

Conference Program

Explorations in Globalization and Glocalization: Marketing History Through the Ages

18th Biennial Conference on Historical Analysis & Research in Marketing
(CHARM)

June 1 – 4, 2017
(Doctoral Workshop May 31 - June 1)

Liverpool John Moores University, Liverpool, England, U.K.

Wednesday, May 31	
6:30 to 9:00 p.m.	Doctoral Workshop on Historical Methods in Marketing Scholarship Welcome/Meet and Greet/Dinner The Old Blind School, 24 Hardman Street, Liverpool
Thursday, June 1	
7:30 to 9:00 a.m.	Doctoral Workshop on Historical Methods in Marketing Scholarship Continental Breakfast Location TBA
9:00 to 4:30 p.m.	Doctoral Workshop on Historical Methods in Marketing Scholarship Redmonds Building, RB/520
4:30 to 6:30 p.m.	Registration Redmonds Building, RB/523
6:30 to 9:00 p.m.	Opening Reception and Welcome Redmonds Building, RB/523
Friday, June 2	
9:00 to 10:30 a.m.	<p>Session 1a RB/519 Gender and Advertising Chair: Richard A. Hawkins</p> <p>‘Black in the Game: Black Male Models, U.S. Advertising, and Changing Culture’ Blaine J. Branchik, Quinnipiac University, CT, USA Judy Foster Davis, Eastern Michigan University, MI, USA Erika Paulson Quinnipiac University, CT, USA</p> <p>‘The Founding Five: Advertising Women of New York’ Krystl Raven University of Saskatchewan, Canada</p> <p>‘Women’s Advertising Club Newsletters: Building Communities of Practices and Instilling Club Philosophies’ Jeanie Wills University of Saskatchewan, Canada</p>

9:00 to 10:30 a.m.	<p style="text-align: center;">Session 1b RB/518 Government and Advertising Chair: Graham Gladden</p> <p style="text-align: center;">‘A Very Special Relationship – the Government and the Advertising Industry in Sweden 1935 to 1990’ Erik Lakomaa Stockholm School of Economics, Sweden</p> <p style="text-align: center;">‘Marketing to Attract Immigrants: The Case Of Argentina’ Karen Fox Santa Clara University, CA, USA</p> <p style="text-align: center;">‘How to sell Nuclear Energy to the Spanish Public in the 1950s’ M. Elena Aramendia Universidad Pública de Navarra, Spain</p>
10:30 to 11:00 a.m.	<p style="text-align: center;">Coffee and Tea Break RB/523</p>
11:00 a.m. to 12:30 p.m.	<p style="text-align: center;">Session 2a RB/518 Marketing and Print Media Chair: Richard A. Hawkins</p> <p style="text-align: center;">‘The courting of advertisers: Intertwined and changing notions of gender and class in the depiction of market segments for the Swedish press, 1880-1939’ Klara Arnberg Stockholm University, Sweden</p> <p style="text-align: center;">‘Signalling by Frontispieces in Baroque Merchant Books’ Klaus Brockhoff WHU – Otto Beisheim School of Management, Vallendar, Germany</p> <p style="text-align: center;">‘Advertising and Consumption in India: An Interpretive Analysis of Print Ads from the Early Colonial Period to the Present Day’ Hari Sreekumar Indian Institute of Management Tiruchirappalli, Tamil Nadu, India</p>

11:00 a.m. to 12:30 p.m.	<p style="text-align: center;">Session 2b RB/519 Advertising Agencies Chair: David Clampin</p> <p style="text-align: center;">‘Selling the concept of brands. The Swedish advertising industry and branding in the 1920’s’ Elin Åström Rudberg Stockholm School of Economics, Sweden</p> <p style="text-align: center;">‘Office Space: Organising the Australian Advertising Agency in the 20th Century’ Robert Crawford RMIT University, Meelbourne, Australia</p> <p style="text-align: center;">Archiving the Archives: The World’s Collections of Historical Advertisements and Marketing Ephemera Fred Beard University of Oklahoma, OK, USA</p>
12:30 – 2:00 p.m.	<p style="text-align: center;">Lunch RB/523</p>
2:00 to 3:30 p.m.	<p style="text-align: center;">Session 3a RB/518 Patterns of Performance and the Development of Approaches Chair: Bill Keep</p> <p style="text-align: center;">‘Making and Marketing a Canadian Art Icon: Tom Thomson’ Leighann C. Neilson Carleton University, Ottawa, Canada</p> <p style="text-align: center;">‘Consumer ethnocentrism and consumer animosity: A systematic literature review’ Maya F. Farah Nour I. Mehdi Lebanese American University, Lebanon</p> <p style="text-align: center;">‘Accidental Marketers: The Product Orientation of Early Christianity’ Mick Jackowski Clayton Daughtrey Jeffrey Lewis Metropolitan State University of Denver, CO, USA</p>

<p>2:00 to 3:30 p.m.</p>	<p style="text-align: center;">Session 3b RB/519 Food and Alcohol Chair: Terry Witkowski</p> <p style="text-align: center;">“‘Don’t Blame the Shopkeeper!!’: How Food, Drink and Confectionary Brands’ Advertising Dealt with Shortages and British Government Control of the Market During the Second World War’ Mick Hayes University of Portsmouth, UK</p> <p style="text-align: center;">‘Making a market for Mexican food in Australia John Sinclair, University of Melbourne, Australia Barry Carr, La Trobe University, Australia</p> <p style="text-align: center;">‘Retour Des Indes: The Evolution of Competitive Differentiation and Branding in 19th Century Bordeaux’ Gopalkrishnan R. Iyer Florida Atlantic University, FL, USA</p>
<p>3:30 to 4:00 p.m.</p>	<p style="text-align: center;">Coffee and Tea Break RB/523</p>
<p>4:00 to 5:30 p.m.</p>	<p style="text-align: center;">Session 4a RB/518 Retailing Chair: Maria Kalamas Hedden</p> <p style="text-align: center;">‘A Consumer Cooperative between Market and Stakeholder Orientations: The Case of Coop Atlantique, 1912-2016’ Bruno Mazieres University of Limoges, France Magali Boespflug University of Poitiers, France</p> <p style="text-align: center;">‘An Update on the Origin and Evolution of the Department Store, pre 1900s Robert D. Tamilia Université du Québec à Montréal, Canada</p> <p style="text-align: center;">‘Marks and Spencer’s CSR Approach to Promotion of Healthy Eating Yumiko Toda, Nihon University, Japan John Dawson, University of Edinburgh, UK</p>

4:00 to 5:30 p.m.	<p style="text-align: center;">Session 4b RB/520 Brand Identity and Brand Heritage Chair: Leighann C. Neilson</p> <p style="text-align: center;">‘Visualizing Winchester: A Brand History Through Iconic Images’ Terrence H. Witkowski California State University, Long Beach, USA</p> <p style="text-align: center;">‘William Lever: marketing pioneer’ Jeannette Strickland University of Liverpool, UK</p> <p style="text-align: center;">‘Motor Town Wolverhampton: The Rise and Fall of the Sunbeam Brand’ Richard A. Hawkins University of Wolverhampton, UK</p>
6:30 to 9:00 p.m.	<p style="text-align: center;">Dinner Tate Liverpool, Albert Dock, Liverpool</p>

Saturday, June 3	
9:00 to 10:30 a.m.	<p style="text-align: center;">Session 5a RB/518 Travel and Motor Vehicle Advertising Chair: Fred Beard</p> <p style="text-align: center;">‘The changing focus of marketing: the application of Maslow’s model of needs to the analysis of Cunard advertising between 1910 and 1940’ Graham Gladden Liverpool John Moores University, UK</p> <p style="text-align: center;">‘Cunard across the Atlantic, an ‘impeccable British service’. Selling the Britishness of shipping lines, c.1893 to c.1969’ David Clampin Liverpool John Moores University, UK</p> <p style="text-align: center;">‘The Mouse That Roared: Cyclecars Versus the Ford Model T’ D.G. Brian Jones Quinnipiac University, CT, USA Alan J. Richardson Odette School of Business, University of Windsor, Canada Mark Tadajewski Durham University, UK</p>

9:00 to 10:30 a.m.	<p style="text-align: center;">Session 5b RB/519 Clothing Chair: Yumiko Toda</p> <p style="text-align: center;">‘Refashioning the Femme Fatale in Vogue, 1892-1900’ Yuko Minowa, Long Island University, USA Pauline Maclaran, Royal Holloway, University of London, UK Lorna Stevens, University of Westminster, UK</p> <p style="text-align: center;">‘Assembling the Ethnic Identity in the Ottoman Society through Clothing Consumption’ Eminegül Karababa Middle East Technical University Üniversiteler Mah, Turkey</p> <p style="text-align: center;">‘Effect of The Kimono Business on Kyoto Textiles From 1949 to 2000’ Keiko Okamoto Hosei University, Japan</p>
10:30 to 11:00 a.m.	<p style="text-align: center;">Coffee and Tea Break RB/523</p>
11:00 a.m. to 12:30 p.m.	<p style="text-align: center;">Session 6a RB/519 Branding and Trademarks Chair: Mick Hayes</p> <p style="text-align: center;">‘The Battle against Brands in the U.S. circa 1930-1980’ Ross D. Petty Babson College, MA, USA</p> <p style="text-align: center;">‘Comparing Apple to Apple: An Historical Tale of How Corporate Diversification Can Lead to Trademark Infringement’ Steven W. Kopp University of Arkansas, AK, USA</p> <p style="text-align: center;">‘The effects of trademarks law over the marketing work of Cognac brandy firms, XVIIIth c. – early 20th c.’ Thomas Mollanger University of Bordeaux, France</p>

11:00 a.m. to 12:30 p.m.	<p style="text-align: center;">Session 6b RB/518 Marketing and Politics Chair: D.G. Brian Jones</p> <p style="text-align: center;">‘Historical Analysis of the Evolution of Political Marketing in the United States’ Minita Sanghvi Skidmore College, NY, USA Emil Ghitman Gilkes Skidmore College, NY, USA</p> <p style="text-align: center;">‘Staying in The Community but Leaving the Union’ Neil Bendle, Ivey Business School, Western University, Canada Jack Bunce Ivey Business School, Western University, Canada</p> <p style="text-align: center;">‘Gifts and War: The Forbidden Ritual of Wartime Japan’ Yuko Minowa Long Island University, NY, USA Russell W. Belk York University, Toronto, Canada</p>
12:30 – 2:00 p.m.	<p style="text-align: center;">Lunch and Awards RB/523</p> <p style="text-align: center;">Stanley C. Hollander Best Paper Award Presenter: Blaine Branchik</p> <p style="text-align: center;">David D. Monieson Best Student Paper Award Presenter: Brian Jones</p>
2:00 to 3:30 p.m.	<p style="text-align: center;">Session 7a RB/518 Marketing and Government Chair: Eminegül Karababa</p> <p style="text-align: center;">‘History of U.S. Product Safety and Sustainability Activities’ Robert Dyer George Washington University, MD, USA Marilyn Liebreznz-Himes George Washington University, MD, USA</p> <p style="text-align: center;">‘The Apparently Endless Nature of Endless-Chain Schemes’ William W. Keep The College of New Jersey, NJ, USA Peter Vander Nat Federal Trade Commission (Retired), DC, USA</p> <p style="text-align: center;">“‘The Greatest Leaders in Extension Work’: The Role of Extension Work in Developing Rural Female Consumers in Early 20th Century New York’ Mary Ellen Zuckerman College at Brockport, SUNY, N.Y, USA</p>

2:00 to 3:30 p.m.	<p style="text-align: center;">Session 7b RB/519 Marketing Systems and Definitions Chair: Peter Vander Nat</p> <p style="text-align: center;">‘A Model of Historical Analysis for Solving Marketing Problems’ Anthony J McMullan Independent Scholar, Australia</p> <p style="text-align: center;">‘A History of the Brand Management System’ Isabelle Aimé IPAG Business School, France Fabienne Berger-Remy Sorbonne Business School, France Marie-Eve Laporte Sorbonne Business School, France</p> <p style="text-align: center;">‘A Post-Modern History of Internet Advertising’ Lilly Anne Buchwitz Humber College Toronto, Canada</p>
3:30 to 4:30 p.m.	<p style="text-align: center;">Journal of Historical Research in Marketing Editorial Board Meeting (Coffee and Tea) RB/520</p>
4:30 to 5:30 p.m.	<p style="text-align: center;">CHARM Board of Directors Meeting (Coffee and Tea)</p>
6:30 to 9:00 p.m.	<p style="text-align: center;">Walking Tour – In the Footsteps of the Beatles Directions to be provided at the conference</p>

Sunday, June 4	
9:00 to 11:00 a.m.	<p style="text-align: center;">Session 8a RB/519 International Expositions and Heritage Marketing Chair: Jacqueline Reid Wachholz</p> <p style="text-align: center;">‘On the Road with Disney: Standard Oil, Advertising, and the 1939 Golden Gate Exposition’ Susan Ohmer University of Notre Dame, IN, USA</p> <p style="text-align: center;">‘Making Advertising Come to Life: Advertising Exhibitions in Early Twentieth-Century Britain’ James Taylor University of Lancaster, UK</p> <p style="text-align: center;">‘A comparative historical analysis of the role of universal expositions in the diffusion of three innovative technologies in France: 1876-1937’ Marie Carpenter Institut Mines-Télécom, France Patrick Luciano Université Paris-Dauphine, France</p> <p style="text-align: center;">‘Conservation and Consumerism: Commercialising the National Trust in the 1960s’ Sean Nixon University of Essex, UK</p>
9:00 to 11:00 a.m.	<p style="text-align: center;">Session 8b RB/518 Meet the Editors Session (We are not sure this session will take place)</p>
11:00 to 11:30	<p style="text-align: center;">Coffee and Tea Break RB/523</p>
11:30 to 1:30 p.m.	<p style="text-align: center;">Lunch and CHARM Association Meeting RB/523 Adjournment</p> <p style="text-align: center;"><i>Safe journey home everyone</i></p>