37th Annual Macromarketing Conference
June 13 – June 16, 2012
Doctoral Colloquium, June 11 – 12, 2012
Freie Universität Berlin, Berlin, Germany

Sustainable Development of Markets and Marketing Systems in a Globalized World

Call for Papers

Macromarketing has become an established domain of marketing science. But still little is known about the linkages between the practices of individuals and organizations as actors in markets on the one and the market process as an overall coordination mechanism on the other hand. Furthermore, modern marketing systems are characterized by an increasing importance of consumer and business services as well as of global supply chains. Accompanied by a growing weight of emergent markets new challenges for the sustainable development of markets and marketing systems in a globalized world arise.

The conference will therefore focus on the following fields:

- Marketing systems in service economies
- Marketing systems in business-to-business markets
- Transactions and relationships as buildings blocks of market processes
- Theories and meta-theories of markets and marketing
- Market making and marketing in emergent economies / developing countries
- Marketing ethics
- Practices in markets and marketing systems
- Service-dominant logic of marketing
- Cultural influences on marketing systems and market making
- Sustainable business models
- Global innovation
- Beyond that papers in all established macromarketing fields of study are invited
Submissions
Submissions of papers should be sent no later than Monday, January 9, 2012. Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper. All papers must show a clear indication of the purpose of the research, research method, major results, implications and key references. Authors should also indicate the track in which they would like to present their paper. Papers will be evaluated through a double blind review process, and authors will be notified of acceptance/rejection by end of February 2012.

Special Sessions
Proposals for special sessions should be sent no later than Monday, January 9, 2012 and must include a rationale, an outline of the issues to be discussed, as well as names and relevant qualifications of the proposed panel, workshop and session participants. A minimum of two double-spaced typed pages will be required to provide the necessary information. For the special sessions, paper abstracts must be attached to the session description (see paper submission information). Authors will be notified of acceptance/rejection end of February 2012.

Doctoral Colloquium (June 11/12, 2012)
A two days doctoral workshop will be conducted at the same site as the proposed conference, starting at June 11. We hope that a significant number of participants in the doctoral workshop will also attend the conference (a special rate for doctoral students shall abet this).

For further information, please visit:
http://www.wiwiss.fu-berlin.de/institute/marketing/macromarketing/index.html

Conference chairs
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