



Marketing and Society Newsletter - March 2005

For more information on many of the events and activities listed in this newsletter, see the MAS SIG website at <http://www.massig.org>.

Upcoming AMA Events:

Marketing and Public Policy Conference

Date: May 19-21, 2005

Place: Hilton Hotel, Washington, DC

Website: http://www.marketingpower.com/aevent_event.php?Event_ID=24797

Information: This conference examines the interface between marketing and public policy from academic, practitioner and public policy perspectives. Early registration prior to April 19, 2005. For registration, go to: http://ecommerce.ama.org/public_policy/registration.html

ATTENTION DOCTORAL STUDENTS: MPPC Pre-Conference Doctoral Consortium, May 19, 2005, 9:00am-3:30pm. For additional information see: http://www.marketingpower.com/aevent_event.php?Event_ID=24797&Content_ID=54&ActionType=WCT

Marketing Ethics Workshop

Date: May 23-25, 2005

Place: University of Notre Dame, Notre Dame, IN

Website: http://marketplace.nd.edu/cce/Marketing_Ethics_Workshop_P112.cfm

Information: Sponsored by the American Marketing Association, the University of Notre Dame, Mendoza College of Business and the Institute for Ethical Business Worldwide. Early registration prior to April 22, 2005. For additional information and registration see website.

Summer Marketing Educators Conference

Date: July 29 - August 1, 2005

Place: Marriott Hotel, San Francisco, CA

Website: http://www.marketingpower.com/aevent_event.php?Event_ID=24808

Information: Early registration prior to July 9, 2005. For registration go to: <https://ecommerce.ama.org/summered/registration.html>

Other Upcoming Events:

American Council on Consumer Interests (ACCI) Conference

Date: April 6-9, 2005

Place: Hyatt Regency Hotel, Columbus, OH

Website: <http://www.consumerinterests.org/i4a/pages/index.cfm?pageid=3308>

Helping the Food Industry Fight Obesity: Research Insights and Needs Workshop

Date: May 5-6, 2005

Place: McColl Building, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, NC

Website: <http://www.kenainstitute.unc.edu/centers/cse/korp/index.html>

Macro Marketing Seminar 2005

Date: May 28-31, 2005

Place: St. Petersburg Hilton, St. Petersburg, FL

Website: <http://business.clemson.edu/cit/Dream%20weaver/2004%20seminar/index.htm>

2005 ACR North American Conference

Date: September 29 - October 2, 2005

Place: Crown Plaza Hotel, San Antonio, TX

Website: <http://www.acrwebsite.org/topic.asp?artid=199>

ATTENTION DOCTORAL STUDENTS: Sixth Annual ACR Doctoral Symposium, September 28-29, 2005.
For additional information see: <http://www.acrwebsite.org/topic.asp?artid=241>

Calls for Papers:

Journal of Public Policy & Marketing Announces 2006 Special Issue Topic

April 1, 2005 is the deadline for manuscripts for JPP&M's special issue on "Helping Consumers Help Themselves: Improving the Quality of Judgments and Choices." John G. Lynch, Jr. and Wendy Wood are editors for the issue. For more information, see **Calls for Papers** at: www.cba.ufl.edu/jppm.

AMA Winter Educators Conference 2006

July 1, 2005 is the deadline for submitting manuscripts to the 2006 AMA Winter Educators Conference at the Tradewinds Island Resort, St. Petersburg, FL. Conference dates are February 17-20, 2005. For more information, see the **Call for Papers** at the ACCI website at: http://www.marketingpower.com/aevent_event.php?Event_ID=24857

Journal of Macromarketing Silver Anniversary Issue

August 1, 2005 is the deadline for manuscripts to mark the Silver Anniversary of the Journal of Macromarketing. Scholars are invited to submit manuscripts for a special issue of JMM, to commemorate this milestone. JMM articles historically have addressed the interplay between marketing and society. The purpose of this special issue is to broaden our understanding of the intersection between marketplace factors and individual variables. For more information, see the **Call for Papers** at the Journal of Macromarketing website at: http://agb.east.asu.edu/jmm/call_for_papers.htm

Journal of Personal Selling & Sales Management Announces 2007 Special Issue Topic

February 28, 2006 is the deadline for submitting manuscripts for JPSSM's Fall 2007 special issue on "Sales Force Ethics: Strategic Implications and Leadership Challenges." O.C. Ferrell, Marke W. Johnston, and Rene Y Darmon are editors for the issue. For more information, see **Calls for Papers** at: <http://mkt.cba.cmich.edu/jpssm/submsinf/specialcfp.htm>.

Journal of Macromarketing Announces 2007 Special Issue Topic

July 1, 2006 is the deadline for manuscripts for the Journal of Macromarketing's special issue on Consumer Well Being. M. Joseph Sirgy, Don Rahtz, and Dong-Jin Lee are the editors for this issue. For more information, see the **Call for Papers** at the Journal of Macromarketing website at: http://agb.east.asu.edu/jmm/call_for_papers.htm

General Calls for Papers:

Journal of Consumer Affairs

JCA seeks papers that analyze the individual, business, and/or government decisions and actions that can affect or influence the interests of consumers in the marketplace. Topics include consumer education, economics, nutrition, public policy, consumer psychology and marketing from the consumer's point of view. For guidelines, see the website of the American Council on Consumer Interests (ACCI): <http://www.consumerinterests.org/i4a/pages/Index.cfm?pageid=3311>.

Journal of Macromarketing

The Journal of Macromarketing seeks papers on the effects of markets and marketing on society, the effects of social programs on marketing practice, marketing systems and/or marketing phenomena in the aggregate. For more information, see the website: <http://agb.east.asu.edu/jmm/index.html>.

Journal of Public Policy and Marketing

The Journal of Public Policy & Marketing chronicles and analyzes marketing's broader impact on consumer welfare and economic performance as well as relevant policies and actions taken by the various branches of government that affect marketing practice and consumers. For more information, see the website: <http://bear.cba.ufl.edu/centers/jppm/>.

Other News and Information:

Antitrust Bulletin (Winter 2004) Table of Contents

The issue archives contributions from the recent American Antitrust Institute's 2004 Roundtable on Combining Horizontal and Vertical Analysis in Antitrust: Implications of the Work of Robert L. Steiner. Table of Contents available at: <http://www.massig.org>

"For Public Policy Makers" Section of the ACR Website.

Dan Freeman and Stewart Shapiro, Co-Associate Editors of the "For Public Policy Makers" Section of the ACR website, solicit assistance in identifying relevant, consumer focused, public policy articles that are forthcoming or recently published in referred journals outside of the mainstream marketing area. If you have a paper that fits these criteria would like the editors to consider posting a summary of the article on the ACR website, email: stewart@acrwebsite.org or dan@acrwebsite.org.

Do You Have News?

Send announcements or news items for the newsletter and/or the Marketing & Society SIG website to massig@mail.wvu.edu. These may include working papers or other requests. Items should be short (just the basic facts) with either a website link or a pdf file that can be posted.

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The Marketing & Society Special Interest Group (MAS SIG) of the American Marketing Association is sponsoring this newsletter to facilitate communications among those in academia, business, government, nonprofits and others interested in the impact of marketing on society and of society's impact on marketing. Additional information on the SIG and registration for this newsletter can be found at <http://www.massig.org>.