The Concept of Trust in Macromarketing Scholarship

Call for Papers for a special issue

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Submissions are due no later than October 31, 2019 at http://mc.manuscriptcentral.com/jmk.

Trust acts like a lubricant and makes any group run more efficiently (Fukuyama 1995). Additionally, sociologists regard trust as a necessary condition for the existence of societal institutions and systems (Lewis and Weigert 1985). Macromarketing is the study of markets, marketing and society that are connected into a networked system (Dixon 2002). Macromarketing is the study of markets (Mittelsteadt, Kilbourne, and Mittelstaedt 2007) and markets are systems (Layton 2007). Having a well-functioning marketplace/system is likely to lift psychological burdens from citizens, free the capabilities of citizens in a society, and thus improve quality of life (Ekici and Peterson 2009), promote societal well-being, and ensure sustainability (Peterson 2013).

Various definitions have been offered for trust; however, a key feature of any definition is that trust is important when people must act in the face of uncertainly and risk (Ndubisi and Natarajan 2016). In other words, trusting is a crucial strategy for dealing with an uncertain and uncontrollable future. In this way, trust can be understood as a simplifying strategy that enables people to adapt to complex social environments and thus benefit from increased opportunities (Earle and Cvetkovich 1995, p. 38). Such a life-simplifying strategy may result in psychological and social outcomes that result in general societal flourishing.

Trust in marketing has been mainly studied at the micro (company, brand, inter-organizational) level. Relatively little emphasis was given to the concept at the institutional level (e.g. trust in regulators, police, and media), and almost no attention at the system level. That is, even though the extant research in marketing offers plenty of insights of trust at the micro (e.g. firm) level and some at the mezzo (institutional) level, our understanding of trust at the system level is very limited.

The aim of this call is to fill the aforementioned research gaps. Suggested topics include (but not limited to) the following:

- Trust and distrust among the institutions of marketing systems
- Measurement of institutional and/or system-level trust
- Trust in relation to quality of life studies
- Trust in relation to economic development studies
- Trust in relation to environmental sustainability
• Trust in relation to ethics and social responsibility
• Challenges of building mezzo (institutional) and macro (system)-level trust
• Trust between business and society
• Trust in the context of marketing in emerging/developing markets
• Trust in marketing at the bottom of the pyramid markets

• Trust and internet marketing
• CRM, customer information privacy and trust
• Trust and marketing technologies
• Trust in marketing networks
• Trust in not-for-profit services

• Trust and Big Data
• Contingency factors and models of trust in marketing
• Challenges in managing trust in a post-fact world

The call welcomes submissions in the form of conceptual and empirical papers and encourages all methodological approaches that explore the (complex) nature of trust in marketing systems.

References


Indicate that your paper is intended for this special issue. Manuscripts guidelines are available at: [http://jmk.sagepub.com/](http://jmk.sagepub.com/). Please direct any inquiries or expressions of interest to the special issue editors, Nelson Oly Ndubisi, olynel@hotmail.com or Ahmet Ekici at ekici@bilkent.edu.tr. Accepted papers will be published in 2020.