CALL FOR PAPERS
JOURNAL OF BUSINESS ETHICS
FREEDOM THROUGH MARKETING:
RESOLVING INEQUALITY, INJUSTICE, AND OPPRESSION
SUBMISSION DEADLINE: 1 MARCH 2018

By encouraging corporate social responsibility while engaging and empowering consumers, marketing may be a force for good, particularly in social marketing contexts. Yet, inequality, injustice, and oppression continue; consider, for example, the spate of displaced citizens from war-torn zones and the challenge of their vilification in host nations, the displacement of powerless residents by MNCs, the civil rights struggles of minority groups, the human trafficking of women and children, and the stigmatization and discrimination of disabled people. The marketing literature is rich in studies meant to alleviate the ills perpetrated on disadvantaged consumers (e.g., Andreasen, 1975; Henderson and Williams, 2013; Hill, 2005; Viswanathan and Venugopal, 2015). The purpose of this special issue is to encourage a critical discourse for resolving inequality, injustice, and oppression by applying, revising, or synthesizing extant or novel marketing theories within frameworks rooted in ethics. It thus calls for the use of critical marketing to address the ‘big issues’ facing macromarketing (Burton, 2001; Dholakia, 2012; Shankar, 2009; Tadajewski, 2010).

Potential Themes

Many diverse topics are suitable for the special issue. These topics include, but are not limited to, the following possibilities:

- Is current marketing theory adequate to address the ‘big issues’ facing humanity?
- Can anti-consumption theories help to explain why citizens and consumers do or do not engage in combating injustice, oppression, and inequality?
- How can consumer culture theory be used for transformative purposes within injustice, oppression, inequality, or peace marketing contexts?
- How do maladaptive partnerships prosper and affect injustice, oppression, and inequality?
- What injustice, oppression, and inequality challenges face cross-border agencies and NGOs?

Submissions Instructions

Authors should refer to the Journal of Business Ethics website for submission instructions. For more information see: http://www.springer.com/social+sciences/applied+ethics/journal/10551. Submission to the special thematic symposium issue—by March 1st, 2018—is required through Editorial Manager at http://www.editorialmanager.com/busi/. Upon submission, please indicate your submission is to this Thematic Symposium. Questions about expectations, requirements, appropriateness of a topic, and the like should be directed to the guest editors of the Special Issue: Haseeb Shabbir, Dianne Dean, Michael Hyman, or Stephan Dahl.

As an additional resource of interest, a Thematic Symposium on Freedom through Marketing will be held at the University of Hull on 6 September 2017. The 50th Academy of Marketing Conference, hosted by Hull University Business School, UK, has also risen to the challenge of addressing this topic by imploring the transformational power of marketing be used to make our world a more
equitable place, embrace cultural diversity, dissolve boundaries, and help the voiceless. Hull is famously the home of William Wilberforce, who played a leading role in abolishing slavery. Given this tradition of championing equality and freedom from oppression, the conference sought to explore how marketing can dissolve cultural barriers, emancipate consumers, and increase the ethicality of international trade, leading to freedom from inequality, injustice, and oppression.

Any scholars interested in attending the Thematic Symposium at the University of Hull can submit an outline of their intended manuscript (250 words) to guest editor Drs. Haseeb Shabbir and Dianne Dean by 30 July 2017. These submissions and expressions of interest should NOT be submitted through the JBE website nor is attendance essential to be considered for this Special Issue.

References


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