



## CALL FOR PAPERS

# Humanising Marketing: Diversity, Equity and Inclusion in Marketing

Full-length paper submission deadline: 31 March 2023

Anticipated publication date: Issue 1 2024

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### Theme:

For managers, researchers, and educators the world over, the past two years have presented some of the greatest challenges of their careers. Not only have they had to deal with disruption at the organisation and industry level, but a myriad of challenges also awaits them in the post-pandemic world. Unsurprisingly, the greatest challenges post-pandemic might be ensuring diversity, equity and inclusion (DEI) are key priorities as organisations emerge from the crisis.

Marketing has always played a role in DEI initiatives. This is true across marketing education, research, and practice. In marketing education, innovative approaches to curricular design and delivery present an opportunity for students to successfully engage with and learn about diversity in the business environment (Grier, 2020; Wilson, 2010). For example, courses that draw on Social Learning Theory and include role-playing exercises and case studies can imbue students with an understanding of inclusivity relating to marketing strategies and tactics (Rivera, Arrese, Sádaba, & Casado, 2020). What is more, including DEI in marketing curricula is a way to promote social inclusivity and the belief in marketing as a 'Force for Good' along with being a 'Force for Growth' in future leaders of industry (Rusinko, 2010; Oakenfull, 2021). When this happens, there will be more marketers, brand-builders, and agencies willing to develop more inclusive and authentically representative brand messages, providing historically underrepresented consumers with societal visibility and marketplace legitimacy through inclusive communication (Licsandru & Cui, 2018). Furthermore, a positive outcome of the recent COVID-19 global pandemic has been a forced acceleration and democratisation of learning – via online learning and technology – which have benefitted underrepresented and marginalised educators and students (FutureLearn, 2022; Wilson, 2021).

Apart from education and industry, DEI has been studied extensively by marketing researchers. Topics including gender (Coward & Wagner, 2021; Zayer, McGrath, & Castro-González, 2019), body shape (McFerran, Dahl, Fitzsimons, & Morales, 2009; Pounders, 2018), sexual orientation (Chan, 2021; Northey, Dolan, Etheridge, Septianto, & Van Esch, 2020; Oakenfull & Greenlee, 2005; Ong, Lewis, & Vorobjovas-Pinta, 2021), gender identity (Oakenfull, 2012), ethnicity (Peñaloza, 2018; Strebinger, Guo, Klauser, & Grant-Hay, 2018), physical disability (Benjamin, Bottone, & Lee, 2021), socioeconomic status (Chan & Zlatevska, 2019), scarcity (Roux, Goldsmith, & Bonezzi, 2015) and religion (Cruz, Seo, & Buchanan-Oliver, 2018; Wilson & Grant, 2013) are just some of the areas that have begun to be explored in marketing research. However, the literature would benefit from a deepening of the application of cultural nuance and intersectionality, especially as it evolves generationally. Additionally, there has been a call for diversity in research teams as a way to develop

thought-changing marketing ideas (Thomas, Davis, Wilson, & Sobande, 2020; Wilson, 2020; Moorman, van Heerde, Moreau, & Palmatier, 2019). What is more, it has been suggested the composition of editorial boards (Pan & Zhang, 2014) is an area that might require further and ongoing research. If marketing is to be a truly diverse, equitable and inclusive discipline.

The Special Issue invites contributions that add to literature, theory, and practice of DEI within marketing broadly. The Special Issue seeks papers within three areas—teaching, research, and practice. Research questions might examine how marketing educators incorporate the diversity of consumers in their classrooms, not just to incorporate but to reflect and adopt the diverse values in the classroom. How might the shift to online learning negatively or positively affect disadvantaged groups within an institution, program, or course? For researchers, how can scholars recruit participants from different backgrounds to better understand consumers outside the “WEIRD” (Western, Educated, Industrialised, Rich, and Democratic) sphere? Are certain methodologies inclusive or exclusive? Similarly, for practitioners, what are the challenges of incorporating DEI into marketing activities of the firm, as part of Corporate Social Responsibility? What are firms’ experiences when DEI initiatives are included, and what are the implications for things like brand equity, sales, and customer relationships? Importantly, how can marketers be an authentic force for good in the marketplace that reaches, represents, and resonates with underrepresented consumers while pursuing their constant goal of market growth?

### How to submit your manuscript:

Full-length journal papers for the Special Issue are to be submitted through the AMJ submission system and will undergo a similar review process as regularly submitted papers. Submission for the Special Issue begin 1 January 2023, with the final deadline for submission being March 31, 2023. Questions pertaining to the Special Issue should be sent to the Guest Editors. Papers must be formatted in accordance with the Australasian Marketing Journal style sheet.

All papers will be double-blind refereed. Post-refereeing, the Guest Editors will propose a list of publishable papers for consideration by the Editors-in-Chief of the Australasian Marketing Journal – their agreement will be required prior to notifying Authors of final acceptance. The anticipated publication date is Issue 1, 2024.

### Links:

Australasian Marketing Journal:

<https://journals.sagepub.com/home/anza>

Australasian Marketing Journal - format of submissions:

<https://journals.sagepub.com/author-instructions/ANZ>

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