



Marketing and Retail Track

Track Chairs

- Keith Glanfield, Cardiff Metropolitan University
- Heiner Evanschitzky, University of Manchester
- Anthony Kent, Nottingham Trent University
- Adam Poole, University of the West of England

Track description:

The marketing and retail conference track encourages submission of full conference and development papers from across the spectrum of both subject areas. Methodologically the track is not solely focussed on quantitative research and welcomes papers from all research methodologies pertinent to marketing and retail scholarship.

To reflect this year conference theme, the track is particularly interested in submissions that help businesses to use marketing to achieve outcomes in line with the UN Sustainable Development Goals and encourage consumers to shop responsibly. The following themes provide some guidelines, but these are not exhaustive and research on related topics will be welcome.

- New roles for marketing
- Possibilities for sustainable and inclusive productivity growth
- What are the new organisational futures for Marketing?
- Internal marketing to enhance the health and wellbeing of employees
- Marketing and the circular economy
- The evolution of the experience economy
- Social and non-profit marketing
- Consumer Behaviour
- Digital marketing communications