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**SPECIAL ISSUE** Call for Papers | Academy of Marketing Science Review

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**“Transformative Consumer Research in the Next Era of Marketing:  
continuing society-focused theory development, with new connections”**

*Special Issue Editors:*

Aronté Bennett, Villanova University

Martina Hutton, Royal Holloway, University of London

Eva Kipnis, University of Bradford

Ronald P. Hill, American University

The range of complex, at times turbulent, challenges contemporary societies across the world contend with bring to the fore the need for a new generation of marketing theories motivated by the obligation of marketing *for* society and the goals of creation/enhancement of marketing’s positive impact for the greater good (de Ruyter et al. 2022; Scott and Mende 2022; Coulter 2016). Transitioning to this next era requires theory development work that transcends and connects sub-disciplinary, epistemological and conceptual perspectives (Vargo 2022; MacInnis et al. 2020; Coulter 2016).

Challenges similar to those currently facing society birthed the Transformative Consumer Research (TCR) movement. Transformative Consumer Research is at the forefront of marketing’s shift to society-focused theory development, engaging multi-disciplinary teams of scholars and stakeholders in collaborative theorizing for consumer well-being by at biannual dialogical conferences. Since its introduction in 2005 by David Mick, TCR emerged as a platform connecting a steadily growing academic community from diverse sub-disciplines of marketing and other social science fields and a paradigm stimulating innovative theorizations that illuminate marketing’s capacity to impact (positively and negatively) consumer well-being across several areas of social life (Davis et al. 2016; also see Zeng and Botella-Carrubi 2023 for TCR’s state of the art review). Examples of such theoretical innovations include a conceptualization of food well-being identifying linkages between food marketing and food socialization and literacy (Block et al. 2011); a multidimensional conceptualization of financial

vulnerability establishing the role of marketing practices in subjective factors at play in this phenomenon (O'Connor et al. 2019); a theorization of the impact of marketing cues on addiction process (Martin et al. 2013); and a conceptual framework theorizing refugees' integration with their host society through the lens of service experience and characterizing hospitable refugee service systems as a result (Boenigk et al. 2020).

However, societal challenges evolve, adding complexities and necessitating new perspectives, as well as revisiting of previous theoretical advancements. As one example, growing global demand, poor harvests, Russia's invasion of Ukraine, and supply chain disruptions during Covid-19 are named as intertwined factors posing new challenges to international food security and requiring more resilient food systems (Hassen and El Bilali 2022). As these systems are developed and established, conceptual dimensions of food well-being may require revisiting. Beyond food systems, a myriad of societal challenges impact consumer well-being, at the macro and micro level, presenting researchers with exciting theoretical horizons to explore.

**This special issue invites submissions from tracks accepted to the TCR 2023 conference focused on advancing new concepts and theories that explicate how marketing systems, processes and activities can sustain or enhance individual or collective consumer well-being, addressing particularly the newly-emerged or underexplored well-being challenges.** Submissions must contribute rigorous and sound theoretical innovations that advance marketing's contribution to systemic sustainability – thus going beyond offering siloed counter-measures. Instead, theory development should be motivated by positioning marketing's interventions in the focal well-being challenge within an interdependent network of ecologies (nature, social and mental ecologies – Khlif et al. 2022) that underpin life today (in the present) and tomorrow (in the future). In so doing, submissions should consider and articulate their contributions from the perspective of how proposed marketing theory innovations impact well-being in dynamics between consumers and other entities in socio-cultural and bio-physical environments as the interdependent ecologies undergo continued evolution (Laszlo et al. 2010).

Submissions are encouraged from tracks falling into 'Track 1' type that pursue goals of identifying underexplored social problems, establishing conceptual foundations and engaging connections between (sub)disciplinary and stakeholder perspectives. Submissions from 'Track 2' and 'Track 3' types where a previously advanced concept, theory or framework is critically evaluated or extended will also be considered. **It should be noted that the special issue is**

open only for submissions that pursue conceptual/theoretical development; empirically-based works will not be considered.

### SUBMISSION TIMELINE

Submission window: 30 November 2023 - 15 December 2023  
Final Acceptance: 15 December 2024

**SUBMISSION LINK AND FURTHER GUIDELINES WILL BE RELEASED BEFORE 1<sup>ST</sup> AUGUST 2023; A REVISED CALL FOR PAPERS INCLUDING THIS INFORMATION WILL BE CIRCULATED TO ALL TRACK CHAIRS OF TCR2023 CONFERENCE.**

### SPECIAL ISSUE EDITORS

*Dr Aronté Marie Bennett, Villanova School of Business, Villanova University*

Dr. Aronté Bennett is an Associate Professor of Marketing and the Assistant Dean of Diversity, Equity, and Inclusion at Villanova University's School of Business (VSB). Her research focuses on marketplace access for vulnerable consumers, brand image, political marketing, and corporate social responsibility. Most recently, her work on access has examined the experiences of marginalized consumers, including immigrants, recipients of social services and members of minority groups, in the marketplace. Her work has been published in the *Journal of Public Policy and Marketing*, the *Journal of Consumer Psychology*, the *Journal of Consumer Affairs*, and the *International Marketing Review*. She offers courses on market research and consumer behavior. She received her BS and MBA from Florida A&M University, and her Ph.D. from New York University.

*Dr Martina Hutton, Royal Holloway, University of London*

Dr Martina Hutton is a Senior Lecturer in Marketing at Royal Holloway, University of London. Her research focuses on the substantive links between marketplace exclusion and economic vulnerability. She actively partners with stakeholder communities experiencing economic and social marginalisation (poverty, hunger, post-prison challenges) and has

published widely on consumer poverty, material deprivation and social justice research methods including in the *Journal of Consumer Psychology*, *European Journal of Marketing*, *Marketing Theory*, *Journal of Public Policy & Marketing*, the *Journal of Business Research*, *Journal of Consumer Affairs and Consumption*, *Markets & Culture*. She has received numerous funding awards from the Academy of Marketing, ACR/TCR and the Irish Research Council for the Humanities and Social Sciences. Most recently she was awarded a Marketing Trust/Academy of Marketing Impact grant for her work with a multi-stakeholder partnership developing community-led solutions on food insecurity.

***Professor Eva Kipnis, University of Bradford***

Dr Eva Kipnis is a Professor in Marketing at the University of Bradford. Her research focuses on the social impacts of cultural meanings created by marketing activities in multicultural market environments, with applications in contexts of discriminated and under-served consumer populations (e.g., ethnoracial minorities, people with disabilities, LGBTQ+ people, refugees, multiculturally-identifying people) and contexts of product/service innovations (e.g., technology innovations, hybrid service ecosystems). With a team of collaborators working in the Transformative Consumer Research paradigm, she co-founded and co-leads a Multicultural Marketplaces research network with several projects focused on promoting well-being in culturally diverse markets and societies. Eva's work was published in the *Journal of Service Research*, *Journal of the Association for Consumer Research*, *Journal of Business Research*, *Marketing Theory*, *Journal of Public Policy & Marketing*, *Journal of Macromarketing*, *Consumption*, *Markets & Culture*, among others.

***Professor Ronald Paul Hill, American University***

Ronald Paul Hill is the Dean's Professor of Marketing and Public Policy at the American University, Kogod School of Business. He has authored over 200 journal articles, books, chapters, and conference papers on topics that include impoverished consumer behavior, marketing ethics, corporate social responsibility, human development, and public policy. Outlets for this research are *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Business and Society*, *International Journal of Research in Marketing*, *Human Rights Quarterly*, *Journal of the Academy of Marketing Science*, and *Harvard Business Review*. He currently serves as the Vice President of Publications for the American Marketing

Association, and he is Editor-in-Chief of the Responsible Research in Business and Management Honor Roll. He served as Editor of the *Journal of Public Policy & Marketing* over a period of 2006-2012 and as the Chair of Transformative Consumer Research Advisory Committee.

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