

CHARM 30th Anniversary Conference:

Varieties, Alternatives, and Deviations in Marketing History

COPENHAGEN

May 30 – June 2, 2013

15th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)

In 2013, the **Conference on Historical Analysis and Research in Marketing (CHARM)** celebrates its 30th Anniversary. To celebrate its jubilee, we invite business, marketing, social science, and humanities scholars from all backgrounds to join us in Copenhagen for a friendly, collegial and interdisciplinary research conference. In celebrating three decades of marketing historical research at CHARM, we call on scholars from around the globe to cast a critical look back into marketing's past and forward into its future.

Papers on all aspects of marketing history and the history of marketing thought in all geographic areas and all time frames are welcome. In keeping with the conference's theme, we especially welcome papers that deal with the following aspects of marketing and its history:

- varieties of marketing cultures and histories
- writing the past: constructing histories in/for marketing
- the role of relationships and networks in marketing
- marketing and political parties, co-operatives and civil society organizations
- marketing and political dictatorships (from Communist East Europe, to the right-wing dictatorships of interwar Europe, and liberal dictatorships like Pinochet's Chile)
- marketing, black markets and precarious work and economies in the past (prostitution, black markets, forgery etc.)
- marketing history outside North-America and Europe
- marketing history 'from below': how do consumers and citizens respond to and interact with firms and brands
- marketing and imagined communities; nations and cities as brands
- marketing and social criticism, before and after *No Logo*
- marketing and devious, illegal behaviour (shop-lifting, copyright-theft, brand imitations etc.)

We also encourage submissions that discuss methodological, pedagogical and historiographic questions in marketing.

Doctoral students with a particular interest in research methods in marketing history and marketing theory are invited to attend a two-day workshop which immediately precedes the conference. There will also be a special track for the presentation of doctoral projects at the conference itself. For more information on the doctoral workshop see www.charmassociation.org.

All paper submissions will be double-blind reviewed and a proceedings volume will be published. Full papers (25 page maximum) or extended abstracts may be submitted.

SUBMISSION DEADLINE: Sunday, December 16, 2012.

Direct submissions to Leighann Neilson, Program Chair and Proceedings Editor: charmconference2013@gmail.com

Outstanding full papers may be invited for publication in the *Journal of Historical Research in Marketing* or in the *Journal of Macromarketing*. Full papers are also eligible to be considered for either the Stanley C. Hollander Best Paper Award (best overall paper) or the David D. Monieson Best Student Paper Award (best paper by a graduate student). The David D. Monieson Best Student Paper Award eligibility requires that the paper be authored solely by a graduate student(s) and that student authorship be noted on the cover page upon submission.

For additional information about the Conference and submission guidelines see the CHARM webpage:

www.charmassociation.org

or contact:

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Copenhagen Business School
HANDELSHØJSKOLEN I KØBENHAVN



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