

Call for Papers: *JPP&M* Special Issue on “Marketplace Diversity and Inclusion”

In the Spring of 2013, the *Journal of Public Policy & Marketing (JPP&M)* will publish a special issue on Marketplace Diversity and Inclusion. Research on Marketplace Diversity involves the study of the impact of sociodemographic identities and influences in Business to Consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), and Supply Chain Management (SCM). These sociodemographic identities include those based on race, ethnicity, nationality, gender, sexual orientation, physical differences, religion, and other sociocultural differences. On one hand, such differences are explored in terms of firm avoidance of discriminatory behavior towards potentially marginalized groups. On the other hand, as the global marketplace becomes increasingly connected and diverse, firms are seeking ways to increase opportunities for the pursuit of emerging markets both locally (e.g., multiethnic marketing) and abroad (e.g., cross cultural marketing).

In this special issue, we seek to holistically define and understand marketplace diversity. More specifically, we welcome intersectionalistic approaches in which help us to understand the higher-level constructs of marketplace discrimination and inclusion that encompass one or more traditionally-researched segmentation basis (race/ethnicity, gender, sexual orientation, people with disabilities, etc.) We invite full-length, scholarly articles and shorter thought pieces that may be theoretical or empirical and may employ traditional or innovative research methods that tackle compelling issues relevant to Marketplace Diversity and Inclusion. Research for this issue of *JPP&M* should have the potential to overhaul and transform marketing thought and practice.

For further information, contact Geraldine Rosa Henderson (geraldine.henderson@business.rutgers.edu) or Jerome D. Williams at (jeromew@business.rutgers.edu).

Papers will be reviewed in accordance with *JPP&M* guidelines; for further details, including manuscript guidelines and submission instructions, see www.marketingpower.com/jppm.

Papers should be no longer than 40 double-spaced pages, including references, tables, and figures (12-point font). Essays should be a maximum of 15 pages.

Please submit manuscripts to http://mc.manuscriptcentral.com/ama_jppm and designate the manuscript type as “Special Issue Submission.”

Submission deadline: March 21, 2012.