

Competitive Workshops - Detailed Call for Papers

The theme of the Academy of Marketing Conference 2024 is “**Marketing: Fusing resilience and power for public value – igniting marketing’s social spirit**”. 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.

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

1. **Addressing the climate emergency through behaviour change: The role of marketing in the tourism, leisure and transport sectors**
2. **Advertising and Societal Wellbeing: Exploring Social Issues in Advertising and Brand Activism**
3. **Beyond a Game: Exploring Exploitation, Manipulation, and Ethical Issues in Gamification**
4. **Co-governing and Impactful place marketing: a socioeconomic perspective to creating a coherent country brand.**
5. **Data privacy, the sword of Damocles in the realm of marketing**
6. **Disruptions and Consumer Resilience**
7. **[Eco] Labelling for Sustainability: redefining the value and future of sustainability labels**
8. **Embedding SDGs in Marketing Curriculum: Examples from the Current Practice**
9. **Empowering sustainability through the power of AI: How can AI technologies be used to encourage consumer decision-making towards sustainable consumption?**
10. **Growing the Power of Food Marketing Scholarship for Social Change**
11. **How Can we Unlock the Communication Gap in Sustainability?**
12. **Igniting Positive Cultural Change in Academic Institutions**
13. **Marketing and responsible innovation: Balancing progress and ethics’**
14. **Marketing’s Social Spirit and Transformative Services in Unregulated Environments**
15. **Perspectives on drinking, manufacture and drinking spaces and places**
16. **Playing the Marketer – Bringing the Joy of Marketing into the Classroom**
17. **Reigniting the Social Spirit of Marketing through Subsistence Marketplaces**
18. **Re-imagining Marketing Research in the AI Age: Igniting Opportunities & Challenges?**
19. **Slave to the algorithm: marketing’s coercive or liberatory future?**
20. **Social Marketing and Artificial intelligence: Incorporating artificial intelligence in the promotion of behaviour changes**
21. **Social Media and Marketing: Towards a Better Future**
22. **Sustainability and circularity in luxury: Setting a future research agenda**
23. **The Impact of Mobile Apps on Consumers’ Well-Being and Public Value Creation**
24. **The value of all these arts: social and cultural value creation within, across and beyond the arts and creative sector**

1. Addressing the climate emergency through behaviour change: The role of marketing in the tourism, leisure and transport sectors

Workshop Convenors: Marion Karl (University of Surrey, m.karl@surrey.ac.uk) and Scott McCabe (University of Birmingham, s.mccabe@bham.ac.uk) (Tourism AM Special Interest Group)

Tourism activities contribute around 8% of global anthropogenic greenhouse gas emissions¹ and play a major role in the debates around climate change due largely to the prevalence of air travel. While transport to and from a destination, the most essential part of travel, is particularly relevant in this context, it is not the only factor. Water consumption, food and general waste generation or air pollution contribute further negative environmental consequences that need to be taken into account². To mitigate these negative impacts of tourism for the environment, changes are necessary on all stakeholder levels: government, business and tourists. Tourism marketing helps address the 'climate emergency' by finding ways in which tourists could behave in more environmentally friendly and responsible ways. The current literature in marketing focusing on pro-environmental behaviour change generally follows three approaches: Cognitive approaches aiming at consumers' knowledge about the consequences of their behaviour; affective approaches manipulating emotions; and behavioural approaches altering the decision-making.

The workshop will follow an interactive format that encourages a discussion around questions of if and how marketing can change consumer behaviour in the tourism, leisure and transport sectors and what the barriers and solutions of sustainable marketing may be. Followed by a limited number of presentations from both academia and practice, we aim to stimulate debate around these topics and to encourage networking and collaboration among marketing scholars and stakeholders from the industry or government working in this field. Our proposed workshop brings together established and emerging scholars working on research-driven solutions for a more sustainable tourism industry with stakeholders from the tourism industry or local government aiming to increase sustainable behaviour directly in practice. While we note that all three pillars of sustainability are equally important to ensure a positive development for the future, in this workshop we focus in particular on the environment.

We invite papers that will stimulate discussions on the theoretical foundations of sustainable consumer behaviour, empirically proven marketing strategies to change behaviour and case examples of successful marketing strategies, enhancing the tourism and transport industry in terms of sustainability. Submissions can be a statement of Research Interest, a precis of research work in progress or a case example of a marketing solution for sustainable development from a practical perspective. Within this workshop we welcome conceptual, empirical and work-in-progress contributions that focus on the following topics, and other aspects related to the overall theme of the workshop:

- Theoretical frameworks of sustainable behaviour in the tourism, leisure and transport sectors.
- Discussion pieces on challenges of implementing sustainability marketing and effectiveness of sustainability marketing in the tourism, leisure and transport sectors.
- Application of new technologies in marketing to support/increase sustainable consumption.
- Empirical studies of examples of cognitive, affective or behavioural research approaches that have led to more environmentally friendly consumption.
- Novel methods that can be used to track real-time behavioural change.

¹Lenzen, M., Sun, YY., Faturay, F. et al. (2018). The carbon footprint of global tourism. *Nature Climate Change*; ²Greene, D., Demeter, C., Dolnicar, S. (2023). The Comparative Effectiveness of Interventions Aimed at Making Tourists Behave in More Environmentally Sustainable Ways: A Meta-Analysis. *Journal of Travel Research*

2. Advertising and Societal Wellbeing: Exploring Social Issues in Advertising and Brand Activism

Workshop Convenors: Zoe Lee & Hannah Marriott (Cardiff University), Kirk Plangger (King's College London), Paurav Shukla (University of Southampton) & Charles R. Taylor (Villanova University)

Participants are invited to submit their work to a Special Issue of **International Journal of Advertising associated with this workshop*

Workshop format: 1.5 hour workshop – we will curate a selection of 4-5 papers and speakers who will delve into the various themes around advertising, activism and societal wellbeing, examining effective strategies and pitfalls. During the discussion, we will serve as moderators, steering the conversation with carefully prepared questions. The session will culminate with an interactive Q&A, fostering dialogue and exploration of future research within the field.

Background:

Several macro trends including awareness and impact of climate change, equality and sustainability concerns are driving a substantial change in consumer mindset and behaviors globally. Agile advertisers and marketers have realized these changes are increasingly focusing on concepts such as "purpose, "well-being" and "social impact". This is also evidenced by the growing academic interest in transformative advertising research (Gurrieri et al., 2022) and inclusive marketing (Eisend et al., 2022). However, there are still questions raised about the impact of advertising in particular, and marketing in general, in driving materialistic consumption (Pangarkar et al., 2022). In the quest for a better world (Chandy et al., 2021), it has become imperative for research to offer theoretical and strategic insights into whether advertising does more harm or good to society. As a result, submissions related to a broad range of societal issues are welcome in this workshop.

Brand activism is gaining attention as a marketing tool for companies to express their values on societal and environmental issues (Moorman, 2020). It's closely tied to moral judgements, determining what's "good" or "bad" (Mukherjee & Althuizen, 2020; Verleghe, 2023). Much literature has investigated the outcomes and the question as to what is "good" or "bad" is found to be highly subjective. Such subjectivity can stem from beyond morality, and stretch to include factors such as brand relationships, brand familiarity, influencers, authenticity of brand messages and brand equity (Lee et al., 2023). Although brand activism attempts often seek to enhance societal and environmental wellbeing, *how* they take a stand is equally as important as *what* they are standing for. Vredenburg et al. (2020) show brands can be activist through silent, absent, authentic and inauthentic means. As such, it is important for advertising theory and practice to take a transformative approach to further explore the short-term and long-term effects of brand activism on societal wellbeing.

In this workshop, we welcome discussion around the opportunities and challenges that advertising faces in striving for improvement. Given the expanding research on purpose, brand conscientiousness, activism (Mukherjee and Althuizen, 2020; Vredenburg et al., 2020; Hydock et al., 2020), diversity, and inclusivity (Kipnis et al., 2021), do we need to adopt a new approach to embrace these concepts effectively? As such, discussion points surrounding the following areas are encouraged:

- Brand activism (e.g moral vs woke; impact on society, authenticity)
- Brand purpose
- Sustainability and advertising and "greenwashing"
- Effectiveness of public service announcements
- Advertising to children and older consumers
- Advertising and minority groups (including diversity issues)

- Advertising of risky products (pharmaceuticals, tobacco, alcohol)
- Influencer marketing and perceived parasocial relationships
- Privacy issues in advertising
- Nutritional labelling and other labelling effectiveness

References available upon request.

3. Beyond a Game: Exploring Exploitation, Manipulation, and Ethical Issues in Gamification

Workshop Convenors: Jingqi Qiu* (J.Qiu@exeter.ac.uk) Exeter Business School; Yan Sun (ysun@brookes.ac.uk) Oxford Brookes University; Yuxin Fu (yf308@exeter.ac.uk) Exeter Business School; Jingxi Huang (jingxi.huang@greenwich.ac.uk) University of Greenwich

Gamification is defined as the application of game design elements to enhance non-game goods and services by adding customer value and encouraging value-creating behaviours (Hofacker et al., 2016). Employed by many companies to engage with consumers (e.g., Nike + Run Club), gamification has emerged as an effective approach to greatly enhance the consumer experience. According to Research and Markets (2023), the global gamification market grew from \$14.87 billion in 2022 to \$18.63 billion in 2023, at a compound annual growth rate (CAGR) of 25.3%.

Most research has agreed that consumer engagement is one of the expected outcomes of gamification, which has rapidly gained popularity worldwide as a marketing strategy. However, different voices are heard on gamification from ethical perspectives: Is gamification ethical? Is manipulation hidden? When customers/users eagerly sign up for a game/activity, do they truly understand what they are signing up for? False statements, lies, and a lack of authentic transparency can lead to exploitation and manipulation, creating unethical interactions for customers/users (Conick, H, 2019).

This workshop calls for novel insights into ethical issues related to gamification, such as exploitation, manipulation, moral panic, psychological influence, and conscious consideration. We are also interested in exploring the opportunities and challenges brought by gamification to the commercial ecosystem within various cultural contexts.

Therefore, we invite competitive short papers (**up to 500 words**) that can potentially focus on, but are not limited to, the following topics:

Gamification and the need for ethical practice

- How does one build an ethical gamified system?
- Strategies for building an ethical gamified system.

Gamification and consumers' well-being

- Gamification in the context of vulnerable groups (e.g., the elderly/teenagers).
- Gamification for health and wellbeing.

Gamification and consumer behaviour

- The impact of gamification on shaping consumer behaviour and commercial ecosystem.
- Consumers' motivations for engaging with gamification.
- Adapting gamification to different cultural contexts and social features.

This workshop will consist of short individual presentations (4-5 papers) followed by a panel/group discussion. Prospective participants should submit a competitive short paper of up to 500 words that focuses on the identified theme(s). Submitted papers will provide a framework for the discussion.

Hal, C (2019). Gamification is manipulative. American Marketing Association. <https://www.ama.org/marketing-news/gamification-is-manipulative-is-it-ethical/>

Hofacker, C. F., De Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). Gamification and mobile marketing effectiveness. *Journal of Interactive Marketing*, 34, 25–36.

Research and Markets (2023), Global Gamification Market Soars to \$18.63 Billion in 2023, <https://www.globenewswire.com/news-release/2023/08/01/2715979/28124/en/Global-Gamification-Market-Soars-to-18-63-Billion-in-2023-Driven-by-Rising-Demand-for-Engaging-Learning-Solutions-and-Emerging-Technologies.html>

4. Co-governing and Impactful place marketing: a socioeconomic perspective to creating a coherent country brand.

Workshop Convenors: Sonya Hanna* s.hanna@bangor.ac.uk; Sara Parry s.parry@bangor.ac.uk, Bangor University.

A recent call to action published by The House of Commons' Welsh Affairs Committee (July 2023) states that Wales lacks a 'coherent brand' and is failing to attract overseas visitors. Of the 41 million visitors who came to the UK in 2019, only one million visited Wales. The committee states that VisitBritain 'did not sufficiently promote Wales in its marketing materials'. Using this call as a backdrop, this workshop seeks to examine methods that could help guide the formation of a coherent country brand within the tourism context.

We argue that destination branding is a construction process capable of portraying socio-economic cohesion (Akbar and Edelenbos, 2021), as well as helping to reposition places (Millington and Ntounis, 2017; Hart et al., 2013). Research into visitors/resident's perspectives of destinations has gathered momentum (Wang et al., 2021; Afshardoost and Eshaghi, 2020; Akroush et al., 2016) while a recognition for the need to take an inclusive approach to destination branding remains paramount (Hanna et al., 2021; Eshuis et al., 2018). However, there is a noticeable lack of research from an organisational perspective that views brands with associations with a place as contributing to the co-creation of the perceptual entity (Hanna and Rowley, 2015; Hankinson, 2005), and a general lack of knowledge on how to coordinate the development of a destination brand for the overseas market. Through interdisciplinary debate, our aim is to identify: (1) drivers of sector specific collaborative engagement with the aim of developing a sustainable tourism-orientated society; (2) co-governance tailored approach(s) that shape the formation of a coherent country brand (reflective of macro-environmental and socio-cultural factors) to create real impact; and (3) collaborative approaches to the architectural and expressive design of brand communications of a country brand, for the overseas market.

The session would be of interest to marketing scholars, but particularly to those in areas of tourism (leisure, cultural, heritage and social tourism), community, public-sector, sustainability, placemaking, and media scholarship, as well as policy makers, government, and destination management organisations.

We welcome papers focusing on the following areas and those that explore novel and innovative approaches with a view to creating process driven impact.

- Methodological approaches to co-creation, collaboration and/or co-governance.
- International destination branding, the challenges, and pitfalls of marketing communications.
- Preservation of authenticity vs commercialisation of a place, to include brand communications.

- Sustainability and environmental/social responsibility and their impact on a tourism orientated society.
- Designscape and infrastructure regeneration and their impact on place identity and well-being.
- Good case-study practice.

The open workshop will have up to 10 participants to include a combination of 5-minute presentations and an open roundtable discussion and the proposition of a research agenda that is sustainable, inclusive, and equitable. Delegates wishing to participate should submit a competitive short paper (500-words max) focusing on the identified theme(s).

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5. Data privacy, the sword of Damocles in the realm of marketing

Workshop Convenors: Hanlin Wang (h.wang@brookes.ac.uk) Oxford Brookes University, Yan Sun (ysun@brookes.ac.uk) Oxford Brookes University.

The concept of privacy is the claim of organizations or individuals decide the time, approaches and extent of their personal information that is delivered to others. The first time that privacy became a concerning phenomenon was due to the ‘avalanche of numbers’, which refers to the explosion of data that happened from 1820 to 1840 (Krishnamurthy, 2020). At the beginning of the 21st century, the number of studies that concentrated on data security and online privacy grew dramatically, as the costs of sharing, producing and storing electronic information have hugely reduced since the late 1990s. Different from the definition of privacy, privacy concern refers to consumers’ fear and anxiety of losing anonymity in online transactions and the exposure of personal preferences, including error, data collection, unauthorized secondary use, and improper access (Smith et al., 1996). In the era of big data, the security of citizens’ personal information has raised attention from society, as privacy violations frequently happen, even under the protection of trusted organizations (Sannon et al., 2020). The exposure of government surveillance programs and scandals involving customer data leakage from companies may harm citizens significantly. In the field of marketing, privacy

protection has garnered more attention than ever before, as audiences consistently experience discomfort and insecurity regarding the sensitive information targeted by these marketing strategies (Girona and Korgaonkar, 2018).

This workshop calls for novel insights on data privacy and privacy concerns in marketing, their determinants, and outcomes. We, therefore, call for a competitive short paper (up to 500 words) which could potentially focus on, but not limited to:

- The role of data privacy in business and society
- The impact of privacy concerns in shaping consumption behaviour/ product services and commercial ecosystem
- Data error, data collection, unauthorized secondary use, and improper access
- Consumers' motivations behind personalised content/ service avoidance
- The potential adjustment of data privacy protection and education strategies based on different cultural contexts and social media platform features

This workshop would be a combination of short individual presentations (4-5 papers) together with a panel/group discussion. 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.

6. Disruptions and Consumer Resilience

Workshop Convenors: A. R. Shaheen Hosany, Goldsmiths, University of London; Girish Prayag, University of Canterbury; Shona Bettany, University of Huddersfield.

Disruptions are prevalent in daily life. Ranging from major, external, economic (cost-of-living), health (Covid-19), humanitarian (war) crises and environmental disasters (climate change), to job transitions, childbirth, divorce and death, disruptions influence consumption. Disruptions may reduce access to products/services and alter routines. The intensity and duration of disruptions can impact individual consumers, consumer groups such as families (Kerrane et al., 2021; Hosany & Hamilton, 2022) or the elderly differently. During disruptions consumers can be affected cognitively and emotionally. For instance, interactions with service providers can improve or reduce wellbeing; the consumption experience can be less optimal due to staff shortage, stock outages and long queues (Hamilton & Hosany, 2023). Consumer groups grapple with disruptions differently and enact multiple coping mechanisms that need to be understood. For example, young people and single consumers may operate in unique ways, compared to the elderly, or those who live in relationships. Internal or external stressors may lead to distinct responses from consumers facing social inequalities (Bhattacharyya & Belk, 2019). In encountering adversity such as floods and earthquakes (Baker, 2009), individual resilience may support community resilience (Jordan & Prayag, 2022), with implications for the marketing system to better support consumers pre, during and post-disruption.

The purpose of this workshop is to stimulate ideas, generate debate and promote collaborations on how consumers develop resilience in response to 'unexpected' events. Consumer resilience can imply bouncing back (Tugade & Fredrickson, 2004) or forward (Hall et al., 2020) when coping with life disruptions, to achieve balanced social and economic development. Understanding and making sense of the turbulent landscape is vital for profit and non-profit organisations to plan, transform, innovate and co-create value with consumers and a wider range of stakeholders to fulfil higher public expectations, through the lens of the marketing discipline for a better world (Chandy et al., 2021). In coping with disruptions responsibly (e.g., Haenlein et al., 2022), businesses may also have to build resilience (Jiang et al., 2021; Ozanne et al., 2022). When consumers are

uncertain on how organisations will respond during adversity, it can affect their consumption experience, satisfaction, quality of life and well-being. Potential submissions to our workshop include, but are not limited to:

- theories/frameworks that shape understanding of consumer resilience during/post disruptions
- understanding behaviour across stages of the customer journey, as a result of disruptions
- how diverse consumer segments (children, teenagers, parents, single mums, dads, tourists, elderly, disabled, consumers facing poverty, or diverse in other ways) build/display resilience
- challenges faced by different consumer groups due to disruptions and resilience strategies
- how do consumer traits, aspirations and goals, intersectionalities, and prior experiences with adversity, shape pathways and outcomes of resilience
- can stakeholders help consumers, profit/non-profit organisations develop/sustain resilience
- outcomes of consumer resilience, including links to consumer well-being, consumer advocacy

Format of the workshop:

We are open to diverse theoretical/methodological approaches, and impact-related research, including work in progress, to advance our understanding of issues, opportunities and challenges associated with developing consumer resilience due to disruptions. The workshop will involve a panel of speakers selected from submitted papers who will share brief summaries of their work. This will be followed by a focused discussion of key questions, overarching themes and emergent research paths. Participants will gain feedback through discussions and the opportunity to network/develop collaborations with colleagues engaged in similar research.

Pre-submission enquiries should be directed to Shaheen Hosany, S.Hosany@gold.ac.uk; Girish Prayag, girish.prayag@canterbury.ac.nz; Shona Bettany, S.Bettany@hud.ac.uk

Special Issue: Workshop participants are invited to submit their work to a special issue of the Journal of Marketing Management on 'Disruptions and Consumer Resilience' <https://www.jmmnews.com/disruptions/>

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7. [Eco] Labelling for Sustainability: redefining the value and future of sustainability labels

Workshop Convenors: Panayiota Alevizou*, Co-chair of Academy of Marketing (AoM) SIG Sustainability (University of Sheffield); Claudia E Henninger, Co-chair of AoM SIG Sustainability (University of Manchester); Pallavi Singh Chair of AoM SIG Sustainability (Hallam University, Sheffield); Nikolaos Dimitriadis (City College Thessaloniki, University of York)

Workshop brief

Eco labels date back to the late 1970s with the Blue Angel being the first market ‘signal’ of eco-friendly consumer products and have progressively increased and transformed from a marketing to a public policy tool. To date the eco label index records more than 450 eco labels across 25 industries in 199 countries implying a positive market response towards consumer information. Despite their market popularity, sustainability labels have been the epicentre of controversies and challenges questioning their purpose, processes and public value.

Competitive dynamics and consumer demand for more sustainable options, for instance, have triggered an unprecedented proliferation of heterogeneous sustainability-inspired claims ranging from third party certifications, to self-declarations claims leading to consumer confusion and scepticism, as consumers are unable to distinguish between the different types of labels. This proliferation places at risk the institution of labelling itself as consumers are challenged to both recognise and comprehend what eco labels are and to what degree the product or service is ‘sustainable’. In addition, various organisations and industry groups call out eco labels and certifications for greenwashing (eg. Licence to Greenwash report) and challenge their efficacy to drive sustainable production and consumption. In response, governments are moving towards a zero greenwashing tolerance approach with the EU parliament and Council recently reaching a provisional agreement to ban greenwashing and protect consumers from misleading market practices. These challenges are evident in a number of industries, such as the fashion, food, beauty, automotive and tourism to name a few and have raised questions in terms of the value, purpose and future of sustainability labels.

In this multi-stakeholder workshop we invite researchers, policy makers and practitioners engaged in sustainability labelling in all industries to participate and share their cutting edge ideas, methods and case studies on sustainability labelling in order to futureproof the concept and value of eco labelling and certifications. We propose the following questions:

1. What are eco labels, what is their role within marketing and society? What is their value for sustainable consumption and production?
2. How can we move the eco labelling research agenda further? (eg. different methodological approaches such as Neuromarketing (eg eyetracking),
3. How can digital technologies facilitate eco labelling research and practice? (eg. research in AI, mobile apps etc)
4. What are the key challenges surrounding eco labelling? How can practitioners work with researchers and policy makers to scale up successful international eco labelling cases?

We propose an open session of a two-hour workshop with 10-minute presentations of selected papers in a form of a roundtable interactive discussion.

8. Embedding SDGs in Marketing Curriculum: Examples from the Current Practice

Workshop Convenors: M. Bilal Akbar, Nottingham Trent University, and Barbara Tomasella, Alison Lawson, University of Derby, and Richard Howarth, Nottingham Trent University

Sustainability is a complex concept and may mean different things to different stakeholders, leading to different approaches to it by various stakeholders (Rosenbloom, 2021). The growing interest in sustainability and SDGs is partly linked to its broad remit across society, the environment, and the economy (UNESCO, 2022). Within marketing teaching and scholarship, such focus advances the debate around the preferred term of sustainability within the marketing discipline, with many conflicting concepts, such as *sustainable marketing*, *green marketing*, and *sustainability marketing*, all present in theory and practice (Voola *et al.*, 2022; Lunde, 2018). The pedagogic approaches employed to introduce the SDGs are diverse, especially around whether embedding across all modules or selectively in elective modules (Albinsson *et al.*, 2021); this fundamentally affects the underlying theories utilised to frame the concepts. Tomasella *et al.* (in review) argue that a mixed approach to teaching and learning is imperative to recognise, navigate and engage with these discourses: the first approach should be a broad integration of these topics across key modules (Rushinko, 2010), making use of existing theories of marketing whilst also recognising that new theories which are being debated in academia, such as macro-marketing and social marketing. This generates awareness around SDGs/sustainability topics, particularly useful for first and second-year undergraduates. Later, at final-year undergraduate or postgraduate level, a narrow focus means creating elective courses which explore deeper concepts and the specific theories around sustainability/SDGs, as well as including experiential activities designed to support behavioural change, particularly those that advocate for collective changes towards more sustainable consumption behaviours (Davies *et al.*, 2018). This brings into line with the recent studies emphasising educating marketers on marketing ethics (Woodall and Hiller, 2022; Woodall *et al.*, 2022), aligning with the 2024 conference theme, i.e., Marketing: Fusing resilience and power for public value - igniting marketing's social spirit. Through this workshop, we aim to identify, discuss, and evaluate the process in which SDGs are embedded within the marketing curriculum. This would allow us to gather knowledge on the best practice of integrating SDGs into the marketing curriculum alongside the challenges faced.

Plan for the workshop – The session will start with an expert panel discussion to set the scene by discussing the mechanism by which SDGs are embedded in marketing curricula and the challenges faced during the practice (2/3 presenters, 25-minute talk, 5 minutes for Q/As). This will be followed by an interactive group discussion (small groups based on the number of attendees) on the examples of practice that work well to enable integration of the SDGs, SDGs that are more difficult to embed in marketing education, barriers to embedding SDGs and ways to overcome those barriers, gaps in our own knowledge and understanding of the SDGs, getting wider and institutional buy-in, working with businesses and other organisations to embed SDGs, working together with students to embed SDGs, QAA guidance/SDGs, and ESD competencies, etc. The format will be 35 minutes for the small group discussion, 25 minutes for feeding back to the wider group, and determining what attendees will take away from the session, e.g., how they will change their practice or disseminate ideas about good practice to colleagues.

9. Empowering sustainability through the power of AI: How can AI technologies be used to encourage consumer decision-making towards sustainable consumption?

Workshop Convenors: Hannah Marriott and Helena Knight

Workshop format: 1.5 hour workshop – the convenors will select 4-5 papers that investigate the niche areas of this research domain. The workshop will, then, comprise of a moderated discussion of the various emerging themes, to steer conversations towards the past, present and future of AI in sustainability, based on set questions from the convenors. The workshop session will be interactive in nature and will aim to enhance further understanding in this field for future research.

Background

Widely acknowledged for its prospect in addressing problematic marketing and consumption practices (Prothero et al., 2011; White et al., 2019), “sustainable consumption” (SC) has been questioned as a misnomer. In this vein, scholars have debated whether there is such thing as consuming in a sustainable/ethical manner (Kotler, 2004), have questioned consumers’ appreciation of ethics/sustainability in consumption (Carrigan, 2017; De Pelsmacker et al., 2005) and raised issues with its misuses through corporate ‘high-jacking’ for profit (DesJardins, 2016; Peattie & Crane, 2005). The introduction of Sustainable Development Goal 12, which promotes responsible consumption and production, has re-asserted the legitimacy of SC as both a practical approach to guide business strategies and a significant research domain. Within SC, research has examined topics such as consumption of organic (e.g. Parashar et al., 2023), green (Peattie & Crane, 2005; Sharma, 2021), carbon-neutral (Ali et al., 2023) and Fairtrade products (Gillani et al., 2021), adoption of sustainable lifestyles (Pettifor et al., 2023), re-evaluation of fast-fashion (Chi et al., 2021), circular economy (Elzinga et al., 2020; Verleye et al., 2023), and degrowth (Lloberas et al., 2022).

AI technologies, such as chatbots, service robots, Augmented Reality (AR) and Virtual Reality (VR) have revolutionised the retail and service sectors in providing additional consumer touch-points and a wider range of consumer services. Retailers use AR functions within shopping apps to help consumers visualise purchase decisions. For example, the IKEA app augments furniture into a room through the user’s camera screen, whilst the Dulux app augments paint colour options on a user’s wall. Although research is beginning to recognise that technology can be used to encourage consumers to engage in SC decision-making (Laukkanen et al., 2022), the overall understanding of the impact of AI on SC is limited.

Although AI technologies can discourage physical purchases and, thus, advance sustainability, a reverse effect may also emerge. Research shows that the integration of AR may inspire impulse buying (Bottger et al., 2017) and drive positive purchase behaviours (Nikhashemi et al., 2021). For example, consumers using the IKEA app may use it as an idea generator and browsing tool which could increase spontaneous/unplanned purchases (Chen et al., 2022; Trivedi et al., 2022). As such, this workshop aims to bring together scholars with an interest in research that intersects the SC – AI domains to stimulate ideas and conversations around the role of AI within the striving for a sustainable future.

Calls for papers

To address this pressing social/environmental research area, we welcome papers on topics such as:

- Use of AI technologies in online/offline environments in the context of CS consumption
- Short/long-term effects of AI on sustainability-related consumer decision-making
- Effects of AI technology on purchasing/non-purchasing wellbeing
- The dark side of AI in decision-making

- Methodological approaches to examining AI effects on sustainable behaviours
- The role of AI in driving the sustainability agenda through responsible consumption
- The use of AI technologies in facilitating and advancing SDG 12

*References available upon request

10. Growing the Power of Food Marketing Scholarship for Social Change

Workshop Convenors: Andrea Tonner, Benedetta Cappellini, Juliette Wilson.

The global food landscape is facing significant issues of interest to food marketing scholars. The UNEP, FAO and UNDP (2023) highlight that undernourishment affects c. 10% of the world spanning both the global north and global south. Disruptions to supply and trade of food and subsequent pressures on food inflation are exacerbating global rates of hunger. Population growth particularly in developing regions, is leading to increases in food demand that the market is ill-equipped to meet. Inefficiency within food systems means that 14% of food is lost during production, storage, transport, processing and distribution, with an additional 17% wasted from retail through consumption (ibid). These are only some of the key issues which food marketers can play an instrumental role in addressing. We cannot achieve change in isolation, we need to consider how to grow our power as academics by creating greater connections with the diverse range of stakeholders across food systems.

In this closed workshop we will consider how small group movements such as the newly formed food marketing SIG can build their power for public purpose by engaging in solidarity with other stakeholders seeking similar change.

Voola et al (2022) identify that marketing scholarship can be criticised for failing to understand the urgency of social problems and lacking relevance to business practice. We would add that the range of stakeholder that current marketing academia engages is too narrow – focusing primarily on consumers or businesses, setting up false dichotomies and limiting the range of stakeholders that can be engaged in our work. We will build on de Ruyter et al. (2022) who consider that co-creation with stakeholders is critical if academia is to contribute meaningful change to grand global challenges.

This workshop will have up to 15 participants and submitted papers will underpin the discussions with the aim of building a framework for solidarity-based research in addressing food marketing's grand challenges. We will also hold online sessions ahead of conference where we'll hear from actors across the food system and have a chance to share our experiences of working collaboratively.

We are looking for food marketing scholars who are engaging with stakeholders across the food system. Conference delegates wishing to participate in this workshop should submit a competitive short paper of up to 500 words focusing on collaborative approaches to food marketing scholarship. We particularly welcome contributions which help us consider how to engage the breadth of food marketing stakeholders in our marketing scholarship. This may include projects that engage with: Public Sector, Private Sector, Civil Society, Meso -Organisations, Food System Workers, the International Community, Media, Consumers, Other Academic Disciplines and any other relevant actors.

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

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UNEP, FAO and UNDP (2023) Rethinking our Food Systems: A Guide for Multi-stakeholder Collaboration.

<https://www.undp.org/publications/rethinking-our-food-systems-guide-multi-stakeholder-collaboration>

11. How Can we Unlock the Communication Gap in Sustainability?

Workshop Convenors: Sianne Gordon-Wilson*, Queen Mary University London; Zoe Lee, Cardiff University

Sustainability communication serves a dual purpose. Firstly, it aims to educate consumers about a brand's commitment to sustainability. Secondly, it strives to boost sales of the brand's products (van Doorn et al., 2021). This is significant because many consumers lack confidence in their knowledge about sustainability claims (White et al., 2019). It is also complex navigating through industry-specific sustainable communications across domains such as food (Lazzarini et al., 2018), cosmetics (Cervellon and Carey, 2011) or fashion (Henninger et al., 2023). When consumers don't understand the language that brands are using, then not only are businesses missing out on winning over environmentally minded shoppers, but there will be a potentially lower adoption of more sustainable products in the market.

Consumers tend to grasp straightforward sustainable claims with ease, such as "recyclable" or "made with less". However, recent terms like "made with 1/3 less water" and "carbon negative" often leave consumers in a state of bewilderment. This is due to a lack of accompanying explanations and the absence of adequate education (United Nations, 2023) as well as empathy (Ćirović et al., 2023). This challenge prompts an important question: How can sustainable communication be made clearer, ensuring it resonates with a diverse consumer base characterised by different levels of sustainable knowledge and interests?

In addition to *how* the sustainable message is communicated, *where* it is communicated is equally important. Previous research shows that consumers exhibit varying degrees of trust in sustainable messages, depending on the communication channel used. A staggering 67% of consumers place their faith in sustainable claims found on product packaging, with brand websites following closely at 62%, news stories at 60%, and advertising at 56% (Fleishmanhillard, 2023). Further, sustainable advertising is so broad, and can use so many different mediums, that it can provide significantly different levels of detail. Sites such as 'X' (formerly known as Twitter) is limited to only 280 characters compared to ads sponsoring (green) influencers who can elaborate with repeated exposure to their communities on sites such as TikTok, Instagram Reels or YouTube Shorts. This workshop calls for better understanding of the different channels for sustainable communications.

Within the workshop we want to pose challenging questions in order to understand:

- 1) How can sustainability be communicated clearly and effectively to consumers?
- 2) What communication methods are more effective at educating consumers about sustainability?
- 3) How do marketing tools differ with communicating sustainability?
- 4) What is the future of sustainable communications?

We invite empirical and conceptual work from all research areas such as food marketing, brand management, tourism, travel, fashion, hospitality. We seek to gain different viewpoints within the presentations and discussions and encourage research from companies/brands and consumers.

Workshop format:

1.5 hour workshop – we will curate a selection of 4-5 papers and speakers who will delve into the prevailing themes in sustainability communications, examining what strategies have proven effective and what pitfalls to avoid based on their research. During the round table discussion, we will serve as moderators, guiding the

conversation with carefully prepared questions. The session will conclude with interactive Q&A session, and fostering discussion about potential research areas within the field.

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12. Igniting Positive Cultural Change in Academic Institutions

Workshop Convenors: Olaya Moldes Andrés

Most Universities are competing to attract students who are part of a very compromised generation that has grown with #Metoo, #BlacklivesMatter, or #TransRights social movements. Moreover, most Business Schools are aware of the benefits of having a diverse academic staff and are competing to attract top Ph.D. students and scholars who value having an adequate work-life balance and working in an inclusive and supportive environment. It only takes a post on social media to negatively impact the image of a University and also impact the careers and reputation of its well-intended employees. As a result, preventing and tackling these issues effectively has become a priority for most Academic institutions.

This workshop will aim to kick off with some research in marketing on organizational change. Then, it will showcase some of the sector's best practices in tackling a specific social issue. Then, following some examples, the audience will have an opportunity to share some observed problems and best practices from their institution. Finally, the audience will be asked to self-reflect on the current weaknesses of their institution and on how some of the best practices shared during the workshop could be implemented in their workplace. The workshop will end with the question: *What can you personally do to kick off your desired change in your institution?* This reflective exercise will aim to empower the audience to be a catalyst for positive social change.

Examples of topics that will be open for debate: Ethical authorship (e.g., ghost authorship or 'parasite' authorship), Work-life balance (e.g., unmanageable workloads), micro-aggressions (e.g., race discrimination or national-based stereotyping), gender-based challenges (e.g., motherhood or menopause), LGBTQ+ work issues (e.g., gender-neutral toilets or social isolation at work).

13. Marketing and responsible innovation: Balancing progress and ethics'

Workshop Convenors: Luigi De Luca DeLucaL@cardiff.ac.uk; Prabirendra Chatterjee ChatterjeeP@cardiff.ac.uk

This workshop aims to address the issue of the often-unintended consequences of innovation in presence of severe information asymmetry, data accumulation, energy consumption and other aspects of surveillance capitalism (offline or online) as experienced by today's consumers. The workshop will foster an engaging and interactive debate on the role of marketing during the innovation process and how it may contribute to enhancing responsible innovation. In line with the theme of the AM2024 annual conference, participants will try to collectively understand how incorporating the notion of public value in marketing can lead to the *prevention, mitigation or reversing* of the unintended consequences of innovation, in particular the digital innovations that characterize the 'big tech' business model. We will invite short competitive papers (both conceptual and empirical) on the topics related to, but not limited to – *consumer empowerment through AI, algorithmic fairness and bias mitigation, blockchain and decentralized data ownership, information intermediaries and trust, ethical design of user interfaces, implementation and impact of privacy-preserving technologies, sustainability and data capitalism, automation and robotics in services etc.*

Workshop Format

Introduction and overview of the session topics (5 minute), Four roundtable discussion sessions (20 minutes each), Break after the first two roundtable sessions (5 minutes)

We believe the novelty and the importance of the workshop topics will encourage researchers across the UK universities and beyond to participate and engage in a vibrant discussion on the present challenges and future directions of pursuing responsible innovations. By bringing together the scholars from diverse backgrounds within the discipline of Marketing, we will aim to push the boundaries of innovation research in the twenty-first century and promote fresh idea that might inspire generations of academics to pursue cutting-edge research in the foreseeable future.

14. Marketing's Social Spirit and Transformative Services in Unregulated Environments

Workshop Convenor: Emmanuel Mogaji, Keele University, UK. E.mogaji@keele.ac.uk

In recent times, there has been a notable surge in the advocacy for transformative services, aiming to enhance the well-being of consumers and other stakeholders across various sectors—ranging from financial services and charity organizations to healthcare facilities and transportation services. This workshop seeks to delve into the theoretical exploration of marketing's social spirit as a catalyst for the promotion of transformative services, particularly in unregulated service provisions.

Objectives:

- **Unregulated Service Provisions:** Examine the prospects and challenges for transformative services in unregulated industries where service providers may not be bound by stringent regulations to enhance their services.

- **Moral Justifications:** Investigate the moral motivations and justifications for delivering high-quality services, especially in scenarios where there is a high demand, and consumers may tolerate poor services due to a lack of alternatives.
- **Global Perspective:** Assess the prospects of transformative services in developing countries facing infrastructural and socioeconomic challenges, exploring alternative approaches.

Key Questions:

1. What are the ethical considerations in delivering transformative services in unregulated industries?
2. How can marketing scholars engage with societal challenges through the lens of marketing's social spirit?
3. Are there alternative strategies for improving services in regions with infrastructural and socioeconomic constraints?

Workshop Format:

This workshop will adopt an interactive format, encouraging active participation and lively discussions. Attendees will engage in collaborative sessions, facilitated discussions, and case study analyses to explore the nuances of marketing's social spirit and transformative services in unregulated environments. The aim is to stimulate innovative ideas, foster collaborative discussions, and potentially lay the groundwork for future collaborations and publications.

Target Audience:

This workshop is designed for scholars, researchers, and practitioners interested in responsible marketing. Participants will benefit from the diverse perspectives shared during the workshop, contributing to the ongoing discourse on transformative services.

Conclusion:

The workshop aspires to transcend traditional research strands by addressing critical issues related to marketing strategy in unregulated environments. By fostering an environment of open discourse and collaboration, we aim to uncover novel insights and potential solutions to the challenges posed by transformative services in various global contexts.

We look forward to your participation in this thought-provoking workshop.

15. Perspectives on drinking, manufacture and drinking spaces and places

Workshop Convenors: Nadine Waehning, University of York, UK; Robert Bowen, Cardiff University, UK; Victoria Wells, University of York, UK

Over 50% of adult men and over 40% of adult women drink alcohol at least once a week in England (NHS, 2022) with over 60% of adults describing themselves as moderate drinkers in Wales (Welsh Government, 2019). While problematic drinking is often a focus, the vast majority of drinkers in the UK are modest drinkers who drink at or below the recommended level with approximately 70% of adults categorised as low risk drinkers (Drinkaware, 2022). Of those who drink there are various spaces and places in which drinking takes place. Home drinking has become more popular, as supermarkets have offered cheaper alcohol and home entertainment options have been wider (Sandiford and Divers, 2011). In 2021 80% of adults reported having

drunk in the home in the last week, 36% in a pub, restaurant or a bar and 19% at a friends or families homes (Drinkware, 2022). Pubs, a key part of drinking culture bring immeasurable public value, both socially and economically as community hubs (Fyans and McLinden, 2023) but are closing at an alarming rate, due to many factors including government interventions, high levels of beer tax/VAT, and Covid with, in the first 6 months of 2023, 750 pubs closed (Weller, 2023). At the other end of the process, brewers, distillers and winemakers have developed significantly across the UK over the last 10 years allowing more local and UK based options for alcohol consumption (Cabras, 2017). As well as this, in response to lower numbers of young people drinking (Williams and Katwala, 2022), no and low alcohol products (nolo) have also been launched into the market with an expected value of £432million by 2027 (Mintel, 2022). The area of drinking and drinking spaces, places and manufacture, is multifaceted and complex and requires further detailed research.

An understanding of drinking behaviour of consumers, the retail position of drinking and the manufacture of alcohol leads to a range of important marketing, consumer behaviour and strategy questions. Some suggested areas of interest to the workshop include (but are not limited to):

- Consumers drinking behaviour and the marketing of different alcoholic and nolo drinks.
- Analysis of problematic and moderate drinking behaviour from a marketing/consumer perspective.
- Advertising and marketing strategies related to alcohol, drinking spaces and drinking.
- The decline in pubs, and the availability of pubs as drinking spaces and social community hubs.
- Evaluating how pubs and drinking spaces add to community public value.
- Links between local/regional development and drinking spaces.
- Strategy related to brewers, distillers and winemakers.
- International and national routes to market for brewers, distillers and winemakers.

We welcome ideas for inclusion in the workshop related to any aspects of drinking, brewing or retailing alcohol (or nolo) from either a marketing, consumer and/or strategy perspective.

Workshop Format:

The workshop will be an open format workshop. Anyone can submit an abstract for the workshop. The workshop convenors will accept a number of abstracts to be presented. The session will be open for anyone to attend. Suitable time will be left for ongoing discussions in the subject area.

Special Issue: Workshop participants are invited to submit their work to a special issue of the Journal of Marketing Management on ‘Perspectives on drinking, manufacture and drinking spaces and places’

<https://www.jmmnews.com/perspectives-on-drinking/>

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16. Playing the Marketer – Bringing the Joy of Marketing into the Classroom

Workshop Convenors: Dr Dave Alton, University College Cork, Ireland Email: david.alton@ucc.ie; Sean Tanner, University College Cork, Ireland. Email: sean.tanner@ucc.ie

In today's fast-paced business landscape, continuous learning and skill development are essential for success. Marketing education faces a number of challenges, among which is the creation of learning environments that engage students and create meaningful learning opportunities. As such, there is an increasing acknowledgement of the need to find novel means of engaging students and reflect changing learner approaches. At the same time, pandemic-necessitated remote learning has highlighted the limitations of passive approaches to knowledge acquisition, where, in short, engaged learners are not passive learners. In turn, this begs the question, how do we foster a generation of actively engaged marketing students? In this workshop we query whether playful or 'fun' approaches to marketing pedagogy offer a potential means to further student engagement, and importantly, how marketing educators are navigating current challenges around student engagement, viewed through the theoretical lens of play.

Although play has been previously argued to support the creation of a 'ludic learning space' (Kolb & Kolb, 2010), it is also recognised that playful learning may be unfamiliar for many students and educators. Having recently engaged in a number of initiative playful modes of learning (e.g. marketing board games, PR crisis role plays, marketing insights 'treasure' hunting), supported by the PRME i5 project, the workshop convenors invite participants to contribute insights into novel pedagogic approaches encompassing play dimensions. In line with work of Huizinga (1955) play takes various forms and can encompass both mimicry (e.g. role play, dramaturgy, emulation, simulation), competition (e.g. individual/group based gamified learning operating within the boundaries of rules), chance (e.g., games based on luck or 'randomness'), and vertigo (e.g., experiences that result in heightened emotions such as ecstasy, fear, etc...). The impact of play across teaching and learning contexts and its broader impact on learning and classroom dynamics will be considered. In particular, submissions considering the design, implementation and evaluation of playful learning approaches in marketing pedagogy are welcome. Submissions may consider both learner and educator challenges and opportunities arising from novel playful learning approaches.

Workshop Format: participants will be invited to use a single relevant artefacts to illustrate and convey their discussion topic. This may include relevant imagery, teaching artefacts (e.g. student feedback, assessment briefs, teaching guides), slide (single slide) alongside a 5 minute presentation on their chosen topic which will prime a guided discussion among colleagues. Given the competitive element of play, participants will be invited to score the best in show and tell and reflect on the impact of winning and losing, the perceived fairness of the game, and how this impacts the teaching environment.

17. Reigniting the Social Spirit of Marketing through Subsistence Marketplaces

Workshop Convenors: Madhu Viswanathan, University of Illinois, Urbana-Champaign, USA madhubalan.viswanathan@lmu.edu; Samanthika Gallage*, University of Nottingham, UK samanthika.gallage1@nottingham.ac.uk; Ronika Chakrabarti, Trinity College Dublin, Ireland: ronika.chakrabarti@tcd.ie

Subsistence marketplaces consist of communities living at low-income levels and are largely deprived from standard housing, education, sanitation or healthcare and have limited access to resources (Viswanathan and Rosa, 2007). They live in an uncertain reality with little margin of error that subject them to various vulnerabilities on a daily basis. Much of the world's population are within subsistence marketplaces and are largely concentrated in the global south in regions such as Asia, Africa and Latin America and a sizable portion of such communities also live in the global north in the developed world. A large majority of marketing scholarship is built on western middle-class consumers from the global north and has overlooked subsistence contexts (with notable exceptions of such streams as subsistence marketplaces and base-of the pyramid). In the post pandemic world, more and more communities are falling into the subsistence continuum of barely making ends meet in both the global north and south making this topic all-the-more relevant.

This workshop request researchers to submit papers on a broad range of subsistence marketplaces topics such as consumer behaviour in subsistence contexts, conceptualising marketing concepts within the context of health and behaviour change, entrepreneurship and social innovations, food insecurity, strengths in subsistence contexts, sustainability challenges and lessons, product design and innovation, research methods etc.

Format of the workshop – open workshop

First 30 minutes – 5 minutes introduction from the conveners and the “Virtual immersion for subsistence marketplaces”. The virtual immersion includes 360 and day in life videos in different subsistence contexts (see the link <https://www.subsistencemarketplaces.org/immersion.html>).

Second 30 minutes - Participant presentations on their projects/papers – Approximately 5 minutes each presentation and 5 presentations.

Third 30 minutes – Integrated group discussion from the participant presentations and virtual immersion around the theme of “**Creating impact within subsistence communities through marketing research and practice**”.

Workshop conveners will look for the possibility of securing a *special issue for the workshop* based on the quality of papers and the discussions around it.

18. Re-imagining Marketing Research in the AI Age: Igniting Opportunities & Challenges?

Workshop Convenors: Nigel Coates, Associate Professor, Founder / Director of the Business Clinic, Northumbria University; Janet Ward, External Supervisor, Heriot-Watt University/Edinburgh University

The Journal of Marketing Management has recently accepted for publication a paper by Mina Seraj-Aksit and Prof Robert Kozinets that, ‘offers one of the first AI-assisted netnographies to use ChatGPT4.0 for qualitative

data analysis and theoretical ideation'(Kozinets, 2023). While another recently accepted paper outside the marketing field, suggests that Large Language Models may provide some useful analysis of research papers (Liang et al. 2023). This creates a new era in marketing research where AI becomes integrated into the marketing research process.

This workshop aims to explore the opportunities and challenges that these developments bring to us as researchers, supervisors, educators, and practitioners. How can we re-imagine the research process to include such developments and what criteria do we use to decide which aspects of AI usage are appropriate or not?

Ultimately as individuals we are part of a wider organisation with Ethics Committees and institutional guidelines to follow. Given these recent research developments are current institutional guidelines for the use of AI, fit for purpose? Other external factors from the research perspective are REF and journal guidelines about ChatGPT & Generative AI. For example, The Journal of Marketing Research which advise that 'AI bots such as ChatGPT should not be listed as an author'(Sage, 2023).

Professional bodies such as The Chartered Institute of Marketing or The Market Research Society may have their own AI guidelines. Are there issues of potential conflict between academic and practitioner guidelines? How may this impact Knowledge Exchange and other enterprise research focused activities such as The Business Clinic at Northumbria University?

As educators we teach marketing research within Doctoral and MRes degrees but also at undergraduate and postgraduate taught level. Therefore, how AI is integrated into the methodology/methods modules and dissertation supervision raises further issues.

We ask for 500 word contributions on any of these aspects or those you think we have missed.

Format of Workshop

We will circulate all selected papers prior to the meeting for all participants to read. We envisage having three short, invited contributions to start the debate.

After some discussion we will break up to groups to focus on the key topics from the submitted papers. We will select leaders of the groups from those that have submitted work. They will then give a summary of their submission and the group discussion outcomes.

Finally, we will aim to draw the discussion threads together and discuss potential paper opportunities from the workshop.

19. Slave to the algorithm: marketing's coercive or liberatory future?

Workshop Convenors: Anita Zhao (Swansea University), Ruffin Relja and Philippa Ward (University of Gloucestershire)

Contemporary computing approaches have reshaped the consumption landscape, changing consumers' spending patterns through the provision of an integrated ecosystem predicated on algorithmic marketing. The latter is defined as "... the commercial use of complex mathematical algorithms based on AI [artificial intelligence] techniques pivotal to driving improved marketing decisions for competitive differentiation among customers" (Galli, 2022, p. 18). This technological shift has wrought a digital environment where, for instance, marketing content, consumer products, financial services, and customer experience enhancements are appreciably closer at hand, increasingly pervasive, more targeted, and inherently personalized (Grewal et al. 2020). Whilst algorithmic marketing has the capacity to liberate by fostering a directed, and potentially more entrepreneurial, disposition to consumption practices, this position is founded on the supposition that the actors, and specifically, consumers have the necessary knowledge and capability to make informed decisions (e.g. Relja et al., 2023). However, the use of algorithms means that consumers are, perhaps, more accurately

framed as being constrained and any inherent patterns of damaging behaviour maintained. Therefore, while the developments afforded by algorithmic marketing appear to advance opportunities, such as greater accessibility and flexibility, they inevitably also precipitate numerous disadvantages for consumers, such as impulsive spending, financial vulnerability, and limited development of market knowledge. These challenges invariably create unsustainable practices and interactions with the other actors in the algorithmic marketing ecosystem.

These complexities create a challenging 'space' for consumers, service providers, retailers, and regulators and advocates alike – arguably changing the relationships between them and necessitating continued consideration of the evolving nature of algorithmic marketing. This includes the measures through which its potentially regressive outcomes (e.g. resource misintegration) can be curtailed (O'Loughlin et al., 2023) and its positive facets harnessed to surface enhanced mutual wellbeing for all the varied actors within this evolving – somewhat fluid – ecosystem.

In response to these developments, we are open to diverse theoretical perspectives, methodological approaches, and impact-related research seeking to advance our understanding of the assorted possible futures wrought by algorithmic marketing. Potential research topics of interest include, but are not limited to, the following:

1. The influence and consequences of algorithmic marketing on diverse consumer groups
2. The implications of algorithmic marketing for varied stakeholders, consumers, retailers, regulators and consumer advocacy groups
3. Potential shifts in actor interrelationships and associated allegiances
4. The rise of data science and its intended future requirements for the nature of marketing education and practice, and its relationship to public values

Workshop format – Open session, short 5-minute presentations based on maximum 6 selected papers, followed by facilitated round table or expert panel discussion with audience.

Pre-submission enquiries should be addressed to – Dr Anita Zhao a.l.zhao@swansea.ac.uk

Special Issue: Workshop participants are invited to submit their work to a special issue of the Journal of Marketing Management on 'Slave to the algorithm: Marketing's coercive or liberatory future?'

<https://www.jmmnews.com/algorithm/>

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20. Social Marketing and Artificial intelligence: Incorporating artificial intelligence in the promotion of behaviour changes

Workshop Convenors: Zivai Mare (Z.Mare@greenwich.ac.uk); Nicky Garsten (N.Garsten@greenwich.ac.uk); Klairoong Hawa Phairor (K.H.Phairor@greenwich.ac.uk); Sven Kuenzel (S.Kuenzel@greenwich.ac.uk); Surabil Sudarshan (S.Sudarshan@greenwich.ac.uk), University of Greenwich

Artificial Intelligence (AI) with its power to identify patterns and generate accurate predictions has pervaded private and public sectors with implications for both consumer and public welfare. It helps reshape and benefit

societies and provide new solutions to complex problems (Taddeo & Floridi, 2018). The potential for AI to improve public health is diverse, with applications in outbreak identification, screening and diagnosis, health promotion, and management of chronic conditions (Bauer and Lizotte, 2021). For example, during the pandemic, one of the initiatives to promote COVID-19 vaccinations was to use an AI chatbot (Castelo, Chalaguine and Häubl, 2021). The findings suggest that it is feasible and potentially valuable to create chatbot systems using AI to facilitate access to current, accurate, complete, and persuasive information on infectious diseases. Such a system can be adapted to use with patients and populations needing detailed information and motivation to act in support of their health (Zhou, Silvasstar, and Bull, 2023). However, challenges AI poses on society ethically and socially have been raised. For example, AI has come under criticism regarding its negative impact on marginalised groups. The high-profile examples of the potential for bias are Microsoft's short-lived racist and misogynistic chatbot and the face depixelizer application that create a facial image of a White Barack Obama (Bauer and Lizotte, 2021).

This workshop calls for novel insights into the potential impact of Artificial Intelligence (AI) on promoting behaviour changes in public health. We are also interested in potential biases in AI algorithms and ethical implications.

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

- Application of AI to promote behaviour changes for social good.
- Ethical implications of incorporating AI in promoting behaviour changes.

This workshop would be a combination of short individual presentations (4-5 papers) together with a panel/group discussion. 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.

Bauer, G. and Lizotte, D.J. (2021). Artificial Intelligence, Intersectionality, and the Future of Public Health, *American Journal of Public Health*, January 1st, 98-101.

Castelo, N., Chalaguine, L. and Häubl, G. (2021). A Persuasive Chatbot for Encouraging COVID-19 Vaccination, *Artificial Intelligence in Marketing and Beyond: Interdisciplinary Perspectives on the Social Impact of Ai*, Association for Consumer Research. https://www.acrwebsite.org/volumes/v49/acr_vol49_3000450.pdf

Taddeo, M. and Floridi, L.(2018). How AI can be a force for good. *Science*, 361 (6404), 751-752.

Zhou, S., Silvasstar, J., and Bull, S. (2023). An artificially intelligent, natural language processing chatbot designed to promote COVID-19 vaccination: A proof-of-concept pilot study. *Digital Health*, <https://doi.org/10.1177/20552076231155679>

21. Social Media and Marketing: Towards a Better Future

Workshop Convenors: Octavio Murekian (o.murekian@greenwich.ac.uk); Klairroong Hawa Phairor (K.H.Phairor@greenwich.ac.uk); Chen Yang (c.yang@greenwich.ac.uk) Yan Sun (ysun@brookes.ac.uk);

The contemporary media landscape has undergone a substantial transformation due to the pervasive influence of social media, where individuals have increasingly utilized these platforms for various purposes, including entertainment, social interaction, news consumption, and the acquisition of brand and product information (Alhabash et al., 2017). However, the extensive adoption of social media has introduced significant concerns that impact both end-users and marketers. Notably, challenges arise from negative electronic word-of-mouth and the presence of intrusive and vexatious online brand representations (Dwivedi et al., 2021). Furthermore, consumers' trust in brands is significantly influenced by recommendations from other consumers and opinion leaders, such as review websites and influencers (Liu et al., 2018).

This workshop seeks to bridge the gap between theory and practice by promoting rigorous academic research and informed discussions. Drawing from disciplines such as psychology, sociology, communication studies, and marketing, we aim to explore concepts like **digital detoxification, algorithmic bias, online identity, and consumer trust** within the context of social media marketing. It is imperative that we unravel these intricate dynamics to pave the way for ethical, sustainable, and responsible marketing practices that prioritize both individual and societal wellbeing.

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

- Social Media and Mental Wellbeing
- Ethical Marketing on Algorithmic bias
- Digital Detoxification and Disconnecting
- Online Identity and Consumer Behaviour

This workshop would be a combination of short individual presentations (4-5 papers) together with a panel/group discussion. 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.

Alhabash, S., Mundel, J., & Hussain, S. A. (2017). Social media advertising: Unraveling the mystery box. In *Digital advertising* (pp. 285-299). Routledge.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.

Liu, L., Lee, M. K., Liu, R., & Chen, J. (2018). Trust transfer in social media brand communities: The role of consumer engagement. *International Journal of Information Management*, 41, 1-13.

22. Sustainability and circularity in luxury: Setting a future research agenda

Workshop Convenors: George Christodoulides, American University of Sharjah (UAE)

gchristodoulides@aus.edu; Gabriele Murtas, University of Bergamo (Italy), gabriele.murtas@unibg.it

Given the impact of socially conscious Millennials and Gen-Zs in driving the luxury industry towards more sustainable practices (Christodoulides et al., 2021), luxury brands find themselves at a crossroads, where their traditional values (Ko et al., 2019) intersect with evolving consumer expectations. Indeed, although reimagining product lifecycles can profoundly impact environmental conservation, it may come at the expense of luxury brands' perceived exclusivity (e.g., Pantano & Stylos, 2020). In light of the limited research attention dedicated to this intriguing paradox (Klaus et al., 2022), this workshop aims to set a research agenda to guide researchers in addressing pressing research questions.

Workshop structure:

- **Introduction and group formation (15'):** The workshop will start with a brief overview of circular economy and sustainable practices in the luxury sector. Participants will be introduced to key concepts and the workshop's activities. Attendees will then be divided into six small groups - each consisting of 2-3 individuals - either based on the submitted topics or cue cards representing emerging consumption

phenomena (e.g., 'pre-owned,' 'sustainable materials,' 'renting,' 'sharing,' 'repairing,' and 'repurposing'). Participants who did not submit a paper are also expected to participate and join a group.

- **Practitioner insights (if available):** To kickstart the workshop, a practitioner from the luxury industry (e.g., Selfridges) may be invited to briefly introduce the topic and share insights on how their brands are implementing sustainable practices.
- **Group activity (30'):** Each group will receive a flipchart paper and markers to brainstorm and create a visually engaging mind map related to their assigned topic.
- **Poster presentation (15'):** Posters will be displayed on the wall, and each group will have 2'– 3' minutes to present their ideas and insights. This interactive session will foster engagement and knowledge sharing.
- **General discussion and research agenda (30'):** The workshop will conclude with a general discussion where participants and coordinators will reflect on the insights gained during the group activity and presentations. The main aim is to collaboratively develop a research agenda centered on sustainability and circularity in luxury branding.

In summary, this workshop is designed to be an interactive and collaborative space for researchers in order to stimulate ideas and conversations about potential collaborations. By exploring the concepts of sustainability and circularity in the luxury sector, we aim to create a research agenda that will guide future investigations in this domain.

23. The Impact of Mobile Apps on Consumers' Well-Being and Public Value Creation

Workshop Convenors: Nina Michaelidou, *Loughborough University*; Ioannis Kostopoulos, *Liverpool John Moores University*; Dr Lara Stocchi, *University of South Australia*; Dr Naser Pourazad, *Flinders University*

In the last ten years, mobile applications (apps) have surged in popularity, becoming an essential part of people's daily lives (Stocchi et al., 2022). The total number of apps' downloads has increased by 82% in 2022, and it is expected to expand exponentially over the next five years (Statista, 2022). This rapid expansion suggests that, as digital tools, apps are not just functionally beneficial; they also satisfy psychological needs and have a significant impact on individuals and communities (Bitrián et al., 2021). For instance, mobile apps have a significant, albeit ambiguous, influence on users' physical and mental well-being (McKay et al., 2019; Woodward et al., 2020). On the one hand, several types of mobile apps (e.g. fitness, self-improvement) have a positive impact on consumers' health and well-being (Yerrakalva, 2017). On the other hand, excessive usage of other types of apps (e.g. games, gambling) can result in personal and psychological problems such as stress, fear of missing out (FOMO) and addiction (e.g. Swar & Hameed, 2017).

At the same time, many authors have explored the role of mobile apps on society in general, investigating their impact on social cohesion and societal issues prevention. In particular, mobile apps' societal importance became apparent during the Covid-19 pandemic by providing solutions to many problems and supporting people in various ways (Bhavya & Sambhav, 2020). Academic research has explored individual and social consequences of mobile apps across stages of consumption (Alevizou et al., Tran et al., 2021; 2021).

Nevertheless, several gaps exist concerning the role of mobile apps in modern societies and their influence on individuals and communities (Volkmer & Lerner, 2019; Stocchi et al., 2022). To this end, for this workshop we call for novel insights, inviting theoretical and empirical papers (500 words max) **exploring the impact of**

mobile apps on consumers' well-being and public value creation. Papers submitted to the workshop can focus on, but are not limited to, the following topics:

- Psychological drivers and well-being outcomes of mobile apps' adoption.
- Determinants and outcomes of health, fitness, and well-being apps' adoption.
- The impact of mobile apps on mental health and self-improvement.
- The use of mobile apps in tackling social issues (e.g. public health, crime prevention).
- The role of mobile apps in creating and sustaining public value.
- The influence of excessive mobile apps' use on individual and community well-being.
- Apps' overload and decision fatigue.
- Mobile apps' accessibility and inclusivity.

Format of the workshop: The workshop will consist of interactive discussions on competitive papers submitted where authors will have the opportunity to receive feedback on their work. This will be followed by a round-table discussion with the aim to identify important future directions in mobile apps research dealing with mobile apps' role on consumers' well-being and public value creation.

24. The value of all these arts: social and cultural value creation within, across and beyond the arts and creative sector

Workshop Convenors: Shuyu Lin, University of the Arts London, s.lin@fashion.arts.ac.uk; Yu-Chien Chang, National Chengchi University, y.chang@nccu.edu.tw

Format: Roundtable discussion. 90-minute session with 3-5 panel discussants. Each discussant will firstly make a short presentation of a specific subject, which will later be discussed between the panel members and audience.

Session Description:

This workshop aims to promote inquiry surrounding transformative value creation in the arts and culture context, as well as to explore the ever-evolving role of arts and cultural sector in creating positive social impact and tackling societal challenges. Embracing the ethos of having greater impact on the society, arts and cultural organisations has since prioritised its social role and adopted socially engaged and purposeful practice (Morse, 2019). Evidence already suggests positive social impacts co-created by arts and cultural organisations and the associated stakeholders at all levels. Arts participation and cultural engagement promotes wellbeing, quality of life, and health of individuals (Sheppard and Broughton, 2020; Elsdon and Roe, 2021), as well as tackles social inclusion issues in communities and societies (Winston et al., 2022).

Such emphasis on social and cultural value creation features a collaborative setting across a wide range of stakeholders and beneficiaries. Contrasting with the firm-centric value creation, stakeholder-focused value co-creation emphasises on enabling interactions and active participation among actors including individuals, organisations, and communities (Ramaswamy and Ozcan, 2020; Chang, 2020). The complexity of interactivity and interdependencies changes the processes and outcomes of value creation as well as the role of producers and consumers within it, which warrants further investigation. This workshop welcomes both conceptual and empirical inquiry, and following are some potential research themes:

- Stakeholder-focused value creation mechanism within, across and beyond the arts and cultural sector (e.g. interactivity, partnership and co-creation)
- Value creation outcomes and social impact at the individual, community, and societal levels

- Equality, diversity and inclusion (e.g. equal access to arts and culture, curatorial diversity, social inclusion, arts participation by underrepresented and minority groups)

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