

Conference Program

Marketing History: Strengthening, Straightening and Extending
14th Conference on Historical Analysis & Research in Marketing (CHARM)

May 28 – 31, 2009

Hosted by: School of Management, University of Leicester
Leicester, United Kingdom

Thursday, May 28

5:30 – 6:30 pm

Registration and Welcome Reception

Quorn Suite, 5th Floor Charles Wilson Building
University of Leicester

*Sponsored by: Emerald Publishing and the
Journal of Historical Research in Marketing*

7:00 – 11:00 pm

Opening Dinner and Welcome

Garendon Room, 5th Floor Charles Wilson Building
University of Leicester

Terrence H. Witkowski, President, CHARM Association
California State, Long Beach, USA

Mark Tadajewski, Arrangements Chair
University of Leicester, United Kingdom

William W. Keep, Program Chair
Quinnipiac University, USA

D.G. Brian Jones, Editor

Journal of Historical Research in Marketing
Quinnipiac University, USA

Friday, May 29

7:30 – 8:30 am

Breakfast in hotel on your own, included with room rate

8:30 am

Coach departs for conference facility from front of hotel

9:00 – 10:30 am

Session 1a – Swithland Room

Marketing Theory Around the World: Poland, Italy, and Denmark

Chair: Irfan Ahmed

*“The Art of Commerce According to American Norms”: Two Early Polish
Language Texts on Selling and Salesmanship***

Terrence H. Witkowski

California State University, Long Beach, USA

Teaching Marketing History in Italy
Amedeo Lepore
University of Bari – Luiss, Italy

Developing Marketing Theory in Denmark The role of Hages Håndbog
Kurt Pedersen¹
Erik Kloppenborg Madsen¹
Kenn Tarbensen²

¹The Aarhus School of Business, University of Aarhus, Denmark

²Danish Business Archives, Aarhus, Denmark

Session 1b – Tilton Room
British and Commonwealth Retailing
Chair: David Clampin

*The New Zealand Sunday – Keep Sunday Free: An Historical Narrative of the Shop Trading Hours Legislation in New Zealand**

Ann-Marie Kennedy Thompson
Auckland University of Technology, New Zealand

How Cash and Carry Won the Day: the reconfiguration of British grocery wholesaling 1948-1972

Jim Quinn
Trinity College Dublin, Ireland
Leigh Sparks
University of Stirling, United Kingdom

Retail Marketing Innovation and Knowledge Transfer: The case of Self-Service and Supermarket Retailing in Britain c.1945-1975

Andrew Alexander
University of Surrey, United Kingdom

10:30 – 11:00 am

Break – Tea, Coffee, Homemade Biscuits
Rothley and Oakham room

11:00 – 12:30 pm

Session 2a – Swithland Room
Retail Stores in the Britain
Chair: D.G. Brian Jones

The Influence of American Retailing Innovation in Britain: A Case Study of F.W. Woolworth & Co., 1909-82

Richard Hawkins
University of Wolverhampton, United Kingdom

Sanders Bros (Stores) Limited: Gone but not Quite Forgotten

Neil Tyler
University of Stirling, United Kingdom

TESCO: Every Little Helps
Leigh Sparks

University of Stirling, United Kingdom

Session 2b – Tilton Room
Retailing Changes and Adaptations

Chair: Mark Tadajewski

*The Historical Contexts Producing Keiretsu Retailing: The Four Major
INDUSTRIES in Japan 1910s–1930s*

Kazuo Usui

Saitama University, Japan

The Underpinnings of Retail Conglomerates: An Historical Analysis

William W. Keep

Quinnipiac University, USA

*Retailers, Barter and Scrip: Businesses and the Uses of Alternative
Currency during the Great Depression*

Sarah Elvins

University of Manitoba, Canada

12:30 – 1:15 pm

Lunch – Main Dining Room

1:15 – 1:50 pm

Keynote Address – Swithland Room

Introduction: Terrence H. Witkowski, President, CHARM Association
California State, Long Beach, USA

.....Probably the Best Archive of UK Advertising,
Marketing & Media in the World! *

**with apologies to Carlsberg*

Barry Cox, Chief Executive

The History of Advertising Trust

2:00 – 3:20 pm

Session 3a – Swithland Room

Branding: Policies and Practices

Chair: Eric Shaw

Brand Names Before the Industrial Revolution

Gary Richardson

University of California – Irvine, USA

*A History of US Trademark Law and the Co-Development of Brand
Marketing*

Ross D. Petty

Babson College, USA

*“Changing Brands-Changing Image?” The Historical Analysis of Brand
Management in Marks and Spencer*

Yumiko Toda

Nihon University, Japan

Paul Jackson
Coventry University, United Kingdom

Session 3b – Tilton Room
Advertising and Advertising Regulations

Chair: Terrence H. Witkowski

A Virtual Social H-Bomb: The Late 1950s Controversy On Subliminal Advertising

Ronald A. Fullerton
The American University in Cairo, Egypt

Swedish business associations, regulatory regimes of advertising and fashions in political economy 1950-1976

Michael Funke
Uppsala University, Sweden

The History of Internet Advertising: Exploring the Theory of an Advertising Media Life Cycle

Lilly Anne Buchwitz
San José State University, USA

3:20 – 3:40 pm

Break – Tea, Coffee, Cake
Rothley and Oakham room

3:40 – 5:00 pm

Session 4a – Swithland Room
Consumption: Conspicuous and Otherwise

Chair: Richard Hawkins

Immigrant Consumer Experiences and Marketing Activities in the Early 20th Century: A Reading of Upton Sinclair's 'The Jungle'

Irfan Ahmed
Sam Houston State University, USA

Weblen and Darwin: Tracing the evolutionary bases of conspicuous consumption

Georgios Patsiaouras
James Fitchett
University of Leicester, United Kingdom

Issues in Luxury Consumption

Charles Moore
New Mexico State University, USA

Session 4b – Tilton Room
Gender, Ethnicity and Social Change

Chair: William W. Keep

Gender and Automobility Selling Cars to American Women after the Second World War

Maggie Walsh

University of Nottingham, United Kingdom

*Changing the Game: Racial and Ethnic Minority Depictions in
Advertisements in Sports Illustrated Magazine*

Blaine J. Branchik
Quinnipiac University, USA

*Social Change and Gendered Gift Giving Rituals: A Historical Analysis of
Valentine's Day in Japan*

Yuko Minowa
Long Island University - Brooklyn Campus, USA
Olga Khomenko
Waseda University, Japan
Russell W. Belk
York University, Canada

5:10 pm Coach departs for hotel from front of conference center.
(Dinner will be on campus, a short walk from the hotel.)

7:00 – 10:00 pm **Reception and Dinner**
Garendon Room, 5th Floor Charles Wilson Building
University of Leicester

8:30 – 9:30 pm **CHARM Board Meeting** (following dinner)

Saturday, May 30

7:30 – 8:30 am Breakfast in hotel on your own, included with room rate

8:30 am Coach departs for conference facility from front of hotel

9:00 – 10:30 am **Session 5a – Swithland Room**
Innovation and New Marketing Horizons
Chair: Ross Petty
*The Shaman's Legacy: A Historical Perspective on Cultural
Intermediation and its Role in Contemporary Marketing**
Maggie Matear
Queen's University, Canada

MP3: From Compression Process to Consumer Choice Option
Janice Denegri-Knott
Bournemouth University, United Kingdom

*Diffusion of Innovations as Illustrated by Today's Social Media Explosion:
Did Rogers Know Best?*
Marilyn L. Liebrez-Himes¹
Robert F. Dyer¹
Hamed M. Shamma²
¹The George Washington University, USA

²American University of Cairo, Egypt

Session 5b – Tilton Room
Marketing in the Early 20th Century

Chair: Alfred C. Holden

*Single- and Multi-Ideology Marketing in the Province of Quebec in the
Early 20th Century*

Lisa Baillargeon

Université du Québec en Outaouais, Canada

Patrice Gélinas

York University, Canada

*Market Driven or Market Driving? Historical Evidence from a Case Study
in Nova Scotia's Tourism Industry*

Leighann C. Neilson

Carleton University, Canada

*A View on Consumption History of Turkey During the Period of
Modernization*

Mujdat Ozmen

Omer Torlak

Eskisehir Osmangazi University, Turkey

10:30 – 11:00 am

Break – Tea, Coffee, Homemade Biscuits
Rothley and Oakham room

11:00 – 12:30 pm

Session 6a – Swithland Room
Marketing in the 18th and 19th Centuries

Chair: Leigh Sparks

*Selling the English Garden: The Nineteenth Century American Seed
Merchant James Vick*

Thomas J. Mickey

Bridgewater State College, USA

*Cereal Cartons, Tin Cans and Pop Bottles: Package Converting
Mechanization (1879-1902) that Revolutionized Food and Beverage*

Marketing

Diana Twede

Michigan State University, USA

*“...by Her Royal Highness's Command”: endorsements in advertisements
for eighteenth-century London concerts*

Catherine Harbor

Royal Holloway University of London, United Kingdom

Session 6b – Tilton Room
Topics in Macromarketing
Chair: Marilyn Liebrez-Himes

“Savaging John Bull Reflects the Marketing of Public Policy in Victorian America”

Alfred C. Holden
Laurie Holden
Fordham University, USA

*The Development of Social Marketing: A Historiography Based on Bartels' Framework (1900-2008)**

Ream Shoreibah
University of South Florida, USA

A Comparison Between East and West in Terms of Marketing Ethics Codes

Omer Torlak
Mujdat Ozmen
Eskisehir Osmangazi University, Turkey

12:30 – 2:00 pm

Lunch and Awards
Rothley and Oakham room

Stanley C. Hollander Best Paper Award

Presenter: William W. Keep
Quinnipiac University, USA

David D. Monieson Best Student Paper Award

Presenter: D.G. Brian Jones
Quinnipiac University, USA

2:00 – 3:30 pm

Session 7a – Swithland Room
The Role(s) of the Consumer
Chair: Bernardo Batiz-Lazo

*What is Consumer Well-Being (CWB)?: An Historical Analysis**

Ethan Pancer
Queen's University, Canada

*The “Consumer Jury”: Historical Origins, Theoretical Implications and Social Consequences of a Marketing Myth***

Stefan Schwarzkopf
Queen Mary & Westfield College, University of London, United Kingdom

The Maverick Mr Cube: The Resurgence of Commercial Marketing in Post-War Britain

David Clampin
Ron Noon
Liverpool John Moores University, United Kingdom

Session 7b – Tilton Room
Marketing Challenges and Marketing Innovators

Chair: Kazuo Usui

Space, Place and Show – Marketing Challenges of Exhibition Enterprises
Katja Lindqvist
Växjö University, Sweden

“’A Great Influence Still Further Multiplied’: Martha Van Rensselaer and the Home-Making Department of the Delineator”

Mary Ellen Zuckerman
SUNY Geneseo, USA

If Palmer Cox wuz t’see yer, he’d git yer copyrighted in a minute: The Origins of Licensing

Wayne Morgan
Canada

Sharilyn J. Ingram
Brock University, Canada

3:30 – 4:00 pm

Break – Tea, Coffee, Cake
Rothley and Oakham room

4:00 pm

Coach departs for hotel from front of conference center

4:00 pm

Meeting of JHRM editors – Swithland Room
(return to hotel via taxi or a leisurely walk)

Dinner – On Your Own
An opportunity to explore Leicester!!

Sunday, May 31

8:00 – 9:00 am

Breakfast in hotel on your own, included with room rate

9:00 am

Coach departs for conference facility from front of hotel

9:30 – 11:00 am

Session 8a – Swithland Room
Foundations of Marketing Theory

Chair: Leighann Neilson

*Revisiting Alderson's Formula For Measuring The Productivity of a Marketing System: an Historical Analysis in Marketing Thought***

Eric H. Shaw

Florida Atlantic University, USA

*David D. Monieson (1927-2008): The Pursuit of Usable Knowledge in Marketing***

D.G. Brian Jones

Quinnipiac University, USA

Stanley Shapiro

Simon Fraser University, Canada

Peggy Cunningham

Dalhousie University, Canada
Paula McLean
Quinnipiac University, USA

*Marketing innovations and the Swedish consumer co-operative movement
1904-1930*

Pernilla Jonsson
Uppsala University, Sweden

11:00 – 11:30 am

Break – Tea, Coffee, Homemade Biscuits
Rothley and Oakham room

11:30 – 1:30 pm

Lunch and CHARM Association Meeting
Rothley and Oakham room

1:40 pm

Coach departs for hotel from front of conference center