

Journal of Global Scholars of Marketing Science

Call for Papers

Special Issue

“The Role of Inclusion, Diversity, Equity, & Access (IDEA) in Today’s Global Marketing Environment”

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The *Journal of Global Scholars of Marketing Science* is pleased to announce and invite submissions for a Special Issue on “IDEA” which is associated with the 2022 Society for Marketing Advances conference being held in Charlotte, NC. **The conference submission deadline is June 30, 2022.** After the conference, manuscripts will need to be submitted to the *Journal of Global Scholars of Marketing Science* online platform no later than **December 15, 2022.** Conference submission is a requirement for this special issue.

Special Issue Background Information

There have been many factors over the past two years that have brought racial disparities to the forefront, but marketing research has been relatively silent even though there is much to offer to inform those discussions. Further, these factors might have local triggers or eruptions but the issues are global in scope. COVID, for example, exposed previously hidden or ignored disparities that led to loss of jobs, a decline in economic wellbeing, inequitable health care access, and other inequalities. How did the turbulence in the environment changes affect organizational actions and marketing efforts in terms of increasing equity, inclusion and access? What impact does increased IDEA efforts or lack thereof have on consumer perceptions and choice? These are the fundamental questions to be addressed in this Special Issue of the *Journal of Global Scholars of Marketing Science*.

This special issue is designed to bring together research that focuses on the impact the events of the past two years had on consumers and organizations with respect to their marketing efforts, with special emphasis on IDEA with potential of highlighting cultural shifts and marketing’s reactions, obligations, and consequences. In addition to broadly defined IDEA efforts and how they may affect consumer decision making, impact of organizational support for social issues including but not limited to Black Lives Matter and #StopAsianHate on consumer perceptions and decisions making are also welcomed. Theoretical, empirical, and practical issues related to marketing of IDEA efforts within the context of the current business milieu are the focus of this special issue. Creative, innovative, and wide-ranging but relevant topics are encouraged. While cross-cultural work is welcome, we also hope to attract work completed in a diverse set of cultures, settings, and contexts.

Some examples of research that would be welcomed include:

- Fostering inclusive marketing practices
- “Silence is violence” and the impact of a lack of support for social issues as an active value stand
- Virtual reality and shopping experiences in relation to inclusive images and culturally sensitive content

- Impact of IDEA in marketing messages such as consumer brand attitudes, brand loyalty, brand inclusivity, and purchase behavior, to name a few.
- Diversity Washing as a threat to IDEA efforts, and consumer responses to perceptions of Diversity Washing
- Altered consumer decision making due to support or lack thereof to businesses with IDEA focus. Beyond the obvious, IDEA of thought and ideas with impact on innovation to address emerging consumer needs post 2020.
- Consumer buying behavior and boycotts/active support in response to IDEA and social marketing
- Closing the diversity gap among marketing professionals
- Marketing's impact in areas such as employer branding
- Social media and employee response to organizational IDEA statements, practices, and investments. Impact of organization's IDEA statements, practices, and investments on employee attitudes, organizational culture, and employee outcomes.
- Impact of IDEA and importance across cultures, settings, and contexts
- Considerations and possible legal ramifications for organizations adopting or not adopting IDEA statements, practices, and investments

Submission Information

Authors are invited to submit original and unpublished research to the Society for Marketing Advances conference using the conference submission platform no later than June 30, 2022. The best papers will then be invited to submit their revised manuscripts to this special issue. All papers will be double-blind refereed. Manuscripts must be submitted electronically in Word format, following the author submission guidelines of the Journal of Global Scholars of Marketing Science. The journal uses APA-7 style and papers should normally be no longer than 25 pages in length. Those invited manuscripts should be received no later than December 15, 2022. Please submit manuscripts to the online platform for the journal.

For more questions about the special issue, please contact Ania Rynarzewska at ania.rynarzewska@gmail.com, Jeff Tanner at jtanner@odu.edu, or Diane Edmondson at diane.edmondson@mtsu.edu.

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