Doctoral Workshop on Historical Methods in Marketing Scholarship
Department of Management, Politics, Philosophy and History
Copenhagen Business School, Denmark
29 – 30 May, 2013

This workshop is aimed at doctoral students working in marketing, history and social science departments, who are interested in developing their methodological and historical research skills. In addition to in-depth discussion sessions focusing on various aspects of the historiography of marketing, historical methodology, archival research skills, and the relationship between history and marketing theory, the workshop will offer a friendly and collegial atmosphere for doctoral students to discuss problems they encounter in their research strategy. Doctoral students will be given ample of opportunity to discuss dissertation proposals and employment opportunities in marketing and marketing history.

If you are interested in being considered for this workshop, please submit to Stefan Schwarzkopf by Monday, 31 December 2012 a statement of interest, a CV, a preliminary or final dissertation prospectus of no more than 10 pages, and a letter of support from your dissertation supervisor (or prospective supervisor). Applicants will be notified by 31 January 2013 whether they will be included in the programme.

Themes and Session Speakers

Terrence Witkowski (California State University, Long Beach): The Historiography of Marketing

Jagdish Sheth (Emory University): Reading Early Marketing Classics

D. G. Brian Jones (Quinnipiac University): Basic Methodological Issues in Marketing History and the History of Marketing Thought

Eric Shaw (Florida Atlantic University): Historical Research and Marketing Systems Analysis

Stefan Schwarzkopf (Copenhagen Business School): Philosophy of History in Relation to Marketing History and Marketing Theory

Dale Miller (Griffith University): Archival Research Skills in Marketing History

Maria Kalamas (Kennesaw State University): Retailing History and Marketing Historical Research

Matthias Bode and Per Østergaard (University of Southern Denmark, Odense): The Role of Historical Perspectives in Contemporary Consumer Research

Joint Session on Employment Opportunities and Publication Strategies in Marketing and Marketing History

Organizers:

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