

CHARM Milestones

The Conference for Historical Analysis and Research in Marketing (CHARM) was organized by Stanley C. Hollander and Ronald Savitt in 1983 at Michigan State University. The original title, “The First North American Workshop on Historical Research in Marketing,” was later changed to “Conference on Historical Research in Marketing and Marketing Thought.” The CHARM name was adopted following the 1997 meeting. The Association for Historical Research in Marketing (AHRIM) was established in 1999. AHRIM’s name was changed to CHARM Association in 2005.

Dates, Themes, and Venues

2019	<i>Exploring Identity Building: Marketing History as an Instrument of Transformation</i> Ottwa, Canada, May 16-19, 2019.
2017	<i>Explorations in Globalization and Glocalization: Marketing History Through the Ages</i> , Liverpool John Moores University, Liverpool, United Kingdom, June 1-4
2015	<i>Crossing Boundaries, Spanning Borders: Voyages around Marketing’s Past</i> , RMS Queen Mary, Long Beach Harbor, California, May 28-31
2013	<i>Varieties, Alternatives, and Deviations in Marketing History</i> Copenhagen Business School, Copenhagen, Denmark, May 30-June 2
2011	<i>Marketing History in the New World</i> Quinnipiac University, New York, May 19-22
2009	<i>Marketing History: Strengthening, Straightening and Extending</i> , University of Leicester, Leicester, May 28-31
2007	<i>Marketing History at the Center</i> , John W. Hartman Center for Sales, Advertising & Marketing History, Duke University, Durham, North Carolina, May 17-20
2005	<i>The Future of Marketing’s Past</i> , Aboard the Queen Mary, Long Beach, California, April 28-May 1
2003	<i>The Romance of Marketing History</i> , Michigan State University, East Lansing, Michigan, May 15-18
2001	<i>Milestones in Marketing History</i> , Duke University, Durham, North Carolina, May 17-20
1999	<i>Marketing History: The Total Package</i> , Michigan State University, East Lansing, Michigan, May 13-16
1997	<i>Marketing History Knows No Boundaries</i> , Kingston, Ontario, Canada, May 22-25
1995	<i>Marketing History: Marketing’s Greatest Empirical Experiment</i> , Fort Wayne, Indiana, May 25-28
1993	<i>Contemporary Marketing History</i> , Emory University, Atlanta, Georgia, May 22-25
1991	<i>Marketing History – Its Many Dimensions</i> , Michigan State University, East Lansing, Michigan, April 19-21
1989	<i>Marketing History: The Emerging Discipline</i> , Charleston/Mt. Pleasant, South Carolina, April 29-May 1
1987	<i>Marketing in Three Eras</i> , Michigan State University, East Lansing, Michigan, April 23-26
1985	<i>Marketing in the Long Run</i> , Michigan State University, East Lansing, Michigan, April 28-30
1983	<i>First North American Workshop on Historical Research in Marketing</i> , Michigan State University, East Lansing, Michigan, June