



Call for Papers

Announcing the 2nd edition of the
“Bringing Institutional Theory to Marketing” Conference
Paris, France
6-7 June 2019
ISC Paris Business School
&
Special Issue for **Journal of Macromarketing**

Background:

After a successful first edition in 2017, we are pleased to announce the organization of a second edition of the “Bringing Institutional Theory to Marketing” conference (NITMKG 2019).

A special issue for the *Journal of Macromarketing* will focus on developing scholarship at the intersection of neo- institutional theory and marketing.

As in the first edition, topics covered in the conference include but are not limited to:

- How consumption practices emerge in the first place
- How consumption practices are maintained and continue over time
- How consumption practices erode and collapse
- How illegitimate consumption practices evolve over time. Why do some illegitimate consumption practices become legitimate whereas others disappear?
- The role of consumers as agents in the shaping of consumption practices at the macro level
- Beyond the firm-consumer dyad, the role of media, critics, technology and professions in legitimating and delegitimizing consumption practices
- How collaborative dynamics among companies legitimate new market products and new consumption practices in emerging industries?

Scientific Committee and Guest-Editors of the Special Issue:

Karim Ben-Slimane, ISC Paris Business School, France

Damien Chaney, ESC Troyes in Champagne, France

Ashlee Humphreys, Northwestern University, USA

Bernard Leca, ESSEC Business School, France

Marie Taillard, ESCP Europe, UK

Important dates and information about the conference:

24 February 2019: Submission of short papers (around 2000 words)

11 March 2019: Notification of acceptance/rejection

Online registration opens

Information regarding accommodations and travel suggestions made available

More details will be made available via: <https://nitmkg2.sciencesconf.org/>

Important dates and information about the Special Issue for Journal of Macromarketing:

Submissions are due no later than **January 15, 2020** at <http://mc.manuscriptcentral.com/jmk>. Indicate that your paper is intended for this special issue. Manuscripts guidelines are available at: <http://jmk.sagepub.com/>. Please direct any inquiries about the special issue to nitmkg2@sciencesconf.org. We expect the special issue to be published in **2021**.