

Conference Program

Marketing History at the Center

13th Conference on Historical Analysis & Research in Marketing (CHARM)

May 17-20, 2007

Durham Marriott at the Civic Center, Durham, North Carolina USA

*Hosted by the John W. Hartman Center for Sales, Advertising & Marketing
History, Duke University*

Thursday, May 17

- 4:00 – 6:30 pm** **Registration** – Foyer outside Rooms 105/106 and 107/108
- 5:30 – 6:30 pm** **Welcome reception** – Ballroom 104
- Opening Dinner and Welcome** – Ballroom 104
Terrence H. Witkowski, President, CHARM Association, California
State University, Long Beach, USA
- 6:30 – 8:00 pm** Blaine Branchik, Program Chair, Quinnipiac University, USA
Jacqueline Reid, Arrangements Chair, Hartman Center, USA

Friday, May 18

- 7:45 – 8:30 am** **Breakfast** – Foyer outside Rooms 105/106 and 107/108
- 8:30 – 10:30 am** **Session 1a: Advertising agencies** – Room 105/106
Chair: Richard Hawkins
- Ad Agency Lost: The Rediscovery of Compton Advertising*
Randy Jacobs, University of Hartford, USA
- Foote, Cone and Belding: Hollywood Powerhouse*
Susan Ohmer, University of Notre Dame, USA
- Consumer Voice and Brand Loyalty: Lever, J. Walter Thompson and
The Rise of Market Research in Britain, 1918-1939*
Stefan Schwarzkopf, Queen Mary College, University of London,
United Kingdom
- Session 1b: Pre-20th Century International Marketing Issues** –
Room 107/108

Chair: Marilyn Liebrez-Himes

Western Companies and the Ottoman Society - A Passionate Relationship

Yavuz Köse, Ludwig-Maximilian University, Germany

The Roman Games and Consumption Rituals

Yuko Minowa, Long Island University – Brooklyn Campus, USA

The Evil Trade that Opened China to the West

Shirley Ye Sheng, Florida Atlantic University, USA

Eric Shaw, Florida Atlantic University, USA

10:30 – 11:00 am

Break – Foyer outside rooms 105/106 and 107/108

11:00 am – 12:30 pm

Session 2a: Marketing Thought – Room 105/106

Chair: Leighann Neilson

A Revised Framework of Old, Modern, and Recent Marketing Schools

Goran Svensson, Oslo School of Management, Norway

Stefan Lagrosen, University West, Sweden

The Development of Ideas in Marketing Management from the Tacit to the Explicit: The Case of the USA 1910-40

Kazuo Usui, Saitama University, Japan

The American Marketing Journal, the National Marketing Review, and the Intellectual Origins of the Journal of Marketing

Terrence H. Witkowski, California State University, Long Beach, USA

Session 2b: Advertising Personalities – Room 107/108

Chair: Judy Foster Davis

"Trusted for Over 80 Years": Ted Bates and Trojan Advertising, 1985-2001

Richard Collier, Duke University, USA

David Ogilvy versus Rosser Reeves and Their "Competing" Advertising Philosophies: The Real Story

Daniel Haygood, University of Tennessee, USA

A True Pioneer of Research in Advertising: The Contribution of Paul Cherington's Works to Early Advertising Thoughts

Yumiko Toda, Keio University, Japan

12:30 – 2:00 pm

Lunch and Keynote Address – Ballroom 104

Introduction: Terrence H. Witkowski, California State University, Long Beach, USA

The Evolution of Social Marketing -- an Identity Crisis Still?
Alan R. Andreasen, Georgetown University, USA

2:00 – 3:30 pm

Session 3a: 20th Century International Marketing – Room 105/106
Chair: Susan Ohmer

The Americanization of Italian Advertising During the 50's and the 60's: Mediations, Conflicts and Appropriations
Simona De Iulio, University of Strasbourg, France
Carlo Vinti, University of Venice, Italy

Visions of America: Publicitaires and the United States, 1944-1960
Clark Hultquist, University of Montevallo, USA

From Happy Homemaker to Great Mother: The Formation of Women's Identity in Prewar and Postwar Japanese Home Appliances Advertising, 1931-1965
Olga Khomenko, Waseda University, Japan

Session 3b: Innovation – Room 107/108
Chair: Kaz Usui

Challenging Conditions and the Success of Academic Research in Marketing: A New Product Development Perspective
Amir Grinstein, Harvard University, USA
Elie Ofek, Harvard University, USA
Stav Rosenzweig, The Hebrew University of Jerusalem, Israel

The History of Corrugated Fiberboard Shipping Containers
Diana Twede, Michigan State University, USA

A (Bumpy) Ride on Innovation Escalator: Historical Trends of Product Innovativeness
Stav Rosenzweig, The Hebrew University of Jerusalem, Israel
David Mazursky, The Hebrew University of Jerusalem, Israel

3:30 – 4:00 pm

Break – Foyer outside rooms 105/106 and 107/108

4:00 – 5:30 pm

Session 4a: Market orientation, cooperative and relationship marketing – Room 105/106
Chair: Peggy Cunningham

The Apple of Jobs' Eyes: An Historical Look at the Link Between Customer Orientation and Corporate Identity
Terry Beckman, Queen's University, Canada
Garth Harris, Queen's University, Canada

Cooperative Marketing of Hawaiian Canned Pineapple, 1908-39
Richard Hawkins, University of Wolverhampton, United Kingdom

The Relationship in Marketing: Contribution of a Historical Perspective

João F. Proença, University of Porto, Faculty of Economics, Portugal
Teresa M. Fernandes, University of Porto, Faculty of Economics, Portugal
P.K. Kannan, University of Maryland, USA

Session 4b: Advertising Histories – Room 107/108

Chair: Lydia McKinley-Floyd

Testimonial Advertising: Movie Stars and American Girls Become Authorities

Leslie Midkiff DeBauche, University of Wisconsin-Stevens Point, USA

Does You Mean 'dis? Race and the Marketing of Rowntree Cocoa in the Twentieth Century

Emma Robertson, Leeds Metropolitan University, United Kingdom

The Case of the Disappearing Wedding Band: An Exploration into the Evolution of Marriage and Family in American Advertising (1920-present)

Andrea Scott, Pepperdine University, USA

Barbara Gross, California State University Northridge, USA

6:15 pm

Bus to Perkins Library, Duke University

6:30 – 9:00 pm

Reception and Dinner – Perkins Library, Duke University (shuttle buses back to hotel following dinner)

Saturday, May 19

7:45 – 8:30 am

Breakfast – Foyer outside rooms 105/106 and 107/108

8:30 – 10:30 am

Session 5a: Advertising and Health – Room 105/106

Chair: Goran Svensson

Na Zdrovya! Soviet Health Posters as Social Advertising
Karen Fox, Santa Clara University, USA

Take Two Aspirins and Don't Call Me in the Morning: A Descriptive History of Health Care Product Advertising, 1900-1980
D. G. Brian Jones, Quinnipiac University, USA

Patricia Norberg, Quinnipiac University, USA
Ronald Rozett, Quinnipiac University, USA

Odor, Oh No!: Deodorant, Melodramas and Hygiene Product Advertising in America, 1900-1930

Juliann Sivulka, Waseda University, Japan

Session 5b: Retailing – Room 107/108

Chair: Randy Jacobs

"A More Definite System": The Emergence of Retail Food Chains in Canada, 1919-1945

Barry Boothman, University of New Brunswick, Canada

The Central Department Store and the Soviet State: Tallinn Kaubamaja - Estonia's "Department Store"

Brent McKenzie, University of Western Ontario, Canada

World's Fairs, Technology Transfer and the Department Store 1800s to 1930s

Robert Tamilia, University of Quebec at Montreal, Canada

10:30 – 11:00 am

Break – Foyer outside Rooms 105/106 and 107/108

11:00 am – 12:30 pm

Session 6: Special Panel Session – Room 105/106

Moderator: Eric Shaw

Marketing History: A 30 Year Retrospective

Ron Savitt, The University of Vermont, USA

Ronald Fullerton, The American University in Cairo, Egypt

Eric Shaw, Florida Atlantic University, USA

Lunch and Award and Distinguished Speaker – Ballroom 104

Stanley C. Hollander Best Paper Award

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

12:30 – 2:00 pm

Distinguished speaker

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

The History of Accounting History: Strategies for Institutional Development

Alan J. Richardson, York University, Canada

2:00 – 3:30 pm

Session 7a: The African-American Market – Room 105/106

Chair: Brent McKenzie

Black Gold: A History of the African-American Elite Market Segment

Blaine Branchik, Quinnipiac University, USA

Judy Foster Davis, Eastern Michigan University, USA

"Cadillac Flambé": Race and Brand Identity

Margaret Myers, Northern Kentucky University, USA

Sharon Dean, University of Cincinnati, USA

Promoting Philanthropy in the Black Community: A Macroscopic Exploration

Nanda Shrestha, Florida A&M University, USA

Lydia McKinley-Floyd, Florida A&M University, USA

Session 7b: Marketing, War and the Military – Room 107/108

Chair: Al Holden

To "Guide, Help and Hearten Millions": The Place of Commercial Advertising in Wartime Britain 1939-1945

David Clampin, University of Wales, United Kingdom

Selective Civil War Battlefield Preservation as a Method of Marketing the Southern "Lost Cause"

Richard D. Stone, Shippensburg University, USA

Mary M. Graham, York College of Pennsylvania, USA

Finding the Few: The History of the United States Marine Corps Advertising Message

Michael Zeliff, The George Washington University, USA

3:30 – 4:30 pm

Session 8a: Branding I – Room 105/106

Chair: Ross Petty

The Eternal Lives of Brands in Alcoholic Beverages

Teresa Da Silva Lopes, Queen Mary, University of London, UK

Heritage Brands - Welcome Inheritance or 'Over the Hill'

Marilyn Liebrez-Himes, The George Washington University, USA

Hamed Shamma, The George Washington University, USA

Robert Dyer, The George Washington University, USA

Session 8b: Branding II and Licensing – Room 107/108

Chair: Nanda Shrestha

The "Scandinavian Ideal" in Design: Two Distinct Approaches to the Marketing of an Ideal

Clive Edwards, Loughborough University, UK

"If Palmer Cox Wuz T'see Yer, He'd Git Yer Copyrighted in a Minute"

The Origins of Licensing

Wayne Morgan, Independent Scholar, Canada

- 5:00 – 6:30 pm** **Optional walking tour of downtown Durham Tobacco History**
(\$5.00 per person)
- 7:00 – 9:00 pm** ***Dinner-on-your-own* or optional group dinner**

Sunday, May 20

- 8:15 – 9:00 am** **Breakfast** – Foyer outside Rooms 105/106 and 107/108

- 9:00 – 11:00 am** **Session 9: Marketing History Potpourri** – Room 105/106
Chair: Robert Tamilia

Entangled in the Societal Labyrinth: Marketers' Management of Paradox and Authentic Norms

Maureen Bourassa, Queen's University, Canada

Peggy Cunningham, Queen's University, Canada

Jay Handelman, Queen's University, Canada

Reactions from Satirists in the Literary, Commercial, and Moneyed Center When the Marketing Prize is Lost: New York's Loss of the Columbian World's Fair Mandate is Chicago's Gain

Alfred Holden, Fordham University, USA

Laurie Holden

Peddling Schwinn Bicycles: Marketing Lessons from the Leading Post WWII US Bicycle Brand

Ross Petty, Babson College, USA

- 11:30 am – 1:30 pm** **Lunch and 6th Biennial Meeting of the CHARM Association** –
Room 107/108