

CHARM meets RIM (Race in the Marketplace) Research Network

Special Session invitation and Call for Participation

at the

21st Biennial

Conference on Historical Analysis and Research in Marketing (CHARM)

June 1 - 4, 2023 Duke University, Durham, NC USA

Submission Deadline: 16 December 2022

**Please direct your submission to the Program Chair:
CHARM2023Submissions@gmail.com**

If you have wanted to conduct historical research in marketing, but haven't known where to begin, this is your opportunity!

CHARM (the Conference on Historical Research in Marketing) invites business, marketing, advertising, social science, and humanities scholars from all backgrounds, disciplines and locations to Duke University for a friendly, collegial, interdisciplinary and international research conference focused on the **history of marketing and advertising**.

Race in the Marketplace (RIM) scholars are invited to present their work-in-progress, extended abstracts or conceptual essays at a RIM-themed Special Session at the 2023 CHARM meeting. CHARM proceedings are not copyrighted and items submitted have the potential for future publication in the *Journal of Historical Research in Marketing*, the peer-reviewed scholarly journal associated with CHARM, including the opportunity to develop a future RIM-themed Special Issue.

The conference will also include a visit to the Hartman Center for Sales, Advertising and Marketing History archives, which is one of the preeminent depositories for marketing history scholarship in the world. The Hartman Center Director, who is also on the CHARM Board, will lead a tour and orientation of the archives center during the conference. The Hartman Center also offers travel grant opportunities to scholars who may want to append a research trip to their CHARM conference attendance or conduct future research. The next round of applications will be due in late February and winners should be announced sometime in April 2023. The updated application information will appear on this website: <https://library.duke.edu/rubenstein/hartman/travel-grants>).

The **CHARM Meets RIM Special Session** welcomes topics on all aspects of race and marketing history, historic marketing, and the history of marketing thought in all geographic areas and all historical time frames, including those that examine the history of marketing as a discipline and also critically draw on marketing as a source in reconstructing the past.

Potential RIM-themed topics include, but are not limited to:

- Influential marketing/advertising pioneers and professionals of color
- Histories of branding/brand development concerning multicultural markets/market segments and/or segmentation strategies
- Historical marketing in the projection of cultural identities/communities of color
- Social implications of products/services aimed at consumers of color and consumer well-being
- Redlining and racialized marketing practices in housing markets or retail settings
- Colorism in marketing imagery and product marketing (i.e. "fairness" creams, etc.)
- The role of race/racialization in varieties of marketing cultures and histories around the world
- Writing the past: The role of race in constructing marketing histories from archival materials
- Exploring the historical role of relationships, networks and mentorship in marketing developed by or directed at racially minoritized consumers
- How racially diverse consumers respond to and interact with firms and brands
- Race and advertising history
- Race and packaging history, including package design
- Race-related sector case studies with an historical focus, for example: beauty and fashion marketing, transportation, music, leisure, travel, etc. (Even topics which don't seem old enough to be "historical" in nature are welcome, such as the evolution of marketing and technology - social media, AI, digital targeting, etc. - as it relates to diverse consumers and markets.)
- History of marketing research and consumers of color
- Histories which provide linkages to racialized marketing/advertising practices and the present/future

We also encourage historical submissions that discuss methodological, pedagogical and historiographical questions in marketing, with emphasis on race in the marketplace.

Please see the submission information below and contact the CHARM 2023 Program Chair, Leighann Neilson (Leighann.neilson@carleton.ca), or CHARM President Richard Hawkins (r.a.hawkins@wlv.ac.uk) with questions about potential topics. The general 2023 CHARM Call for Papers is located here: <https://charmassociation.org/call-for-papers/>.

Submission Information:

Please submit a full paper, extended abstract (including work-in-progress) or conceptual essay, indicating that you are submitting to the 2023 CHARM-RIM Special Session. All paper submissions (full papers and extended abstracts) will be double-blind reviewed and a proceedings volume will be published. Full papers (between 8,000 and 12,000 words, inclusive of references and all other items) or extended abstracts (between 1,200 – 1,500 words) may be submitted. Authors may choose to publish either full papers or extended abstracts in the proceedings. To provide reviewers with sufficient information, extended abstracts should include the research purpose, source material or data, and sample references. Please note: submitting a full paper to the proceedings volume does *not* preclude a submission of your paper to a journal. The copyright of a paper published in the CHARM proceedings remains with its author(s), and over the years many CHARM conference papers have made their way into marketing, historical, sociological and other journals.

All submissions, full papers and extended abstracts, must be in **single-spaced** Microsoft Word format. All must contain a cover page that includes the following:

1. Manuscript title.
2. Author(s) name and title.
3. ORCID identifier, where you have one.
4. Contact information, including email address.
5. Corresponding author (for co-authored works).
6. The names of associated authors where a panel is proposed.
7. Author(s) status (student, faculty or independent scholar).
8. Paper vs. abstract designation
9. One or two recommended reviewers.

All cover pages should also include the following statement: “In the event this submission is accepted for presentation and publication in the CHARM Proceedings, I (or a co-author) intend to present our work at CHARM 2023.” Please use the “Properties” function in Word to remove author information from the document file.