

Call for Papers - Journal of Macromarketing : Special Issue on Macromarketing in the African Context: Past, Present, and the Future

Overview

The Journal of Macromarketing invites original papers for a special issue of the journal on Macromarketing issues in the African context. Macromarketing issues deal with the interplay of marketing and society (Arndt, 1987; Bartels and Jenkins, 1977; Dixon, 1979; Fisk, 1990; Sheth, Gardner and Garrett, 1988). Macromarketing is about building bridges between marketing and society to achieve social goals (Sheth, 1992) based on the beliefs that firms can do good by serving the poor and still make a profit (Kotler, Roberto, Leisner, 2006).

Relative to micromarketing (i.e. managerial marketing theory and practice), macromarketing issues in emerging market economies have received less attention among marketing scholars, despite recent interests in developing and testing marketing perspectives in emerging market context (Steenkamp and Burgess, 1999; Sheth, 2011). However, macromarketing issues in developing economies have long been a major source of debate among scholars since the early post-colonial era, where governments undertook the critical macromarketing role of building bridges between marketing systems and society. Scholars debated various conceptions, roles, and policy issues in various African economies with a focus on economic development (e.g., Dadzie et al., 1989; Goetke, 1987; Moyer and Hollander, 1968). However, as emerging African countries pursue free-market systems, the role of Macromarketing in African societies today and in the future has become even more complex and yet critical. The transition from state-led to market-led economies offers marketing scholars opportunities to rethink the traditional role of macromarketing in the unique African context.

Authors may consider any of the following topics typically published by the journal :

How markets and marketing systems operate.

Classical and non-traditional examinations of the role of marketing in socio-economic development.

The origins, growth, and development of marketing and marketing thought.

The marketing of products, services, or programs to enhance the quality of life for consumers, household, communities, countries, and regions.

Explanatory theory, empirical studies, or methodological treatment of test for topics of greatest interest to Macromarketing scholars, such as 1) history, 2) globalization, 3) the natural environment, 4) marketing systems, 5) ethics, and 6) quality of life.

Authors are encouraged to address any of the critical issues within the African Context as recently identified in the African Development Report (2015) by the African Development Bank Group:

Sustainable development and self-reliance

Leveraging demographic changes, globalization, new technologies and environmental changes to enhance the role of business in development

Poverty alleviation/Sharing wealth

Investing in Africa's unique green revolution

Taking the wealth out of the plunder

Closing the twin deficit in infrastructure and inclusive finance
Additional topics within the African context include:

African entrepreneurship
Market development
Sustainability of inclusive growth programs
Transformation of commodity supply chains
Poverty alleviation programs
The sharing economy
Generating scale in marketing systems

We encourage papers with junior faculty members. Manuscript will undergo a double blind review by Macromarketing scholars.

Manuscript must be received no later than October 30th, 2018.

Authors will be notified of the review outcome by March 2019 and final manuscripts will be due by March 2020.

Tentative publication date is September 30th, 2020.

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Manuscript guidelines are available <http://jml.sage.pub.com/>

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