41th Macromarketing Conference at Trinity College Dublin, 13-15 July 2016 (http://macromarketing2016.org/)

Call for Papers for the track on marketing theory:

**Marketing Theory: Topics; Interrelationships of Theories; Methods and Methodologies**

Track chairs: Michaela Haase and Michael Kleinaltenkamp

This track invites papers from all fields of marketing theory. This includes contributions addressing

- topics of interest such as value creation; economic, social and ecological value and values; resources, context, culture, or systems,
- the integration of perspectives from other disciplines (e.g. social philosophy, economics, ethics, psychology),
- the interaction of different levels of analysis (micro, meso, macro),
- the particular types of theories that have emerged or might emerge from that (e.g. midrange theories),
- the specific forms of activities conducted in the process of research (model building, theorizing, applications of methods; lack of accepted methods, etc.).

We invite full papers or extended abstracts (1500 words). Please forward your papers/extended abstract via email to michaela.haase@fu-berlin.de and michael.kleinaltenkamp@fu-berlin.de.

References


