



European Journal
of Marketing



TRANSFORMATIVE
CONSUMER RESEARCH

Call for Papers | *European Journal of Marketing*
Impact Article Special Issue

Impact through Transformative Consumer Research

Special Issue Editors:

Martina Hutton, Royal Holloway, University of London
Eva Kipnis, University of Bradford
Aronté Bennett, Villanova University

Continuing to expand its pre-eminence at the intersection of consumer theory, marketing practice and policy, transformative consumer research (TCR) explicitly promotes solutions to improve societal well-being (Scott and Mende, 2023). By focusing on positive individual, collective and environmental change, this special issue will showcase the outcomes that TCR uniquely delivers in terms of partnership, community-building and empowerment-focused collaborations (Ozanne, Davis and Ekpo, 2022) to achieve greater societal impact. Historically, this community of scholars has called on non-academic stakeholders to aid in contributing important work on conceptual practicalities of scaling impact (Nardini et al, 2022), relational engagements which emphasise both beneficiaries of research (Davis and Ozanne, 2018; 2019), relational tensions (Piacentini et al, 2019) and frameworks for stakeholder engagement alliances (Bublitz et al 2022).

Adopting the format of an **impact article** this special issue call focuses on TCR's strength in convening research alliances focused on developing rigorous scientific findings to alleviate social problems, utilizing various methodologies and often in collaboration with non-academic stakeholder organisations and individuals. More specifically, **the special issue will concentrate on the impacts realised** through TCR alliances in their co-problematism, co-design and co-production of societal impact and its constitutive practices, outcomes and insights.

TCR has advanced leading conceptual and empirical scholarship on some of the most pressing social issues (c.f. Bahl et al. 2016; Block et al. 2011). With a growing number of scholars around the globe engaged in TCR, it is opportune to showcase the impact that has been achieved through stakeholder collaborations in particular. It is envisaged that the collection of articles in this special issue will serve as an instructional readings collection for current and future generations of scholarly communities wider than TCR, given the growing emphasis on developing impactful, rigorous research (e.g., Gonsalves et al. 2021; Scott, Hassler and Martin 2022; Scott and Mende 2022).

As impact articles aim to celebrate and make explicit the impact of research, the challenge of designing, developing, tracking and demonstrating impact (Keeling and Marshall 2022), we emphasise that all submissions must focus on the co-creation of impact. Co-creation is understood in this call as impact developed through the incorporation of stakeholders, be it through co-authoring with non-academic experts, assuming the perspective of involved consumers, or engaging representatives from participating agencies

Furthermore, we also seek contributions showcasing holistic, alternative, and porous forms of impact (Pain et al. 2015) that are captured *during* the impact journey in addition to the measurable change itself. These (new) forms of impact are overlooked both in scholarly debates and as meaningful routes to impact realisation in practice.

Latané's (1981) seminal social impact theory reminds us that change can be achieved only if, and to the extent to which, researchers mobilise all the relevant actors involved in the goals at stake (Fiandrino et al., 2022). Yet despite "partnership" being of the five universal building blocks of all UN Sustainable Goals, less is known about the impacts derived from stakeholder-scholar undertakings. This is a particularly critical omission in marketing and consumer research: although it is increasingly recognized that examining interactions between public, private, non-profit, individual social actors in market environments is important for tackling societal grand challenges at the foundation of UN Sustainable Development Goals,

understanding of how collaborations with market stakeholders can inform responsible innovations is limited (Voegtlin et al. 2022). This impact article special issue on TCR is uniquely situated to address this topical void.

Submissions are particularly encouraged from tracks falling into ‘Track 2’ and ‘Track 3’ type where teams of researchers and stakeholders addressing societal issues are pursuing collaborative solutions to enhance marketplace wellbeing for consumers and communities.

As impact articles focus on the change as opposed to the underlying conceptual or methodological approach, **the special issue is open only for submissions that pursue impact collaborations**; conceptual-based works and empirically based works with no clear impact focus or potential for impact evidence will not be considered.

We advise scholars to carefully review the author guidelines for this particular impact article format at [impact article](#) and read the *EJM* Editors’ impact overview [here](#)

SUBMISSION PROCESS & TIMELINES

Extended Abstracts (1000 words)

31 October 2023

Extended abstracts must be structured in line with [impact article](#) format headings.

Please submit all extended abstracts directly to:

TCR2023@rhul.ac.uk

Upon receipt, submissions will undergo peer reviewed, and selected author teams will be invited to submit a full impact paper for consideration to the *European Journal of Marketing* Impact article TCR special issue in Spring 2024. Submitted articles will undergo the standard *EJM* review process.

Special issue Editors

Dr Martina Hutton, Royal Holloway, University of London

Dr Martina Hutton is a Senior Lecturer in Marketing at Royal Holloway, University of London. Her research focuses on the substantive links between marketplace exclusion and economic vulnerability. She actively partners with stakeholder communities experiencing economic and social marginalisation (poverty, hunger, post-prison challenges) and has published widely on consumer poverty, material deprivation and social justice research methods including in the *Journal of Consumer Psychology*, *European Journal of Marketing*, *Marketing Theory*, *Journal of Public Policy & Marketing*, the *Journal of Business Research*, *Journal of Consumer Affairs* and *Consumption, Markets & Culture*. She has received numerous funding awards from the Academy of Marketing, ACR/TCR, the Marketing Trust and the Irish Research Council for the Humanities and Social Sciences. In 2023 she received the Academy of Marketing's Inaugural Mary Davies Impact Award in recognition of her work with a 22-member multi stakeholder network to deliver an innovative community research programme, the evidence from which has influenced district-level policy, stakeholder solutions and has informed UK All-Parliamentary Group Strategy on destitution.

Professor Eva Kipnis, University of Bradford

Dr Eva Kipnis is a Professor in Marketing at the University of Bradford. Her research focuses on the social impacts of cultural meanings created by marketing activities in multicultural market environments, with applications in contexts of discriminated and under-served consumer populations (e.g., ethnoracial minorities, people with disabilities, LGBTQ+ people, refugees, multiculturally-identifying people) and contexts of product/service innovations (e.g., technology innovations, hybrid service ecosystems). With a team of collaborators working in the Transformative Consumer Research paradigm, she co-founded and co-leads a Multicultural Marketplaces research network with several projects focused on promoting well-being in culturally diverse markets and societies. Eva's work was published in the *Journal of Service Research*, *Journal of the Association for Consumer Research*, *Journal of Business Research*, *Marketing Theory*, *Journal of Public Policy & Marketing*, *Journal of Macromarketing*, *Consumption, Markets & Culture*, among others.

Dr Aronté Marie Bennett, Villanova School of Business, Villanova University

Dr. Aronté Bennett is an Associate Professor of Marketing and the Assistant Dean of Diversity, Equity, and Inclusion at Villanova University's School of Business (VSB). Her research focuses on marketplace access for vulnerable consumers, brand image, political marketing, and corporate social responsibility. Most recently, her work on access has examined the experiences of marginalized consumers, including immigrants, recipients of social services and members of minority groups, in the marketplace. Her work has been published in the *Journal of Public Policy and Marketing*, the *Journal of Consumer Psychology*, the *Journal of Consumer Affairs*, and the *International Marketing Review*. She offers courses on market research and consumer behavior. She received her BS and MBA from Florida A&M University, and her Ph.D. from New York University.

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