TENTATIVE Conference Program

(Please note that any necessary changes will be made once the registration deadline has passed.)

Varieties, Alternatives, and Deviations in Marketing History

16th Biennial Conference on Historical Analysis & Research in Marketing (CHARM)

May 30 – June 2, 2013
Hosted by Copenhagen Business School

Thursday, May 30	
3:00 to 8:00 p.m.	**Registration** Foyer, Solbjerg Plads Building
6:00 to 8:00 p.m.	**Opening Reception and Welcome** Foyer, Solbjerg Plads Building Celebrating CHARM's 30th Anniversary: Eric Shaw
Friday, May 31	
8:00 to 8:30 a.m.	**Welcome Tea and Coffee** Foyer, Solbjerg Plads Building
8:30 to 10:30 a.m.	**Session 1a** – Solbjerg Plads (SP), Ground floor 07 **Home and Away: Australia and Advertising History** Chair: Robert Crawford *'This is not a takeover': US participation in the advertising industry in Australia after 1959* **John Sinclair** The Australian Centre, University of Melbourne, Australia *Looking Westwards and Worshipping? The New York 'Creative Revolution' and British Advertising, 1959-89* **Sean Nixon** Department of Sociology, University of Essex, UK

	Seeking Experience, Studying Trends: The Australian Advertising Industry and the World 1960-1975 **Jackie Dickenson** University of Melbourne, Australia *Opening Up For Business Down Under: J Walter Thompson and McCann Erickson Compared* **Robert Crawford** Faculty of Arts and Social Sciences, University of Technology Sydney, Australia
8:30 to 10:30 a.m.	**Session 1b** – Solbjerg Plads (SP), Ground floor 08 **Branding and Brand Development** Chair: Ross Petty *'Part of the University Lexicon': Marketing and Ontario Universities, 1970-2012* **Daniel Robinson and Lindsay Carroci Bolan** Faculty of Information and Media Studies University of Western Ontario, London, Canada McMaster University, Hamilton, Canada *Bringing home the bacon: the role of branding and marketing during the inter-war years* **David M. Higgins and Mads Mordhorst** The York Management School Copenhagen Business School *Brand Development in the Canadian Cast Iron Stove Industry in the First Half of the 20th Century* **Lisa Baillargeon and Patrice Gélinas** Université du Québec à Montréal, Montréal, Canada York University, Toronto, Canada *The Modern History of Brand Marketing: How Far Back Does It Go?* **Ross D. Petty** Babson College, Massachusetts USA

8:30 to 10:30 a.m.	**Session 1c** – Solbjerg Plads (SP), Ground floor 12 **Advertising History** Chair: Dale Miller *Information Content of Print Ads in Late Ottoman Empire and the Early Turkish Republic* **Tufan Özsoy and Ahmet Mutlu Akyüz** Gümüşhane University, Gümüşhane, Turkey *Advertising: rational planning or social waste? An academic encounter anno 1937* **Kurt Pedersen and Erik Kloppenborg Madsen** Department of Business Administration, Aarhus University, Aarhus, Denmark *Creative destruction and the rise of digital advertising in Sweden 1994–2010* **Oskar Broberg, Gustav Sjöblom and Ann-Sofie Axelsson** University of Gothenburg, Sweden Chalmers University of Technology Chalmers University of Technology
10:30 to 11:00 a.m.	**Break** Foyer, Solbjerg Plads Building
11:00 a.m. to 12:00 p.m.	**Session 2a** – Solbjerg Plads (SP), Ground floor 07 **Grave Monument Marketing History** Chair: *Negotiating Modernity in the Monument Trade: The Barre Granite National Advertising Campaign of 1916 and the Vermont Marble Company Campaign of 1927* **Bruce S. Elliott** Department of History, Carleton University, Ottawa, Canada *The St. Thomas White Bronze Company: A Diffusion of Innovations Perspective*

	Leighann C. Neilson Carleton University, Ottawa, Canada
11:00 a.m. to 12:00 p.m.	**Session 2b** – Solbjerg Plads (SP), Ground floor 08 **Market Research** Chair: Mark Tadajewski *Pauline Arnold's Contributions to Market Research* **D.G. Brian Jones** Quinnipiac University, Hamden, CT, USA *Market Research and Socio-Political Consciousness in the Twentieth Century* **Stefan Schwarzkopf** Copenhagen Business School, Copenhagen, Denmark
11:00 a.m. to 12:00 p.m	**Session 2c** – Solbjerg Plads (SP), Ground floor 12 **Distribution Systems** Chair: Terrence Witkowski *Early History and Distribution of Trade Ceramics in Southeast Asia* **Terrence H. Witkowski** California State University, Long Beach, USA *An easy sell? The introduction of a system for deep frozen food in Sweden 1945-1960* **Fredrik Sandgren** Department of Economic History, Uppsala University, Sweden
12:00 – 1:30 p.m.	**Lunch** Solbjerg Plads Building
1:30 to 3:00 p.m.	**Session 3a** – Solbjerg Plads (SP), Ground floor 07 **Place and Country Branding** Chair: David Clampin *Branding Basques, Bilbao, and Boise: Marketing as Metaphor for History*

	John Patrick Bieter and Nina M. Ray Boise State University, Boise, Idaho USA *The UK ceramic marketing strategy in response to globalization c.1990-2010* **Neil Ewins** University of Sunderland *Marketing and imagined communities; nations and cities as brands: festivals yesterday, today and tomorrow* **S.V. Halliday and Joel Shahar** University of Hertfordshire, Hatfield, Herts, UK
1:30 to 3:00 p.m.	**Session 3b** – Solbjerg Plads (SP), Ground floor 08 **PhD Student Presentations, Part I** Chair: Maria Kalamas *The advertising agency office, 1900 – 1950* **Philippa Haughton** Durham University, UK *History as a Dog and Pony Show?* *The (mis)uses of history for marketing by Wells Fargo & Company, 1958-2012* **Sjoerd Keulen** History Department, University of Amsterdam, NL *From isolated criticisms to militant associations : how brands in urban landscape became a matter of concern* **Stéphanie LeGallic** Paris-Sorbonne, France
1:30 to 3:00 p.m.	**Session 3c** – Solbjerg Plads (SP), Ground floor 12 **Retailing History** Chair: *Development of the Japanese Version of Modern Retailing: An Overview* **Kazuo Usui**

	Saitama University, Japan University of Edinburgh, UK *British Retail and Its Influence on the Development of the Private Brand Strategy at Daiei, Inc*. **Yumiko Toda** College of Commerce, Nihon University, Tokyo, Japan *Historical Ambidextrous Marketing: Antipodean Perspectives 1876 to 1915* **Dale Miller and Bill Merrilees** Griffith University, Gold Coast Campus, Queensland, Australia
3:00 to 3:30 p.m.	**Break** Solbjerg Plads Building
3:30 to 5:00 p.m.	**Session 4a** – Solbjerg Plads (SP), Ground floor 07 **Disciplinary History** Chair: Stefan Schwarzkopf *Consumer Behavior Becomes a Discipline—the 1960s* **Ronald Fullerton** American University in Nigeria *My paradigm is stronger than yours: Critical approach to historical attitudes and behaviors promoting intellectual stagnation and loss of multivocality within the marketing discipline* **Bernard Korai** (PhD Student) **and Souiden Nizar** Laval University, Québec, Quebec, Canada *Knowledge and Power in Academia: A Sociology of Science Case Study of a Research Community in Marketing* **Per Østergaard and Matthias Bode** Department of Marketing & Management University of Southern Denmark
3:30 to 5:00 p.m.	**Session 4b** – Solbjerg Plads (SP), Ground floor 08

	Beauty & Fragrance Chair: Mary Ellen Zuckerman *An Exploration of the Affect of Consumption and the Media on the Creation and Continuation of African-American Women's Beauty Stereotypes* **Elizabeth Crosby and Kim McKeage** University of Wisconsin – La Crosse Hamline University, Saint Paul, MN *Dollars and Scents: Fragrances, Masculinity and the Evolving Male Market Segment* **Blaine J. Branchik and Charles M. Brooks** Quinnipiac University, Hamden, CT USA *Consumption of "new look and "femininity" in post-war Japan (cosmetic and perfume advertising during 1950s)* **Olga Khomenko** London University, School of Oriental and African Studies (SOAS), UK Kyiv Mohyla National University, Ukraine
3:30 to 5:00 p.m.	**Session 4c** – Solbjerg Plads (SP), Ground floor 12 **Price, Packaging and Pyramids?** Chair: Bill Keep *Is Fair Trade a Mirror Image of Just Price?* **Raymond Benton, Jr.** Loyola University, Chicago, IL, USA *Marketing Dust: The Effect of Packaging Technology on the Marketing of Cement and Carbon Black* **Diana Twede and Bob Drasner** Michigan State University, School of Packaging Independent Scholar *Multilevel Marketing: A Historical Perspective* **William W. Keep and Peter Vander Nat** The College of New Jersey, Ewing, NJ, USA

	Federal Trade Commission, Washington, DC, USA
5:30 p.m.	**Bus transportation from Solbjerg Plads Building to Carlsberg Museum for Banquet**
6:00 to 9:30 p.m.	**Reception and Banquet with Guest Speaker** Ragnarok Hall at the Carlsberg Museum, Ny Carlsberg Vej **Keynote Speaker: Professor Linda Scott** Saïd Business School, University of Oxford
9:30 p.m.	**Bus transportation from Carlsberg Museum back to Solbjerg Plads Building**
Saturday, June 1	
8:00 to 8:30 a.m.	**Welcome Tea and Coffee** Foyer, Solbjerg Plads Building
8:30 to 10:30 a.m.	**Session 5a** – Solbjerg Plads (SP), Ground floor 07 **Italian Marketing History, Part I** Chair: Jonathan Morris *Forever Now: Gucci's Use of a Partially Borrowed Heritage to Establish a Global Luxury Brand* **Mark DeFanti, Deirdre Bird, and Helen Caldwell** Providence College, Providence, Rhode Island, USA *The Role of American Advertising Agencies in Postwar Italy, 1950s-1970s* **Elisabetta Bini and Ferdinando Fasce** University of Rome University of Genoa *North and South: Advertising Prosperity in the Italian Economic Boom Years* **Maria Chiara Liguori** Independent Scholar

8:30 to 10:30 a.m.	**Session 5b** – Solbjerg Plads (SP), Ground floor 08 **Retail Space, Place and Display Practices** Chair: Richard Hawkins *Theatre of Consumption: the marketing of dramatic spectacles held in the new Fashion Display Hall, Barkers department store, London, 1928 to 1930* **Susan Bishop** University of Brighton, UK *Not Necessarily in Accord: Architecture and Display in a UK mid-century department store context* **Lesley Whitworth** University of Brighton, UK *Eaton's Thrift House: Merchandising as Public Pedagogy in 1920s Toronto* **Susan Haight** (PhD Student) Department of History, Carleton University, Canada *Physical retail space and place: The historical development of a social psychogeography of liminal consumption* **Charles McIntyre** School of Tourism, Bournemouth University UK
10:30 to 11:00 a.m.	**Break** Solbjerg Plads Building
11:00 a.m. to 12:00 p.m.	**Session 6a** – Solbjerg Plads (SP), Ground floor 07 **Italian Marketing History, Part II** Chair: Jonathan Morris *Government trade, consumption and urban transformations in the Italy of the economic miracle. The case of Bologna (1961-1981)* **Roberto Parisini** University of Ferrara *Marketing strategies of a large multifunctional structure:*

	the case of the Olympic Stadium in Rome **Giambattista Rossi and Alessandra Tessari** University of Salento, Italy University of East London, UK
11:00 a.m. to 12:00 p.m.	**Session 6b** – Solbjerg Plads (SP), Ground floor 08 **Advertising Posters** Chair: Lisa Baillargeon *'Is it essential that a steamship company's poster must have a ship?' The fallibility of product specification in British shipping posters, c.1840 to c.1970* **David Clampin and Nicholas J. White** Liverpool John Moores University, UK *Art at the service of tourism marketing: from the "mountain hare" to the "ski girl basking in the St. Moritz sun"* **Karin Rase**
12:00 – 1:30 p.m.	**Luncheon and Awards** Solbjerg Plads Building **Stanley C. Hollander Best Paper Award** Presented by Eric Shaw, CHARM President **David D. Monieson Best Student Paper Award** Presented by D.G. Brian Jones, CHARM Treasurer
1:30 to 2:30 p.m.	**Session 7a** – Solbjerg Plads (SP), Ground floor 07 **PhD Student Presentations, Part II** Chair: Maria Kalamas *Racing and the motorization of the German people 50 years of the automobile at the 1935 and 1936 Berlin Automobile Exhibitions* **Julia Große-Börger** University of Bremen, Germany *The History of Logistics: In Ancient Egypt*

	& The Early Development of Marketing **Jennifer A. Pelletier** University of South Florida, Tampa, Florida, USA
1:30 to 2:30 p.m.	**Session 7b** – Solbjerg Plads (SP), Ground floor 08 **New Directions in Marketing History** Chair: *The Lord Baldwin Fund for Refugees, 1938-39: A Case Study of Third Sector Marketing in Pre-World War II Britain* **Richard A. Hawkins** Department of History, University of Wolverhampton, Wolverhampton, England *Using the Personal to Reconstruct the Corporate: the case example of Sanders Bros.* **Neil Tyler and Leigh Sparks** Deloitte SA University of Stirling, Stirling, UK
2:30 to 3:00 p.m.	**Break** Solbjerg Plads Building
3:00 to 4:00 p.m.	**Session 8a** – Solbjerg Plads (SP), Ground floor 07 **Meet the Editors** Chair: Blaine Branchik D.G. Brian Jones, Editor *Journal of Historical Research in Marketing* Terrence Witkowski, Editor *Journal of Macromarketing* Mark Tadajewski, Editor *Journal of Marketing Management*
4:30 p.m.	**Bus leaves from Solbjerg Plads for Boat Ride**
5:00 to 6:30 p.m.	**Boat ride leaves Toldbodgadebro in the middle of Nyhavn at 5:00 p.m.** (Tour lasts about 90 mins.)

6:30 to ??? p.m.	**Dinner – On Your Own** Enjoy Copenhagen!
Sunday, June 2	
8:30 to 9:30 a.m.	**Welcome Tea and Coffee** Foyer, Solbjerg Plads Building
8:30 to 9:30 a.m.	**Journal of Historical Research in Marketing** Meeting for members of the Editorial Board *(Everyone else gets a later start!)*
9:30 to 10:30 a.m.	**Session 9a** – Solbjerg Plads (SP), Ground floor 07 **Markets & Marketing History** Chair: Daniel Robinson *The German and Austrian Barter-Centers of the 1940s: Mutual Exchange Systems as an Alternative to Rationing and the Black Market* **Rolf F. H. Schroeder** Independent Scholar *Traders in nature: marketing natural medicine in 20th-century Britain* **Jure Stojan** Independent Scholar
9:30 to 10:30 a.m.	**Session 9b** – Solbjerg Plads (SP), Ground floor 08 **Postal Marketing History** Chair: Kaz Usui *The Development of Public Relations and Integrated Marketing Communications at the General Post Office, 1933-39. A Study in the Emergence of 'Admass' in the United Kingdom* **Michael Heller** University of East London *Father Christmas's Secretariat: nurturing the corporate soul by serving children or capturing a global child icon?*

	Valérie-Inés de La Ville University of Poitiers, France
10:30 to 11:00 a.m.	**Break** Solbjerg Plads Building
11:00 a.m. to 12:00 p.m.	**Session 10a** – Solbjerg Plads (SP), Ground floor 07 **Marketing Theory** Chair: D.G. Brian Jones *Galbraith and Glasser: Two Scotsmen – One Misunderstood and the Other Unknown* **Raymond Benton, Jr.** Loyola University, Chicago, IL, USA *The Quest for a General Theory of the Marketing System* **Eric H. Shaw** Florida Atlantic University, Boca Raton, FL USA
11:00 a.m. to 12:00 p.m.	**Session 10b** – Solbjerg Plads (SP), Ground floor 08 **The Book & Marketing History** Chair: *Marketing ancient histories in the early modern world* **Freyja Cox Jensen** University of Exeter, UK *'Eggplant Comes to the Party': Consumer Culture and Product Placement in Late Twentieth Century Cookbooks* **Kim McKeage** Hamline University, Saint Paul, Minnesota, USA
12:00 to 1:30 p.m.	**Lunch and CHARM Association Meeting** Solbjerg Plads Building **Adjournment** *Safe journey home everyone*