

## Conference Program

### Crossing Boundaries, Spanning Borders: Voyages Around Marketing's Past 17<sup>th</sup> Biennial Conference on Historical Analysis & Research in Marketing (CHARM)

**May 28 – 31, 2015**  
**RMS Queen Mary, Long Beach, California, USA**

<b>Thursday, May 28</b>	
9:00 to 4:30 p.m.	<b>Doctoral Workshop on Historical Methods in Marketing Scholarship</b> Regent Room
4:30 to 6:30 p.m.	<b>Registration</b> Verandah Grill
6:30 to 9:00 p.m.	<b>Opening Reception and Welcome</b> Verandah Grill
<b>Friday, May 29</b>	
7:30 to 9:00 a.m.	<b>Continental Breakfast</b> Verandah Grill
9:00 to 10:30 a.m.	<p><b>Session 1a</b> Verandah Grill <b>Marketing Systems and Definitions</b> <b>Chair: Mark Tadajewski</b></p> <p>‘On the Origins of Marketing Systems’ <b>Eric Shaw</b> <b>Florida Atlantic University, USA</b></p> <p>‘Segmentation in Practice: an Historical Overview of the 18th and 19th Centuries’ <b>Ron Fullerton</b> <b>California State University, Northridge, USA</b></p> <p>‘An Historically-based Definition of Marketing’ <b>Justin Hall</b> <b>Florida Atlantic University, USA</b></p>
9:00 to 10:30 a.m.	<p><b>Session 1b</b> Board Room <b>Marketing and Intercontinental Connections</b> <b>Chair: Sean Nixon</b></p> <p>“‘Men, Money, and Markets’: An Overview of Marketing in Australia in the Interwar Period’ <b>Robert Crawford</b> <b>University of Technology, Sydney, Australia</b></p> <p>‘Marketing, Modernity and ‘Americanisation’: Individual Entrepreneurship and the Genesis of Consumer Industries in Australia’ <b>John Sinclair</b> <b>The University of Melbourne, Australia</b></p> <p>“‘Selling’ Europe on Free Enterprise: Advertising, Business and the US State Department in the late 1940s’ <b>Inger L. Stole</b> <b>University of Illinois at Urbana-Champaign, USA</b></p>

10:30 to 11:00 a.m.	<p style="text-align: center;"><b>Coffee and Tea Break</b> Verandah Grill</p>
11:00 a m. to 12:30 p m.	<p style="text-align: center;"><b>Session 2a</b> Verandah Grill <b>Selling and Sales: Approaches and Practices</b> <b>Chair: Barry Boothman</b></p> <p style="text-align: center;">‘A Brief History of Selling and Sales Management’ <b>Thomas L. Powers</b> <b>University of Alabama at Birmingham, USA</b></p> <p style="text-align: center;">‘A History of Advertising and Sales Promotion’ <b>Fred K. Beard</b> <b>University of Oklahoma, USA</b></p> <p style="text-align: center;">‘Avon Products 1964-2014: The Slippery Slope of Direct Selling’ <b>William W. Keep</b> <b>The College of New Jersey, USA</b></p>
11:00 a m. to 12:30 p m.	<p style="text-align: center;"><b>Session 2b</b> Board Room <b>Gender and advertising</b> <b>Chair: Jeanie Wills</b></p> <p style="text-align: center;">‘Gentlemen Professionals and Men-about-Town: Occupational Personas amongst London Advertising Men, 1951-67’ <b>Sean Nixon</b> <b>University of Essex, Colchester, UK</b></p> <p style="text-align: center;">‘MAD Black WOMEN: African-American Women and Structural Oppression in the Advertising Industry’ <b>Judy Foster Davis</b> <b>Eastern Michigan University, USA</b></p>
12:30 – 2:00 p.m.	<p style="text-align: center;"><b>Lunch</b> Verandah Grill</p>
2:00 to 3:30 p m.	<p style="text-align: center;"><b>Session 3a</b> Verandah Grill <b>Patterns of Performance and the Development of Approaches</b> <b>Chair: Fred Beard</b></p> <p style="text-align: center;">‘A History of Consumption in the United States’ <b>Terrence H. Witkowski</b> <b>California State University, Long Beach, USA</b></p> <p style="text-align: center;">‘A Model of Periodization of Radio and Internet Advertising History’ <b>Lilly Anne Buchwitz</b> <b>Humber College, Toronto, Canada</b></p> <p style="text-align: center;">“‘An ocean voyage is a different way of life’ “Hyperreality”, Liminality and the Marketing of British Shipping Lines c.1880 to c.1970’ <b>David Clampin</b> <b>Nicholas J. White</b> <b>Liverpool John Moores University, UK</b></p>

<p>2:00 to 3:30 p m.</p>	<p style="text-align: center;"><b>Session 3b Board Room</b>  <b>Sexual Orientation and Identity</b>  <b>Chair: Judy Davis</b></p> <p style="text-align: center;">‘Laugh, Sneer or Kill: U.S. Advertising and Negative Gay Male Depictions’  <b>Blaine J. Branchik</b>  <b>Quinnipiac University, Hamden, CT, USA</b></p> <p style="text-align: center;">‘The Roots of Genderqueer Identity Through Consumption:  Androgynous and Unisex Fashion in the 20th Century’  <b>Elizabeth Crosby</b>  <b>University of Wisconsin – LaCrosse, USA</b>  <b>Kim McKeage</b>  <b>Hamline University, Saint Paul, MI, USA</b>  <b>Jeffrey McKeage</b>  <b>Independent Scholar</b></p>
<p>3:30 to 4:00 p m.</p>	<p style="text-align: center;"><b>Coffee and Tea Break</b>  Verandah Grill</p>
<p>4:00 to 5:30 p m.</p>	<p style="text-align: center;"><b>Session 4a Verandah Grill</b>  <b>Key Thinkers and Mentors</b>  <b>Chair: Eric Shaw</b></p> <p style="text-align: center;">‘Fred W. Shibley: Ocularcentrism, Marketing Management and the Marketing Concept  in the Early Twentieth Century’  <b>D.G. Brian Jones</b>  <b>Quinnipiac University, USA</b>  <b>Mark Tadjewski</b>  <b>University of Durham, Durham, UK</b></p> <p style="text-align: center;">‘Seiji Tsutsumi, A Critical Marketer in Japan:  His Philosophy and Marketing Activities’  <b>Kazuo Usui</b>  <b>Saitama University, Japan</b></p> <p style="text-align: center;">‘Marketer and Mentor:  Dorothy Dignam’s Support for Careers for Women in Advertising  1920-1950’  <b>Jeanie Wills</b>  <b>University of Saskatchewan, Canada</b></p>
<p>4:00 to 5:30 p m.</p>	<p style="text-align: center;"><b>Session 4b Board Room</b>  <b>Brand Identity and Brand Heritage</b>  <b>Chair: David Clampin</b></p> <p style="text-align: center;">‘Brand Heritage as Key Success Factor in Corporate Marketing Management: A Review  and Synthesis of Recent Empirical Studies’  <b>Nadine Hennigs</b>  <b>Sascha Langner</b>  <b>Steffen Schmidt</b>  <b>Klaus-Peter Wiedmann</b>  <b>Thomas Wuestefeld</b>  <b>Leibniz University of Hannover, Germany</b></p>

	<p>‘Paprika Schlesinger: The Development of a Luxury Retail Shoe Brand in Belle Époque Vienna’  <b>Richard A. Hawkins</b>  <b>University of Wolverhampton, UK</b></p> <p>‘The Penguin Logo: Brand Mascots and the Image of Mass Democracy in Interwar Britain’  <b>Richard Hornsey</b>  <b>University of Nottingham, UK</b></p>
6:30 to 9:00 p.m.	<p><b>Dinner</b>  Verandah Grill</p>
<b>Saturday, May 30</b>	
7:30 to 9:00 a.m.	<p><b>Continental Breakfast</b>  Verandah Grill</p>
9:00 to 10:30 a.m.	<p><b>Session 5a Verandah Grill</b>  <b>Politics and Political Culture</b>  <b>Chair: Inger Stole</b></p> <p>‘The Selling Power of Lobbying: The Alternative Marketing Toolkit of a 20th-century British Cancer Quack’  <b>Jure Stojan</b>  <b>Independent Scholar, Slovenia</b></p> <p>‘The Man Who Managed Your Marketing? Estes Kefauver and the Drug Hearings on Antitrust and Monopoly’  <b>Andrew D. Pressey</b>  <b>University of Birmingham, UK</b></p> <p>‘Being a Marketer Can Get You Killed’  <b>Karen Fox</b>  <b>Santa Clara University, CA, USA</b></p>
9:00 to 10:30 a.m.	<p><b>Session 5b Board Room</b>  <b>Marketing Reflecting Society and Instigating Change</b>  <b>Chair: John Sinclair</b></p> <p>‘A Historical Approach to Marketing from Anatolia: Akhi Organizations’  <b>B. Zafer Erdogan</b>  <b>Anadolu University, Eskişehir, Turkey</b>  <b>Mahmut Sami Islek</b>  <b>Anadolu University Graduate School of Social Sciences, Turkey</b>  <b>Omer Torlak</b>  <b>Eskişehir Osmangazi University, Eskişehir, Turkey</b>  <b>Cengiz Yilmaz</b>  <b>METU, FEAS, Ankara, Turkey</b></p> <p>‘Keeping Her Condition Stable: A Historical Analysis of Advertising to New Zealand Nurses in the Kai Tiaki Magazine 1908-1929’  <b>Jayne Krisjanous</b>  <b>Victoria University of Wellington, New Zealand</b>  <b>Pamela Wood</b>  <b>Federation University Australia</b></p>

	<p>‘General Public Relations: the Louisville &amp; Nashville Railroad’s Civil War Centennial Effort’  <b>Michael Landry</b>  <b>Northeastern State University, Oklahoma, USA</b></p>
10:30 to 11:00 a.m.	<p><b>Coffee and Tea Break</b>  Verandah Grill</p>
11:00 a m. to 12:30 p m.	<p><b>Session 6a</b> Verandah Grill  <b>Marketing in Territories</b>  <b>Chair: Robert Crawford</b></p> <p>‘The Public Distribution System in India (1939-2001)’  <b>Avinash Mulky</b>  <b>Indian Institute of Management, Bangalore, India</b></p> <p>‘The Dynamics of Market Orientation in the French Telecommunication Industry, 1963-1998’  <b>Patrick Luciano</b>  <b>Pierre Volle</b>  <b>Université Paris-Dauphine, France</b></p> <p>‘Marketing Education in Brazilian MBAs: an Introductory Overview’  <b>Marcelo Rosa Boschi</b>  <b>Denise Franca Barros</b>  <b>Marluce Dantas de Freitas Lodi</b>  <b>João Felipe Rammelt Sauerbronn</b>  <b>Universidade do Grande Rio, Brazil</b></p>
11:00 a m. to 12:30 p m.	<p><b>Session 6b</b> Board Room  <b>Marketing “Contentious” Products</b>  <b>Chair: Jayne Krisjanous</b></p> <p>“‘People Love Players’: Teenagers, Romance and Cigarette Marketing in Post-war Britain’  <b>Daniel O’Neill</b>  <b>University of Nottingham, UK</b></p> <p>The Marketing Problems of a Contraceptive Behemoth; London Rubber Company, Ernest Dichter Associates, and the Condom in 1960s Britain  <b>Jessica Borge</b>  <b>Birkbeck, University of London, UK</b></p>
12:30 – 2:00 p.m.	<p><b>Lunch and Awards</b> Verandah Grill</p> <p><b>Stanley C. Hollander Best Paper Award</b>  <b>Presenter: Blaine Branchik</b></p> <p><b>David D. Monieson Best Student Paper Award</b>  <b>Presenter: Brian Jones</b></p>

2:00 to 3:30 p m.	<p align="center"><b>Session 7</b> Verandah Grill</p> <p align="center"><b>Meet the Editors Session</b></p> <p align="center"><b>D.G. Brian Jones</b> Journal of Historical Research in Marketing  <b>Mark Tadajewski</b> Journal of Marketing Management  <b>Terrence H. Witkowski</b> Journal of Macromarketing</p>
3:30 to 4:00 p m.	<p align="center"><b>Coffee and Tea Break</b> Verandah Grill</p>
6:30 to 9:00 p m.	<p align="center"><b>Optional Barbecue Dinner Cruise</b> Directions to be provided</p>
<b>Sunday, May 31</b>	
7:30 to 9:30 a.m.	<p align="center"><b>Continental Breakfast</b> Verandah Grill</p>
9:30 to 11:30 a.m.	<p align="center"><b>Session 8</b> Verandah Grill  <b>Retailing: Meaning, Practices and Performance</b>  <b>Chair: Richard Hawkins</b></p> <p align="center">‘Marketing an Urban Identity: The Shops and Shopkeepers of Ancient Rome’  Rhodora G. Vennarucci  <b>University of Arkansas, USA</b></p> <p align="center">‘Distributive Orders: The Evolution of North American Retailing’  <b>Barry E. C. Boothman</b>  <b>University of New Brunswick, Canada</b></p> <p align="center">‘Store Front Window Displays over Time and their Teachings’  <b>Ann-Marie Kennedy</b>  <b>Andrew Parsons</b>  <b>Auckland University of Technology, New Zealand</b></p>
9:00 to 11:00 a.m.	<p align="center"><b>Journal of Historical Research in Marketing Editorial Board Meeting</b> Regent Room</p>
11:30 to 1:30 p m.	<p align="center"><b>Lunch and CHARM Association Meeting</b> Verandah Grill  <b>Adjournment</b></p> <p align="center"><i>Safe journey home everyone</i></p>