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Global Range and Eclectic Potpourri

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Markets, Globalization & Development Review



Global Range and Eclectic Potpourri

Introduction

Since MGDR is a new journal, just completing its second year, some readers may be under the impression that this is a fledgling research and intellectual enterprise. The reality is quite different.

ISMD, the parent organization of MGDR traces its origins to the early 1990s. The organization was formed after the third international conference of ISMD was held in New Delhi, India, in 1991. ISMD as an organization was up and running by the time of the fourth ISMD international conference in Beijing, China in 1993. Ruby Roy Dholakia, the first president of ISMD, led a delegation of ISMD officials and senior scholars to a formal meeting with Zhu Rongji, China's Deputy Premier, at the time of the kickoff of the Beijing conference. Indeed, ISMD has been marching ahead ever since, and the 15th Biennial international conference of ISMD is coming up in July 2018. We return to details of this 15th Biennial conference later in this editorial piece.

The historical roots of MGDR and ISMD, however, go even deeper. The very first international conference – the one that eventually led to the formation of ISMD and now the launch of MGDR – was organized in Istanbul, Turkey, in 1986 by A. Fuat Firat (who later became the second president of ISMD) and the late Erdogan Kumcu (see Kumcu et al. 1986, for the complete proceedings; and Kumcu and Firat 1987, for a review). So impressively successful was this inaugural conference – it led to a book (Kumcu and Firat 1988) that gathered some of the best papers from the Istanbul confab, plus a few other contributions – that the leading scholars associated with the inaugural conference felt that this activity required continuity and eventual institutionalization. As mentioned, the institutionalization in the form of ISMD occurred relatively soon, after 1991, but the launch of the journal took much longer, with our first MGDR issue appearing in 2016.

So, is 1986 the starting point of all this? Not quite. There is a longer and deeper history. Some of the scholars who were active with early work on markets and development of the type that appeared in ISMD conferences were doing academic writing as well as field projects from the early years of the 1970s (see, e.g., Dholakia and Firat 1975; Dholakia and Dholakia 1975). In a parallel manner, at the University of Colorado, under the leadership of late Professor Charles Slater, other scholars were also exploring issues pertaining to markets and development, especially with a focus on Latin America. These efforts led to the Macromarketing Conference, which is held annually, and the launch of the *Journal of*

Macromarketing, which will be 38 years old in 2018. Some of the ISMD pioneers – Nikhilesh Dholakia, Ruby Roy Dholakia, A. Fuat Firat, and Olav Jull Sørensen – attended the early Macromarketing conferences, and published some development oriented pieces in the *Journal of Macromarketing*, and in the Macromarketing conference proceedings. Olav Jull Sørensen and Nikhilesh Dholakia also started publishing the Network of Marketing and Development Bulletin, or *NOMAD Bulletin*, a physical printed bulletin mailed out to interested scholars worldwide (see Figure 1 in Dholakia 2017, for an image of the first NOMAD Bulletin). These scholars felt that the broader ambit of the macromarketing field – evident readily in the wide range of issues covered by that field’s journal – was somewhat constraining in terms of reaching out to emerging and developing nation scholars, practitioners and policymakers. Such people were not usually able to formulate papers that adhered to (essentially) American academic formats nor were they able to attend the (essentially) North America-based Macromarketing conferences of the 1970s and the 1980s. ISMD conferences were started to open up intellectual spaces for such excluded scholars, practitioners and policymakers – with the aim of taking the conference to developing regions. It is not that the Macromarketing Society, the Macromarketing Conference, and the *Journal of Macromarketing* do not provide such spaces – they do, and indeed all the intellectual macromarketing enterprises are very supportive of the type of work that appears in ISMD conferences and now in MGDR. Indeed, three of the editors of the *Journal of Macromarketing* have already contributed to the pages of MGDR (Shultz 2016; Peterson 2017; Witkowski 2017), within the first two years of the launch of MGDR. It is just that MGDR and ISMD conferences open up the intellectual space for works on markets and development (and now, with the launch of MGDR, for macro-works on globalization) to a wider and broader set of potential contributors. Thus, ISMD-MGDR and the macromarketing enterprises coexist in supportive, symbiotic ways.

One reason for this relatively long historical narrative is to emphasize – especially to those who are engaging with ISMD-MGDR in relatively recent times – the wide global range of interests and influences that undergird this journal. The range of MGDR is truly global – especially in the attempts that the parent organization ISMD makes, and now the journal makes, to reach the scholarly segments that other similar organizations are not able to reach. We also, in the same vein, want to emphasize the intellectual openness of MGDR – to diverse, even critical – viewpoints. Before turning to a preview of what this final issue of 2017

offers, we want to introduce the readers to the details of the 15th Biennial ISMD Conference, being planned in 2018.

Next ISMD Conference

The ISMD conference is biennial – each successive conference follows the previous one with a gap of approximately two years. Since climatic conditions may prevent certain dates in certain locations, the cycle is not exactly 24 months – it may shrink or stretch by some months.

The next ISMD conference, the 15th Biennial conference of ISMD, will be in Moldova in July 2018. Table 1 provides many of the key parameters of this forthcoming conference.

Table 1: Key Parameters of the 15th Biennial ISMD Conference

<i>Informational Item</i>	<i>Description, Names, etc.</i>	<i>Contact Information</i>
Conference Dates	July 5, 6, 7 in 2018	http://ismd2018.utm.md
Conference Location	TUM campus, Tekwill entrepreneurial hub, Chisinau, Moldova	https://www.tekwill.md
Conference Website	ISMD Moldova website	http://ismd2018.utm.md
Conference Host	Technical University of Moldova (TUM)	http://utm.md/en/
Submission Deadline	February 18, 2018	http://ismd2018.utm.md
Overall Theme	The Tail End of Globalization: Technology, Markets, Development & Sustainability	http://ismd2018.utm.md
Main Conference Chair	Romeo V. Turcan, Professor, Aalborg University - Denmark	rvt@business.aau.dk
Host University Contact	TUM staff dedicated to ISMD-2018	support@ismd2018.utm.md
Conference Tracks	16 tracks, plus open space for more	http://ismd2018.utm.md
ISMD website	ISMD	http://ismd.info

Articles and Reviews in this Issue

We close out 2017 with this fourth and the last issue of volume two of MGDR. This final issue of 2017 is 'heavier' in terms of book and movie reviews.

Our first article in this issue continues our exploration of one of the most pressing societal problems in the world, "poverty", a topic broached by many of the previous publications in MGDR (Achrol and Kotler 2016, 2107; Karnani 2017; Ozgun, Yurdakul and Atik 2017). Viswanathan and Sreekumar (2017) demonstrate how marketing can have a role in poverty alleviation. The authors provide a detailed overview of the development of the subsistence marketplaces research stream, under the leadership of the first author Madhu Viswanathan, and its implications. A top-down approach by business professionals and policymakers to understand poverty has proven to be inadequate. With a bottom-up approach beginning at the micro level, this research stream studies consumers and entrepreneurs in their natural settings (subsistence marketplaces), analyzing their needs, behaviors, and life circumstances, which can then be used in designing products and business solutions that enhance their social and economic wellbeing. Viswanathan and Sreekumar (2017) also explain in detail the implications of subsistence marketplaces research stream in teaching marketplace literacy (providing skills/knowledge, self-confidence, and awareness of rights) and integrating marketing education with courses focused on subsistence and sustainability, such as teaching students to develop business models that can be ecologically, socially, and economically sustainable.

The second article in this special issue touches another important problem in markets. Witkowski (2017) analyzes markets for antiquities and their societal consequences, especially the problems associated with looting activities and the loss of cultural heritage in the context of Peru. From a historical perspective, the author first takes a glance at the astonishing pre-Columbian civilizations of Peru and the collecting of its cultural artifacts often with acquisitive impulses. Then, he brings out the dynamics of the contemporary market for collecting Peruvian artifacts and shows how online trading facilitates the sales of undocumented merchandise. Cultural information about when and where the artifacts were discovered is often lost during the transfer of ownership. To supply online stores as well as physical retail stores, traffickers, dealers, collectors, and sometimes even locals in poverty may be looting antiquities illegally in Peru, which has severe consequences for the preservation of the nation's cultural heritage. Witkowski also assess the strategies and responsibilities of different actors such as private and

institutional collectors and public policymakers for protecting this unique cultural heritage.

In addition to the articles, this issue also has two books reviews. Yu and Yalcin (2017) review a book by Nassimbeni and Sartor (2006), which explores mainly Italian enterprises' outsourcing journeys to China, from the selection of suppliers to the details of sourcing mechanisms (this book review is linked to a related book on sourcing in India, also authored by Nassimbeni and Sartor; and reviewed in MGDR in 2016, see Yalcin 2016). The reviewers state that the book gives not only technical insights about sourcing in China, but also cultural insights about managing social relationships while doing business in China. As the authors point out, China today holds the second largest share in world's economy in terms of economic activity, after USA, mainly due to low-cost materials and labor. Yu and Yalcin also stress, however, the rapid change in China from primarily an exporting nation to a nation that is a massive exporter as well as a huge importer. Yu and Yalcin emphasize the need to explore further not only the production opportunities in China but also that country's rapidly growing potential as a consumer market.

Madran (2017) provides a review of Peterson's (2013) book on sustainable enterprises, presenting insights on the content of the book and its reader/learner-friendly structure as a potential marketing textbook. In fact, this is a marketing textbook, very rare of its kind, covering important social concepts such as social injustice, poverty, and sustainability; which – in typical marketing and business textbooks – have often been squeezed into a few pages. Written from a macromarketing perspective (the book author is the current editor of the *Journal of Macromarketing*), the book reviewed here provides countless examples and cases on how to create social value as well as financial value for the company. It stresses how the current economic system has failed to keep the world away from the societal and environmental disasters, suggesting solutions both on the consumption and production angles. It covers sustainable practices ranging from collaborative consumption, green marketing, and demarketing to possible solutions for poverty alleviation. Madran (2017) suggests that this book can be used not only in marketing courses that have societal or sustainability emphasis, but also in generic marketing courses such as Principles of Marketing or Marketing Management since having sustainable enterprises is the only solution for long term survival of markets and humanity.

This issue of MGDR also has two media reviews, one touching the crosscultural aspects of globalization and the other one touching the competitive ruthlessness of corporations in a globalized world. First,

Takemura (2017) reviews the movie, “Lost in Translation,” from a critical perspective. This is a pleasant movie to watch, illustrating the challenges one can face in crosscultural communication and experiences in everyday and business lives, in the context of Japan. However, the author raises the issue of “pleasant for who”? This is what the author critiques, providing a detailed analysis of whether the film is a comedy or stereotype. From a Japanese perspective, some scenes in the movie can be interpreted as stereotypical, even discriminatory. The movie may not be seen – especially by Japanese audiences – as pleasant but rather as silly and even as harsh. Not everybody (Japanese or others) has the same attitude, of course, towards cultural differences. Takemura (2017) illustrates with several examples how various interpretations and mistranslation can occur in different contexts. After all, there is no perfect translation, the author points out. Even with all its possible imperfections, however, this reviewer points out that “translation” as an endeavor signifies a will and effort to connect to different cultures and communicate the differences. What the author finds and problematizes in the film is the “loss of translation” itself – the film’s legitimization of lack of the will to recognize and learn from a different culture and its social language, the disinterest towards the difference it epitomizes. We the editors envision that in the globalized world of today – fortunately still with different value systems, norms, and beliefs – the key is to have acceptance for each other, and to learn and to grow from each other, if we were to live in harmony. To the extent the movie “Lost in Translation” does this – perhaps in an annoyingly comic way – it serves the purpose of building crosscultural bridges.

In his review of the film “The Founder,” Hazera (2017) introduces and compares the story behind the ‘founder’ of McDonald’s Corporation and the movie version of it. The question is whether McDonald brothers, who started the first restaurant in San Bernardino and invented the rapid cook-and-serve system, or Ray Kroc, who started the franchise system, is the true founder of this legendary corporation. It turns out that no matter fictional or real, all have crucial roles. In the fictional version depicted in this movie (a version not too far from actual history), Ray Kroc may have been characterized a bit more ruthless than reality, almost stealing the company from McDonald’s brothers and as somebody who is ready to do anything to overthrow his competitors. Beyond the thrilling early history of McDonald’s Corporation, the exciting part of this film review is that Hazera (2017) leaves the audience questioning “whether the large successful companies *could* exist without aggressive and possibly even some unethical practices (p.5).” The author states that “Ray Kroc, Steve Jobs, and Bill Gates were all aggressive marketers and took advantage of key

opportunities, even to the point of being “unethical” at times (p.5).” We in turn want to leave the audience and readers to make their own assessments; and invite further contributions to MGDR that explore whether large successful corporations *should* exist at the expense of society and the environment.

MGDR: Looking Ahead at 2018

What we have accomplished since 2016, with the inaugural issue of MGDR in the middle of that year, is – what we believe – the creation of an innovative, thought-provoking, and sometimes critical journal that touches the base discipline from which the journal arose (viz., marketing) as well as many other pure and applied social science disciplines. Our efforts in 2018 and beyond are to continue such cross-disciplinary dialogues; and to seek solutions to the pressing problems of the day such as sustainability, poverty, and violence.

Our first issue in 2018 will be a special issue on “Critical Perspectives on Marketing from Japan.” The editors of this special issue invite authors to submit their best work on critical marketing in Japan to MGDR. The approach can be from historical, cultural, sociological, philosophical, political, economic or institutional angles – or a combination of such approaches. The aim of this special issue is to have top-quality critical marketing work from Japan available to the English-speaking world. As always, MGDR also welcomes book and media reviews.

Later in 2018, we plan for another special issue on “Alternative Imaginings.” The idea for this special issue came from the 14th International Society of Markets & Development (ISMD) Conference in Peru in 2016 in a track focused on modes of development that were alternative to the dominant mainstream ideologies. The editors of this special issue invite scholars across a wide spectrum of social science and humanities disciplines to explore and present alternative visions of well-being and development that counter dominant, mainstream models forged in the context of globalization and predatory capitalism.

Our special issues will continue in the following years, such as the one in early 2019 on “China’s New Silk Roads.” The main purpose of this special issue is to provide space for scholars to explore novel ideas, uncharted territories and concepts in quest for better understanding of New Silk Roads – the mega-infrastructure initiatives of China to connect nations and continents – in terms of market growth, economic cooperation, cultural communication, logistics, supply chain management and globalization. There will be also opportunities for scholars to bring into focus previously undiscovered factors that influence the development of

New Silk Roads. The issue would also attempt to provide a few perspectives that could take skeptical or critical views of the New Silk Roads initiatives.

We hope that authors interested in the aims and scope of MGDR in general, or in any of these special issues, would submit their papers, using the MGDR style guidelines.

Happy New Year!

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