

Institutional Interplay and Macromarketing



Call for Papers for a special issue

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Submissions are due no later than **January 15, 2020** at <http://mc.manuscriptcentral.com/jmk>.

A key part of macromarketing concerns understanding the institutions that surround marketing and consumption. This special issue aims at understanding the role of inter-organizational interplay in the emergence, maintenance and decline of consumption practices. Because the customer cannot be considered as passive, companies are no longer the unique agent of making markets.

We expect fresh knowledge that challenges the conventional view of market agents and the dynamic of consumption-practices evolution through the lens of institutional theory. We also encourage papers that widen the contexts and the boundaries of interactions between consumers and companies and that focus on specific actors such as voiceless and/or powerless consumers.

Our preference will also go to papers that explore big issues for society, such as climate change, waste management, gender issues, social inclusion, and social media. Contributions to our knowledge about the interplay of micro and macro-levels are especially welcome.

In conjunction with the “Bringing Institutional Theory to Marketing” conference at ISC Business School in Paris, June 6-7, we are inviting papers on the topic of institutions in marketing. Participation in the conference is not required for submission, but we will be considering papers presented at the conference in addition to the open call for submissions.

Topics covered in the special issue could include but are not limited to:

- Institutions in the rise (or maintenance or decline) of consumption or marketing practices,
- How illegitimate consumption or marketing practices evolve over time. Why do some illegitimate of these practices become legitimate whereas others disappear?
- The role of consumers as agents in the shaping of macro-level consumption practices,
- Going beyond the firm-consumer dyad - the role of media, critics, technology and professions in legitimating and delegitimizing consumption or marketing practices,
- How collaborative dynamics among companies legitimate new market-products or marketing practices and new consumption-practices in emerging industries.