



## SPECIAL ISSUE

### **Building a restoration economy: Macromarketing Contributions to Climate Change Resilience**

#### **Call for Papers**

The Journal of Macromarketing invites original submissions for a special issue on *Building a restoration economy: Macromarketing contributions to climate change resilience*. The purpose of the SI is to encourage new work exploring how marketing, marketers and macromarketing research can help tackle the climate crisis.

Climate change is a clear and present danger for humanity, resulting from the twin ills of overproduction and overconsumption (IPCC, 2021). The excessive greenhouse gas emissions responsible for climate change are supported by a logic of economic growth and a materialist consumer culture completely at odds with increasingly scarce natural capital (Prothero and McDonagh, 2021, Shultz, 2017). Like the Covid-19 pandemic, the effects of climate change are not felt equally. While some humans enjoy unprecedented comfort, convenience, and cleanliness (Shove, 2003), others suffer from loss of livelihoods and diminished wellbeing (Vengopal and Chakrabarti, 2022). We can see the immiserating effects of climate change in floods, droughts, fires, landslides, starvation, and wars. Over-reliance on fossil fuels is a pathway to our civilization's destruction which may result either earlier, through war efforts financed by oil and gas revenues, as currently evident in Russia's invasion in Ukraine (Milman, 2022), or later when the consequences of global warming create an environment hostile to human habitation.

There is hope. We can and must transition to a net zero carbon world, using our prodigious human ingenuity. As macromarketing's fundamental mission is to "*improve the human condition, and to sustain the world humans inhabit*" (Shultz and Wilkie, 2021 p. 5), we are well placed to help. In our mission to "*save the world*" (Shultz and Wilkie, 2021, citing George Fisk), macromarketers have provided insight into the nature of marketing systems that perpetuate unsustainable growth (Layton, 2015, Varey, 2012, Wooliscroft and Ganglmair-Wooliscroft, 2018); raising profound questions about marketing's responsibilities and ethics (e.g. Prothero and McDonagh, 2021, Sheth

and Parvatiyar, 2021, Varey, 2013). The macromarketing focus on markets, consumption, and wellbeing positions us to provide thought leadership on adapting to and mitigating the effects of climate change, and on how we might transition timely towards a net zero carbon world. While our work has taken the social development field forward in health, wellbeing and quality of life (QOL), sustainability, poverty, food and agriculture, equality and fairness, and ethics (Ekici, et al., 2021), we still have a long way to go. With respect to climate change, (macro)marketing research is nascent (Hall, 2018, Helm and Little, 2022). That must change – we need work that rethinks the system, and that transforms hearts and minds (Kemper, et al., 2022, Watson, et al., 2021).

As Varey (2012) remarked, climate change transcends traditional issues-based sustainability scholarship. Therefore, it should not be treated as a sub-category of sustainability research (e.g. Ekici, et al., 2021). Rather, we need to do transformative work that underpins a “*restoration economy in which business does no damage and contributes to undoing existing damage.*” (Varey, 2012, p. 432). Thus, this special issue invites research on climate change as a focal category of study in (macro)marketing. It calls on macromarketers and all researchers to provide active leadership in finding pathways to a zero carbon future. We invite original, rigorous research submissions focusing on macro-level marketing and consumption topics within the scope of climate change adaptation, mitigation or vulnerability assessment, and particularly those taking a trans or multi-disciplinary approach. Possible topics might include but are not limited to:

- Exploring marketing’s role in increasing and/or decreasing anthropogenic GHG emissions – history and future of shaping consumptive conditions, practices and cultures;
- Diagnosing market failure and responses – carbon tax, carbon trade, policy interventions;
- Transforming the dominant social paradigm (DSP) – de-marketing, degrowth, gendered world views, social marketing under the lens of climate change;
- Tracing the macrosocial impacts of climate change – inequality, vulnerable communities, gender and post-colonial perspectives, ethics and morality, QOL;
- Utilizing marketing to build social and individual resilience to challenging exogenous change – adaptation, intervention, mindfulness, climate grief, anxiety, health, adaptive and maladaptive coping;
- Adapting marketing and social systems – non-linear systems perspectives, complexity and evolutionary dynamics of change, provisioning societal needs, organizational and institutional dynamics;
- Practicing relinquishment – macro-perspectives on consumer roles in mitigating over-consumption and producer roles in proper social responsibility for over-production (vs decoupling and greenwashing);
- Accomplishing restoration and systems resilience – innovation for climate resilience, sustainability-oriented innovation.

Authors interested in submitting a paper should first contact the special issue co-editors directly:

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Please send a **one-page abstract** outlining topic, research question, population studied, and methods employed (as appropriate – conceptual papers are also welcome) so that we can help you ensure fit with the goals of the special issue, timely.

## Deadlines:

1. One-page abstracts: **As soon as possible prior to March 30, 2023**
2. Submission deadline for full papers: **July 31, 2023** at <http://mc.manuscriptcentral.com/jmk>. Please indicate that your paper is intended for this special issue. See manuscript guidelines at <http://jmk.sagepub.com/>

Please share this CFP with your networks, and encourage new scholars to pivot their work. Climate change is the challenge of our time. We look forward to receiving your submissions.

## Bibliography and further reading

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Varey, Richard J (2012), "The Marketing Future Beyond the Limits of Growth." *Journal of Macromarketing*, 32 (4), 424-33.

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