



MACROMARKETING
S O C I E T Y

PROGRAMME OF THE 49TH ANNUAL MACROMARKETING CONFERENCE

Helsinki, Finland

17.-20.2024

Conference website: [\[click here\]](#)

Conference Co-Chairs: Pia Polsa and Petteri Repo



Venue: Main Building of the University of Helsinki, Fabiansgatan 33 entrance (3rd and 4th floors)

Tuesday, 18 June 2024

8.15 Conference registration opens (4th floor)

9.00 Opening session, including [panel discussion](#) on the conference theme: What are the possibilities of 'common good' in contemporary society marked with increasing contradictions and growing inequality?

10.30 Coffee break

10.45 [Parallel sessions I](#)

12.15 Lunch (1. floor)

13.15 [Keynote - June Francis](#) (CoLab, Simon Fraser University): Leading Change: Macromarketing's pivotal role in fostering anti-racism within the academy and marketing practices. Commentator: Jari Eloranta (University of Helsinki)

14.45 Coffee break

15.00 – 16.30 [Parallel sessions II](#)

18.00 – 19.30 Reception hosted by the City of Helsinki. Requires registration and a separate e-mail with instructions is sent to registered conference participants (Norra Esplanaden 11-13)

19.45 – 22.00 Meeting of the Policy Board. The meeting takes place at the venue in Room 3017 right after the city reception.

Wednesday, 19 June 2024

9.00 [Parallel sessions III](#)

10.30 Coffee break

10.45 [Parallel sessions IV](#)

12.15 Lunch (1. floor)

13.15 [Keynote - Heikki Hiilamo](#) (FIHW, University of Helsinki): Do we need GDP growth to make the Nordic welfare state sustainable? Commentator: Pia Polsa (Hanken School of Economics)

14.45 Coffee break

15.00 – 16.30 [Parallel sessions V](#)

18.00 – 21.00 Gala Dinner at Restaurant Zetor, which describes itself as 'the flag-bearer of Finnish food and the happy Finnish spirit for over 30 years'. (Mannerheimintie 3-5)

Thursday, 20 June 2024

9.00 [Parallel sessions VI](#)

10.15 Coffee break

10.30 [Parallel sessions VII](#)

12.00 Closing plenary, including [panel discussion](#): The “End” of Macromarketing

13.15 – 14.00 Lunch (1. floor)

Post-conference activity: 14.30 – 15.45: Guided tour to the Helsinki Central Library Oodi (separate registration)

Please see attachments and [conference website](#) for [pre-conference activities](#) and [map of locations](#).

Keynote

Tuesday, 18 June 2024 (Small hall)

13.15 - 14.45



June Francis (CoLab, Simon Fraser University): Leading Change: Macromarketing's pivotal role in fostering anti-racism within the academy and marketing practices. Jari Eloranta (University of Helsinki) acts as commentator for Francis' keynote.

Dr. June Francis is Co-Founder of The Co-Laboratorio (CoLab / CoLab Advantage Ltd.), Director of the Institute for Black and African Diaspora Research and Engagement, Co-founder of the Black Caucus at SFU and a Professor in the Beedie School of Business, and was the Special Advisor to the President of Simon Fraser University on Anti-Racism. She is also Board Chair of The Hogan's Alley Society, an organization whose mission is to advance the economic and cultural well-being of people of African Descent. In 2022, Dr. Francis was appointed Chair of the Anti-Racism Data Committee by the Province of BC, which is mandated to collaborate with the Province on initiatives to help identify and eliminate systemic racism in the public sector. She is an advocate for equity, diversity and inclusion for racialized groups as well as human rights through her research, consulting, the media and as a volunteer. Dr. Francis' extensive experience spans the private sector, public sector national, regional and local, as an entrepreneur with civil society on governance boards and as an academic.

Through the CoLab, June Francis works with a wide range of organizations to audit and address structural barriers to participation of Indigenous, Black and other racialized groups – in workplace culture, supply-chains, policy, programs, partnerships and service designs. She works with municipalities, school boards and cross sector bodies to address racism in education and for newcomers and immigrants. June has been recognized by the Province of British Columbia and the National Congress of Black Women as a Trailblazer

and was named to Vancouver Magazine's 2022 and 2023 Power 50 lists. The City of Vancouver also recognized her for her contributions to education and to the City, and she is the recipient of the 2021 Rosemary Brown Award for her exemplary work to bring equality for girls and women and received the Service Award from the Beedie School of Business for her contributions to the community, among other accolades. An award-winning professor, June served on the Steering committee for the Beedie School EMBA in Indigenous Business Leadership program and has taught in the program since its inception. Her teaching pioneers decolonization and anti-racism in the context of business.

Dr. Francis's research focuses on the intersection between racism in academia and marketing, diversity, inter-culturality, leadership and participatory engagement approaches, as well as the advancement of non-traditional intellectual property law, including traditional knowledge. She has published influential papers on Black Lives Matter, racism in the marketplace, Covid 19 from community, business and national perspectives.

She is frequently sought out as a thought leader and subject matter expert, serving and advising numerous committees and has given over one hundred public lectures, media appearances and other contributions over the past three years. She serves as the Honorary Consul for Jamaica in Vancouver. A former netball player, she was named to the Jamaican national squad and captained her university team. She has three children and two grandchildren.

Keynote

Wednesday, 19 June 2024 (Small hall)

13.15 - 14.45



Heikki Hiilamo (FIHW, University of Helsinki): Do we need GDP growth to make the Nordic welfare state sustainable? Pia Polsa (Hanken School of Economics) acts as commentator for Hiilamo's keynote.

PhD Heikki Hiilamo works as a research professor at Finnish Institute for Health and Welfare (THL) and as a professor of social policy at University of Helsinki. Previously Hiilamo has worked as research professor at Social Insurance Institution on Finland. He has worked as visiting professor at University of California San Francisco and VID Specialized University Oslo. Hiilamo has the title of Docent from University of Tampere and University of Eastern Finland. Hiilamo's research interests include family policy, poverty, inequality, comparative welfare state research and tobacco control.

The keynote introduces the core principles of the Nordic welfare model, outlining its reliance on economic activity funded through high taxation. It sets the stage to question the traditional dependency on GDP growth for the sustainability of this model in the face of modern challenges like aging populations and environmental degradation. The lecture concludes by reaffirming the importance of economic growth for the sustainability of the Nordic welfare model, especially in a global context where environmental and social challenges require substantial investment. A call to action encourages continued exploration of how economic growth can be managed responsibly and sustainably to support welfare systems.

Panel discussions

Tuesday, 18 June 2024 (Small hall)

9.00 “What are the possibilities of ‘common good’ in contemporary society marked with increasing contradictions and growing inequality?”

Chair: Niilo Kauppi (University of Helsinki).

Panelists: Laura Ihanainen (K-Group), Janne Hukkinen (University of Helsinki) and Mark Peterson (University of Wyoming).

Tuesday, 18 June 2024 (Room 3017)

15.00 “Unlocking Our Potential: Collaborating with Local and Global Institutions to Advance a More Just, Safe, Inclusive, Peaceful and Sustainable World”

Co-Chairs: Cliff Shultz (Loyola University Chicago) and Andrés Barrios (Universidad De Los Andes)

Invited panelists: Meryl Gardner (University of Delaware), João Felipe Sauerbronn (School of Communication, Media and Information at Fundação Getulio Vargas), Marcus Hemais (PUC-Rio), June Francis (Beedie School of Business), Frederic Jallat (ESCP Business School), Tina Facca-Miess (John Carroll University), Dominic Chai (Boston College), Nicky Santos (Creighton University) and Petteri Repo (University of Helsinki).

Thursday, 20 June 2024 (Small hall)

12.00 “The “End” of Macromarketing”

Panelists: Ben Wooliscroft (Auckland University Of Technology), Stanley J. Shapiro (Simon Fraser University), Christine Domegan (University of Galway), Cliff Shultz (Loyola University Chicago), Anthony Samuel (Cardiff University) and Stefanie Beninger (Nyenrode Business Universiteit).

Tuesday 18.6, 10.45 – 12.15 Parallel sessions I

<p>QUALITY OF LIFE AND WELLBEING 1/4 (SMALL HALL) Co-Chairs: Alexandra Ganglmair-Wooliscroft & Ahmet Ekici</p> <p>Shifting Paradigms: Enhancing the Well-Being of Disadvantaged Girls Through Value-Based Education - Dominic Thomas, Samir Gupta & Nandita Banerjee</p> <p>The Long Road to Quality of Life. Why Empowering Matters More than Aiding - Suraj Commuri & Ashita Aggarwal</p> <p>Why That High-Potency Cannabis? Consumer Insights for Better Policy, Educational Campaigns, and Marketing Strategies - Kathryn Martell & Claudia Dumitrescu.</p> <p>Analysing Gender Differences in Tourist Well-Being: A Macromarketing Perspective - Carmela Bosangit & Shilpa Iyann</p>	<p>HISTORICAL RESEARCH IN MARKETING 1/2 (Room 3004) Co-Chairs: Francisco Conejo, Oksana Domina, Jayne Krisjanous & Terrence H. Witkowski</p> <p>Reviving Declined Markets: Insights from the Traditional Clothing Market in Tunisia- Lilia Fessi & Karim Ben-Slimane</p> <p>Navigating the Turbulent Waters: Exploration of the Modern Stage of Marketing Development in Ukraine Amidst Wartime Challenges - Oksana Domina</p> <p>Revisiting Lacznia and Michie's (1979) "The Social Disorder of the Broadened Concept of Marketing" - Francisco Conejo & Ben Wooliscroft</p>	<p>IMAGINING A REGENERATIVE, PLENITUDIOUS ECONOMY (Room 3005) Co-Chairs: Eric J Arnould & Anu Helkkula</p> <p>Fostering Plenitude through Regenerative Education - Fares George Khalil, Crystal Green & Anu Helkkula</p> <p>Macromarketing for Changing the Contemporary Logic of 'Good Life' - Fuat Firat & Emre Ulusoy</p> <p>What's in a Name? Marketing Challenges, Benefits, and Recommendations for Geographical Indications - June N.P. Francis, Stefanie Beninger, David Robertson & Eda Sayin</p> <p>A COVID-19 Recovery Action Research through Place Branding in Banglampo, Thonbury, Bankok, Thailand: The Integrated Sub-District Economic and Social Upgrading - Pamela Wichiramala & Yupin Patarapongsant</p> <p>Millets for Mending Past Wrongs? Marketing Alternative Agricultural Practices - Nivedita Bhanja</p>
<p>LEVERS OF CHANGE IN DEVELOPING CIRCULAR FOREST ECONOMY (Room 3006) Co-Chairs: Anne Toppinen, Angelina Korsunova-Tsaruk, Ritva Toivonen & Mirja Mikkilä</p> <p>In Search of Sustainable Green Gold: Examining the Multifaceted Value Creation Logics in Nordic Forest Bioeconomy Transformation - Suvi Nenonen</p> <p>Circular Bioeconomy Business Ecosystem in Finland: from Barriers to Solutions for Wood Material Reuse - Rayhanur Rahman, Angelina Korsunova-Tsaruk, Anastasija Dmitrijeva & Anne Toppinen</p> <p>Sustainability of Circular Bioeconomy – Truly Sustainable Operations or Speeding Consumption? - Mirja Mikkilä, Svetlana Proskurina, Jukka Luhas, Angelina Korsunova-Tsaruk & Marileena Mäkelä</p> <p>Financiers' Perspectives on Wooden Multi-Storey Construction in Finland - Jaakko Jussila & Ritva Toivonen</p>	<p>SERVICE ECOSYSTEMS FOR A SUSTAINABLE AND INCLUSIVE FUTURE (Room 3010) Co-Chairs: Kristina Heinonen, Larissa Becker, Stefan Burggraf & Johanna Gummerus</p> <p>Embedded Residencies Fostering Inclusion and Service System Sustainability - Henna M. Leino, Leila Hurmerinta & Birgitta Sandberg</p> <p>Customer Mobilized Engagement (CME) for 'Common Good': Expanding the Service Ecosystem for Organisational and Individual Value Creation - Joy Parkinson, Ingrid O'Brien, Janet Davey, Julie Marsh & Lauren Ball</p> <p>A Conceptualization of Involuntary Customers and Its Effects on Service Systems - Stefan Burggraf, Kristina Heinonen, Larissa Becker & Johanna Gummerus</p> <p>Exploring System-Level Factors Influencing Healthy Eating Behaviors in Individuals with Type 2 Diabetes Mellitus: A Macromarketing Perspective - Morgan Darcy & Joy Parkinson</p>	<p>SOCIAL CONFLICT, MARKETING AND WELL-BEING 1/4 (Room 3017) Co-Chairs: Cliff Shultz & Andrés Barrios</p> <p>The Redneck Society Strikes Back! Macromarketing to the Rescue - Omar J. Khan</p> <p>"The Third Agreement": Coffee Markets as a Mechanism to Institutionalize Peace in Colombian Regions - Héctor Erlendi Godoy Hernández & Andrés Alberto Barrios Fajardo</p> <p>Shaping Ideologies of the Good(s) Life: How Mass-Mediated Marketplace Ideologies Shape and Reflect Consumption Ideologies-formatting - Jannica Nyman</p> <p>Consumer Vulnerability Perspective on State-Sponsored Propaganda - Shawn Enriques & Mark Peterson</p>

Tuesday 18.6, 15.00 – 16.30 Parallel sessions II

<p>QUALITY OF LIFE AND WELLBEING 2/4 (SMALL HALL) Co-Chairs: Alexandra Ganglmair-Wooliscroft & Ahmet Ekici</p> <p>Exploring Meaning in Life, Social Media Addiction, and Impulse Buying: A Macromarketing Perspective on Consumer Well-Being - Breanne A. Mertz, Ashley Hass & Kelley Cours Anderson</p> <p>YOLO and FOMO: The Effect of Mortality Salience on Consumer Spending vs. Saving Behavior - Stephanie Geiger-Oneto & Omar Shehryar</p> <p>Advertising Spending, Inequality and Life Satisfaction - Jakob Utgård & Monica Guillen-Royo</p> <p>From Well-being to Good Everyday Lives: Citizen-Centric Approaches in Public Policy Development - Heini Taiminen</p>	<p>HISTORICAL RESEARCH IN MARKETING 2/2 (Room 3004) Co-Chairs: Francisco Conejo, Oksana Domina, Jayne Krisjanous & Terrence H. Witkowski</p> <p>Marketing and Market Fundamentalism Lessons from János Kornai on the Footsteps of Karl Polanyi - József Berács</p> <p>Consumption Cultures and the Colonial Politics of Respectability: Implications of the Haitian Revolt (1791-1804) for Modern Slavery in Marketing Systems - Jonathan Bowman</p> <p>Atoms for Peace Exhibitions in Spain: The “Over-Promotion” of Nuclear Energy - Maria Elena Aramendia</p> <p>Exploring Macro Level Change, Paradox and Transformation at Treptow: An Evaluation of What Was, What Is and What Might Be - Robert Thomas & Anthony Samuel</p>	<p>HEALTHCARE MARKETING: CHALLENGES AND OPPORTUNITIES FOR MACROMARKETERS 1/2 (Room 3005) Co-chairs: Mark Peterson & Jeff Wang</p> <p>What’s in a Blind Spot? Undervalued and Overlooked Care in Macromarketing Practices: Care as a Common Good - Amy Greiner Fehl, Karine Aoun Barakat & Marlys Mason</p> <p>The Paradox of Abundance: How Enhanced Drug Availability Affects Consumer Compliance - Jiancai Liao, Jian Ni, Chuhan Liu & Haizhong Wang</p> <p>Dietary Supplements on Social Media and Its Implications for Public Policy in China - Jie Gao Fowler, Mengxi Gao & Rongwei Chu</p>
<p>AGRIBUSINESS AND FOOD MARKETING 1/2 (Room 3006) Co-Chairs: Claudia Dumitrescu & Renée Hughner</p> <p>A Systematic Review on Stakeholder Perceptions of Regenerative Agriculture - Haley Jones, Joya Kemper, Denise Conroy & Sam White</p> <p>Global Human Trafficking Victim Participation Structures in Agriculture: Implications for Strategic Intervention - Vernon Murray</p> <p>“Unless You Dispel That Myth”: Stakeholder Perceptions of Exporting Gene Edited Foods and Country-of-Origin Branding - Katie Henderson, Denise Conroy, Joya Kemper & Bodo Lang</p> <p>Contesting Frames in Brand Activism: The Controversy Induced by the ‘Milk Myths’ Campaign - Meri Frig, Pia Polsa & Salla-Maaria Laaksonen</p>	<p>EXTERNALITIES (Room 3010) Chair: Shoaib M. Farooq Padela</p> <p>Externalities of Brand Community Participation - Shoaib M. Farooq Padela & Ben Wooliscroft</p> <p>FUTURE OF THE CIRCULAR ECONOMY, NEW MARKETS AND MARKETING Co-Chairs: Katie Louise Leggett, Markku Anttonen & Minna Lammi</p> <p>“We Ain’t Doing it for the Planet” – Drivers and Barriers to Transforming to a Circular Economy - Carmela Bosangit & Nicole Koenig-Lewis</p> <p>Governance and the Circular Economy: Catalyst, Barrier, or Neutral Force in Advancing Sustainable Development? - Alessia Mevoli, Minna Lammi & Katie Louise Leggett</p> <p>Are Start-Ups Showing the Way to Circular Economy? - Minna Lammi, Petteri Repo, Katie-Louise Leggett & Juri Mykkänen</p>	<p>SOCIAL CONFLICT, MARKETING AND WELL-BEING 2/4 (Room 3017) Co-Chairs: Cliff Shultz & Andrés Barrios</p> <p>Panel: "Unlocking Our Potential: Collaborating with Local and Global Institutions to Advance a More Just, Safe, Inclusive, Peaceful and Sustainable World".</p> <p>Invited panelists: Meryl Gardner, Joao-Felipe Sauerbronn, Marcus Hemais, June Francis, Frederic Jallat, Tina Facca-Miess, Dominic Chai, Nicky Santos and Petteri Repo.</p>

Wednesday 19.6, 9.00 – 10.30 Parallel sessions III

<p>QUALITY OF LIFE AND WELLBEING 3/4 (SMALL HALL) Co-Chairs: Alexandra Ganglmair-Wooliscroft & Ahmet Ekici</p> <p>Understanding Elderly Populations' Well-being in Digital Environments - Julia Rötze-meier-Keuper & Nadine Mooren</p> <p>What Explains Older People's Continuance Intention to Use Digital Healthcare Technologies? - Masoumeh Jahangiri, Yousra Asaad & Pantea Foroudi</p> <p>Stages of Consumption We Enjoy: Exploring Consumption and Hedonic Wellbeing - Alexandra Ganglmair-Wooliscroft & Ben Wooliscroft</p>	<p>AGRIBUSINESS AND FOOD MARKETING 2/2 (Room 3004) Co-Chairs: Claudia Dumitrescu & Renée Hughner</p> <p>Why Has Japan's Organic Produce Market Not Developed? An Explanation from a Macro Marketing Perspective - Tsukasa Kato, Jung-Yim Baek, Mari Ninomiya & Mitsuhisa Hama</p> <p>A Fuzzy Cognitive Map Approach to the Evaluation of Household Food Waste Reduction Interventions: Recommendations for Macromarketers and Policy Makers - Ahmet Ekici, Tuğçe Özgen Genç & Şule Önsel Ekici</p> <p>Understanding the Dynamics of Veganism: Exploring Environmental, Health, and Ethical Perspectives in South Africa - Siphiwe Dlamini & Keina Mehta</p> <p>When Markets Leave Segments Underserved: Causes, Consequences, and Possible Solutions to Food Well-Being for Disadvantaged Populations - Crina Tarasi & Claudia Dumitrescu</p>	<p>HEALTHCARE MARKETING: CHALLENGES AND OPPORTUNITIES FOR MACROMARKETERS 2/2 (Room 3005) Co-chairs: Mark Peterson & Jeff Wang</p> <p>A Strengths-Based Approach to Vulnerability: Co-Creating Transformative Value through Art-Based Interventions in Healthcare - Henna M. Leino, Leila Hurmerinta, Jenny Paananen & Birgitta Sandberg</p> <p>Sub-Branded Service Lines Fostering Subordinate Service Environments: An Exploration of Women's Healthcare in Children's Hospitals - Kelley Cours Anderson, Mikaela Trussell, Kelli Frias & Deidre Popovich</p> <p>Understanding Challenges and Enhancing Support in Family Caregiving - Jeff Wang & Mark Peterson</p>
<p>MACROMARKETING PEDAGOGY 1/3 (Room 3006) Co-Chairs: Julie V. Stanton & Stanley J. Shapiro</p> <p>Introducing Climate Conscious Pedagogy to Macromarketing Education - Sabrina V. Helm</p> <p>Addressing Hyper-Digital Complexity in Marketing Classroom: Incorporating Macro- and Critical Thinking into Digital Marketing Teaching - Ksenia Silchenko</p> <p>Generative AI in the Business School: From the Perspective of Students - Stefanie Beninger, Julie Stanton, Alex Reppel & Forest Watson</p>	<p>DEGROWTH AND MARKETING 1/2 (Room 3010) Co-Chairs: Lotte Levelt, Joya Kemper & Stefanie Beninger</p> <p>Macro-Social Analysis of Upcycling for a Degrowth Transition in Circular Fashion - Handan Vicdan, Zeynep Özdamar-Ertekin & Deniz Atik</p> <p>The Climate Dilemma: Examining the Nexus of Business (De-)Growth and Climate Mitigation - Pii-Tuulia Nikula</p> <p>Social and Ecological Value Cocreation—an Approach to Advance Degrowth? - Michaela Haase</p>	<p>SOCIAL CONFLICT, MARKETING AND WELL-BEING 3/4 (Room 3017) Co-Chairs: Cliff Shultz & Andrés Barrios</p> <p>Revisiting the Realities of Market at the Conflict Zone: Explaining Contest of Pro-Markets and Anti-Market Sentiments in the Maoist Conflict Zones of India - Himadri Roy Chaudhury & Subhasis Ray</p> <p>Systemic Integration of the Sacred and the Secular: Updates and Evolving Perspectives for Sustainable Peace, Prosperity, Humanity and Well-Being - Cliff Shultz, Nicky Santos & Dominic Chai</p> <p>Pandemic Measures and Social Conflict in Germany: Linking (Re-)Vaccination-Hesitancy, Social Cohesion, and Loss of Trust in Society - Tatjana Koenig</p>

Wednesday 19.6, 10.45 – 12.15 Parallel sessions IV

<p>QUALITY OF LIFE AND WELLBEING 4/4 (SMALL HALL) Co-Chairs: Alexandra Ganglmair-Wooliscroft & Ahmet Ekici</p> <p>Commoditization of Digital Wellness: Market Actor Responsibilization in an Emerging Anti-Consumption Marketing System - Kelley Cours Anderson & Karen Anne Wallach</p> <p>The Dual Role of Technology in the Market of Digital Wellbeing - Ksenia Silchenko</p> <p>Advancing Health Marketing Research through a Macromarketing Lens: An Integrative Research Agenda for Improving Health and Wellbeing Outcomes - Joy Parkinson & Janet Davey</p>	<p>MARKETING SYSTEMS, SOCIETY AND NATURE / BIODIVERSITY (Room 3004) Co-Chairs: Outi Uusitalo, Maria Pecoraro & Miia Grénman</p> <p>Towards Sustainable and Equitable Housing: Examining Maintenance Practices from Tenants' Perspectives - Sara-Ellen Laitinen, Eliisa Kylkilahti & Henna Syrjälä</p> <p>Consumption and Biodiversity – from Local-Global Confrontation to Nature-Centric Thought - Maria Pecoraro, Outi Uusitalo & Miia Grénman</p> <p>Spontaneous Growth of a Community in a Metropolitan Area in Tokyo, Japan - Kazuo Kikuchi & Masaaki Takemura</p>	<p>EXPLORING INCLUSIVE MARKETING 1/2 (Room 3005) Co-chairs: Ruby P. Lee & Tatiana Fajardo</p> <p>National Cultures and Societal Wellbeing – Does Digitalization Matter? - Ziyang Liu, Weiwei Liu & Ruby Lee</p> <p>The Paradox of Inclusive Brand Activism Strategies in a Time of (Culture) War - Ken Peattie</p> <p>Creating a Co-Marketing Platform with Spillover Effects - Case Welcome to Wrexham - Susanna Sarkki Ekestubbe, Essi Pöyry & Petri Parvinen</p>
<p>MACROMARKETING PEDAGOGY 2/3 (Room 3006) Co-Chairs: Julie V. Stanton & Stanley J. Shapiro</p> <p>When Knowledge and Awareness is Not Enough for Changing the World -Knowledge without Skills Is Misleading - Helge Löbler</p> <p>Pedagogical Intervention to Challenge the Reductionism in Marketing Education - Sujit Raghunathrao Jagadale</p> <p>Actioning Provisioning Systems Theory for Student Projects and Marketing Professionals - Christine Domegan & Dmitry Brychkov</p>	<p>DEGROWTH AND MARKETING 2/2 (Room 3010) Co-Chairs: Lotte Levelt, Joya Kemper & Stefanie Beninger</p> <p>Adopting Demarketing as Provocation and Challenge - Charlotte Kobus, Kaj Morel & Marco Kuijten</p> <p>Who is responsible for Saving the World? - Pia Polska, Elfriede Penz & Marius Lüdicke</p>	<p>SOCIAL CONFLICT, MARKETING AND WELL-BEING 4/4 (Room 3017) Co-Chairs: Cliff Shultz & Andrés Barrios</p> <p>Emergent Themes from Systemic Field Study of Cambodia's Evolving Development - Clifford J. Shultz, II & Don Rahtz</p> <p>An Exploration of Effectuation and Bricolage as Robust Decision-Making Processes to Cope with Unforeseen, Volatile and Unpredictable Events – The Case of Nigeria - Lorenzo Coronati & Frédéric Jallat</p> <p>Romania: An Important Player in the Regional and Global Food and Energy Security, Economic Stability, and Prosperity - Claudia Dumitrescu, Clifford J. Shultz, II & Renée Shaw Hughner</p>

Wednesday 19.6, 15.00 – 16.30 Parallel sessions V

<p>SUSTAINABILITY AND CLIMATE CHANGE 1/3 (SMALL HALL) Co-Chairs: Sabrina Helm, Joya Kemper & Vicki Little</p> <p>Better Marketing for the Common Good: Leading Textbook Authors' View of Marketing's Role in the Climate Crisis - Vicki Janine Little & Sabrina V Helm</p> <p>Emotions in Climate Activism and the Construction of Climate Narratives - Julia Rötzmeier-Keuper & Nancy V. Wunderlich</p> <p>Macro and Micro Perspectives to Online Discourses on Climate-Wise Housing - Henna Syrjälä, Merja Koskela, Eveliina Salmela & Liisa Kääntä</p>	<p>SUSTAINABLE DEVELOPMENT GOALS AND MACROMARKETING (Room 3004) Co-Chairs: Mahabubur Rahman, Sonja Sarasvuo & Sicken Åberg</p> <p>Empowering Ethnic Minorities: An Entrepreneurial Bricolage Perspective - Bijal Mehta, Yupin Patarapongsant & Rama K. Jayanti</p> <p>Employees' Contribution to Sustainability Practices: An Analysis of Hospitality Industry in the UK - Obaidullah Amin</p> <p>Disclosing Corporate Social Responsibility: An Empirical Investigation - Hossein Eslami</p>	<p>EXPLORING INCLUSIVE MARKETING 2/2 (Room 3005) Co-chairs: Ruby P. Lee & Tatiana Fajardo</p> <p>Social Movements and Identity Management in Brand Communities - Samantha Mujica, Eunho Park, Colleen Harmeling & Tatiana Fajardo</p> <p>Overcoming Implicit Biases for a More Inclusive World – The Role of Subconscious Influence through Music - Yikuan Lee & Ruby Lee</p> <p>Rethinking Service Inclusion: Co-Evolution of Climate Change Skeptics and the Marketplace - Oluwatobi Ogunmokun & Juliet Ikhide</p> <p>Detangling the Struggles of the Curly-Haired Consumer – Marketplace Exclusion and the Burden of Securing Adequate Service Outcomes - Kiti Kainulainen, Petra Paasonen & Alexei Gloukhovtsev</p>
<p>[Room 3006 not available for the conference]</p>	<p>MACROMARKETING PEDAGOGY 3/3 (Room 3010) Co-Chairs: Julie V. Stanton & Stanley J. Shapiro</p> <p>Teaching Provisioning Systems Sustainability through Systems Thinking Tools - Dmitry Brychkov, Joseph McKenna & Christine Domegan</p> <p>Curricular Innovations for Integrating UN SDGs into Marketing Education: A Macromarketing Perspective - Satyam & Rajesh Aithal</p>	<p>LEVERAGING ARTIFICIAL INTELLIGENCE IN MACROMARKETING RESEARCH AND THE QUEST FOR DATA (Room 3017) Co-Chairs: Alex Reppel & Petteri Repo</p> <p>Artificial Intelligence, Capitalism, and Marketing - Nikhilesh Dholakia & Fuat Firat</p> <p>Assessing the Usability of Insights Derived from Large Language Models - Implications for Macromarketers Advancing Sustainable Futures - Petteri Repo, Inês Campos & Päivi Timonen</p> <p>“Cultural Intermediaries in Algorithmic Consumer Culture” - Nelli Khorsun</p> <p>Innovative Tools for Amplifying Voices of the Poor: Investigating AI to Predict Transformation in Quality of Life - Tina Facca-Miess & Nicholas J.C. Santos</p>

Thursday 20.6, 9.00 – 10.15 Parallel sessions VI

<p>SUSTAINABILITY AND CLIMATE CHANGE 2/3 (SMALL HALL) Co-Chairs: Sabrina Helm, Joya Kemper & Vicki Little</p> <p>Epiphanies of the Common Good: Responses to Climate Change in Food Systems - Vicki Janine Little, Trinh Duc Nguyen, Christina Kwai Choi Lee, Sabrina Helm & Robert McClelland</p> <p>Co-Created Community Innovation: Reducing Waste and Supporting Family Livelihoods - Vicki Janine Little, Donna Cleveland, Frances Joseph, Rajkishore Nayak & Joya Kemper</p> <p>Consumer Adaptation and Resilience in the Context of Climate Change: A Macromarketing Agenda - Marissa Hettinger & Sabrina Helm</p>	<p>PSYCHOANALYSIS AND POLITICAL ECONOMY 1/2 (Room 3004) Co-Chairs: Alan Bradshaw & Joel Hietanen</p> <p>Reclaiming the Antifascist Heritage through the Lens of Consumerism and Marketisation - Senija Causevic</p> <p>“The Soul at Work”: The Subsumption of Consumer Subjectivities through Data-Driven Marketing Practices - Yeşim Akmeraner Kökat</p> <p>Speculation: Theorising between psychoanalysis and political economy - Robert Cluley</p>	<p>ONE YOUNG WORLD: CONSUMER EMPOWERMENT TOWARD SUSTAINABILITY (Room 3005) Co-chairs: Mahsa Ghaffari, Padmali Rodrig & Amy Yau</p> <p>Gen-Z Consumers and the Transition to a More Sustainable Future - The Role of Government Policies - Enrique Nuñez, Desislava Budeva, Fariba Nosrati & Tina Nosrati</p> <p>Mind over Money: The Role of Mindfulness in Controlling Overspending - Chandan Kumar Behera, Priyanka Sharma, Amit Shankar & Rajeev Kumra</p> <p>Be Like Them, to Be Their Friends: The Role of Tone of Voice Customisation in Higher Education to Create an Inclusive Community - Mahsa Ghaffari</p>
<p>THE USE OF LITERATURE IN MACROMARKETING (Room 3006) Chair: Raymond Benton, Jr.</p> <p>The Use of Literature in Macromarketing: An Introduction to the Session - Raymond Benton, Jr.</p> <p>Using Novels, Short Stories, and Science Fiction in Macromarketing Classes - Raymond Benton, Jr.</p> <p>Pedagogy Advancing Useful Knowledge in the Age of AI - Eve Geroulis</p> <p>Poverty: Autoethnographic Essay - Pia Polska</p> <p>The Psychology of Consumer Empowerment: A Lesson from Seneca - Samuel Piha & Juhana Torkki</p>	<p>GLOBALISATION, (NEO)COLONIALISM, AND MARKETING 1/2 (Room 3010) Co-Chairs: Marcus Wilcox Hemais & Olga Kravets</p> <p>Coloniality of Knowledge and Marketing Education in Brazil: a Study Based on the Decolonial Perspective - Thuanne Figueiredo Baptista & Marcus Wilcox Hemais</p> <p>(de)Appropriating Sustainability: Reclamation of Spaces through Decolonial Approaches to Consumption - Camilo Peña</p>	<p>ETHICS, EQUITY AND SOCIAL JUSTICE 1/2 (Room 3017) Co-chairs: Cathy McGouran, Ann-Marie Kennedy & Nicky Santos</p> <p>“Fair” and “Just” Generative Artificial Intelligence for the Base of the Pyramid Population - Nicholas J.C. Santos, Guillermina Mora & Frederick Kaefer</p> <p>Marketing Ethics: Driving Inclusion and Equity? - Jonathan Bowman & Ann-Marie Kennedy</p> <p>Social Media as a Tool for Improving Police-Community Relationships: Facilitating the Common Good with the Integrative Justice Model - Neleen Leslie-Piper, Tina Facca-Miess & Nicholas J. C. Santos</p>

Thursday 20.6, 10.30 – 11.45 Parallel sessions VII

<p>SUSTAINABILITY AND CLIMATE CHANGE 3/3 (SMALL HALL) Co-Chairs: Sabrina Helm, Joya Kemper & Vicki Little</p> <p>The Role of Ethnic Inspired Consumption on Sustainable Apparel Consumption Practices - Shipra Gupta & Pavol Sahadevan</p> <p>Patchwork Understanding of Sustainable Fashion – A Longitudinal Study of the Swedish Market - Malin Wennberg</p> <p>The environmental impact of digital media: a complex future problem? - Meri Frig, Salla-Maaria Laaksonen & Laura Olkkonen</p>	<p>PSYCHOANALYSIS AND POLITICAL ECONOMY 2/2 (Room 3004) Co-Chairs: Alan Bradshaw & Joel Hietanen</p> <p>Art as Antidote to Consumer Capitalism's Subsumption of Critique - Narayanan Gopalakrishnan</p> <p>On Faith and Virtue in Organisation - Mikael Andéhn & Paul Haynes</p> <p>Ideological Answers to Real Issues - Tuomas Soila</p>	<p>ETHICS, EQUITY AND SOCIAL JUSTICE 2/2 (Room 3005) Co-chairs: Cathy McGouran, Ann-Marie Kennedy & Nicky Santos</p> <p>Morally Controversial Consumption: A Study of Prostitutes and Their Clients - Tanyatip Kharuhayothin & Yupin Patarapongsant</p> <p>GENDER AND INTERSECTIONALITY (Room 3005) Co-chairs: Cathy McGouran & Johnpaul Smith</p> <p>Unveiling Ecofeminist Paradigms in Macromarketing - An Analysis of Forest Green Rovers - Cathy McGouran & Anthony Samuel</p>
<p>MACROMARKETING MEASUREMENTS AND METHODS (Room 3006) Chair: Francisco Conejo, Anthony Samuel & Ben Wooliscroft</p> <p>The Challenge of Shopping Sustainably at the Supermarket: A Macromarketing Systems Analysis - Penny Munro</p> <p>Sustainable Conspicuous Consumption Behaviors: A Systematic Literature Review and Research Agenda - Raheel Amir Awan & Ben Wooliscroft</p> <p>Presenting a Tool for Understanding Provisioning Systems, the Extended Transvection - Ben Wooliscroft & James Wilkes</p>	<p>GLOBALISATION, (NEO)COLONIALISM, AND MARKETING 2/2 (Room 3010) Co-Chairs: Marcus Wilcox Hemais & Olga Kravets</p> <p>Modernizing Consumer Society: Three conceptualizations (with examples) of a Nordic open economy - Visa Heinonen & Mika Pantzar</p> <p>Marketing System in Harmony with Life: a Concept Based on the Ontologies of the Original Peoples of the Global South - Klaus Pereira da Silva & João Felipe Rammelt Sauerbronn</p>	<p>TRANSITIONING TO A CIRCULAR ECONOMY FOR A BETTER SOCIETY (Room 3017) Co-Chairs: Carmela Bosangit & Nicole Koenig-Lewis</p> <p>From Sharing to Circularity: Redefining Social Enterprises in the Digital Age - Mary Kate Naatus & Jo-Anne Beiter</p> <p>Renting Clothing to Complement a Sustainable Wardrobe: Exploring UK and European Consumers Perceived Barriers to Renting Clothes and Identifying an Effective Circular Economy Business Model for Renting Everyday Clothes - Rebecca Beech</p> <p>Circular Consumption Practices and Sustainable Well-Being: An Explorative Framework - Mari Ainasoja, Nina Mesiranta, Malla Mattila, Martta Vänskä & Elina Närvänen</p>

Pre-conference activities

Saturday 15.6 2024

10.30 – 19.30 Day cruise to Tallinn, Estonia (self-funded, non-organized) – separate e-mail is sent to registered conference participants. Viking XPRS leaves from the Katajanokka harbour.

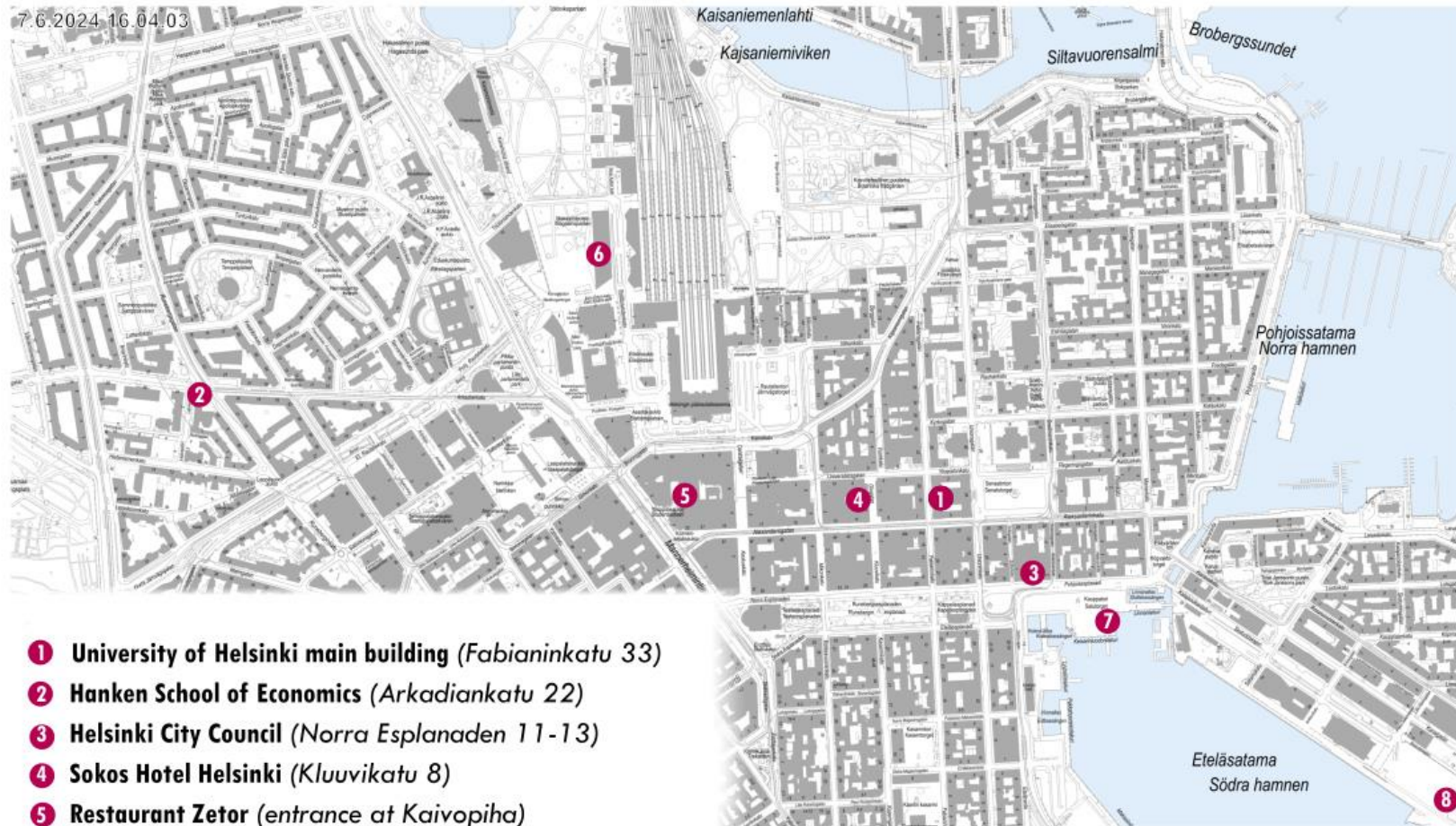
Sunday 16.6.2024

13.30 – 17.00 Visit to Suomenlinna Sea Fortress (self-funded, non-organized) – separate e-mail is sent to registered conference participants. Meeting at the pier of the Market Square (Kauppatori).

Monday, 17 June 2024

16.00 – 20.00 Welcome reception at the Hanken School of Economics (Arkadiagatan 22). Conference registration starts at 16, round tables at 17, reception at 18.

Map of locations



Practical contacts:

Emergency number 112
Taksi Helsinki 0100 0700
Lähitaksi 0100 7300