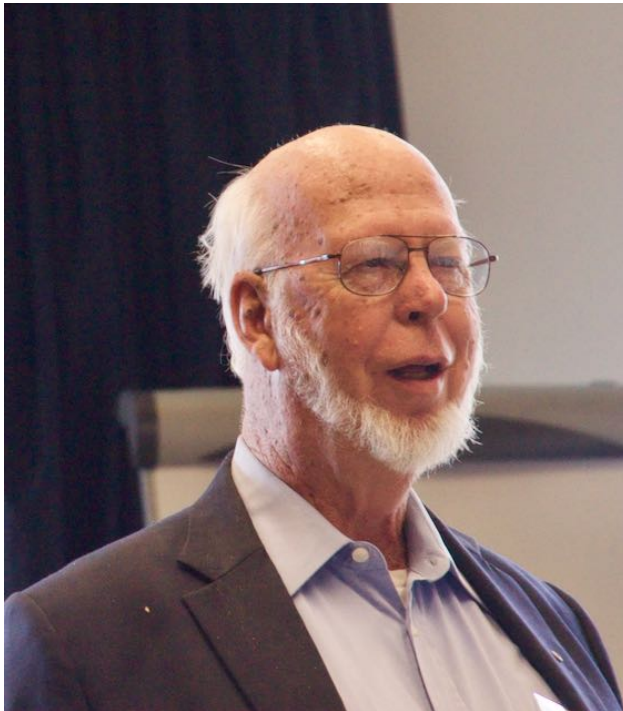


# Special Issue of the *Journal of Macromarketing*: “Macromarketing and Systems - in honor of Roger Layton”

Final Date for Submissions: January 31<sup>st</sup> 2023

(note all accepted papers will go into production and appear online first as soon as they are accepted)

Guest Editor: Ben Wooliscroft [ben.wooliscroft@aut.ac.nz](mailto:ben.wooliscroft@aut.ac.nz)



At the centre of academic macromarketing is the recognition that (macro-level) market phenomena exist in a system.

Roger Layton (1934 -2021), during his lengthy and distinguished career, provided a canon of papers in the *Journal of Macromarketing*, and elsewhere, designed to form the foundation for macromarketing theory. This special issue seeks and invites papers that build on that legacy, all grounded in systems thinking and the legacy that Roger left us.

Topics might include, but are not limited to:

- Further developments of how marketing/market systems develop and/or decline
- Market/marketing systems in particular contexts that provide additional insight to the general phenomena
- Marketing systems under stress
- Ideal forms of marketing systems
- Systems methodologies applied to (macro)marketing phenomena
- Policy interacting with marketing systems and the systems implications
- Complexity, simplicity and complicity and market systems – emergent behavior

Prospective authors are encouraged (but not required) to present their initial ideas at the 2022 Macromarketing Conference in the track of the same name. Authors are welcome to

discuss their topic and/or approach to developing their paper with the guest editor. All papers will be double blind reviewed, as per standard Journal of Macromarketing practice.

#### Key References:

- Domegan, Christine, McHugh, Patricia, Flaherty, Tina and Duane, Sinead (2019). A dynamic stakeholders' framework in a marketing systems setting, *Journal of Macromarketing* 39(2): 136–150. URL: <https://doi.org/10.1177/0276146719835287>
- Duffy, Sarah, Layton, Roger and Dwyer, Larry (2017). When the commons call “enough”, does marketing have an answer?, *Journal of Macromarketing* 37(3): 268–285.
- Layton, Roger A. (1989). Measures of structural change in macromarketing systems, *Journal of Macromarketing* 9(1): 5–15. URL: <https://doi.org/10.1177/027614678900900102>
- Layton, Roger A. (2007). Marketing Systems A Core Macromarketing Concept, *Journal of Macromarketing* 27(3): 227–242.
- Layton, Roger A (2009). On Economic Growth, Marketing Systems, and the Quality of Life, *Journal of Macromarketing* 29(4): 349–362.
- Layton, Roger A (2011). Towards a theory of marketing systems, *European journal of marketing* 45(1/2): 259–276.
- Layton, Roger A (2015). Formation, Growth, and Adaptive Change in Marketing Systems, *Journal of Macromarketing* 35(3): 302–319.
- Layton, Roger A. (2017). Can macromarketing learn from 40,000 years of history?, *Journal of Macromarketing* 37(3): 334–335.
- Layton, Roger A. (2019). Marketing systems – looking backward, sizing up and thinking ahead, *Journal of Macromarketing* 39(2): 208–224. URL: <https://doi.org/10.1177/0276146718823897>
- Layton, Roger A and Grossbart, Sanford (2006). Macromarketing: Past, present, and possible future, *Journal of Macromarketing* 26(2): 193–213.
- Layton, Roger and Duffy, Sarah Maree (2018). Path Dependency in Marketing Systems — where History Matters and the Future Casts a Shadow, *Journal of Macromarketing* p. 0276146718787012.
- Williams, Janine, Davey, Janet and Johnstone, Micael-Lee (2020). Marketing system failure: Revisioning layton's marketing system model, *Journal of Macromarketing Online* first. URL: <https://doi.org/10.1177/0276146720961454>