissions will be shared with workshop participants in advance of the webinar programme.

Pre-submission queries can be sent to Leighanne Higgins at: l.higgins@lancaster.ac.uk

Alternative Methodologies to Exploring and Understanding Consumer Research

Workshop Convenors: Dr Scott Jones (Sheffield Hallam University), Dr Anuja Pradhan (University of Southern Denmark), and Dr Carly Drake (North Central College).

The use of alternative, and non-textual research methods and methodologies, as opposed to traditional ethnographic interviews and observations, continues to increase within the arena of consumer culture research (Rokka, 2021; Seregina, 2020). Researchers have adopted innovative methodologies including: micro-ethnographic and videographic approaches to watching people, watching TV (Jones et al., 2018; Feiereisen et al., 2021); art-based research to explore experiences of fantasy for gamers playing live action role playing games (Seregina, 2020); collaborative autoethnography to articulate why we watch media content that makes us uncomfortable (Drake and Pradhan, 2021); and user-generated digital consumer data of YouTube comments of Italian hip-hop music videos to augment taste (Airoldi, 2018). The use of alternative methods presents the approaches as suitable instruments for researchers to better understand contexts and phenomena in more

detail and from unique perspectives. Additionally, it allows original understandings to emerge and the voices of that context to be understood in different ways (Seregina, 2020). However, alternative methodologies may face greater scrutiny than 'mainstream' methods (Hackley, 2016) or might lack step-by-step guidance. As a result, we hope to provide researchers a space to discuss not only the opportunities but also the challenges of employing alternative methodologies. In this spirit, we call for papers that address the use of alternative methodological approaches that can help in the study of exploring and understanding consumer research phenomena.

This workshop is aimed at researchers that have either experimented, used, or are considering adopting alternative methodologies for exploring and understanding consumer research phenomena. Additionally, journal editors that are interested in being more inclusive to the use and publication of alternative methodologies. We would also encourage researchers employing creative interview techniques to submit to this workshop, to keep our understanding of 'alternative' as inclusive as possible.

The workshop will be an opportunity for researchers to showcase their alternative methodologies and it will provide an opportunity for those attending the workshop to learn more about the use of alternative methodologies – hopefully spiking interest and raising confidence about the use of alternative methodologies. The workshop will have an unconventional setup, and a lighting presentation format will be used, which will enable the audience to hear from many different speakers about a multitude of alternative methodologies.

While qualitative research continues to gain mainstream acceptance in marketing academia, it can sometimes fall into traps of 'quantitative requirements'. For example, top-ranked journals in the field often require large qualitative data sets, usually interviews, for research to be considered 'robust'. While this is understandable, it can constrain qualitative researchers' as well as participants' creativity while also limiting forms of expression and interpretation. Our workshop aims to overcome some of these challenges by providing researchers a space to highlight the benefits as well as challenges of non-mainstream qualitative research methodologies. Additionally, in the second half of the session we hope to have a guided discussion so participants can share information on non-mainstream-friendly journals as well as tips on how to address potential reviewer queries.

Format of the workshop: In the spirit of all things alternative, we will take an unconventional format for this special session. We invite a one-page extended abstract from researchers who have used alternative methodological approaches in consumer research. The workshop will be 1 ½ hours in duration and it will be split into two distinct parts. In the first 45 minutes, accepted papers (speakers) will deliver a lighting presentation. A lighting presentation is short, and we are proposing to cap these presentations to a maximum of 5 minutes. The concise nature of lighting presentations means the talks are quick, insightful and clear, and we lose the presentation of non-critical information. Accepted papers (speakers) are invited to be unorthodox, to indulge their capacity for creativity, and alternative deliveries will be welcome for the lighting presentations. In the latter 45 minutes, the organisers will facilitate a structured discussion about how to develop a methodological contribution and explore the challenges of publishing alternative methodologies. The session will also be open to observers.

References

- Airoldi, M. (2021). Digital traces of taste: methodological pathways for consumer research. *Consumption Markets & Culture*, 24:1, 97-117.
- Drake, C., and Pradhan, A. (2021). "Netflix and Cringe – Consuming Conflict As Transformative Consumer Identity- Work", in NA - *Advances in Consumer Research Volume 49*, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN: Association for Consumer Research, Pages: 394-394.
- Feiereisen, S., Rasolofoarison, D., Russell, C.A., and Schau, H.J. (2021). One Brand, many Trajectories: Narrative Transportation in Transmedia. *Journal of Consumer Research*, 48:4, 651-681.
- Hackley, C. (2016) Autoethnography in Consumer Research, Chapter 8 in Paul M. W. Hackett (Ed) *Qualitative Research Methods in Consumer Psychology- Ethnography and Culture*, New York, Routledge, pp. 105-117.
- Jones, S., Cronin, J., and Piacentini, M.G. (2018). Mapping the extended frontiers of escapism: binge-watching and hyperdiegetic exploration. *Journal of Marketing Management*, 34:5-6, 497-508.
- Rokka, J. (2021). Consumer Culture Theory's future in marketing. *Journal of Marketing Theory and Practice*, 29:1, 114-124.
- Seregina, A. (2020). Co-creating bodily, interactive, and reflexive knowledge through art-based research. *Consumption Markets & Culture*, 23:6, 513-536.

Pre-submission enquiries should be sent to: scott.jones@shu.ac.uk

Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution

Workshop Convenors: Chrysostomos Apostolidis (Durham University) / Marta Blazquez Cano (University of Manchester); Abdul Jabbar (Leicester University)/ Nora Alomar (Durham University); Dr. Rosy Boardman (University of Manchester)/ Bethan Alexander (University of the Arts)/ Courtney Chrimes (Manchester Metropolitan University)

This interactive workshop aims to debate and discuss the key areas of development and the theoretical underpinnings of blockchain technology, with special attention to crypto-assets, NFTs (Non-fungible tokens) and the metaverse in relation to Marketing.

During the past couple of years, cryptocurrencies, Metaverse and NFTs have become three of the most popular buzzwords in digital transformation and marketing. Blockchain, the revolutionary technology behind all these ideas, is defined as a distributed ledger which can store data on any transaction of value in a decentralized manner (Jabbar & Dani, 2020).

Blockchain technologies already have a significant impact on businesses and the society, e.g., through the development of anonymous and cashless purchase platforms through cryptocurrencies or by supporting the development of smart contracts, smart applications and even smart homes/cities that can affect consumer behaviour, decision making and experience.

Additionally, digital 'crypto-collectibles' and NFTs - such as Bored Apes and CryptoKitties- are traded for thousands (even millions) of dollars in digital marketplaces. NFTs are unique crypto-assets (e.g. artwork, contracts, trading cards) that exist on a blockchain and cannot be replicated. As such, NFTs businesses and organizations are increasingly interested in the possible applications of NFTs, due to the marketing opportunities they create.

More recently, the evolution of blockchain and the creation of metaverses -i.e., online worlds that fulfil real world desires and activities- resulted in an increasing awareness and interest by businesses and the general public in blockchain and its various applications.

The metaverse comprises of different areas related to marketing theory and practice and promises to revolutionise marketing as we know it, from retail and communication channels to digital products and services, creating new opportunities but also challenges for marketers. Furthermore, from a consumer perspective, digital assets/platforms such as NFTs and the metaverse are expected to affect their behaviour and decision making process in digital worlds and influence how they want to be portrayed and how they manage their (self-)image.

As blockchain technologies, including cryptos, NFTs and the metaverse have boomed in industry, academic research needs to address the theoretical underpinnings of this new reality. Thus, it is necessary to agree on the key areas of development and create a research agenda.

Potential topics included: (but not limited to these)

- Blockchain-technologies for sustainable competitive advantage
- Dark side of blockchain in marketing: Societal, regulatory, and legal issues
- Anonymity, trust and privacy issues in NFTs
- Consumer perceptions towards NFTs and crypto-assets
- Creation of digital identities and how they are communicated (i.e Digital Avatars)
- 4Ps and the Metaverse, for example:
 - Product: the development of digital only products (e.g., NFTs) for digital worlds
 - Place: the metaverse as a retail channel/ how digital and physical channels are integrated in the new platforms
 - Promotion/communication: how the nature and channels of communication have changed

By focusing on one of the most revolutionary technologies of the past decades, the workshop will discuss how blockchain-technologies, such as cryptos, NFTs, and the metaverse will influence and transform marketing theory and practice.

Format of the workshop: The aim is to create an interactive workshop, offering delegates and participants the opportunity to interact, discuss ideas and receive feedback. Based on the number of submissions we will consider doing panel discussion or small group collaboration/group discussion.

References:

- Alexander, B. and Bellandi, N. (2022) 'Limited or limitless? Exploring the potential of NFTs on value creation in luxury fashion', *Journal of Fashion Practice* (in production).
- Blazquez, M. (2023). Digital Fashion, pp. 163-179. In, *Henninger, C., Ninimaki, K., Blazquez, M. and Jones, C. (2023). Sustainable Fashion Management, Routledge, 2023.*
- Devine, A., Jabbar, A., Kimmitt, J., & Apostolidis, C. (2021). Technological Forecasting & Social Change Conceptualising a social business blockchain : The coexistence of social and economic logics. *Technological Forecasting & Social Change, 172*(June), 120997-120997.
- Jabbar, A., Akhtar, P., & Dani, S. (2019). Real-time big data processing for instantaneous marketing decisions : A problematization approach. *Industrial Marketing Management, 90*(August), 558-569

Pre-submission enquiries should be directed to:

Chrysostomos Apostolidis (chrysostomos.apostolidis@durham.ac.uk) /
Marta Blazquez Cano (marta.blazquezcano@manchester.ac.uk)

Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating

Workshop Convenors: Benedetta Capellini, Andrea Tonner and Juliette Wilson

This workshop is aimed at all members of the Academy of Marketing with revolutionary perspectives on food marketing.

Food has long been acknowledged as a context rich for scholarly attention indeed Belasco (2013: ix) suggests “food is relevant to so many categories of inquiry and experience that we can’t even begin to [fully] cover the subject”. Against this challenge, the purpose of this workshop is to begin scoping a research agenda for revolutionary engagement with food scholarship. This closed workshop will have up to 15 participants and submitted papers will provide a framework for discussion. We propose to use the time for simultaneous small group discussions supported and captured by facilitators. Participants will be instrumental in shaping the future priorities of food marketing scholarship and we will also discuss ways of shaping our research with stakeholders who can be part of a food scholarship revolution.

We find ourselves as scholars in revolutionary times: climate change, global population growth, food waste, food shortage, soaring costs of living, new food cultures and uncertain geo-politics are examples of the many challenges that threaten our current food realities. Our food futures require revolutionary new approaches from individuals, communities, industries and our own academic community to better understand how we could improve the current food landscape(s). As Woodhill et al (2022:) argue “The future wellbeing of billions of [...] people is interconnected with transforming food systems for equity, nutrition, environmental sustainability, and resilience.” We see also the emergence of new food movements, subcultures and communities that can have revolutionary impact on the ways people think about food, health and wellbeing and that are accompanied by new and underexplored food practices (e.g. Barnes, 2022).

Conference delegates wishing to participate in this workshop should submit a competitive short paper of up to 500 words (excluding references) focusing on revolutionary food theme(s). We particularly welcome contributions which help us embrace and explore the breadth of understanding of food in marketing scholarship. Possible research topics include (but are not limited to):

- Household or community food responses to food insecurity and cost-of-living crisis.
- Sustainable food behaviours and communities

- Revolution 4.0 impact on food systems
- Rural food futures and resilience in developing economies
- Digital culinary cultures
- Food, health, and wellbeing
- Food in/and institutions (schools, hospitals, homes, prisons)
- Rituals, habits and food practices
- Waste and wastage in the food system
- Health and wellbeing outcomes of food and eating
- Spaces of food and commensality

References:

- Barnes, C. (2022). Precarious digital mothering: creativity, entrepreneurship and hidden labor within digital foodscapes. *Food, Culture & Society*, 1-20.
- Belasco (2013) Foreword in Jackson, P. *Food words: Essays in culinary culture*. Bloomsbury Publishing.
- Woodhill, J., Kishore, A., Njuki, J., Jones, K., & Hasnain, S. (2022). Food systems and rural wellbeing: challenges and opportunities. *Food Security*, 1-23.

Pre-submission enquiries can be sent to: a.tonner@strath.ac.uk

Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Workshop Convenors: Dr Sarah-Louise Mitchell and Dr Fran Hyde

Our society is facing an unprecedented time of upheaval and transformation. Nonprofit organisations pick up the pieces left behind by cuts in funding support and economic hardship and driven by their social missions' nonprofits have become the glue that holds communities together. But equally important in times of change, they offer a galvanising point for individual voices to come together to be heard on big issues, to influence policy makers, mainstream media, and offer a route forward for change and even revolution!

The concern felt about important issues such as climate, societal inequalities and human rights leads to increasing activism amongst the younger generation, the rise of rapid response to social issues online and mobilisation of resources in innovative ways by philanthropists, protesters and crowdfunders alike.

Understanding, and making sense of, this turbulent landscape is vital for nonprofits to survive. Nonprofits now need to plan, transform, innovate and, in some cases, modernise for sustained increasing demand from their service users. They need to alter as well as develop their engagement with a wider range of stakeholders, meet changing and higher public expectations on transparency and governance as well as compete for resources from existing and a continuous range of new competitors.

Contributors to this workshop will have thought about the big issues for charities and cutting-edge solutions as to what is needed to future proof the nonprofit sector in areas, such as:

- social activism in causes
- disintermediation, particularly between donors and causes/movements
- stakeholder engagement including emotional, cognitive and social not just behavioural
- innovative new funding models including individual versus group philanthropy
- beneficiary engagement in service design...
- new formats for giving time
- online advocacy
- innovative and sustainable partnerships and collaborations

The 2023 workshop builds on the successful AM 2019 nonprofit workshop which led directly to workshop contributors developing chapters for the 1st edited collection 'Charity Marketing: Contemporary Issues Research and Practice' published in 2020 by Routledge in their Studies in Marketing series. This 2nd workshop

will be the 1st stage of work on a 2nd edited collection the outline for which has already received editorial board approval and will be published by Routledge in 2024.

Workshop format will be closed and only available to those with a submission accepted. Format will be a round table discussion based around themes with two discussants

Pre-submission enquiries can be directed to Fran Hyde (F.Hyde2@uos.ac.uk)

Let's Get This Party Sustainable Fashion Revolution Started (Again)!

Workshop Convenors: Dr Sianne Gordon-Wilson, Queen Mary University London; Dr Claudia E Henninger, University of Manchester, Department of Materials; Dr Elaine Ritch, Glasgow Caledonian University; Dr Noreen Siddiqui, Glasgow University

COVID-19 put a renewed interest on sustainability in the fashion industry. When factories had to cease operations (temporarily) various countries have reported seeing blue skies for the first time, and generally less environmental pollution, yet from a social perspective many workers struggled due to lack of pay and loss of jobs. There was also an element of collective thinking, how to support one another, especially those considered vulnerable and key workers. Various market reports outlined that consumers have an interest in purchasing more sustainable products, thinking about their local economy and conducting increasingly more research of product origins. #COP26 held in Glasgow was another milestone event that raised the profile of sustainable fashion. There were calls for a greater revolutionary emphasis for sustainability on a global platform. Yet, it feels as though rather than building back better, we have reverted back to a consumer orientated culture. What has happened to our revolution now?

In a post-COVID-19 era digital channels are increasingly used to communicate and raise the profile of sustainable fashion, whilst consumers have also taken matters into their own hands to drive sustainability initiatives, by organising swap shops, make-do-mend sessions, or calling out retailers for superficial sustainability claims. Even though COVID-19 has moved from a pandemic to an endemic, challenges remain in that we now also see living, energy and transport costs rising dramatically, which is predicted to be a crisis for many consumers and businesses. Seeing as sustainable fashion is often associated with high costs, these can be a deterrent for sustainable fashion in general.

Within the workshop we want to pose challenging questions by understanding:

- 1) How can we (re-)start the sustainable fashion revolution?
- 2) How can we continue the sustainable fashion revolution and ensure it is not simply a fad?
- 3) Is it solely our assumption that the sustainable fashion revolution has stalled? Or is there evidence that could prove differently?
- 4) And most importantly **what** is sustainable fashion and can it truly exist?

We invite empirical and conceptual work that focuses on all areas surrounding the sustainable fashion revolution. We seek to gain different viewpoints within the presentations and discussions and encourage research from consumers, companies/brands (large and small), as well as NGOs and policy makers.

The workshop is aimed at anyone with an interest in sustainability in fashion and sustainable fashion. Sustainable fashion is a term that is intuitively understood, yet there are various challenges associated with the term. This workshop seeks to foster discussions and debates on how to restart the sustainable fashion revolution and thus, welcomes anyone, who is interested in participating.

Participants will have an opportunity to engage in discussions surrounding sustainable fashion, as well as debate current 'solutions' and enquire about future actions that are needed. It is anticipated that this workshop will be interactive and provide a stimulating debate. This could also be a great opportunity to network and develop future collaborations within the remit of sustainability and fashion and sustainable fashion.

The fashion industry has been criticised quite heavily for its unsustainable practices, this workshop seeks to be slightly provocative in posing key questions such as *what is sustainable fashion?* or *Does sustainable fashion exist?* – thereby challenging current understandings of the term. It further can stimulate debates surrounding what ‘fashion’ actually is, and thus, comes back to a key debate on who decides on what fashion is and how it is portrayed, as well as who or what makes it go ‘in’ and ‘out’ of fashion?

The workshop will consist of short 5-minute presentations, based on selected papers, and huddles (round table discussions)/interactive – this can be done through provocative statements to kickstart the discussions, which is linked to the revolution theme of the conference. Core to this workshop is also to be challenging and move the debate forward.

This will be an open workshop where any delegates can attend.

Pre-submission enquiries can be directed to Claudia Henninger (claudia.henninger@manchester.ac.uk)

Live Streaming, the New Digital Sphere for Co-creation and Co-consumption – Opportunities and Challenges

Workshop Conveners: Dr Klairoong Hawa Phairor, University of Greenwich, Dr Yan Sun, Oxford Brookes University, Dr Chen Yang, University of Westminster, Dr Xiaoqin Liu, Guangdong University of Finance, China.

Live streaming is a fast-growing media channel where broadcasters perform in real-time, and viewers watch live content simultaneously. It is during content consumption that both viewers and broadcasters also generate and shape content in an impromptu manner. This interactive channel has taken the industry by storm. Leading social media channels such as YouTube, Facebook, Instagram and TikTok launched their own live-streaming attracting millions of individual viewers and broadcasters. More recently, Twitch, one of the first American live-streaming-focused companies, solidified the significance of live streaming in the gaming industry through its 54 million monthly broadcasters and more than 26 million daily active users (Lin *et al.*, 2021; Li *et al.*, 2021; Yu *et al.*, 2018). The emergence of live streaming commerce in China and its unprecedented success of more than 168 billion dollars in revenue in 2021 (iiMedia Research, 2022) has fuelled further interest in live streaming among YouTube, TikTok, and even Amazon who continue to expand their live streaming, and live shopping features to the rest of the global market (Criddle and Murphy, 2022). The revolutionary development of live-streaming channels has prompted this workshop to call for novel insights into impromptu co-creation and co-consumption in live-streaming channels. We are also interested in the opportunities and challenges brought by live-streaming commerce in various sectors such as commercial brands, gaming businesses, social media agencies as well as the commercial ecosystem.

This session welcomes an academic audience (researchers, educators, Master’s and Doctoral students) and business professionals. We look forward to exchanging knowledge and developing a live-streaming research community. This workshop would be a combination of short individual presentations (4 papers) together with a panel/group discussion. Two live-streaming experts including the founder of the Tik Tok partnered live-stream agency will be part of the panel discussion to share their insights and commercial experiences with the participants, bridging the gap between theories and practices. Workshop participants will also have an opportunity to exchange their work and research interest with both academic audiences and industry experts in this workshop.

We, therefore, call for a **competitive short paper (up to 500 words)** which could potentially focus on, but not limited to

- The role of live streaming in business and society
- The impact of live streaming in shaping consumption behaviour/ product services and commercial ecosystem
- Game industry and live streaming
- Consumers’ motivations behind virtual gifting and subscribing

- The potential adjustment of e-commerce live streaming based on different cultural contexts and social media platform features
- How the idea of co-creation and co-consumption could potentially shape the idea of metaverse

Potential participants should **submit a competitive short paper of up to 500 words** focusing on the identified theme(s). Submitted papers will provide a framework for the discussion.

References:

- Criddle, C., and Murphy, H., 2022. Social Media's big bet: the shopping revolution will be live streamed. *Financial Times*. <https://www.ft.com/content/3ad7595b-557d-4086-a01e-be5d54b28b45>.
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- Li, R., Lu, Y., Ma, J. and Wang, W 2021. Examining gifting behavior on live streaming platforms: An identity- based motivation model. *Information & Management*, 58, pp. 1-15
- Lin, Y., Yao, D. and Chen, X., 2021. Happiness begets money: emotion and engagement in live streaming. *Journal of Marketing Research*, 58(3), pp.417-438.
- Wu, Y., Niu, G., Chen, Z. and Zhang, D., 2022. Purchasing social attention by tipping: Materialism predicts online tipping in live-streaming platform through self-enhancement motive. *Journal of Consumer Behaviour*, 21(3), pp.468-480.
- Yu, E., Jung, C., Kim, H. and Jung, J. 2018. Impact of viewer engagement on gift-giving in live video streaming. *Telematics and Informatics*, 35, pp.1450-1460

Pre-submission enquiries should be directed to: Klairoong Hawa Phairor (K.H.Phairor@greenwich.ac.uk)

Marketing and its Role in the Post-Pandemic Working Life and Management Challenges

Workshop Convenors: Dr Qionglei Yu (Newcastle University); Dr Achilleas Boukis (University of Birmingham)

Post-pandemic working life has changed in many different aspects. Working from home (WFH) and remote work arrangements have now become the norm for many workers. However, remote work leads to a blurred boundary between work and life challenging workers' psychological perceptions of, temporal and physical adaption to different domains of work and home and often leading to reduced psychological well-being, social isolation and unhealthy lifestyle (*Nawaz, 2020*). The marketing literature has long explored the role of various internal marketing practices, strategic orientations, structural arrangements and leadership approaches (*Wieseke et al., 2009*) through which firms can build a loyal and motivated workforce in the fast-changing labour development. However, the "Great Resignation" and "Quiet Quitting" (*Forbes, 2022*) have rendered marketing scholars' premises relatively outdated, especially for an emerging workforce that is becoming increasingly remote, mobile and purpose-driven. In this radically changing labour landscape where organizations struggle to retain and manage their workers, more research is needed on how employees perform under these new forms of working life and how companies can respond with better management.

This workshop seeks to advance understanding of the role of marketing for newly emerged working life patterns (e.g. remote/distant, hybrid) and (interface/internal) marketing practices for digital technology-facilitated working environments. Submissions are open to both conceptual and empirical works and we encourage submissions from diverse theoretical perspectives, methods, and impact-related interface marketing research. We invite submissions on the below topics (but are not limited to):

- Internal marketing practices in light of remote work arrangements in the post-pandemic world (e.g. remote working, WFH), for various types of employment (e.g. gig workers) and distant employees (e.g. digital nomads).
- Strategic and tactical directions on how organizations can cope with emerging challenges in the labour market (e.g. "Great Resignation", "Quiet Quitting") from the marketing perspective.
- Marketing and organizational practices in virtual workplaces and digital platform-based working environments (e.g. Metaverse).

- Potential research agendas and/or methods needed for better understanding the role of technology in employer-employee/employee-customer/internal supplier-customer interactions.

As this domain is at its nascence, this interactive workshop aims to bring together marketing researchers from various theoretical backgrounds and methodological standpoints to collaboratively advance new ideas in the focal areas of interest. The workshop aspires to develop a collaboration platform that will support attendees to extend their network and access to a forum that addresses marketing and interface/internal marketing questions in the areas of remote / WFH working, virtual workplaces, and technologies' impact on working life.

The workshop will be organised as an interactive session with presenters presenting their conceptual or empirical papers for about 60 mins, followed by an open discussion (30 mins) on working papers, potential research topics in the area and research collaborations. Delegates wishing to present at the conference are requested to submit a short abstract of a minimum 500 words about their topic of presentation in the workshop.

References

- Wieseke, J., Ahearne, M., Lam, S. K., & Van Dick, R. (2009). The role of leaders in internal marketing. *Journal of Marketing*, 73(2), 123-145.
- Nawaz, S. (2020). How Managers can support remote employees. Harvard Business Review.
- Forbes* (2022) – “Why We Are (Still) Talking About Quiet Quitting“
<https://www.forbes.com/sites/hannahart/2022/09/23/why-we-are-still-talking-about-quiet-quitting/>

Pre-submission queries can be submitted to: Qionglei.yu@newcastle.ac.uk

Revolutionary Placemaking, Moving Beyond Traditional Frontiers

Workshop Convenors: Dr Claire McCamley, University of Huddersfield and Dr Lisa Harkness, Ulster University

This workshop seeks to focus on moving beyond what is considered to be traditional placemaking techniques and areas of research, and focus on aspects of placemaking related to culture, arts, well-being and the creative industries, among other things. We aim to encourage discussion around potential revolutionary ways of conceptualising practices of placemaking. Placemaking can be seen as a way of solving broader social challenges, such as the move towards sustainable and resilient communities, building social cohesion (Akbar and Edelenbos, 2021), securing progress towards net zero (Devine-Wright 2022) and revitalising UK town centres, as well as helping to reposition places and spaces following periods of disruption or decline (Millington and Ntounis, 2017; Hart, Stachow and Cadogan., 2013).

Traditionally, placemaking has focused on commerce and retail settings, taking a broad stakeholder analysis perspective, aiming to posit solutions through mechanisms such as cooperation and collaboration (Warnaby, 2013; Findlay and Sparks 2012; Findlay and Sparks, 2009; Warnaby, Bennison and Davies, 2005; Warnaby, Bennison, Davies and Hughes, 2002; Skinner, 2008).

However, contemporary placemaking has extended its focus to consider aspects of social, cultural and leisure experiences and their role in achieving a ‘sense of place’. Defining the features that lead to place distinctiveness and distinguishing the actual identity of a place continues to be challenging, yet important (Lau and Li 2019). While stakeholder analysis and the recognition of the need to take an inclusive approach to placemaking remains crucial, the perspective has now broadened to recognise that placemaking is ultimately a social construction process (Akbar and Edelenbos 2021). Mediated through local processes of organic and unplanned actions of individuals placemaking to the planned and intentional theming of placemaking by government (Lew 2018). As such, this workshop aims to support a discussion forum on how these evolving approaches contribute to placemaking.

In addition to moving beyond traditional concepts for placemaking, we also invite papers which explore novel and innovative approaches to researching placemaking with a view to creating social impact. These might include art exhibitions, podcasts, or other methods of creative expression.

We welcome papers focusing on the following areas:

- Identification of novel methods of placemaking
- The use of creative and innovative methods for placemaking and their social impact
- Leisure activities that contribute to placemaking
- Placemaking and environmental sustainability

The open workshop will have up to 12 participants, whose submitted papers will provide a framework for the discussion, contributing to the development of a future research agenda. This could be a combination of short individual presentations together with a panel/group discussion. 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).

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Revolutionising Marketing Education

Workshop Convenors: Lucy Gill-Simmen, Royal Holloway, University of London, Laura Chamberlain, Warwick Business School, Chahna Gonsalves, King's College Business School, Sarah Montano, Birmingham Business School, Nicki Newman, Birmingham Business School, Teresa Pereira Heath, University of Minho

"We can't solve problems by using the same kind of thinking we used when we created them." – Albert Einstein

Marketing is one of the fastest-growing employment areas within business. Much of the growth lies in the role of digital technologies and in promoting sustainability rather than consumerism. However, students with mostly theoretical knowledge, even if in these areas, may not necessarily satisfy this demand, nor will students with strategic knowledge that is not required in entry-level jobs. There is an increasing demand from the marketing industry for job-ready graduates with both technical and multidisciplinary soft skills (Harrigan,

Dolan and Lee, 2022). In support of this view, Miaskiewicz, (2022) suggests that the shift toward digital marketing has been profound, yet a shortage of marketers equipped with sufficient digital marketing training exists and the demand for digital marketing professionals far outstrips supply. However, skills deficits run far deeper than the latest technological innovations or digital trends. The much broader issue of a marketing education where profit maximisation is viewed as central means students are ill-equipped to embrace the 'real' and most pressing issues such as marketing for sustainability, purpose, and diversity. This has been met by many marketing educators calling for a redesign of university curriculum from a soft skills perspective. This involves more emphasis on projects, use of transdisciplinary teams and the teaching of skills, which employers and organisations often consider as critical as academic achievement (LeClair, 2018; McArthur et al., 2017; Vriens et al., 2019). With a new generation of businesses focusing more on social impact than revenue generation, we argue marketing education in business schools needs to change. Considering the rapid changes outlined here, the gulf between theory and practice in marketing may well have widened more than we could have imagined. One approach to theory and practice that challenges this separation, is praxis. We define this, as Freire (1972) did, as "reflection and action directed at the structures to be transformed" (p.126), which we intend to be understood broadly, as any intervention designed to realise an idea of structural transformation.

Praxis rejects the notion of objective, neutral research, and practice, and instead is built on a commitment to social justice and creating change, and recognises the importance of considering the social, political, and economic implications of practice and research (Burke & Lumb, 2018; Freire, 1972; Zuber-Skerritt, 2001). As such the notion of praxis appears to lend itself well as a foundation for transforming marketing education (Gill-Simmen and Chamberlain, 2022) .

Through a praxis lens, this workshop aims to examine the tensions that potentially exist between how we currently think about and teach marketing and how marketing is enacted in practice. Our line of inquiry will examine whether there is a place for a praxis-based model in marketing education which can draw on signature pedagogies to bridge the gap between theory and practice. This interactive workshop will take the form of a series of short presentations showcasing transformative approaches to marketing education considering the themes raised above. This will be followed by a discussion and sharing session. We invite contributions of short abstracts of 300 words excluding references from marketing educators at all levels of experience who can demonstrate their contribution to our inquiry. Contributions are sought that are particularly novel and likely to spark a critical and lively discussion around this important topic. Topics may include but are not restricted to 1. novel approaches to embedding practice in marketing education, 2. bridging the theory/practice gap in marketing education, 3. practice-informed curriculum design, 4. embedding soft skills in marketing education, 5. tackling the digital literacy issue, 6. driving sustainable marketing practice through education.

The workshop is aimed at all marketing educators and those attending the workshop will not only have the opportunity to participate in a lively discussion around current practices in marketing education but also to potentially help reshape and reform marketing education for the future. As such this workshop is revolutionary in that we seek to challenge the existing procedures, principles and parameters that define current marketing education and in so doing pose the question 'is today's marketing curriculum fit for purpose'? The workshop will take the form of a series of short presentations followed by interactive discussion and next steps.

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Revolutionising Social Media Pedagogy to Bridge the Gap Between Academia and Industry

Workshop Convenors: Laura Chamberlain, University of Warwick; Luan Wise, Independent Marketing Consultant, Lucy Gill-Simmen, Royal Holloway, University of London

Social media is a dynamic global channel that constantly evolves in terms of strategy, platforms, tools, techniques and consumer behaviour. The fast-paced evolution means that technological changes and best practices are a common feature of industry conversation, yet can be outdated before they are even published. This also provides challenges for marketing educators to develop social media focused courses and/or modules that are relevant and cutting-edge, whilst grounded in academic rigour.

There have been many calls to engage marketing practitioners in the design, development and delivery of marketing education (e.g., Langan, et al, 2019) This is becoming a pressing issue as demand for social media jobs and skills is increasing at the highest rate across any sector (Tesseras, 2021). The academic / practitioner divide in marketing education is not a new phenomenon (e.g., D’Auria Stanton, 2006) and the claim that marketing graduates are not equipped with a digital skillset required for the workplace is also well versed (e.g., Harrigan and Hulbert, 2011). However, to move beyond time-worn critiques, marketing educators must face the challenges head-on. This means forging an understanding regarding how best to develop and design curricula, teaching activities and assessments to reflect the innovations in social media marketing and to provide students with a strong foundation in the discipline, thereby enhancing their future employability.

Social media practitioners can inform pedagogic practice beyond the delivery of up-to-date tactics-based content (e.g., content creation, specific platform features, use of algorithms) to enhance consideration of the strategic perspective (e.g., objective setting, analytics and metrics, consumer engagement strategies and ethics). Indeed, to effectively teach social media marketing the combination of strategy and tactics must equally be addressed. In light of this, the engagement of academic and industry stakeholders in this pedagogic endeavour offers opportunity for innovation.

With a focus on collaboration between academics and practitioners, this workshop will be in the format of a structured conversation examining the best practices in the teaching of social media marketing and the role of social media in business. This workshop invites short abstracts (no more than 500 words excluding references) that showcase pedagogic innovations in social media marketing which will be the basis for short presentations. These may include (but are not limited to) innovations to reflect changes in the world of social media, innovations in teaching activities and/or assessment, innovations designed to improve student employability, or novel ways of engaging social media practitioners in social media education.

This is an open workshop and aims to reflect and inform pedagogic innovation and the start of a revolution in the teaching of social media marketing. The workshop is aimed at all marketing educators and practitioners. Attendees will not only have the opportunity to explore pedagogic innovations and best practice, but also contribute to the conversation about how best to engage practitioner and academic stakeholders in the development of social media pedagogy. The workshop fits with the theme of revolution because it addresses challenges and will seek to draw on expertise from across the academic discipline and practitioner insight to develop a new path for social media pedagogy that reflects the fast-paced evolution of the field, and the academic rigour and practical relevance of the discipline.

The format of the workshop will include a series of short presentations and viewpoints followed by discussion and dialogue to explore innovations, examples of best practice and to identify practical ideas for the robust development of social media pedagogy.

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The 'Home' – Working Revolution: Where Past and Present Collide Towards a Sustainable Marketing Future

Workshop Convenors: Prof Marylyn Carrigan, Herriot-Watt University; Dr Claudia E Henninger, University of Manchester; Dr Carmela Bosangit, Cardiff University

Sustainability has stirred debate since the 1980s, with the Brundtland Commissions outlining its imperative of meeting current and future generations' needs. Since then, the debate has moved, focusing increasingly on circularity and ensuring regenerative systems. Regenerative systems seek to consciously design products/services that can be re-looped and thus, stay within use for longer. When it comes to clothing, organisations such as ACS Clothing's Circular Fashion hub and retailer Selfridges commitment to a business model embedding refill, repair, resale and rental are taking circularity mainstream. Meanwhile homebased and community level circularity is thriving. 'Slow threads' activities rooted in traditional behaviours and skills such as swapping, mending, upcycling and buying second hand are gaining traction alongside sharing and renting.

Post COVID-19 the 'Made in' movement as re-emerged, by developing more localised (global)business models, such as *Fibreshed*, dedicated to grow raw materials for local fashion production, or greenhouses that distribute locally grown food nationally. Within this ever-changing environment we have also seen an increase of 'home' working, not only in the sense of producing and consuming locally but also in the literal meaning of working from home. COVID-19 restrictions proved a catalyst for the growth in home-based, online sustainable businesses delivering everything from vegan cakes to reusable coffee cups. According to Baruch and Nicholson (1997) homeworking in the past has been restricted to certain professions (e.g., those that are associated with crafts), which has seen various social sustainability implications; working from home can imply working long hours, involving multiple members (including children) in the work, which can violate labour laws, and/or working in unsafe conditions. Yet homeworking, especially since the COVID-19 pandemic is evolving, as homeworking was made possible for more products, services and professions, and individuals have created entrepreneurial ventures that allow them to work flexible hours within the comfort of their home and own schedules. Acknowledging that some homeworking emerged from necessity due to pandemic closures and lost incomes, homeworking offers marketing opportunities and pathways for new and existing skills and pastimes.

Homeworking also presents potential downshifting and simplifier opportunities, and new creative possibilities, as well as savings and responses to austerity. We need a revolutionary research agenda to investigate how homeworking has developed in terms of challenges and opportunities and what the future of homeworking looks like for marketing and consumer theory, policy and practice.

Within this session we seek conceptual, empirical, and work in progress contributions that focus on areas, including but not limited to the following questions:

- 1) What are the marketing implications of homeworking within an ever-changing environment, coined by uncertainties (e.g., cost of living crisis; climate change)?
- 2) What opportunities and barriers emanate from the home and homeworking considering circular approaches to conducting business, marketing and consumption?
- 3) What is the future of homeworking? How will homeworking impact marketing?

Workshop format: Open session, Short 5-minute presentations, based on selected papers, and huddles (round table discussions)/interactive

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The Technological Revolution and Consumer Well-Being

Workshop Convenors: Nisreen Ameen (Royal Holloway, University of London), Liliane Abboud (University of Surrey), Bernadett Koles (IÉSEG School of Management), Valentina Pitardi (University of Surrey), Alice Audrezet (Institut Français de la Mode), Julie Guidry Moulard (Louisiana Tech University)

This workshop aims to explore the potential impacts of the technological revolution on consumer well-being. Consumers are increasingly interacting with various technologies, such as service robots, chatbots (Ameen et al., 2022) and virtual influencers (Koles et al., 2022). For example, cutting-edge technologies are used to perform daily tasks (e.g., Alexa), provide emotional support to overcome loneliness (e.g., Replika), perform critical services (e.g., Pepper), or influence consumers, such as the case of virtual influencers (e.g., Lil Miquela). The integration of various cutting-edge technologies can have a significant impact on consumer well-being. For example, some of these technologies affect young females' mental wellbeing, body image and self-esteem (Ameen et al., 2022). These technologies were also found to have positive effects on human identity, personal growth, and self-efficacy (Hollebeek and Belk, 2021). In parallel, they can also help relieve some negative emotions (such as embarrassment) thanks to their inability to have agency (Pitardi et al., 2021). Meanwhile, the negative impact of these technologies (e.g., potential to co-destruct value, anxiety, frustration, addiction) remain a relevant area of inquiry that needs further exploration (Blut et al., 2021; Mason et al., 2022).

Despite multiple attempts to explore the impact of technology on well-being, the potential positive and negative effects of cutting edge-technologies, including chatbots, robots and virtual influencers have not been fully explored yet. For example, given their popularity and increasing numbers, virtual influencers are likely to have a profound future impact on a variety of marketing endeavours, although specifics remain largely unknown. With further advancement in computing power, computer-generated imagery and artificial intelligence algorithms, we anticipate an increase in the prominence and social media presence of virtual influencers in the near future. We are open to diverse theoretical perspectives, methodological approaches, and impact-related research seeking to advance our understanding of issues, opportunities and challenges associated with the technological revolution and consumer wellbeing. Possible research topics of interest include, but are not limited to, the following areas:

- The impact of cutting-edge technologies on the wellbeing of different generations of consumers (such as Generation Z and Millennials)
- Consumers' addiction to the use of cutting-edge technologies
- The potential of cutting-edge technologies in generating awareness of big issues of the day
- How brands can utilise cutting-edge technologies to improve consumer wellbeing
- Digital consumer vulnerability in AI interactions
- The impact of technologies on emotions (e.g., anxiety, loneliness, frustration)

This revolutionary workshop is aimed at academics in the areas of digital marketing and transformative service research. Competitive short paper submissions should not exceed 500 words, excluding references. Eight authors will be selected to participate in the workshop based on the quality of their submissions. Authors will make a short presentation of their work and obtain feedback during the session. Additionally, we aim to dedicate a significant share of time for discussion of the current pressing issues around the workshop theme, possible future research directions and possible opportunities to engage with industry practitioners to explore

these issues further and find solutions. Some members of the workshop convenors' team are currently editing a special issue in *Journal of Business Research* (*Virtual Influencers: A new frontier in interdisciplinary research*) and new ideas will be shared during the workshop. The workshop will also be open to other delegates to engage in the discussion.

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Towards a Better Understanding of Value Co-Destruction in the Post-COVID Era

Workshop Convenors: Erose Sthapit,; Brian Garrod, Peter Björk,

Service-dominant logic (SDL) positions customers as endogenous to the process of determining value. The value of a market offering is determined through a collaborative process in which suppliers and customers play the role of resource integrators. Value is thus not simply determined by providers and delivered to customers: it is co-created through an interactive process in which suppliers and consumers collaborate with one another (Vargo & Lusch, 2004). The value that arises from this process is known as value-in-use and represents an improvement in the well-being of at least one, but usually both, of the parties (Vargo et al., 2008). Value is thus neither inherent in a product nor added to it through market exchange: it emerges through the customer's experience of an offering. This requires customers to invest thought and time in their evaluation (Ranjan & Reid, 2016). SDL therefore positions value formation as a process of resource integration (Echeverri & Skålen, 2011).

Interactive value formation is a neutral and integrative term that includes both value co-creation (VCC) and value co-destruction (VCD) (Sthapit & Björk, 2018). In recent years, there has been a proliferation of studies in service research on the subject of value co-creation (Ravazzani & Hazée, 2022). A criticism of much of the research, however, is that the assumption is made, usually implicitly, that the interactive process between the service provider and consumer will result in the progressive accumulation of positive value-in-use. This reflects an optimistic view of the VCC process (Plé, 2017). However, it is increasingly recognised that service encounters can also result in the generation of negative values (Plé & Chumpitaz Cáceres, 2010). This has been conceptualised in the marketing literature as VCD (e.g., Prior & Marcos-Cuevas, 2010), defined as "an interactional process between service systems that results in a decline in at least one of the systems' well-being" (p. 431).

While studies of VCD remain less common in the literature than those of VCC (Freire & Veríssimo, 2021), the subject of VCD is nevertheless becoming an increasingly important topic. The notion has also found extensive practical applications, with many service organisations now routinely searching for instances of VCD so that they can investigate why they have occurred. Service providers can then find ways to reduce or even eliminate future reoccurrences of VCD (Plé, 2021). The workshop hosts will welcome theoretical or applied research contributions (one A4 page max.) in the form of extended abstract on the following topics:

- Operationalisation of the VCD concept
- Dimensions, antecedents and outcomes of VCD
- Anticipating, handling and avoiding VCD in different service settings in the times of crises (post COVID-19 era)
- Innovative research methods in exploring the VCD concept

This 90-minute workshop session will involve maximum three short presentations (15 minutes each for presentation) followed by a joint interactive session for presenters to respond to comments from the participants (45 minutes). This session will be open to all. The workshop proposal is aimed at academics. Those attending the workshop will gain a better understanding of VCD and will allow for stimulating ideas and conversations as well as to promote potential collaborations and possible future publications linked to interactive value formation and particularly VCD. Instead of looking for ways to build or construct value in the service encounter at a time of crisis, perhaps the focus should be on how best to avoid VCD on the part of both consumers and service providers? This establishes a ‘revolutionary’ proposition for this workshop to explore.

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Transformative Transport Service Research

Workshop Convenors: Emmanuel Mogaji, Greenwich Business School, University of Greenwich, UK and Abigail Ehidiemen, Lincoln Business School, University of Lincoln.

In the last decade, transportation has experienced innovative changes from shared mobility (Akyelken et al; Jin et al., 2018) to electric and autonomous vehicles (Junquera et al, 2016; Thurner et al, 2022). This has been spurred by critical issues such as climate change, rising global population, limited and depleting natural resources, urban migration, congestion, and high levels of pollution in major cities around the world (Pérez-Pérez et al., 2021). The growing issues around service quality, services management and industrial strikes are also part of the pertinent issues in today’s transportation ecosystem (Gündoğdu et al, 2021; Nguyen-Phuoc et al, 2021) and the inequalities in transport infrastructure between the global south and north, the developing countries struggling with their structural and socio-economic challenges (Giannotti et al, 2021).

Transportation is one of the big issues of the day. There are growing concerns around sustainable transportation and reducing CO2 emissions (Santos et al, 2021), the need to explore the motivating factors and consumer behaviours towards electric and autonomous cars (Junquera, Moreno & Álvarez, 2016; Thurner, Fursov & Nefedova, 2022), evaluating the prospects of equitable transport services that meets the need of vulnerable individuals (Mogaji, Bosah & Nguyen, 2022; Mogaji & Nguyen, 2021), the growing issues around service quality, services management and industrial strikes are also part of the pertinent issues in today’s transportation ecosystem (Gündoğdu et al, 2021; Nguyen-Phuoc et al, 2021) and the inequalities in transport infrastructure between the global south and north, the developing countries struggling with their structural and socio-economic challenges (Giannotti et al, 2021; Mogaji et al, 2022). These issues call for a revolution.

Aligning with the notion of ‘Better Marketing for a Better World’ (Chandy et al, 2021), the workshop challenges marketing practitioners to explore how ‘firms, governments, non-profits, NGOs, and other societal stakeholders can work to create win-win situations that benefit commercial as well as non-commercial stakeholders’, specifically exploring how marketing technologies and practices can be used to nudge consumers, managers, markets, communities, and societies to contribute to a better world. The workshop recognises it is imperative to acknowledge the multi stakeholder perspective in addressing issues of sustainability, responsible consumptions, and the social, environmental, and economic issues that we face in the world today, affecting consumers and businesses of all sizes and sectors.

As this research domain is still evolving, the workshop will seek to foster a discussion forum for researchers working on transportation services, consumer research and/or multi-stakeholder research projects that broadly relate to equity services for consumers, sustainable consumption and responsibility in relation to consumption. More importantly, the workshop will offer 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, open to observers with presenters (a maximum of ten) presenting their research or conceptual papers for about 90 mins, followed by an open discussion about the future and scope of transformative transport service research and design. Submissions to the workshop should be 500 words (excluding references). We believe that understanding and prioritising the policies, marketing stargazes, consumer awareness and education, will help us identify and promote solutions towards more inclusive, sustainable and transformative service provision.

The proposal is aimed at researchers interested in service design and marketing, marketplace accessibility, inclusive design, and the experience of vulnerable consumers. Aligning with the notion of 'Better Marketing for a Better World' (Chandy et al., 2021), we are discussing a topic that has often been neglected in marketing but is essential for creating opportunities for people. The workshop proposal will revolutionise our thoughts towards equitable access for everyone, irrespective of their abilities.

The participants will be aware of the multi-stakeholder perspective in addressing marketplace accessibilities. Participants will listen to research and insight from different perspectives and understand how inclusive transportation can open doors of opportunities for people. The participants will be a part of a growing network interested in marketplace accessibility, sustainability and responsible consumption. Understanding and prioritising the policies, marketing stargazes, consumer awareness and education will help us identify and promote solutions towards more inclusive, sustainable and transformative service provision.

Format of the workshop

The workshop will be organised as an interactive session, open to observers, with presenters (a maximum of six) presenting their research or conceptual papers for about 90 mins, followed by an open discussion about the future and scope of transformative transport service research and design.

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Using Historical Archives in Marketing Research and Teaching

Workshop Convenors: David Rowe (University of York), Sally Chan (University of Leeds), and The History of Advertising Trust (HAT).

It is envisioned that this workshop will explore several of the pressing issues raised within the AM 2023 call for workshops, such as responsible marketing and marketing ethics, for example, the relationship between stigma and advertising, and the decolonisation of advertising. A historical approach has been adopted by academics documenting historical events of importance to the marketing field, for example, marketing thought, marketing practice, and influencing factors on the marketing discipline (Tadajewski and Maclaran, 2013; Jones, and Tadajewski, 2016). Further, academics have also demonstrated that utilising a historical lens to view contemporary issues can benefit teaching in higher education (for example, Witkowski, 1989; Wooliscroft, 2021).

This workshop aims to illuminate, debate, and discuss how historical archives can be a useful tool for contemporary marketing academics in both teaching and research endeavours. Participants are encouraged to submit a short paper (maximum 500 words) indicating their interest in and experience of using historical archives in research and teaching.

This workshop hopes to facilitate discussion amongst AM 2023 attendees about the use and value of historical archives in academic work, and thus highlight how historical sources can be used to address contemporary marketing issues. The proposers hope that AM 2023, with its theme of revolutions, might create an ever-expanding circle of academics that are interested in the history of advertising, sparking a quiet methodological and pedagogical revolution of its own. We envision that this workshop would not only connect academics already working in this area, but also reach out to those that may be interested in adopting a historical approach within their work.

The open workshop will comprise two parts. In addition to competitive papers, it is envisioned that there will be a group workshop on the use of archival sources for marketing academics, augmented by representatives from the History of Advertising Trust (HAT) archives.

The History of Advertising Trust (HAT). HAT holds the most comprehensive collection of British advertising and marketing communications in the world (Moir, Read, and Towne 2017). The educational trust was formed in 1976 and became a registered charity in 1978 (Charity No.276194). HAT encourages and subsidises the study of UK advertising and brand communications, welcoming researchers from around the world to study a range of subjects.

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Vive La Révolution - Calling for Revolutionary Solutions to Consumer Financial Insecurity

Workshop Conveners: Prof Deirdre O’Loughlin, University of Limerick, CHASM* International Research Fellow, Prof Caroline Moraes, University of Bristol and CHASM Associate, & Prof Morven McEachern, University of Chester

The recurrent nature and enduring effects of modern crises such as austerity (Szmigin *et al.* 2020), Covid-19, and most recently, the war in Ukraine, have precipitated significant and pervasive levels of financial insecurity among individuals and households on a global scale (The Guardian, 2022). In the UK and Ireland specifically, this significant and extended series of crises has resulted in sharp increases in interest rates and inflation, soaring rises in cost of living, unprecedented increases in food and energy costs, escalating property prices and rents, rising credit costs, and greater job insecurity and unemployment, culminating in significant and long-term economic instability (Hutton, 2022). The resultant levels of financial insecurity and, ultimately, poverty experienced by many people (Moraes *et al.*, 2021) highlights the acute need for revolutionary solutions to this global, wicked problem.

This workshop aims to support a discussion forum for researchers working on consumer and/or multi-stakeholder research projects that address issues and implications of financial insecurity and seek to identify revolutionary and transformative solutions. We are open to diverse theoretical perspectives, methods and impact-related consumer research and are particularly interested in original papers that encourage and provoke novel discussions and directions on transformative strategies and solutions for consumer financial insecurity. Possible research topics of interest include, but are not limited to, the following areas:

- Financial insecurity discourses and relevant implications for consumers and/or marketers.
- Empirical works oriented toward transformative solutions to address financial insecurity.
- How various marketplace actors perpetuate, negotiate and/or solve financial insecurity.
- Issues of marketing responsibility in addressing financial insecurity.
- Issues of temporality, instability, space and place in shaping and addressing financial insecurity.
- Theoretical perspectives and novel conceptualisations of financial insecurity and associated solutions.

Competitive short paper submissions should not exceed 500 words excluding references. The workshop will involve a small panel of speakers selected from submitted papers who will share a brief summary of their work. This will be followed by a focused discussion of key questions, overarching themes and emergent research directions. Participants will gain feedback through discussion of their work and the opportunity to network with colleagues engaged in resonant research areas including poverty, financial insecurity, financial literacy and transformative consumer research.

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